

5.0 DESIGN STRATEGY

5.2 ARCHITECTURAL PRECEDENTS BASED ON LOCAL VERNACULAR



INITIAL DESIGN OF ASCOT HOUSE REPLICATING DESIGN OF ROBIE HOUSE



FRANK LLOYD WRIGHT - ROBIE HOUSE



DEEP ROOF EAVES AT WOKINGHAM LIBRARY



5.0 DESIGN STRATEGY

5.2 ARCHITECTURAL PRECEDENTS BASED ON LOCAL VERNACULAR



EVOKATIVE ROOF AT CARNIVAL FIELD LEISURE PARK



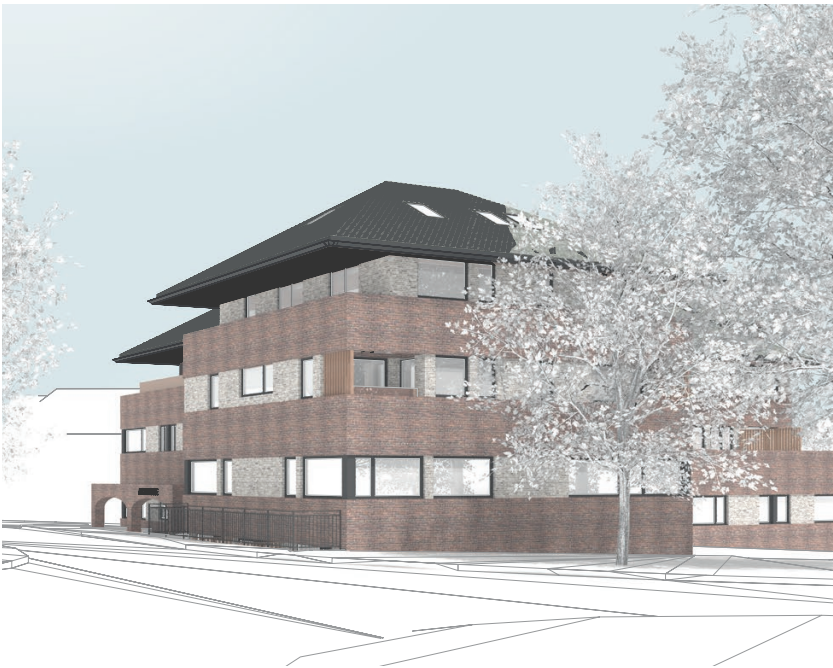
DEEP PROJECTING ROOF AT THE RETAIL PARK ON FINCHAMPSTEAD ROAD



DEEP PROJECTING ROOF AT THE 44 FINCHAMPSTEAD ROAD

5.0 DESIGN STRATEGY

5.3 ROBIE HOUSE - FRANK LLOYD WRIGHT



HIPPED ROOF



RECESSED BALCONIES



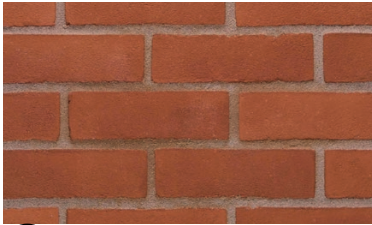
HORIZONTALITY

# 5.0 DESIGN STRATEGY

## 5.4 EXISTING MATERIALS



1 MIXED RED BRICK



2 RED TERRACOTTA BRICK



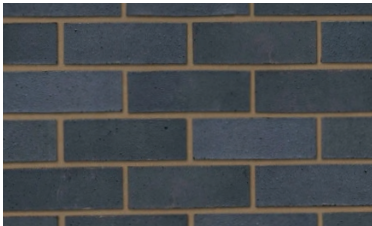
3 GREY CLADDING



4 BROWN WALL TILES



5 WHITE RENDER



6 DARK GREY BRICKS



7 BUFF RENDER



8 BRICKS PAINTED WHITE



9 BRICKS PAINTED WHITE

- 1. Mixed Red Brick
- 2. Red Terracotta Brick
- 3. Grey Cladding
- 4. Brown Wall Tiles
- 5. White Render
- 6. Dark Grey Bricks
- 7. Buff Render
- 8. Bricks Painted White
- 9. Bricks Painted White



