

**PROPOSED BUILDING 810,
WINNERSH TRIANGLE, READING**

DESIGN AND ACCESS STATEMENT

17922-1-THP-XX-XX-RP-A-(P)DAS01_P05



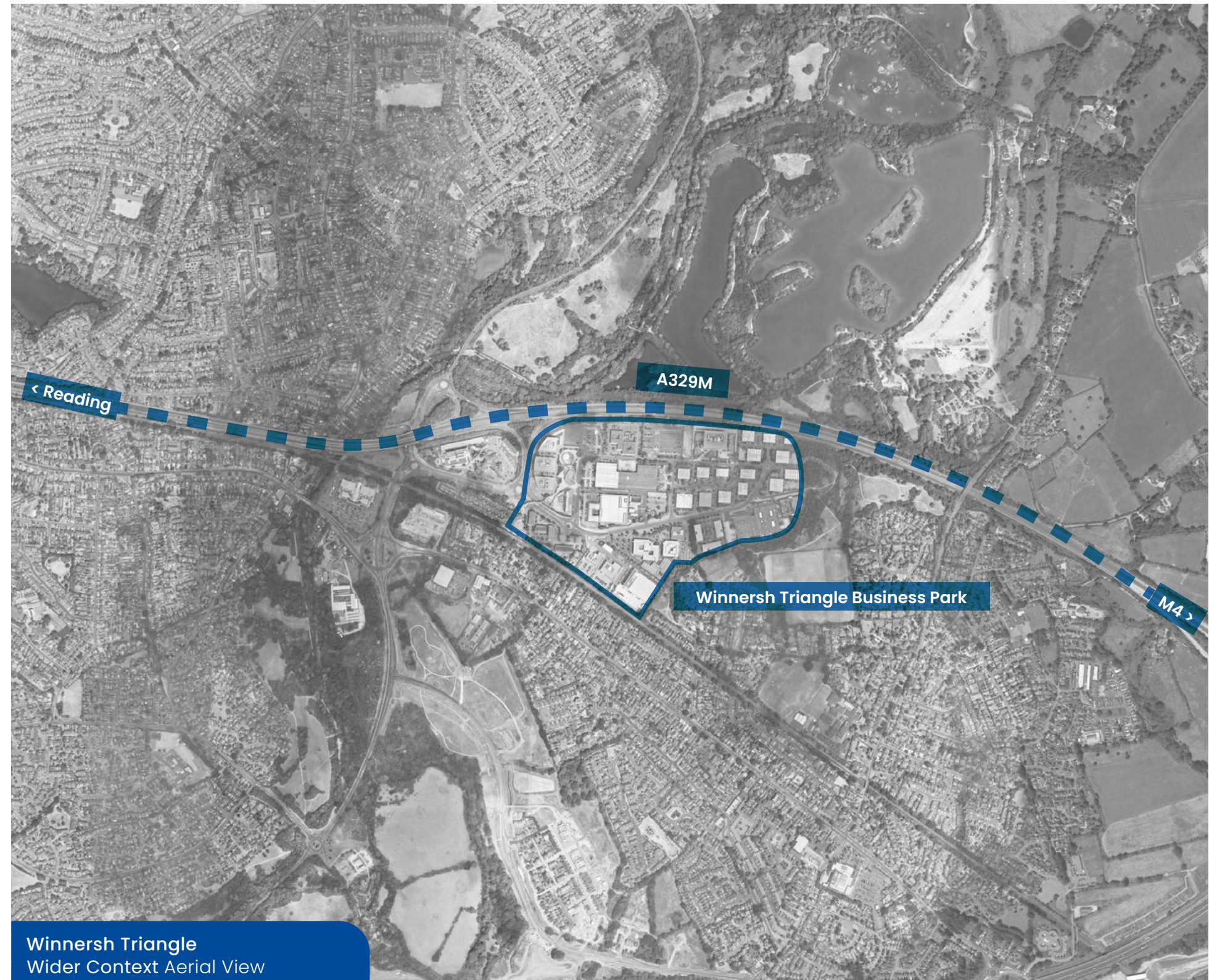
1.0 INTRODUCTION

This Design and Access Statement is prepared by The Harris Partnership on behalf of Frasers Property (UK) Ltd. It supports the planning application for a new Tech Building intended for Class E(g), B2 and B8 uses such as Research & Development, in Winnersh, Reading.

This Design and Access Statement (DAS01) has been prepared in accordance with the Reading Borough Council planning checklist. The site is part of Winnersh Triangle Business Park, a mixed-use Business Park located in Reading, featuring Grade A offices and major headquarters buildings.

The development of Building 810 aims to add to the existing quality of the business park by providing a Class E(g), B2 and B8 building for new occupiers anticipated to be active in the tech and science sectors.

As such, the proposals in this document demonstrate how the design of the development has responded to the brief and site constraints, identifying the use, amount, layout, scale, and appearance of the building, landscaping and sustainability elements.



Winnersh Triangle
Wider Context Aerial View

2.0 SITE LOCATION

The site forms part of Winnersh Triangle Business Park, approximately 5.6 miles from Reading. It benefits from excellent transport links, with direct road access via the A329 and a dedicated rail station – Winnersh Triangle – offering direct services to Reading and Central London.

