

3389 Observer Park, Arborfield, Reading

Design and Access Statement



Issue Date - June 2025 – Rev C

HTC Reference - 3389 DAS01

CONTENTS

1	INTRODUCTION	3-5	4. ACCESS	19
1.1	Overview	3	4.1 Site Access	19
1.2	Scheme Details	4	4.2 Parking	19
1.3	Reports	5	4.3 Cycle and Pedestrian Routes	19
2	SITE	6	6. APPENDICES	20
2.1	Location	6		
3	DESIGN PRINCIPLES	7-17		
3.1	Design and Use	7		
3.2	Amount	8		
3.3	Scheme Proposals	9		
3.4	Scheme Masterplan	10		
3.5	Proposed Single Unit 1 Information	11-14		
3.6	CGI'S	15		
3.7	Materials and Appearance	16		
3.8	Community Safety	17		
3.9	Landscaping and Ecology	18		

1.0 INTRODUCTION

1.1 Overview

This document has been prepared in support of a reserved matters planning application for the construction and development of seven industrial units, with integrated office accommodation on Observer Park, Arborfield, Reading.

The scheme proposes seven units, with dedicated parking, service areas, bin stores and cycle shelters. New hard and soft landscaping installations will deliver a high-quality scheme that links to the surrounding area and ensures the proposals are environmentally, ecologically and visually appropriate.

The development site area is 7.398 HA/ 18.280 AC.

The purpose of this document is to explain the design process behind the development proposals and justification of the scheme.

The design and access statement forms an integral part of the application submission and should be read in conjunction with other supporting documentation, including the Architect's drawing package and all specialist consultants' reports.

This document provides important and detailed information about the scheme and has been written for a wide target audience, including the local planning authority, local residents, statutory and non-statutory consultees and elected members.

The document takes the reader through the various design stages of the scheme and specifically, provides information relating to the following elements:

DESIGN

Planning Statement
Assessment
Design
Use
Size/ Layout
Appearance
Scale
Landscaping

ACCESS

Vehicular and pedestrian access

1.2 Scheme Details

DEVELOPER

Tungsten Properties



PROFESSIONAL TEAM

Architect
HTC Architects

Employers Agent
KAM Project Consultants



Engineer
PRP Consulting Engineers

Planning Consultant
Pegasus Group



M & E Consultant
HBA Consulting engineers limited



Transport Consultant
ADC Infrastructure

BNG Consultant
Blade



Landscape Architects
Blade

1.3 Reports

The document should be read in conjunction with the following specialist reports that have been carried out by experts in relation to their subject matter:

- Drainage Strategy, prepared by PRP
- Ecology Report, prepared by Blade
- Planning Statement, prepared by Pegasus Group
- Transport Statement, prepared by ADC Infrastructure
- Framework Travel Plan, prepared by ADC Infrastructure
- BNG Assessment, prepared by Blade Ecological
- Tree Survey, Arboricultural Impact Assessment and Method Statement prepared by Blade Ecological