# 5.0 DESIGN STRATEGY

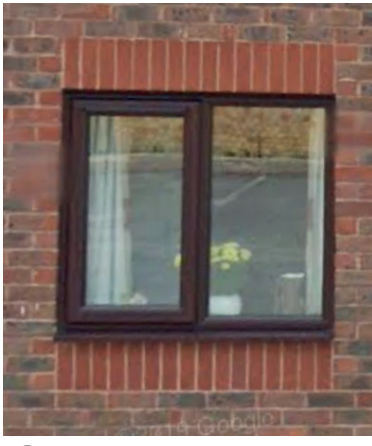
## 5.4 EXISTING MATERIALS



10 WHITE WINDOW



11 GREY WINDOW FRAME



12 BROWN WINDOW



13 BRICK DETAILING



14 RED WINDOW FRAME



15 BLACK WINDOW FRAME

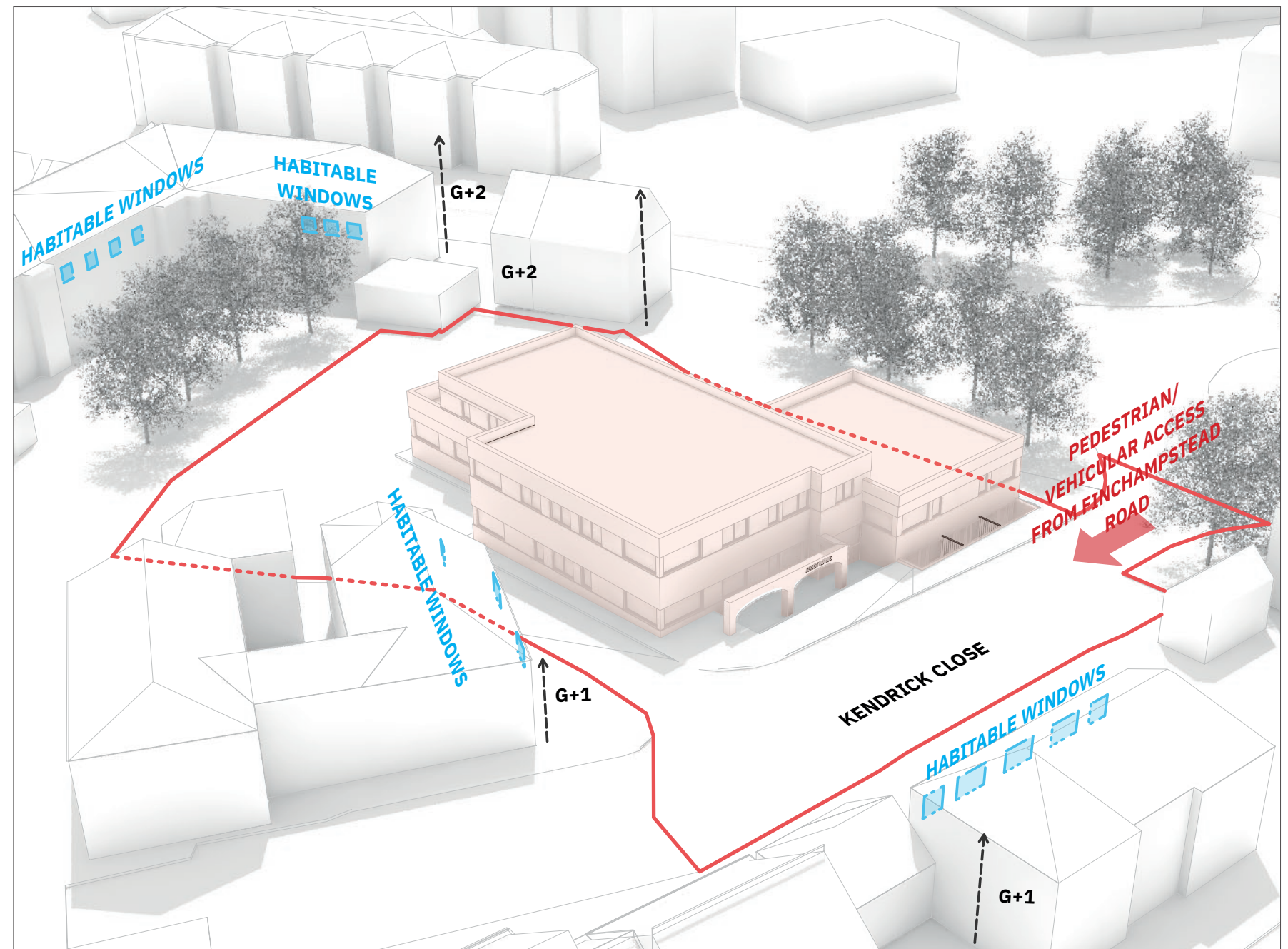
- 10. White Window Frame
- 11.Grey Window Frame
- 12.Brown Window Frame
- 13.Brick Detailing
- 14.Red Window Frame
- 15.Red Window Frame



## 5.0 DESIGN STRATEGY

### 5.5 SITE CONSTRAINTS

- The surrounding buildings vary in height between G+1 and G+3, the new Elms Field development across from the site is G+5 storeys.
- The topography of a site characterises itself with a gentle slope that gradually increases in elevation towards the front of the site.
- The orientation of the site is generally North-South.
- The site is accessed via Finchampstead Road, leading to Kendrick Close, for both pedestrian and vehicular access. This route is also the main vehicular and pedestrian access for other residential properties on Kendrick Close.
- There are some significant existing trees to the West side of the site which mitigate noise from the nearby road and limit views to the site.
- Any building on the application site should be of a lower order to the local landmark and should not compete with the Premier Inn building to ensure that the Premier Inn building's impact is not diminished.
- The existing parking spaces.