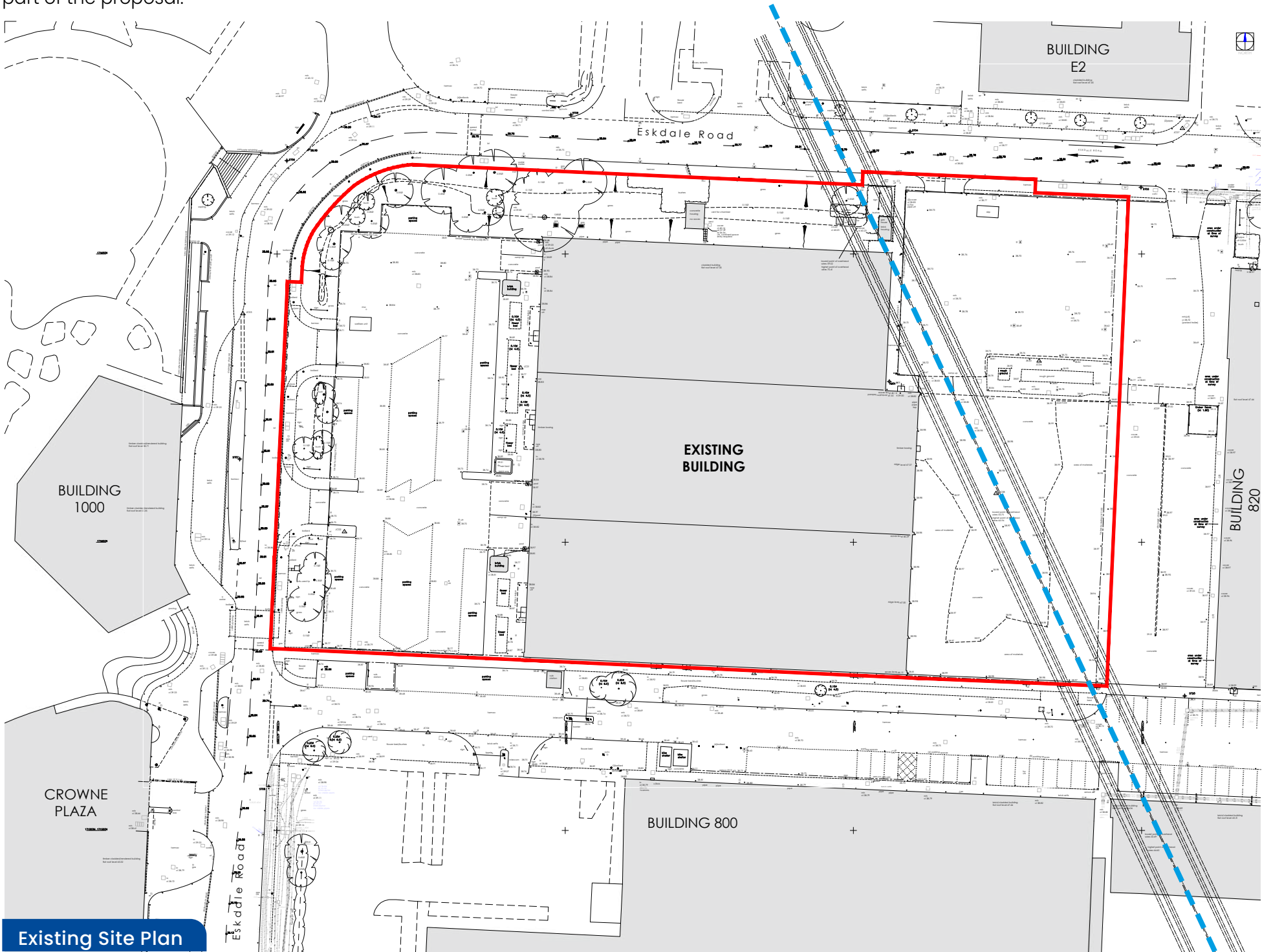
The site itself is approximately 3.03 acres and is predominantly level grade. Eskdale Road borders the site to the north and west, with prominent landscaping providing separation to the main road. To the east is the newly constructed / refurbished Building 820 and Building 800 lies to the south.

Beyond the immediate site peripherals to the west is The Green, a large elevated open space with numerous office buildings surrounding it. To the north beyond Eskdale Road sits Building E2 as well as the film studios on the site of Building 1100.



2.0 SITE

The site occupies a prominent position within Winnersh Triangle, serving as a focal point for both vehicle traffic along Eskdale Road and pedestrians in the surrounding public spaces. An overhead cable crosses the north-east corner of the existing building, indicated by the blue dotted line. This imposes restrictions on the height and placement of any new development which have been adhered to as part of the proposal.



Existing Site Plan



2.0 SITE CONTEXT

SITE USE

On the site currently are 3 vacant warehouse / production units, C1, C2 and C3. These feature offices at ground and first floor. A similar Unit, C4 was on the site until it's recent demolition. These buildings are planned to be demolished later this year as part of the previous consent for their removal.

Winnersh Triangle Business Park is host to a diverse mix of tenants. The introduction of a Tech Building is expected to further enhance the park through the innovative nature of its intended use.

