

4.0 THE PROPOSAL

DESIGN APPROACH

REMOVE



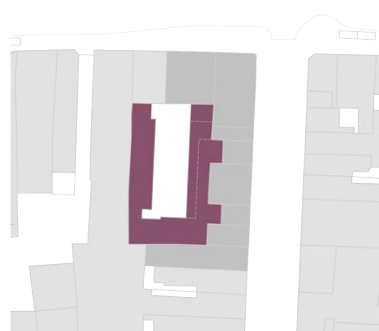
- poor quality additions to be removed
- poor quality rear elevations with low amenity value
- landlocked rear with limited use to be cleared

RESTORE



- repair and restore listed asset
- clean and repair façades of terracotta dressings
- building retained for future generations
- new heritage shop fronts and signage setting the standard for the street

CREATE



- carefully designed extensions weaved into existing fabric
- high quality retail and aparthotel.
- existing rear facade of the listed buildings retained and exposed internally
- majority of the listed fabric to remain in place and on display
- new extensions to be contemporary response to the front elevations
- subservient to elaborate and decorative front facade

PUBLIC SPACE



- new market square to be a vibrant and intimate public space
- key destination with high quality retail and cafe spaces
- the outdoor space for daily use and for regular events such as farmers markets and screenings
- market square will offer significant public value to the area

CONNECT



- connect the main pedestrianised streets and the market square
- passing trade maximised for traders
- enable the currently underused and undervalued land to the rear of the listed buildings to become active
- part of the urban grain of town centre
- value and potential of the site unlocked

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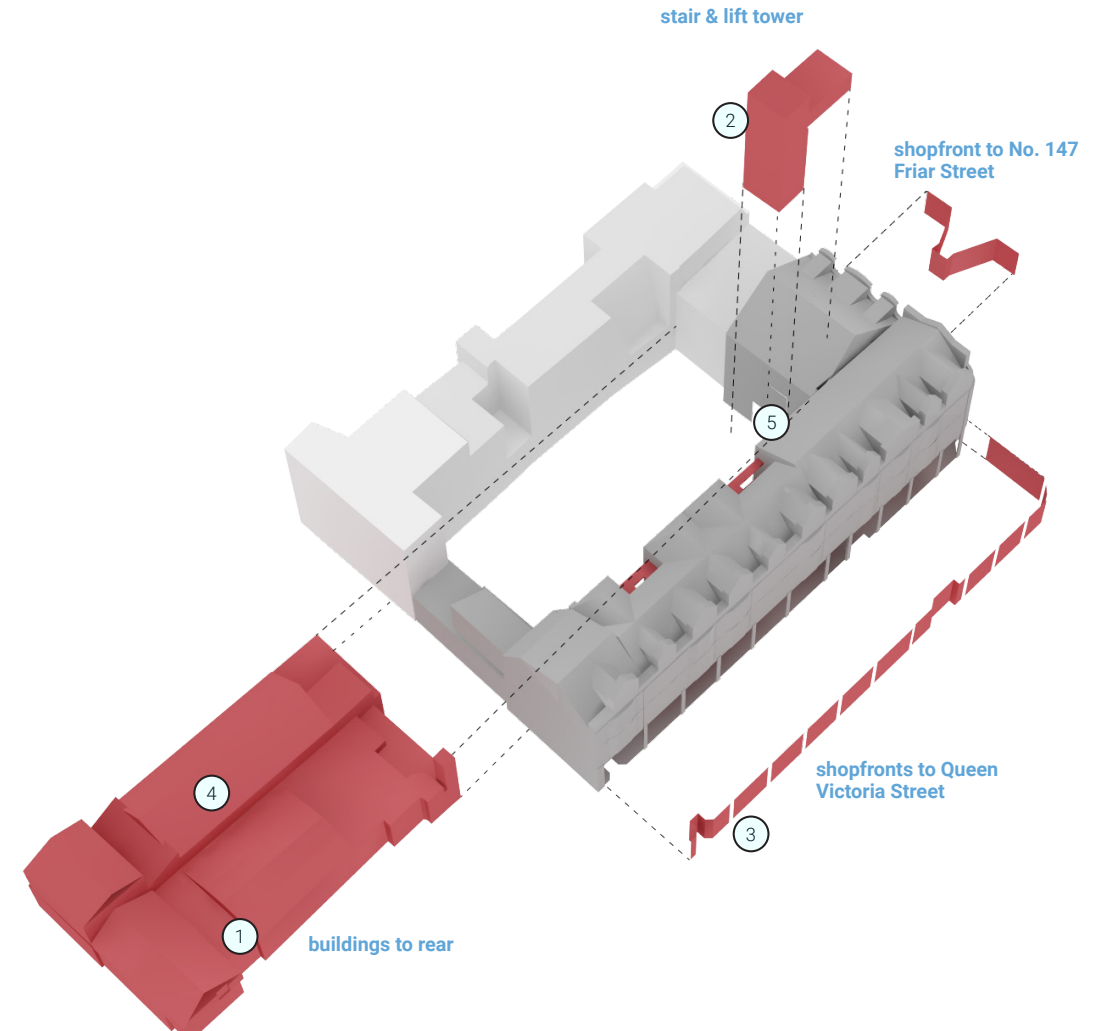
REMOVE