2.0 SITE

2.1 Location

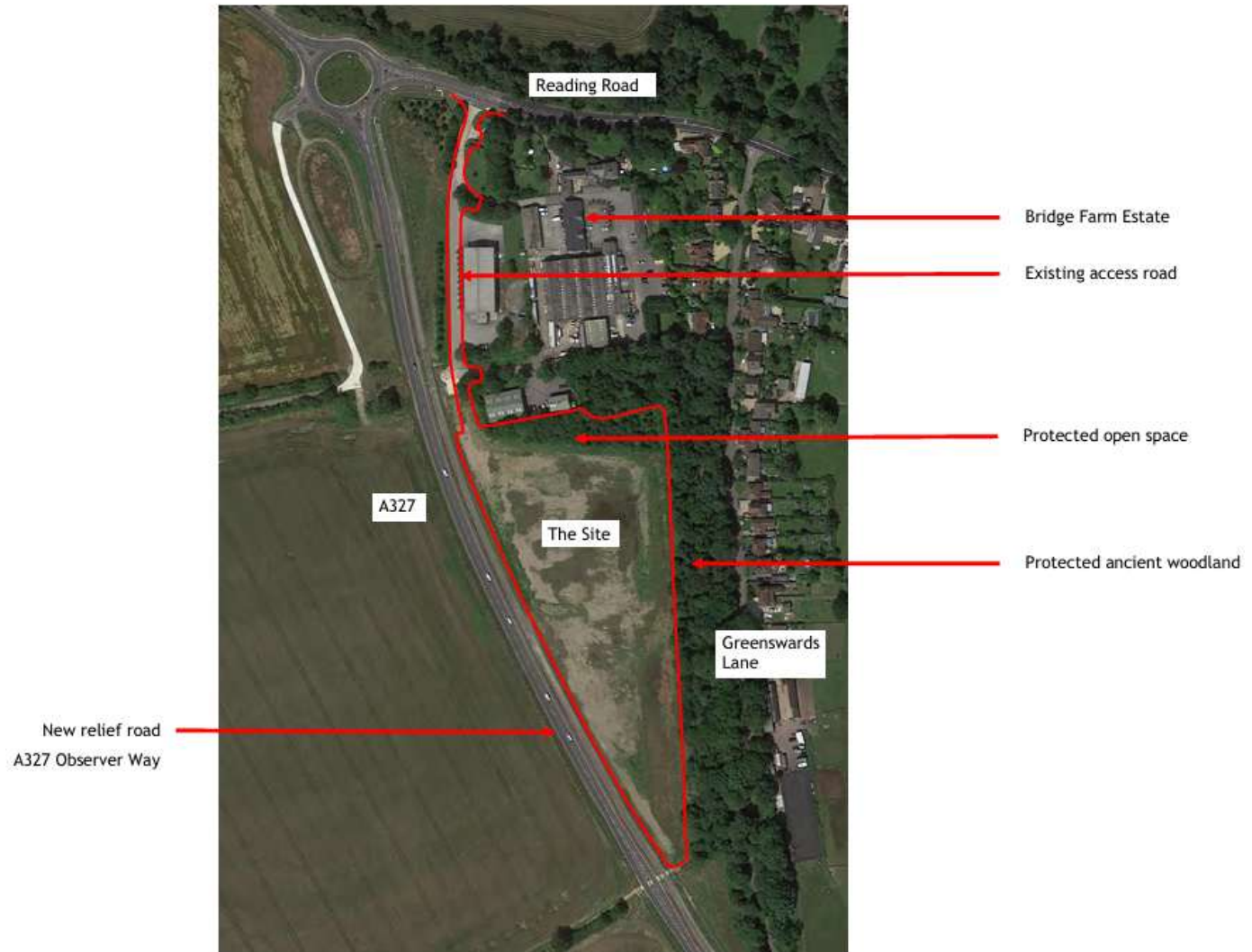
The site is situated to the south of Bridge Farm Estate.

Arborfield Cross Relief Road known as A327 Observer Way runs parallel to the western boundary and links to Reading Road.

To the north of the site sits the Bridge Farm Estate, comprising several existing buildings used for commercial purposes. The surrounding infrastructure supports various businesses, contributing to the area's vibrant commercial environment. East of the site is an existing ancient tree belt which is a tree protection zone to be retained and protected.

The site is located 6.2 miles from the centre of Reading, where there is a bus that runs every 30 minutes from station road. The site is located 5.2 miles from Wokingham where a bus runs every 30 minutes from Broad Street.

The site will provide covered cycle parking, which will encourage the use of active/sustainable transport methods. Parking provision will be set in line with local authority guidelines and requirements.



3.0 DESIGN PRINCIPLES

3.1 Design and Use

Primary access to the site is achieved via an improved access road linking an existing junction on Reading Road leading through Bridge Farm Estate to the northeastern corner of the proposed development site. All highways access points and parking provisions have been designed to coordinate with the outline planning permission.

Pedestrian access routes into and through the site accord with the outline planning permission and provide safe access to the units. The scheme provides dedicated covered cycle parking to each unit.

New hard and soft landscaping will be included as part of the development to ensure the site delivers a high-quality finish. Existing landscaping is retained and proposed new/additional planting in other areas is proposed in accordance with the outline planning permission.

The design, construction, materiality, and colour palette of the building have been carefully considered to ensure that the development delivers a unit that is contextually appropriate to the sites setting. Feature contemporary glazing will be utilised as key node points and vistas to create focal points to the unit across the development.

Chosen materials and finishes will combine to create a positive and pleasing environment which will be of benefit to the surrounding area. New boundary treatments are proposed to ensure that the scheme delivers a safe development whilst maintaining high levels of visual security.

3.2 Amount

The proposed development consists of 7 Units.