The wider site context comprises a mix of offices, start-up suites, and headquarters buildings, complemented by numerous amenity facilities and open spaces serving Winnersh Triangle Business Park.

SITE EVALUATION

The site is predominantly flat, with, landscaping bunds to the perimeter of the north western boundary. The existing landscaping bund includes tree planting and landscape shrubbery.

The site can be accessed at three different points along Eskdale Road; two to the western edge for visitors, cars, motorbikes, bicycles and limited service vehicles. The third access point is to the north east of the site for staff and servicing vehicles.

The service area can also be found to the east of the existing building. On evaluating the site there are a number of development constraints and design elements to be considered as part of the proposals. These include;

- Considered overall height, scale and layout of the development
- Ensure the landscaping is coherent with the site-wide park strategy
- Maintain access to the overhead cable which splits part of the site and consider construction and maintenance of the new building in respect of this
- Consider appearance of development in keeping with Winnersh Triangle Business Park

These have assisted in forming the proposed design discussed in the following chapters.



Building C1, C2, C3
View from The Green



Building C1, C2, C3
View from Eskdale Road to the north



Building C1, C2, C3
View approaching the site from Eskdale Road

2.0 SITE PHOTOS



View of Building 1180



View of Crowne Plaza Building steps



View of Building 1180 ramped access



View of Building 820



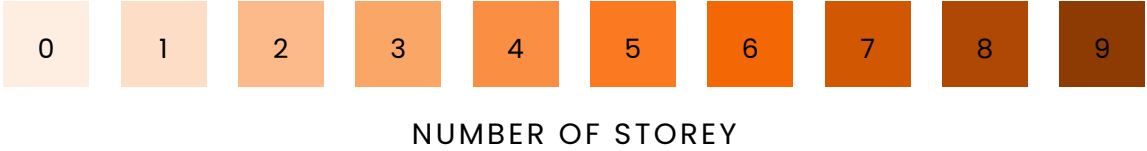
View of The Green, public realm area

2.0 BACKGROUND AND CONTEXT – SURROUNDING CONTEXT



2.0 SCALES ON SITE

There is a mixture of scales on site ranging from single to 9 storeys (Crowne Plaza hotel). The site sits within these differing scales and the proposals have been designed to sit in harmony with this.

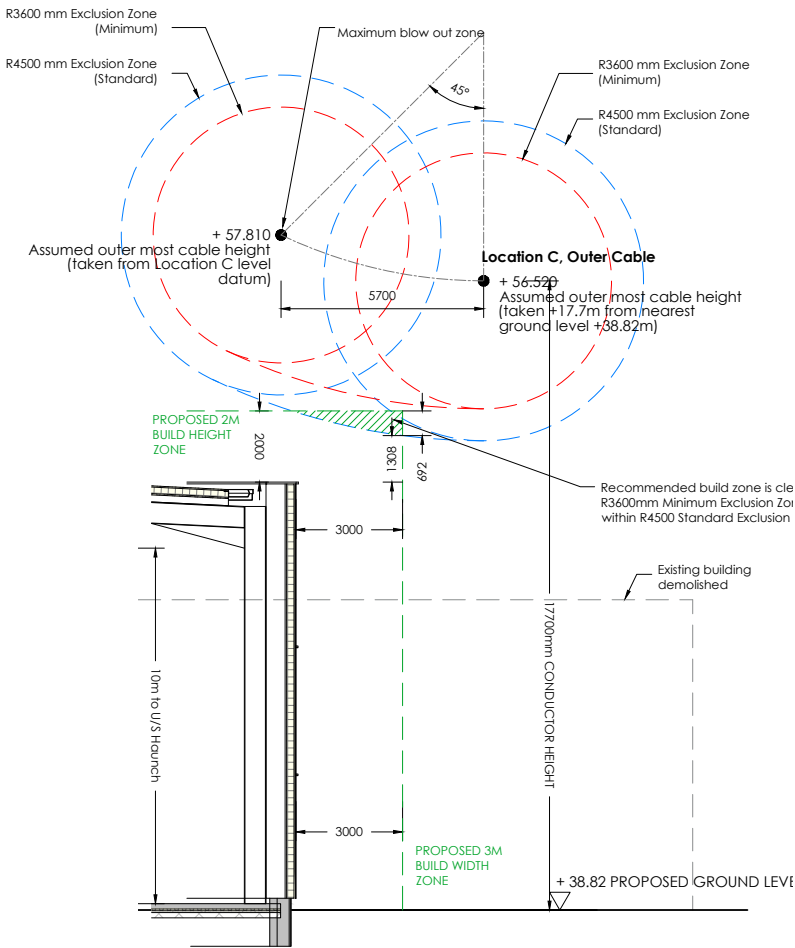
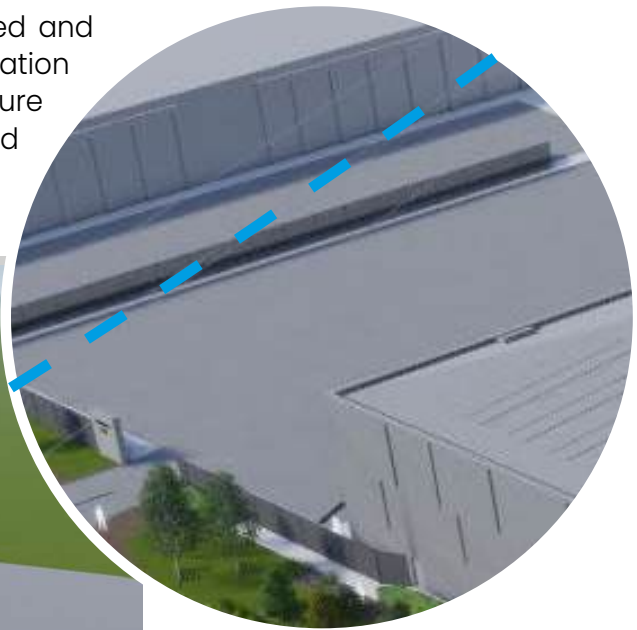