LOW VALUE IN POOR CONDITION

The dense building stock to the rear of the site has been assessed for the heritage and commercial value. Removal of poor-quality additions to the rear of the buildings is considered appropriate and fundamental to the proposal.

The structures are generally in poor condition and they are of low amenity value. They are currently vacant and are difficult to maintain in their present form. The configuration of the buildings lends itself only to uses that would be more appropriate away from the town centre location, such as storage or light industrial uses.

The clearance of these buildings will enable the re-use and restoration of the listed buildings which is fundamental to the wider proposals.



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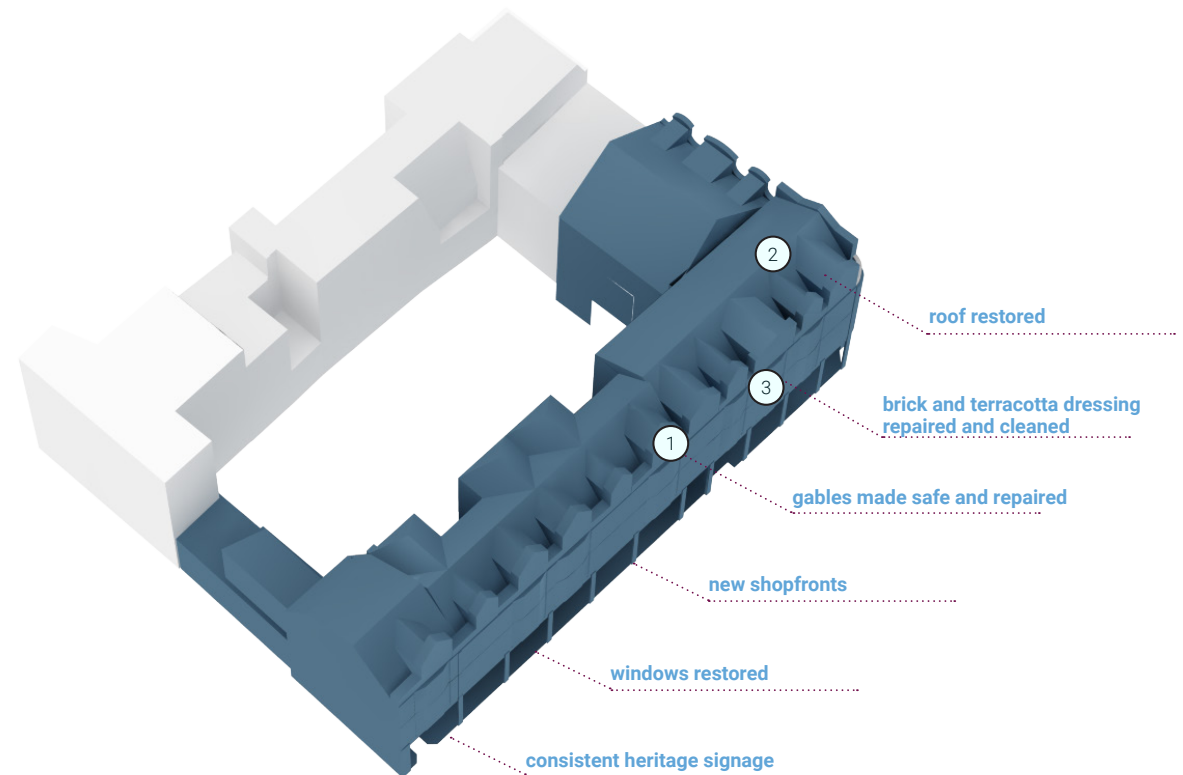
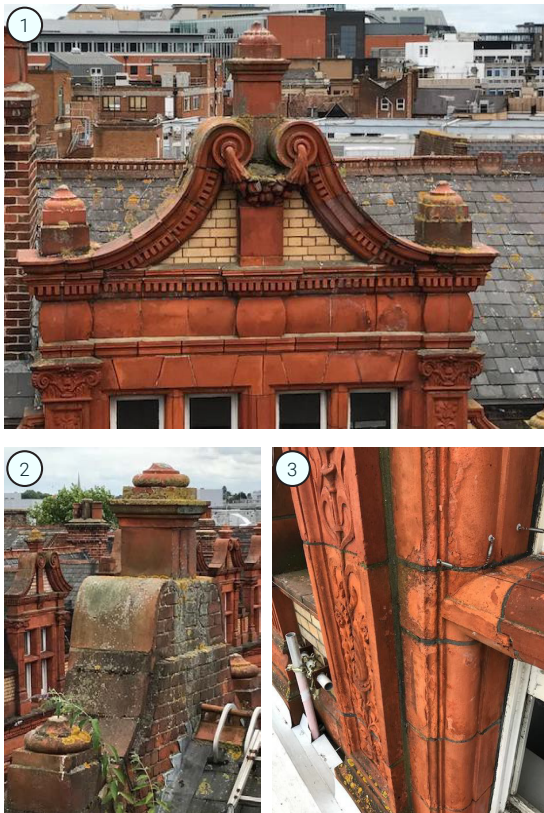
RESTORE

A LISTED ASSET REVIVED

Central to the proposals is the restoration and re-use of the listed buildings. The buildings are in a state of disrepair and continue to deteriorate as much of the upper floors remain vacant.

The careful and much needed restoration of the main façades, cleaning and repair of the elaborate terracotta and removal of scaffold supports will be carried out in meticulous fashion to ensure this building is retained for future generations.

It is considered that a series of well designed, appropriate shop fronts and signage can set a standard for the entirety of the street as has been seen in many towns with significant heritage assets.