3D Aerial Site Constraints

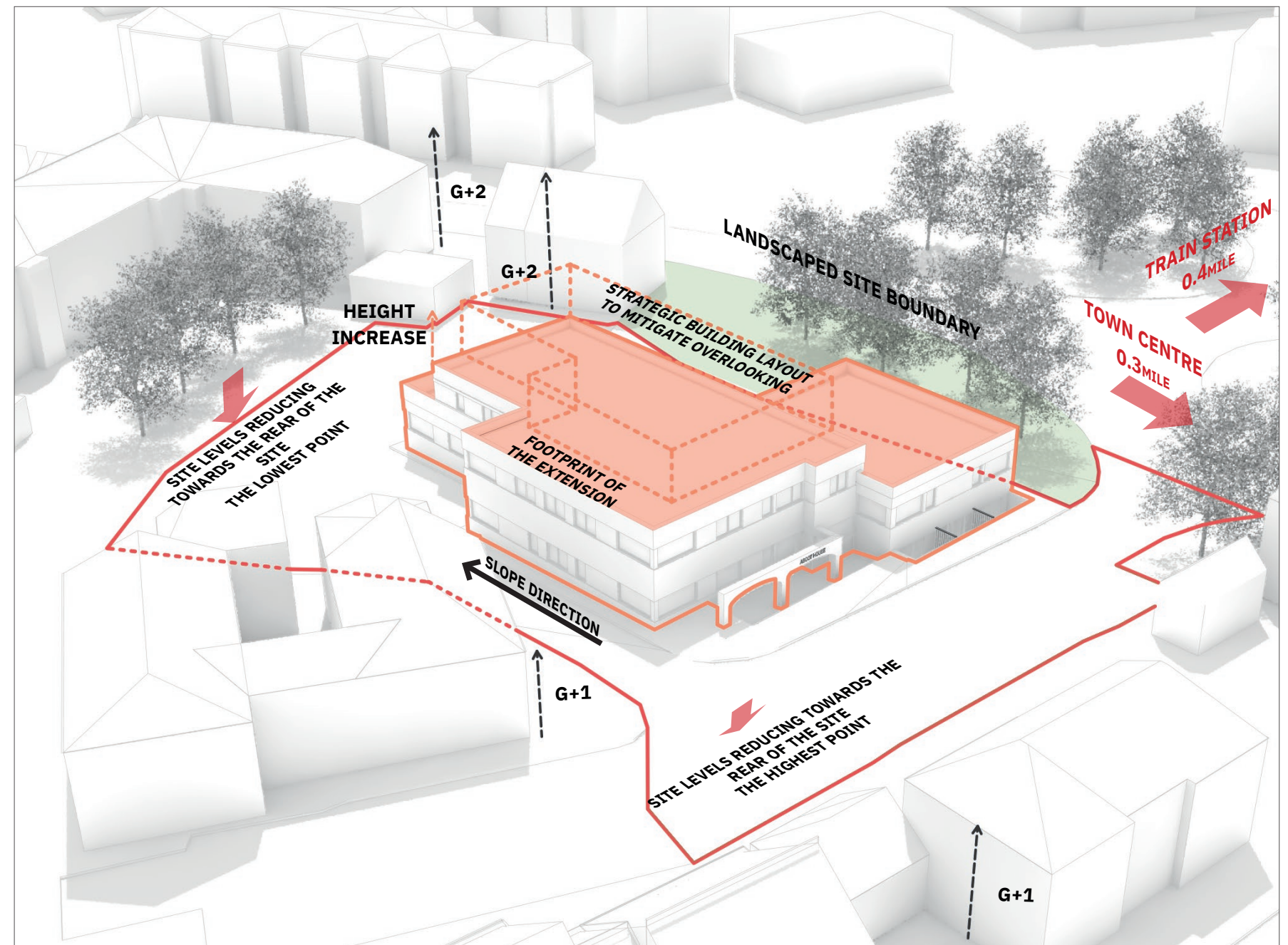
— Site Boundary



## 5.0 DESIGN STRATEGY

### 5.6 SITE OPPORTUNITIES

- Site location is in close proximity to the heart of town centre and Wokingham station which supports car-light development.
- Opportunity to introduce improved boundary conditions through enhanced landscaping.
- Site area constrained but would allow for more efficient footprint to be introduced to deliver housing.
- Surrounding context allows for moderate increase in height without impacting townscape or neighbouring residential amenity.
- Introduce strategic unit layouts to mitigate against overlooking.
- Site topography assists in reducing perceived heights from Finchampstead Road. The site gradually rises from c. 59m aOD in the south west to c.61m aOD to the north west.