2.0 WORKING WITH CONSTRAINTS

OVERHEAD CABLE EASEMENT

The biggest site constraint is the overhead cable, which crosses the north east corner of the existing building on site (Blue dashed line). The proposal needs to be clear of the 'easement free' zone (green line on bottom right section drawing).

To ensure that the proposed building can be constructed and maintained for the lifetime of development, initial consultation has been held before planning submission with SSE to ensure sufficient space is provided for the safe construction and ongoing maintenance of the building.



Indicative Section
(Not to scale)

2.0 PREVIOUS PLANNING PERMISSION

PREVIOUS APPLICATIONS ON SITE

The site does have a previously consented scheme for the construction of a film studio. Application no. 231602 – decided on 11th October 2023.

The proposal was very much user specific and capturing the requirements of a film studio, notably a much higher building approximately 16.6m to parapet level. Unfortunately, the market requirement for the film studio is not currently active in the site and therefore the proposal is for a more generic Tech Building unit that can attract multiple different tenants to the park.

The new proposal in terms of overall layout however is similar to the previously consented film studio and maintains a number of key features established during that application such as;

- Site layout access points, car parking and servicing
- Building orientation
- Enhanced landscaping scheme throughout

The new proposal is discussed in more detail in the following chapters.



3.0 PROPOSED DESIGN

USE

The proposal is for the demolition of existing buildings and erection of a replacement building for flexible use within use classes E(g), B2 and/or B8, together with access, parking, landscaping and associated works. The site currently houses 3 vacant warehouse / production units, with accompanying service and car parking areas.

AMOUNT

The proposal is for a building with associated externals works. The below outlines the schedule of areas at each level;

- Ground Floor 4,552 sq.m / 49,000 sq.ft GIA
- First Floor 683 sq.m / 7,350 sq.ft GIA
- Total Building Area 5,235 sq.m / 56,350 sq.ft GIA

The building has been designed to accommodate ancillary office accommodation at both ground and first floor levels. This offers flexibility for different tenant requirements.

VEHICLE PARKING

- 85 total staff and visitor car parking. This includes 6 standard disabled bays, 2 car charging disabled bays and 8 standard car charging bays
- 5 motorcycle spaces
- 10 short stay covered cycle spaces near the main entrance
- 20 long stay covered cycle spaces in the secure service yard compound north east corner

All of the vehicle parking spaces have been designed to Reading Borough Council's latest standards whilst in keeping with the already established Winnersh Triangle estate.

SITE LAYOUT

The proposed site layout is informed by the existing site parameters, and access points. The unit is located slightly west of the site's centre to achieve a regular shape and avoid the overhead cable constraint. This layout allows sufficient space for car parking access to the west. Car parking is also incorporated in the service yard, adjacent the building to the east.