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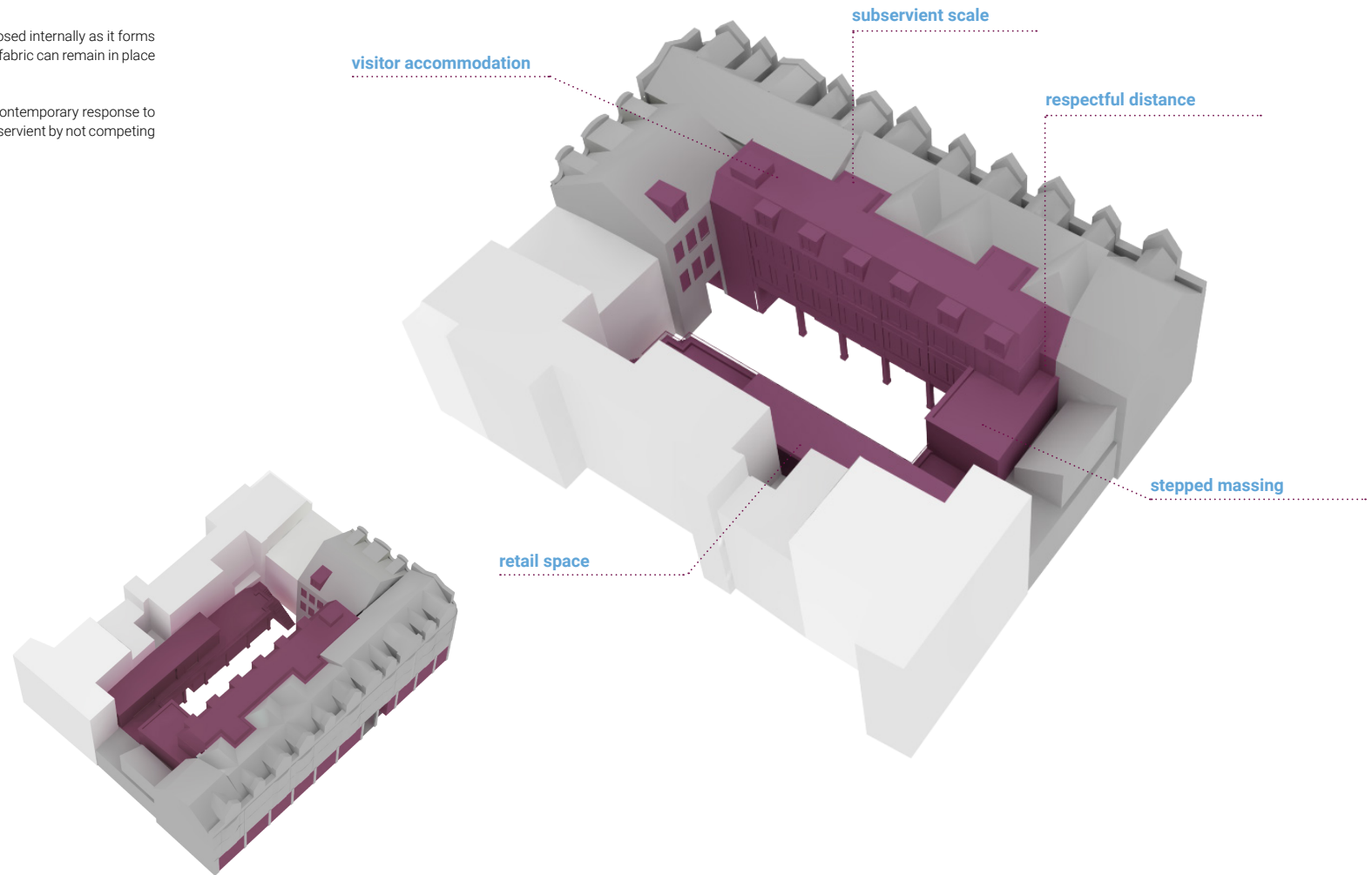
CREATE

CALM & CONTEMPORARY

The carefully designed extensions will be woven into the existing fabric to provide high quality retail and visitor accommodation.

The existing rear facade of the listed buildings will be retained and exposed internally as it forms part of the internal circulation space. This way the majority of the listed fabric can remain in place and on display.

The envelope of the new extensions have been designed to provide a contemporary response to the design of the main front elevations, whilst still ensuring they are subservient by not competing with the elaborate and decorative front facade.