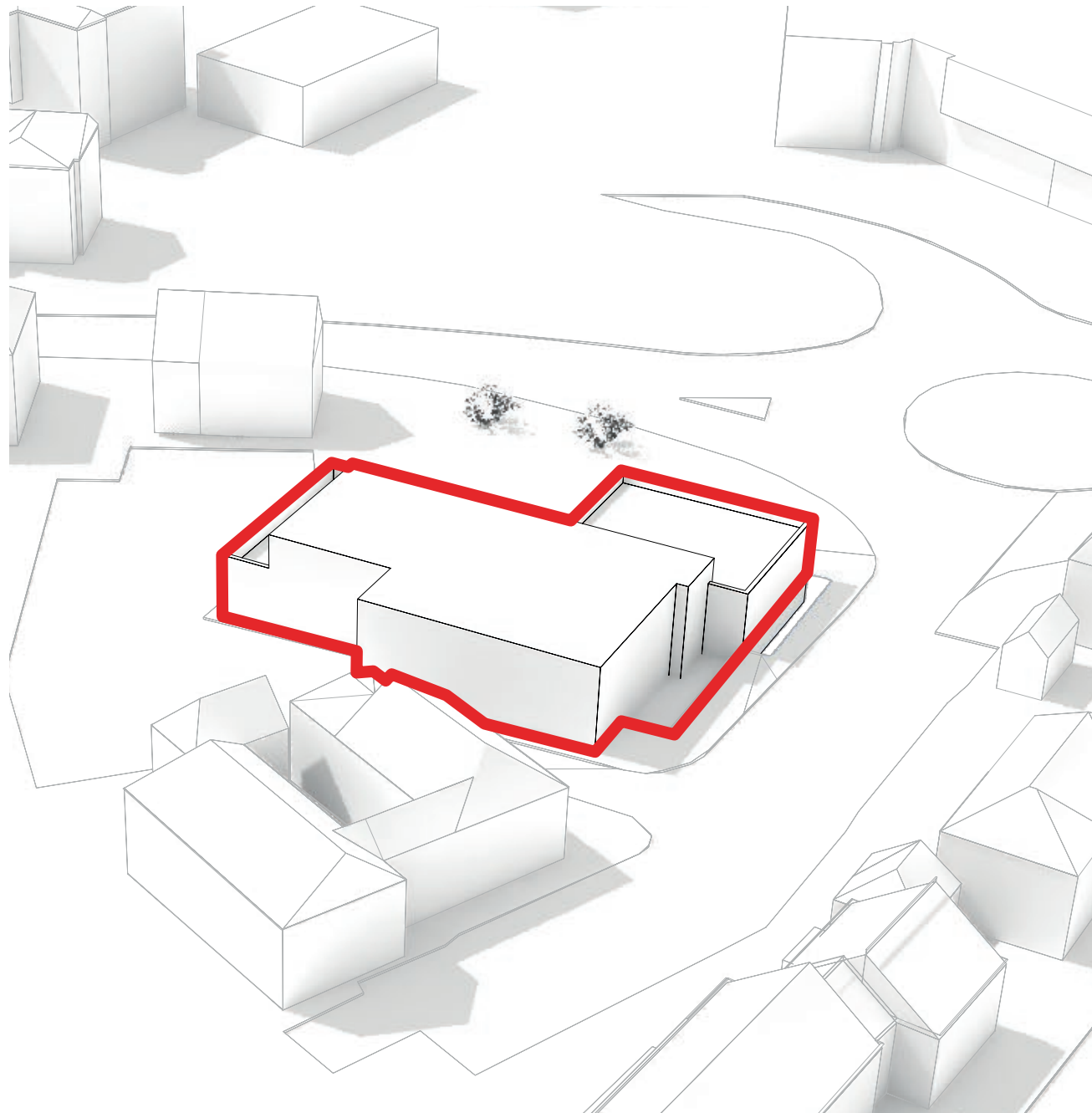
3D Aerial Site Constraints

— Site Boundary

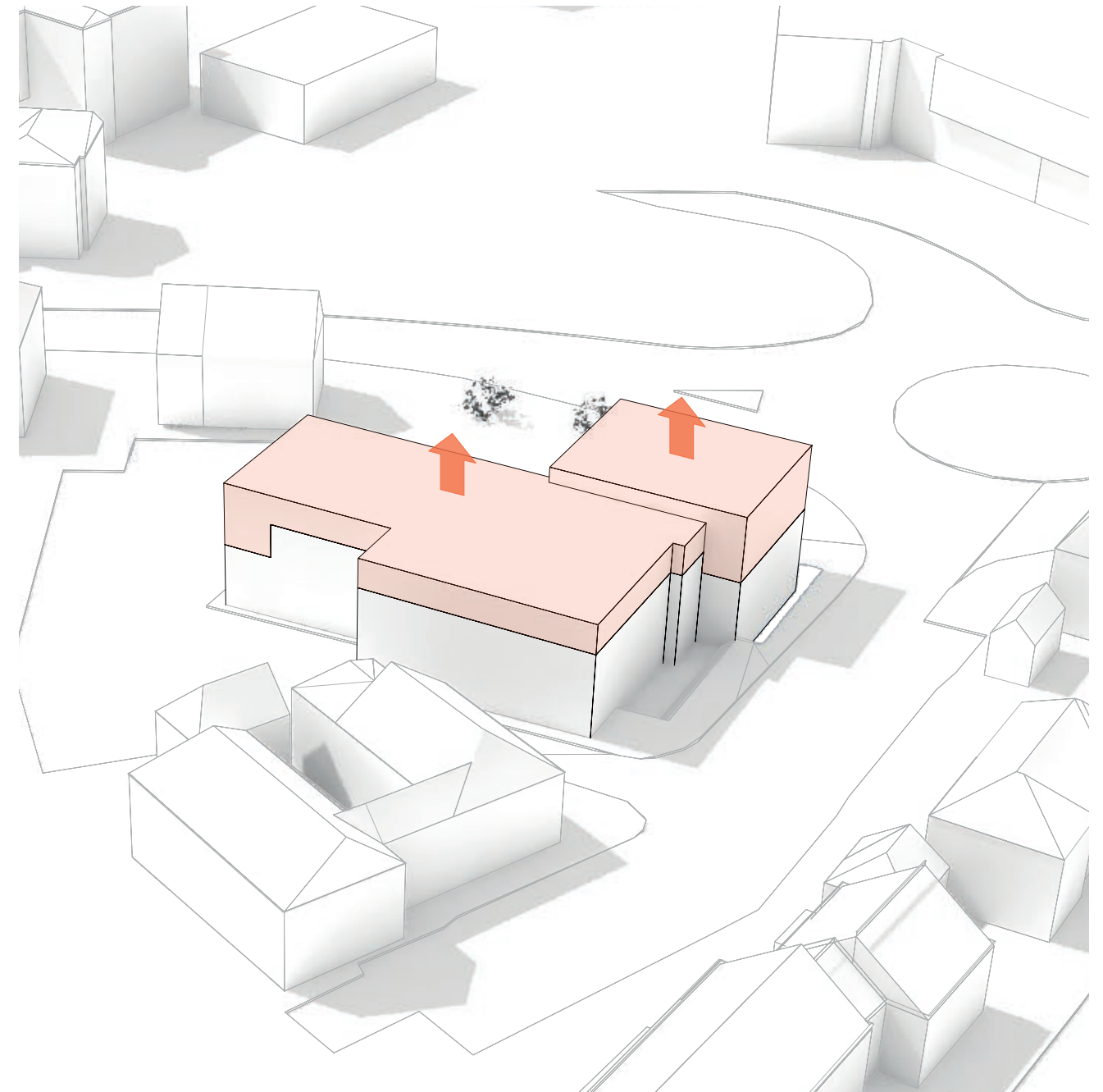


## 5.0 DESIGN STRATEGY

### 5.7 MASSING STRATEGY



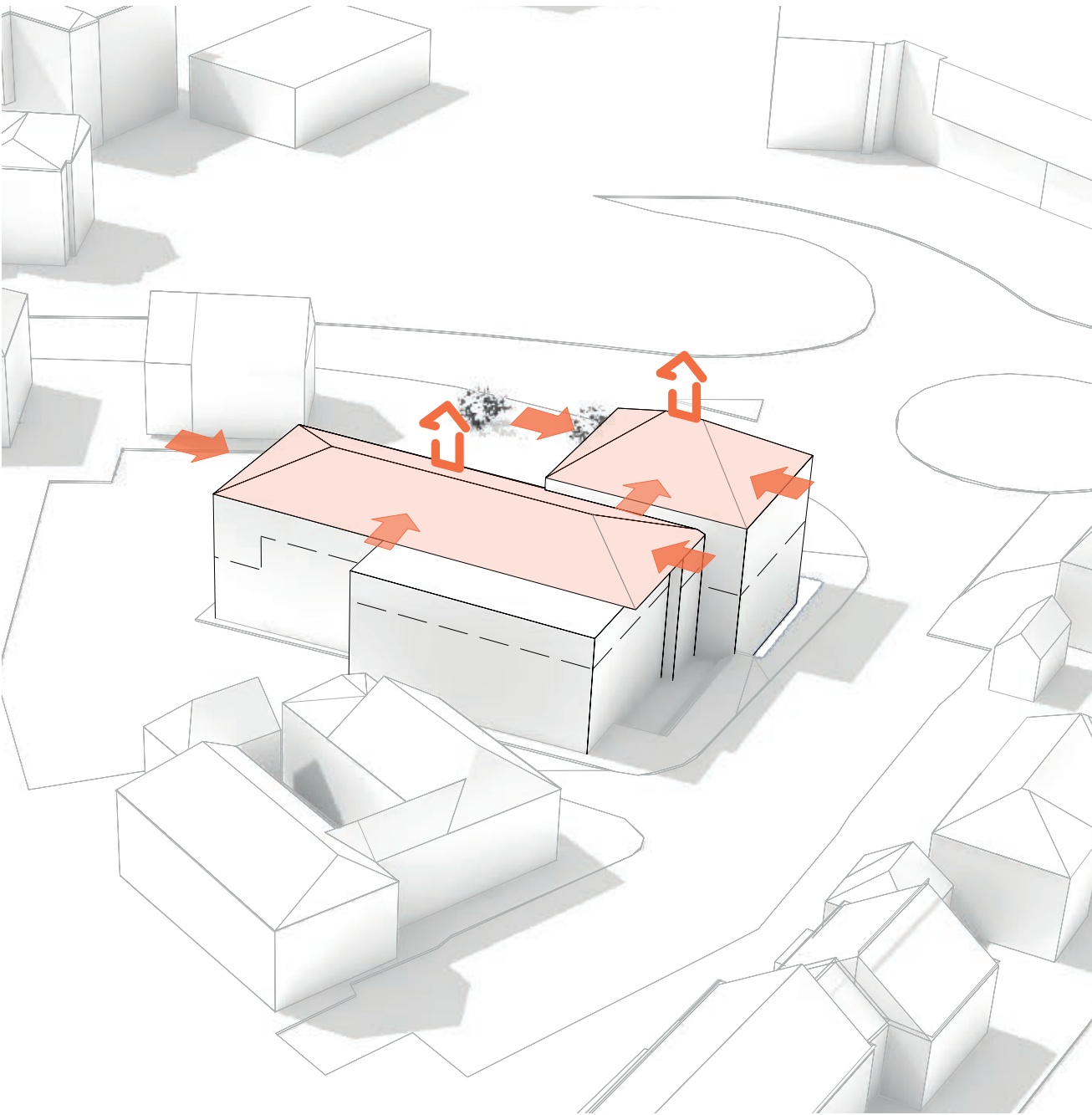
1. EXISTING BUILDING



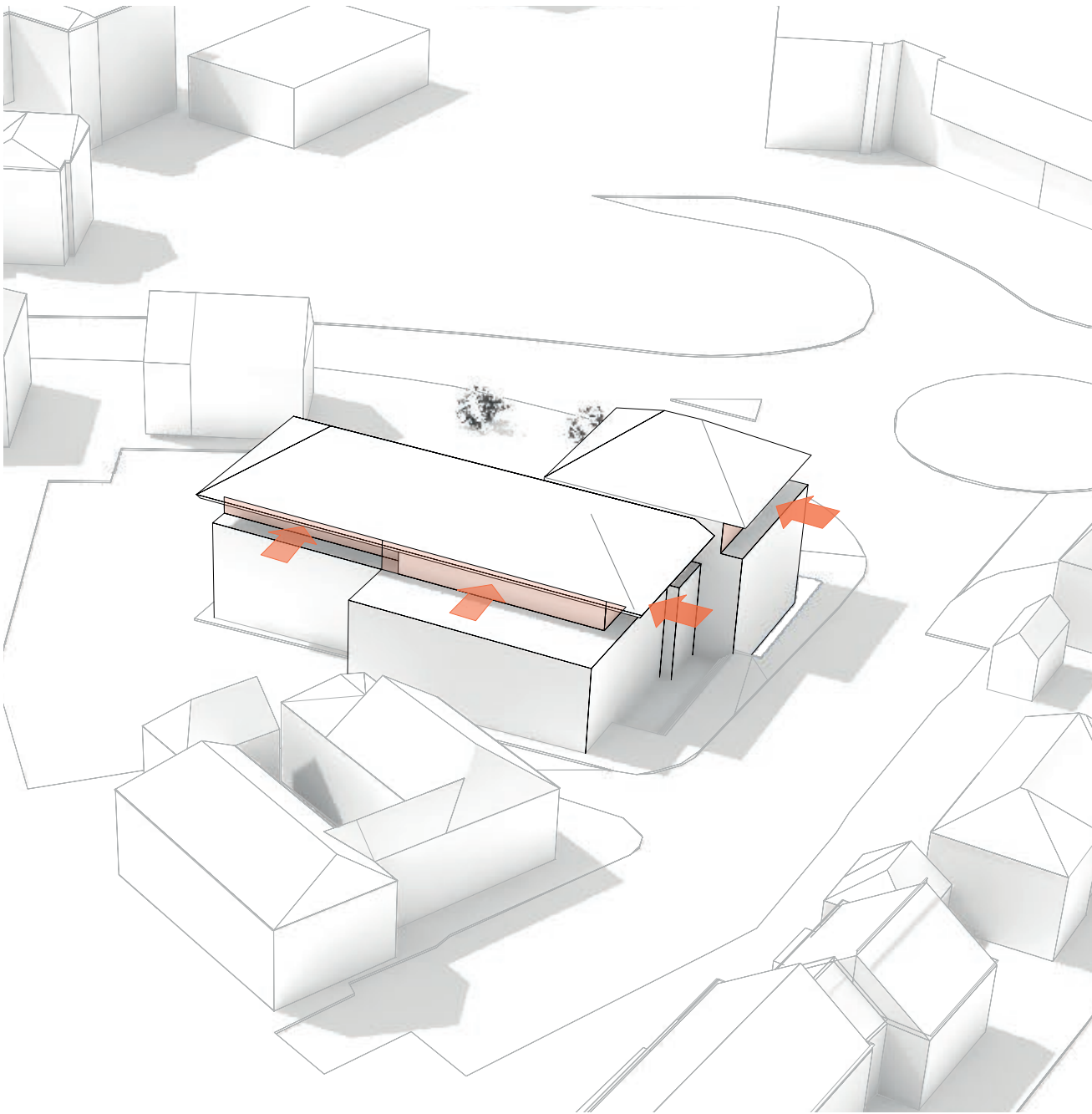
2. INFILL & ADDITIONAL STOREY ADDED

5.0 DESIGN STRATEGY

5.7 MASSING STRATEGY



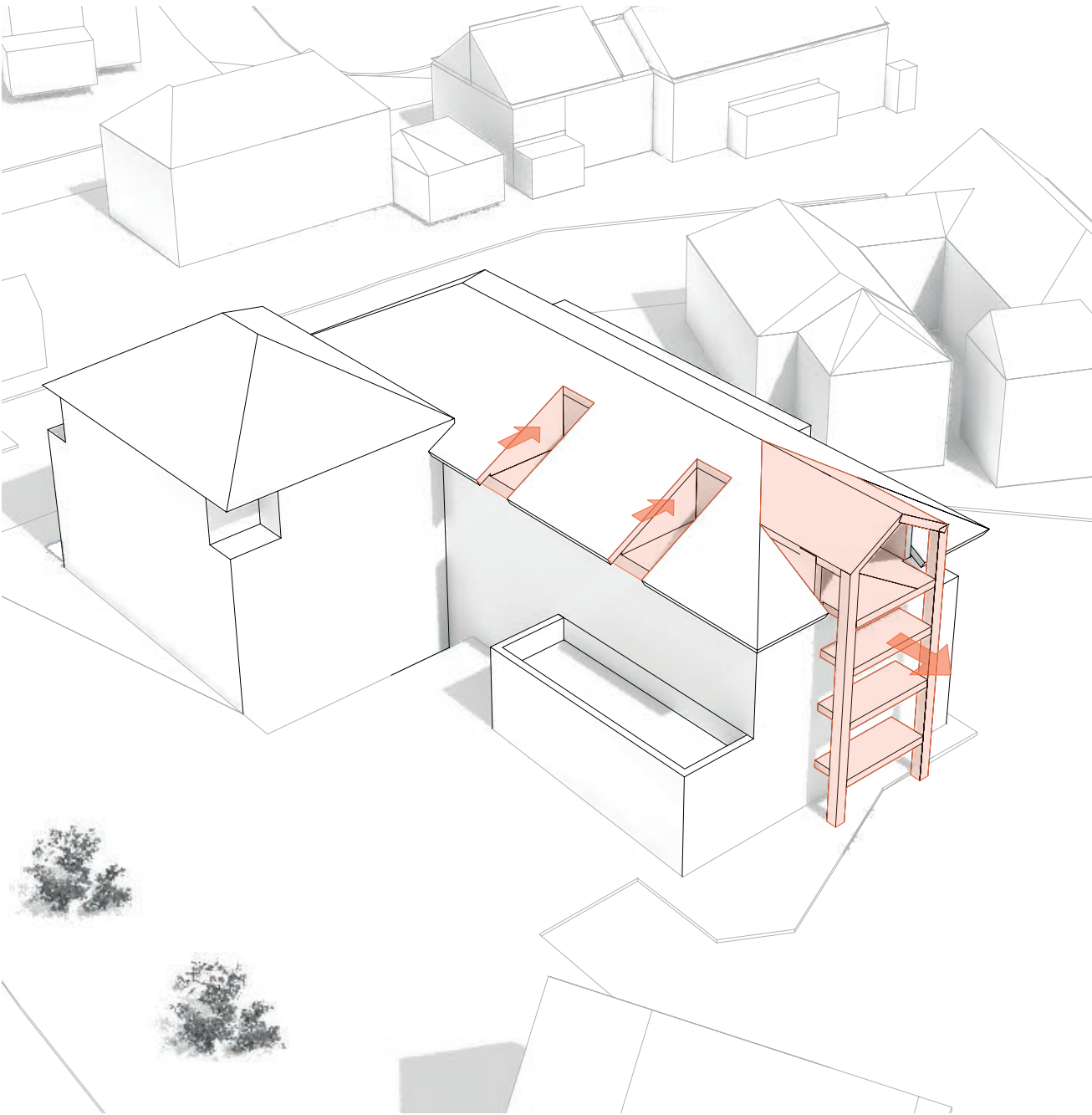
3. PITCHED ROOF ADDED ABOVE NEW FLOOR



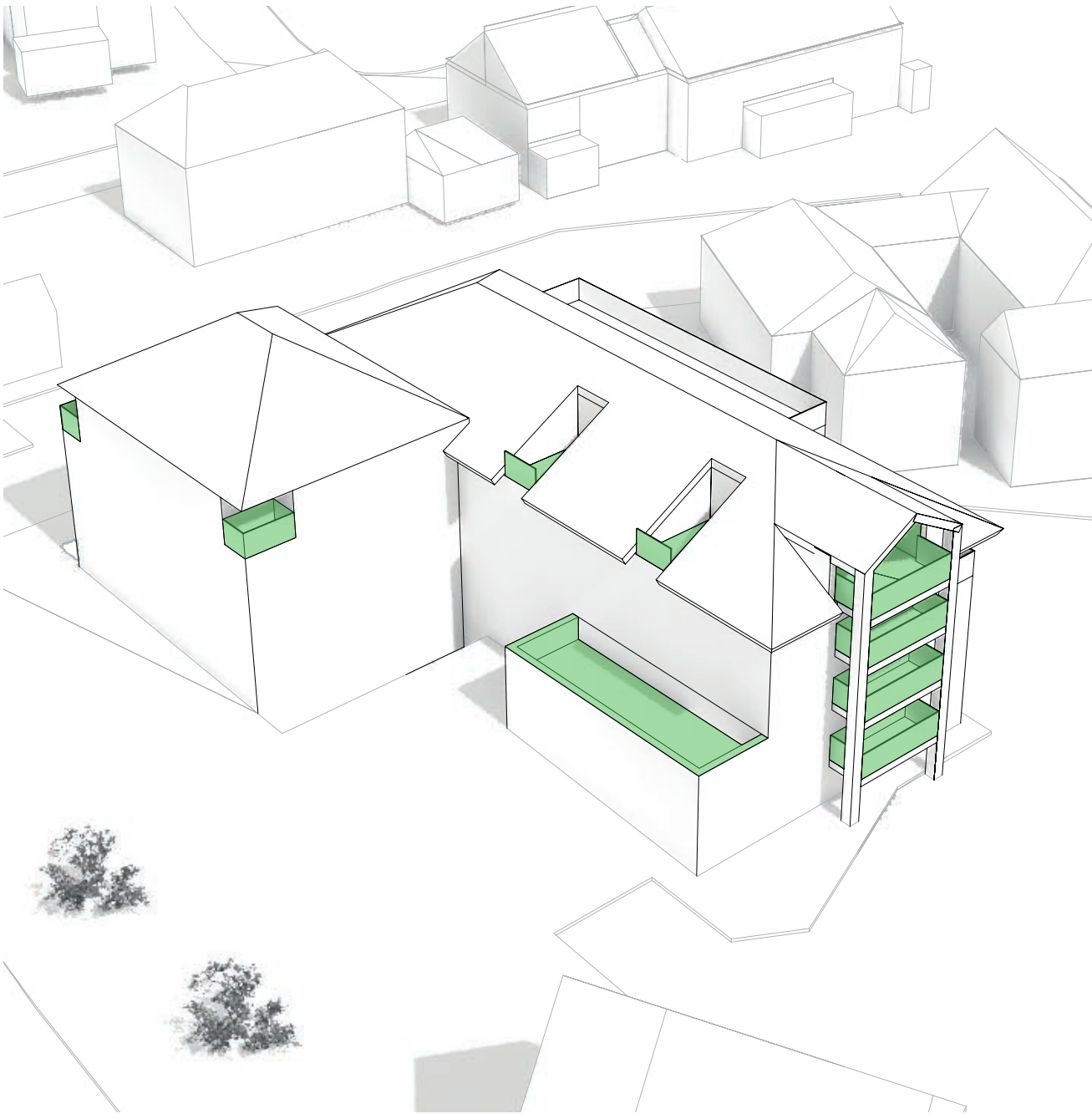
4. MASS RECESSED ON 2ND FLOOR FOR PRIVATE AMENITY AND TO AVOID OVERLOOKING

5.0 DESIGN STRATEGY

5.7 MASSING STRATEGY



5. MASSING RECESSED AND PROJECTED TO CREATE AMENITY SPACES



6. AMENITY PROVIDED THROUGHOUT THE PROPOSAL

6.0 DESIGN PROPOSAL

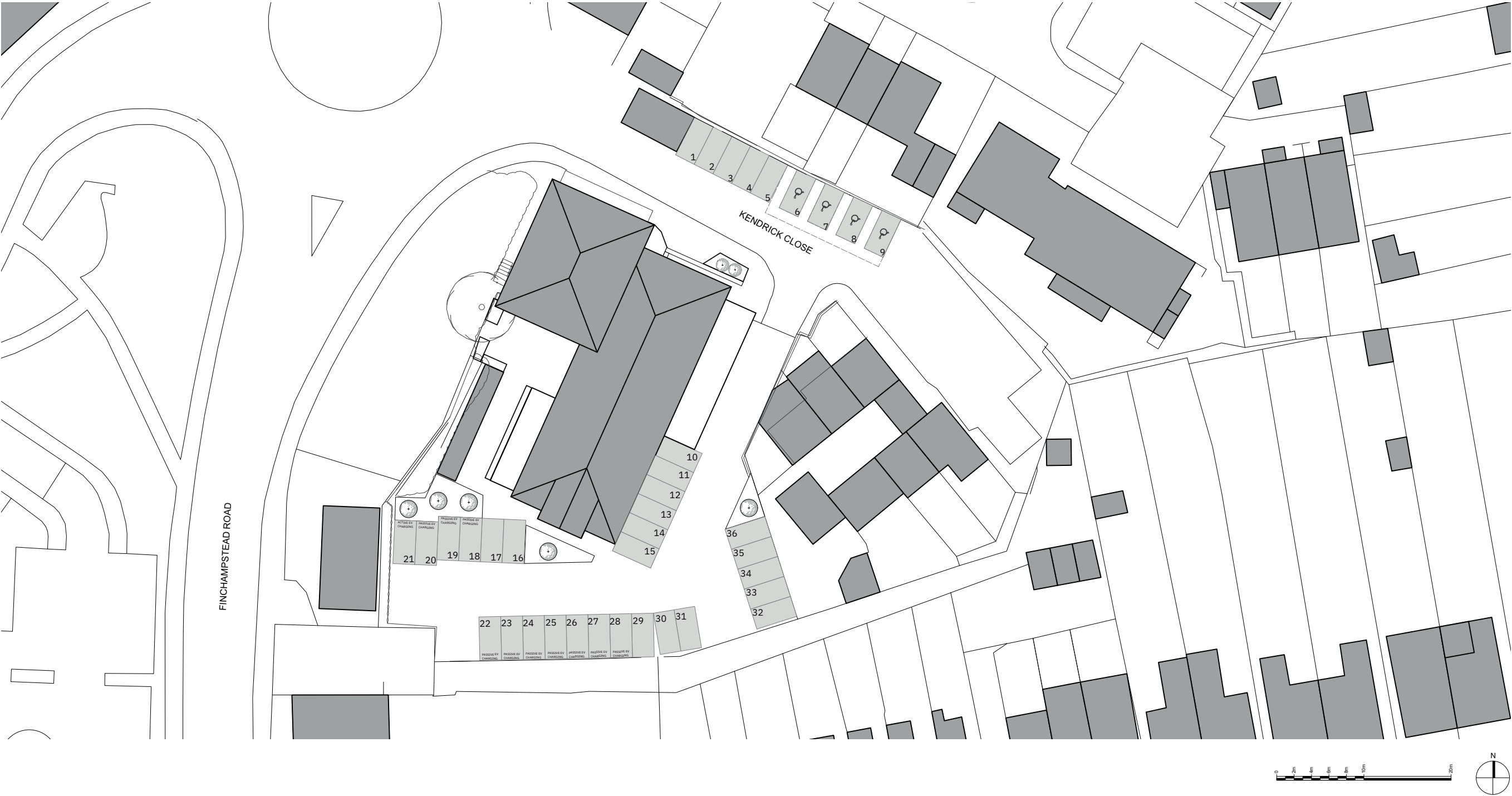
6.1 AREA SCHEDULE

| Existing Basement                          | Unit                    | Type  | Area (NIA) sqm | Area (NIA) sqft | Area (GIA) sqm       | Area (GIA) sqft       | Private Amenity Space sqm |
|--------------------------------------------|-------------------------|-------|----------------|-----------------|----------------------|-----------------------|---------------------------|
|                                            | B.01                    | 1B/2P | 46             | 490             |                      |                       |                           |
|                                            | B.02                    | 1B/2P | 46             | 499             |                      |                       |                           |
|                                            | B.03                    | 1B/2P | 49             | 524             |                      |                       |                           |
| Residential Basement                       |                         | 3     | 141            | 1513            | 148                  | 1593                  | 17                        |
| Existing Ground Floor                      | Unit                    | Type  | Area (NIA) sqm | Area (NIA) sqft | Area (GIA) sqm       | Area (GIA) sqft       | Private Amenity Space sqm |