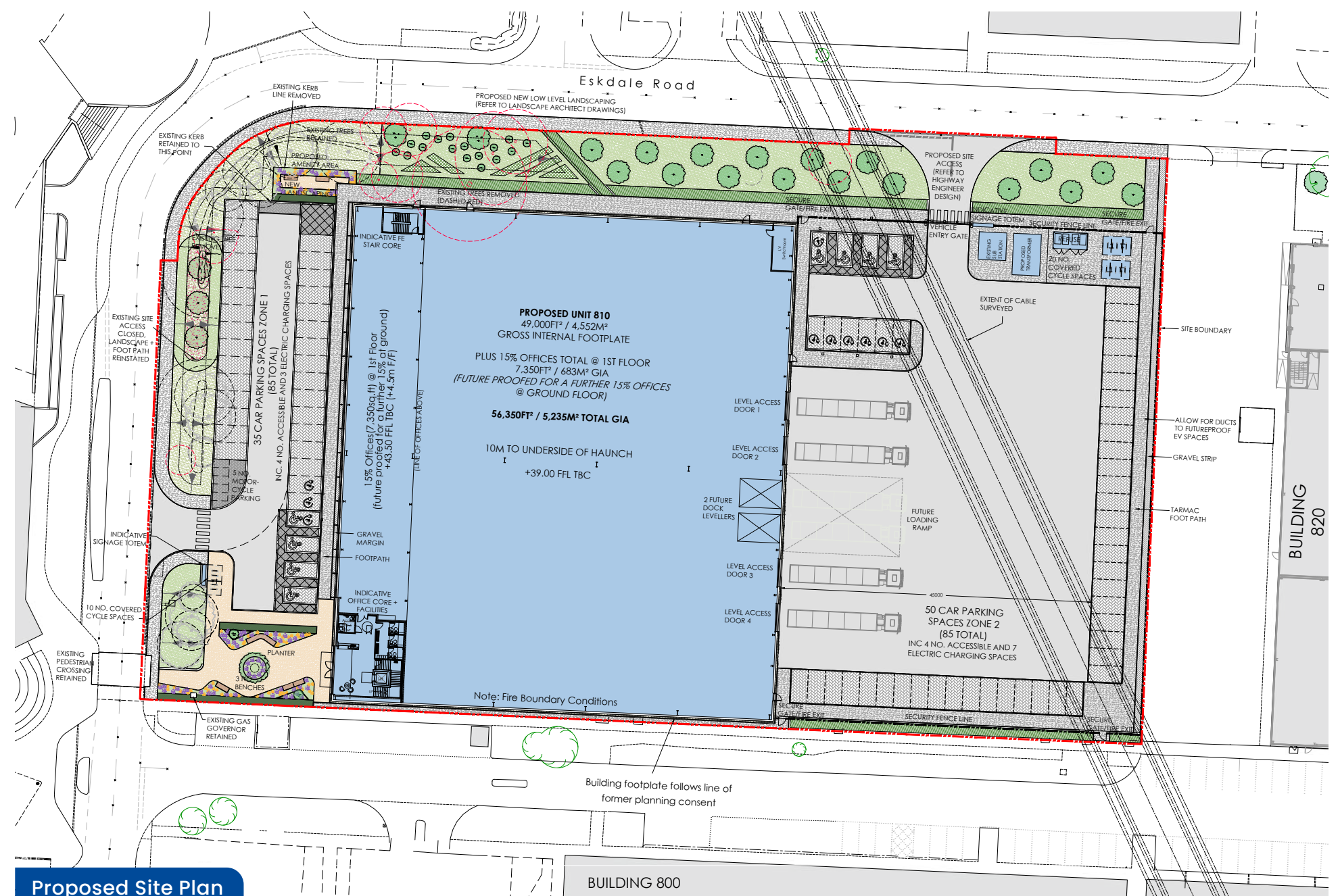
Access to the site is provided at two locations along Eskdale Road—one to the west and another to the northeast. A secondary existing access to the west side is to be closed, with the footpath and landscaping restored.

The building is oriented with its primary office frontage facing west towards Building 1000 and other neighbouring office buildings. The service area is positioned to the east, adjacent to the newly constructed Building 820. This arrangement responds coherently to the site's prominent corner location within the park, ensuring active

frontages and enhanced landscaped views along the streetscape.

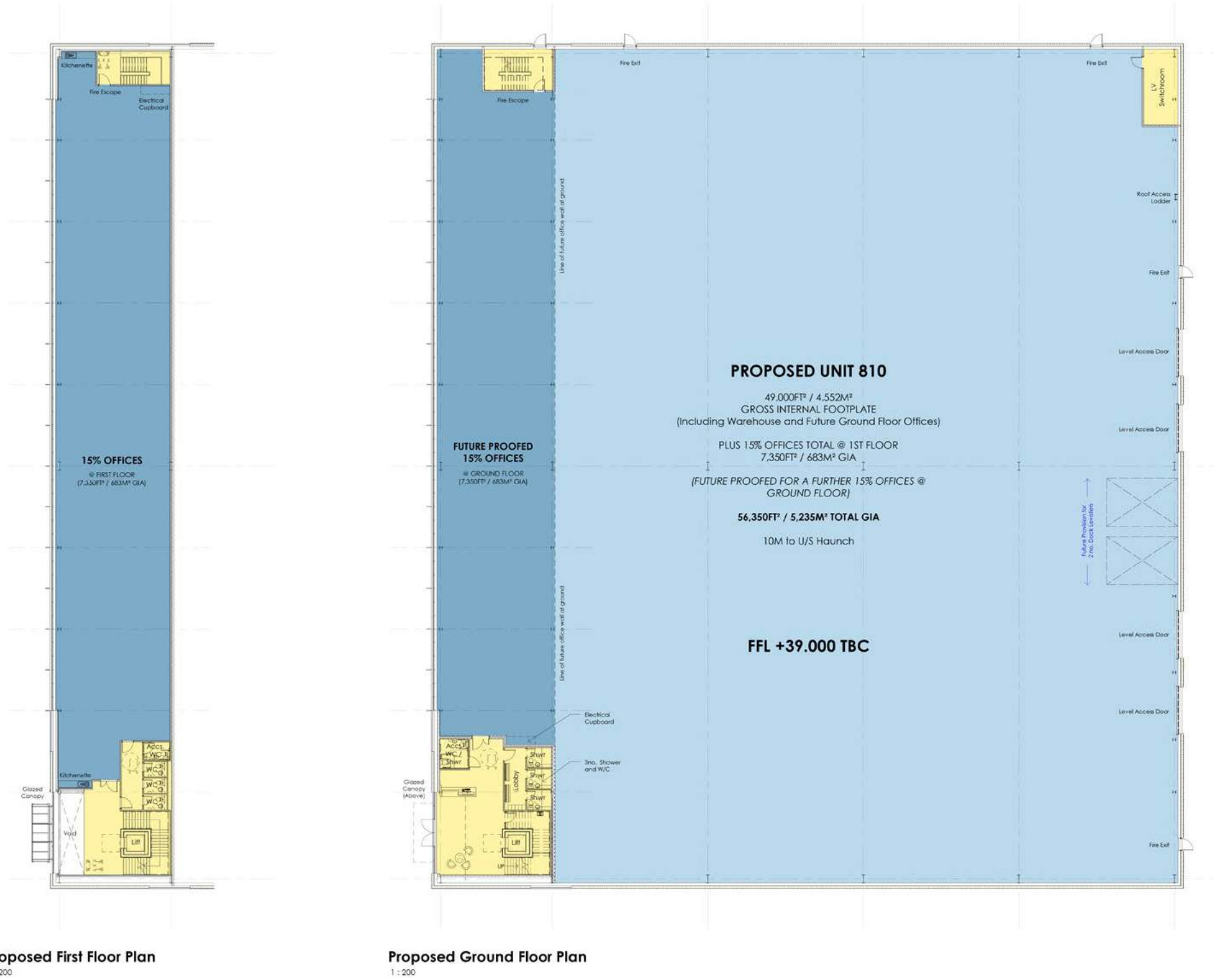
Parking provision includes EV charging, motorcycle spaces, and long-stay cycle facilities, with additional parking integrated into the service area. Full details are provided in the accompanying Transport Statement.