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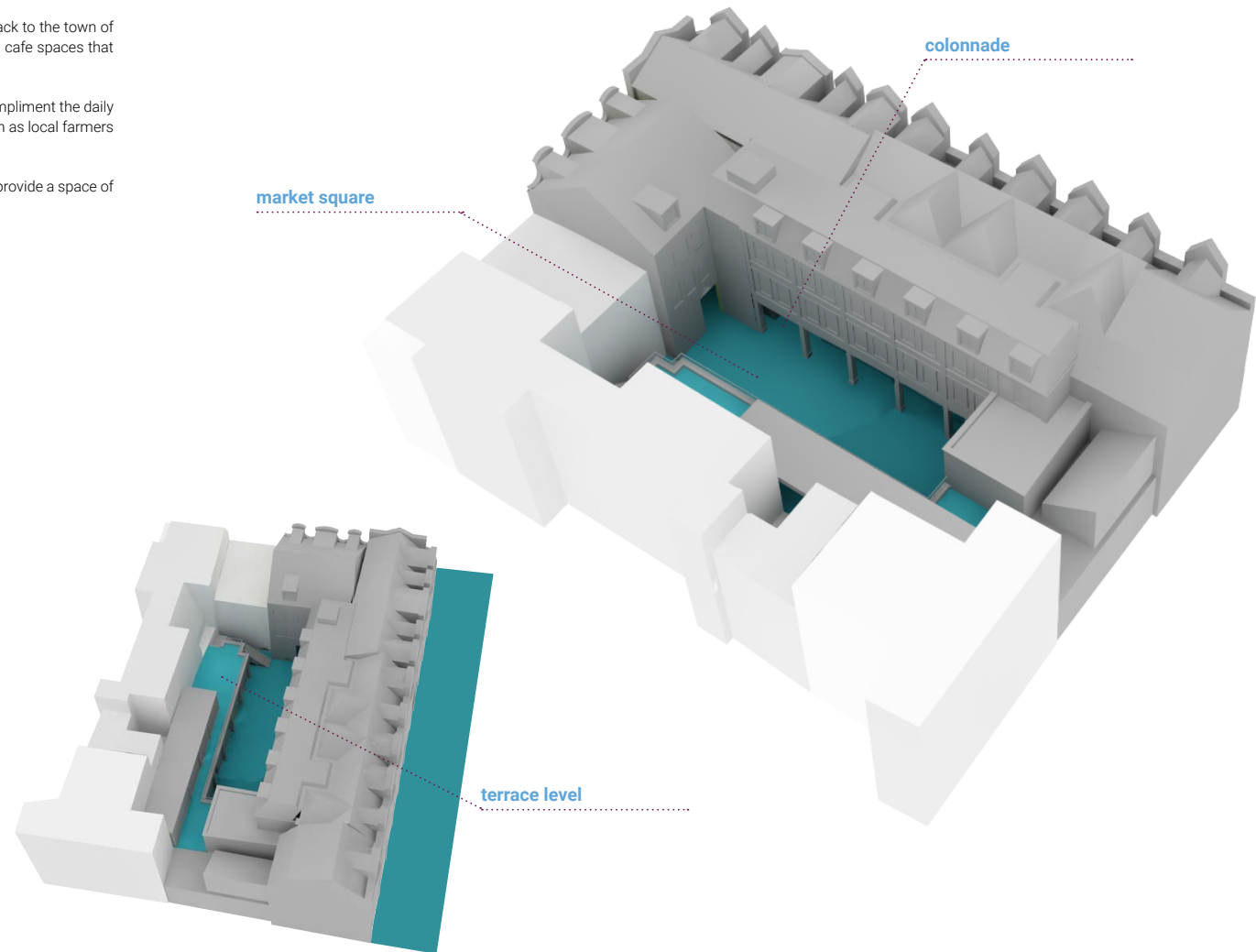
PUBLIC SPACE

EVENTS & GATHERINGS

The new market square will see a vibrant and intimate public space offered back to the town of Reading. The square will become a key destination with high quality retail and cafe spaces that will attract important tenants.

The outdoor space will benefit from high quality landscape design that will compliment the daily use by cafe and retail operators but will also be suitable for regular events such as local farmers markets and screening of sporting events.

The market square will be key to the economic success of the project and will provide a space of significant public value to the area.



4.0 THE PROPOSAL

CONNECT

READING LINKS

Connecting the main pedestrianised streets and the market square will ensure that passing trade is maximised for the new retail tenants.

The new links will enable the currently underused and undervalued land to the rear of the listed buildings to become active and part of the urban grain of Reading.

By carefully opening up the routes through the buildings, the true value of the site is recognised and it is key to unlocking the full potential of the site as a whole.