|                                            | G.01                    | 1B/2P | 37             | 398             |                      |                       |                           |
|                                            | G.02                    | 1B/2P | 38             | 412             |                      |                       |                           |
|                                            | G.03                    | 1B/2P | 38             | 407             |                      |                       |                           |
|                                            | G.04                    | 1B/2P | 41             | 438             |                      |                       |                           |
|                                            | G.05                    | 1B/2P | 35             | 377             |                      |                       |                           |
|                                            | G.06                    | 1B/2P | 37             | 400             |                      |                       |                           |
|                                            | G.07                    | 1B/2P | 35             | 374             |                      |                       |                           |
|                                            | G.08                    | 1B/2P | 35             | 374             |                      |                       |                           |
|                                            | G.09                    | 1B/2P | 34             | 366             |                      |                       |                           |
|                                            | G.10                    | 1B/2P | 42             | 451             |                      |                       |                           |
|                                            | G.11                    | 1B/2P | 34             | 369             |                      |                       |                           |
|                                            | G.12                    | 1B/2P | 34             | 366             |                      |                       |                           |
|                                            | G.13                    | 1B/2P | 46             | 495             |                      |                       |                           |
| Residential Ground Floor                   |                         | 13    | 486            | 5227            | 588                  | 6330                  | -                         |
| Existing First Floor                       | Unit                    | Type  | Area (NIA) sqm | Area (NIA) sqft | Area (GIA) sqm       | Area (GIA) sqft       | Private Amenity Space sqm |
|                                            | 1.01                    | 1B/2P | 36             | 384             |                      |                       |                           |
|                                            | 1.02                    | 1B/2P | 36             | 389             |                      |                       |                           |
|                                            | 1.03                    | 1B/2P | 38             | 408             |                      |                       |                           |
|                                            | 1.04                    | 1B/2P | 35             | 381             |                      |                       |                           |
|                                            | 1.05                    | 1B/2P | 40             | 426             |                      |                       |                           |
|                                            | 1.06                    | 1B/2P | 34             | 363             |                      |                       |                           |
|                                            | 1.07                    | 1B/2P | 33             | 357             |                      |                       |                           |
|                                            | 1.08                    | 1B/2P | 39             | 414             |                      |                       |                           |