The service area accommodates an existing substation, a new transformer, and secure cycle parking in the northeast corner, with adequate loading doors and provision for future loading docks.



3.0 PROPOSED DESIGN

BUILDING FLOOR PLANS



PROPOSED SITE LAYOUT



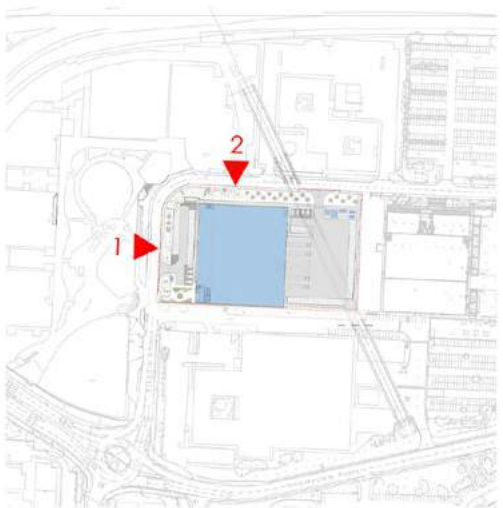
3.0 PROPOSED DESIGN

SCALE

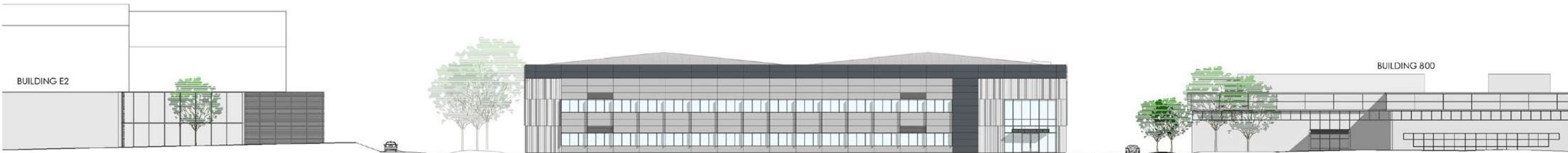
The Tech Building design requires a clear internal height of 10 m to structure to meet industry standards, accommodating the potential for two floors of integral office space at ground and first floor.

The proposed height sits comfortably within the site context, where surrounding buildings range from two to nine storeys. The building's position has been carefully adjusted to remain well within the overhead cable easement, maintaining an additional zone for construction.

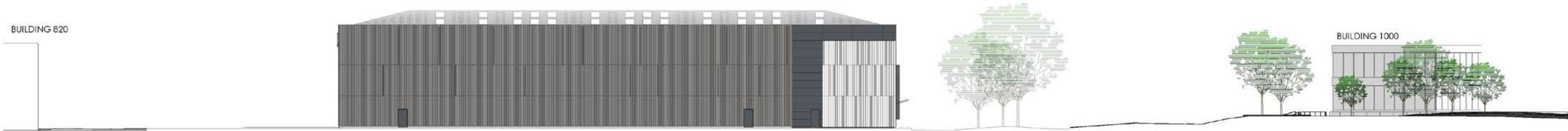
Overall, the scale of development aligns with the wider business park, with the Tech Building forming a distinctive focal point at the heart of the site.



KEY PLAN
(NOT TO SCALE)



SITEWIDE ELEVATION
WEST FACING ONTO BUILDING 1100



SITEWIDE ELEVATION
NORTH FACING ONTO ESKDALE ROAD

3.0 PROPOSED DESIGN

APPEARANCE

There are a mix of architectural styles on site, both horizontal and vertical. The recently constructed Building 820 shows effective use of built up cladding by rotating the system horizontally and vertically. This highlights both the verticality of the cladding and glazing throughout the park as well as the horizontal elements such as floor levels and solar shading.