| Residential First Floor                    |                         | 8     | 290            | 3123            | 357                  | 3843                  | 25                        |
| Proposed First Floor                       | Unit                    | Type  | Area (NIA) sqm | Area (NIA) sqft | Area (GIA) sqm       | Area (GIA) sqft       | Private Amenity Space sqm |
|                                            | 1.01                    | 2B/3P | 63.5           | 684             | 64.9                 | 699                   | 3.4                       |
|                                            | 1.02                    | 2B/3P | 62.0           | 667             | 64.3                 | 692                   | 3.4                       |
|                                            | 1.03                    | 1B/1P | 37.0           | 398             | 38.3                 | 412                   | 20.7                      |
|                                            | Proposed Communal Space |       | -              | -               | 10.0                 | 108                   | -                         |
| Residential Proposed First Floor           |                         | 3     | 162.5          | 1749            | 177.5                | 1911                  | 28                        |
| First Floor Total                          |                         | 11    | 452.6          | 4872            | 534.5                | 5753                  | 52                        |
| Proposed Second & Third Floors             | Unit                    | Type  | Area (NIA) sqm | Area (NIA) sqft | Total Area (GIA) sqm | Total Area (GIA) sqft | Private Amenity Space sqm |
|                                            | 2.01                    | 2B/4P | 81.6           | 878             | 83.5                 | 899                   | 12.9                      |
|                                            | 2.02                    | 2B/4P | 82.6           | 889             | 85.4                 | 919                   | 10.1                      |
|                                            | 2.03                    | 2B/4P | 89.8           | 967             | 98.2                 | 1057                  | 28.1                      |
|                                            | 2.04                    | 1B/2P | 50.0           | 538             | 52.8                 | 568                   | 9.1                       |
|                                            | 2.05                    | 2B/4P | 81.6           | 878             | 86.3                 | 929                   | 6.0                       |
|                                            | 2.06                    | 2B/4P | 81.6           | 878             | 85.2                 | 917                   | 6.0                       |
|                                            | 2.07                    | 2B/4P | 81.6           | 878             | 83.1                 | 894                   | 19.4                      |
|                                            | Proposed Communal Space |       | -              | -               | 40.2                 | 433                   | -                         |
| Residential Proposed Second & Third Floors |                         | 7     | 548.8          | 5907            | 614.7                | 6617                  | 92                        |
| Second & Third Floor Total                 |                         | 7     | 548.8          | 5907            | 614.7                | 6617                  | 92                        |
| TOTAL - Proposed Units                     |                         | 10    | 711.3          | 7656            | 792.2                | 8527                  | 119                       |
| TOTAL - All Units                          |                         | 34    | 1627.6         | 17519           | 1885.3               | 20293                 | 161                       |

| Housing Mix - Total      |       |       |       |        |
|--------------------------|-------|-------|-------|--------|
| Housing Mix              | 1 Bed | 2 Bed | 3 Bed | Total  |
| Number of Units - Total  | 26    | 8     | 0     | 34     |
| Number of Proposed Units | 2     | 8     | 0     | 10     |
|                          | 76%   | 24%   | 0%    | 100.0% |

6.0 DESIGN PROPOSAL

6.2 PROPOSED BLOCK PLAN



6.0 DESIGN PROPOSAL

6.3 TOPOGRAPHICAL PLANS