The proposed Building 810 draws reference to this verticality of the office buildings opposite and informs the layering of the façade by introducing a vertical built-up cladding system to the entirety of 3 of the main façades. This is split into 3 horizontal bands, depicting the horizontal elements of the buildings adjacent, within the business park. The vertically laid cladding with 50mm projecting fins at random joints, is also defined by the horizontal bands, in harmony with that of the other façades. The service yard elevation is without the fins, to signify its use as a service area as well as responding to the simplicity of the Building 820 façade opposite.

The site-wide landscaping strategy is extended to help place the proposal within its setting. This treatment softens the building façade and elevates its visual character.

The principal façade to the west is the most visible on approach and faces onto the key amenity areas and adjacent primary office buildings. This elevation uses a combination of more enhanced cladding systems with a brushed aluminium cladding in contrasting directions to the main entrance areas.

The offices feature full length ribbon windows along the western elevation, complemented by full height vertical louvres spanning from ground to first floors. These are arranged in a rhythm that reflects the cladding patterns and relates to the character of the office buildings opposite.



HOW TO BRIDGE
THE GAP IN
ARCHITECTURAL
STYLES



Proposed Concept View
Approach from Eskdale Road

3.0 PROPOSED DESIGN

KEY VIEWS

Situated on a prominent corner of the estate, the building is visible from all directions. The views can be broken down into the following hierarchy;

A. Primary views

- 1. View from 1000 series buildings and The Green
- 5. View on approach

B. Secondary views

- 2,3. Views leaving the park via Eskdale Road
- 4. View from steps adjacent to Building 1000 and Crowne Plaza

The following photos capture these views and form the basis for the concept design.



3.0 PROPOSED DESIGN

KEY VIEWS

The following concept images were prepared in the early stages of design to study the various key views of the new scheme.

Views 1, 4 and 5 highlight the building's emphasis on the Eskdale Road approach and its relationship with the main office buildings, including Building 1000 opposite. The materials on this facade have been carefully selected to harmonise with the surrounding architecture.

Views 2 and 3 highlight secondary sightlines, where the building faces away from the main business park traffic, demonstrating how the design transitions to these areas, with perimeter landscaping helping to integrate the building into its context.



3.0 PROPOSED DESIGN

MATERIAL SPECIFICATION

The concept proposes a simplified materials palette including;

- A. Composite cladding – to office elevation in the following 2 colours;
 - 1. Kingspan Evolution Axis, Recess (folded edge detail)
 - Colour Silver
 - 2. Kingspan Evolution Axis, Recess (folded edge detail)
 - Colour Anthracite Grey
- B. Rainscreen aluminium,
 - Brushed effect in two directions gives variations in colour tones
- C. Vertical Louvre, perforated metal
 - Colour Anthracite Grey
- D. Vertical profile effect cladding
 - Colour Anthracite Grey



3.0 PROPOSED DESIGN

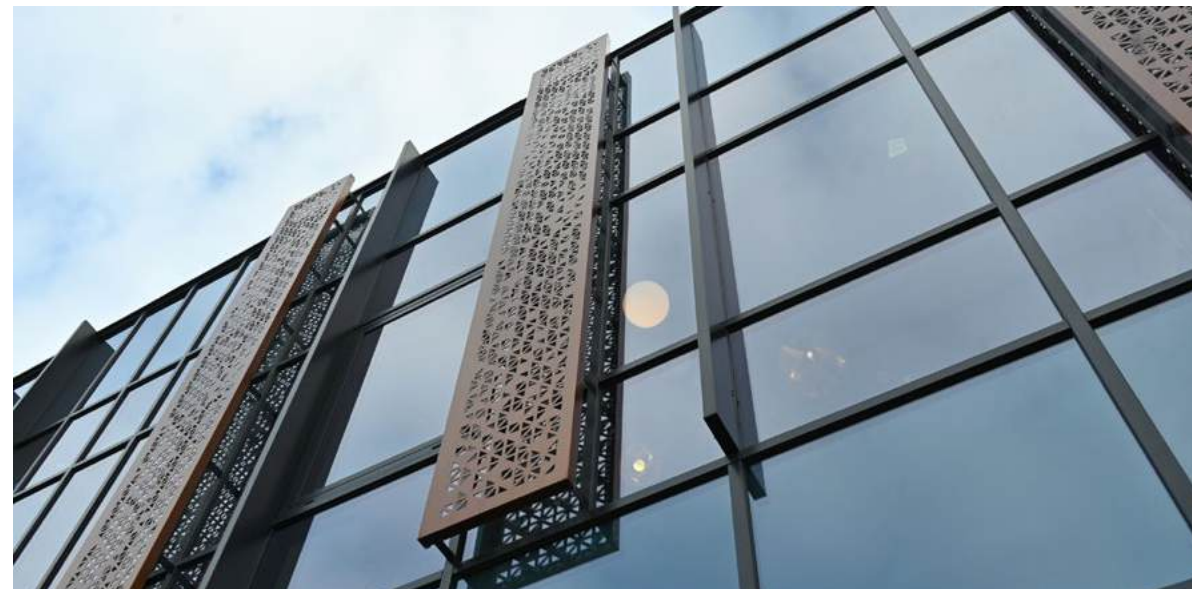
LEAD PRECEDENTS STUDY

Using a simple palette of materials complimentary to one another can create a impacting concept design, used in the right locations.

Composite cladding systems for example have different levels of complexity and detailing, that can bring effective results to buildings.

We propose a simple palette of materials consisting of;

1. Composite cladding – Benchmark Evolution
2. Ribbon glazing to offices
3. Cassette rainscreen to entrance and corner areas
4. Simplified vertical louvre detail
5. Built up cladding (or composite with the same profile – can be cost effective used in mass, speed of construction)



3.0 VIEW WEST FACING BUILDING 1000



3.0 VIEW NORTH EAST ONTO ESKDALE ROAD



3.0 VIEW FROM THE GREEN



4.0 LANDSCAPE DESIGN

LANDSCAPING

The proposed landscape scheme has been developed in accordance with the site wide strategic landscape masterplan to ensure that the scheme for the development is not only legible on a standalone basis but also harmonises with its surrounding context.

The aim is to create a pleasant landscape setting, which compliments the proposed architecture and maximises the effective integration of both the built and vegetated form within the surrounding environment.

The landscape will create a naturalised character including shrub, scattered trees and existing planting. The western edge of landscaping is to remain existing and therefore keeps the majority of the trees and shrubs, which screen the car park. 10 trees are proposed for removal, 2 along the western edge and 8 along the northern edge. While some existing trees are to be removed, the scheme includes a comprehensive planting strategy featuring a variety of broadleaf tree species, which will enhance species diversity across the park.

The northern landscaping strategy aims to be pedestrian friendly and harmonious with the prominent existing landscaping along Eskdale Road and it's neighbouring developments.

The area of landscape adjacent the new main entrance is created to be in keeping with the more organic shapes of the existing office landscaped areas, with integrated benches and planting.

A full landscaping masterplan proposal has been prepared in support of the application by ASA Landscape Architects. This sets out the above in more detail.

Existing Business Park Landscape Photos



Proposed CGI
Approach from Eskdale Road

4.0 LANDSCAPE DESIGN

BOUNDARY TREATMENT

Fencing to the project is proposed to screen the servicing areas, whilst also providing a high quality aesthetic, which is cohesive with the proposed landscape strategy. Signage is proposed at all entry points to improve wayfinding for all users accessing the site.



5.0 ACCESS

This section provides a brief overview of key design elements considered from an access perspective. For a comprehensive review of relevant policies and detailed responses, please refer to the Transport Assessment submitted with this application.

VEHICULAR

Access to the development will be taken from 2 of the 3 existing junctions from Eskdale Road. The proposal will utilise and increase the size of the existing northern access for ease of HGV / maintenance traffic. The proposal will also close one existing car park entrance and retain the southern most entrance. This will support safe vehicle circulation within the estate, keeping traffic clear of the Eskdale Road corner.

There are a total of 85 no. car parking spaces associated with the proposed development. This includes 6 standard disabled bays, 2 car charging disabled bays and 8 standard car charging bays.

PEDESTRIAN

The site is in close proximity to Winnersh Triangle railway station, which gives good access to the surrounding areas. The existing link roads within Winnersh Triangle all have pedestrian routes integrated into their construction. Our proposal seeks to incorporate pedestrian paths within the landscaping strategy for safe access.

The site is relatively flat in topography and level access is easily achievable.

ACCESS

Disabled parking spaces are provided close to the entrance of the unit and level access thresholds are provided into the building. The unit will be designed to be fully DDA compliant in terms of internal facilities.

The development has been designed to comply with the current Building Regulations – “Access to and use of buildings – Approved Document M.”

7.0 SUSTAINABILITY

Further information on sustainability is provided within the Energy and Sustainability Strategy document.

The overall development will look at incorporating a number of sustainable technologies, with the aim of reducing the impact of the development on its surroundings and the wider context. The building has been designed to accommodate 10% PV provision on the roof initially, with a total capacity of up to 20% in the future.

The proposed development will be designed to achieve a suitable BREEAM Excellent rating. BREEAM is a recognised sustainability assessment method that offers a clear and consistent way to measure a building's environmental performance.



8.0 SUMMARY AND CONCLUSION

This Design Statement is submitted in support of a proposal for the comprehensive and coordinated development of a strategically important site within Winnersh Triangle, Reading.

The proposal has been informed by a detailed appraisal of the site and its context, ensuring that the location, layout, massing, and access arrangements of the building respond sensitively to existing topography, established landscaping, and the relationship with neighbouring properties. The external materials palette has been carefully chosen to provide a contemporary yet sensitive design response, complementing the existing character of the area.

The scheme has been designed to provide inclusive access for all users, including those with mobility impairments. This has been achieved by designing out obstacles which could potentially restrict access around the site and within the building. Entry and circulation routes have been designed in accordance with best practice accessibility standards. The site also benefits from excellent connections by a range of transport modes and offers clear, well-structured internal circulation.

The proposal aims to incorporate a number of sustainable elements and is dedicated to achieving a BREEAM rating of Excellent.