Unit 1	GIA	11,400 SQ FT FF + 1,800 SQ FT GF	GEA	11,950 SQ FT GF + 2,000 SQ FT FF
Unit 2	GIA	4,900 SQ FT GF + 1,000 SQ FT FF	GEA	5,150 SQ FT GF + 1,150 SQ FT FF
Unit 3	GIA	4,800 SQ FT GF + 1,000 SQ FT FF	GEA	5,100 SQ FT GF + 1,150 SQ FT FF
Unit 4	GIA	8,000 SQ FT GF + 1,500 SQ FT FF	GEA	8,400 SQ FT GF + 1,680 SQ FT FF
Unit 5	GIA	9,100 SQ FT GF + 1,800 SQ FT FF	GEA	9,600 SQ FT GF + 2,120 SQ FT FF
Unit 6	GIA	15,000 SQ FT GF + 1,600 SQ FT FF	GEA	15,750 SQ FT GF + 1,800 SQ FT FF
Unit 7	GIA	11,500 SQ FT GF + 1,750 SQ FT FF	GEA	12,200 SQ FT GF + 1,900 SQ FT FF

External works will create the following provision:

- Designated service yard for the units
- Independent parking provision for the units.
- Dedicated Cycle parking provision for the units.
- Dedicated refuse storage for the units.

3.3 Scheme Proposals

The outlined approved site master plan is exhibited on the right. The development consists of:

- HGV and vehicular site access and egress points off Severn Road
- Covered cycle parking provision.
- Open plan circulation and car parking areas
- External waste storage areas for each building
- Dedicated disabled parking close to the entrance of each building
- New hard and soft landscaping features



3.4 Parking Provision

The site master plan provides the following parking.

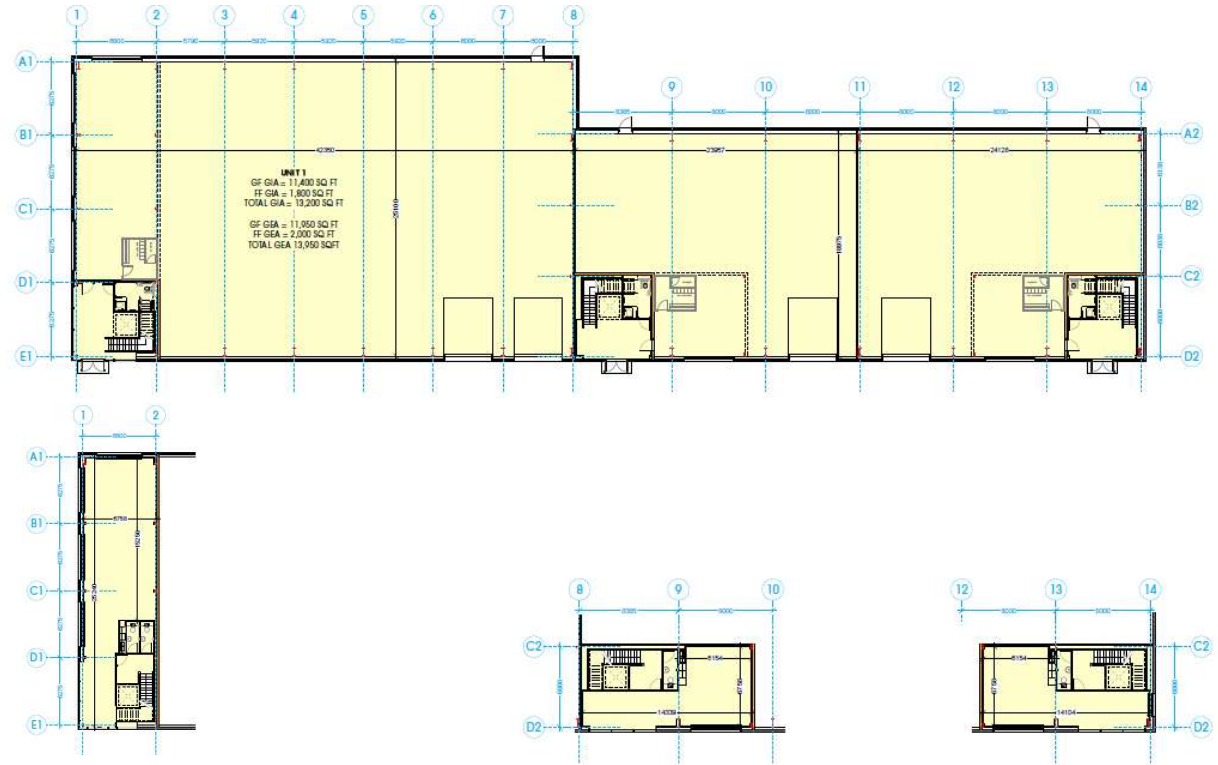
- Unit 1 will have 24 car parking spaces
- Unit 2 will have 8 car parking spaces
- Unit 3 will have 9 car parking spaces
- Unit 4 will have 15 car parking spaces
- Unit 5 will have 16 car parking spaces
- Unit 6 will have 32 car parking spaces
- Unit 7 will have 24 car parking spaces



3.5 Unit 1,2 &3 Proposed Information

The proposed floor plan and elevations are exhibited on the right and below. Proposals include:

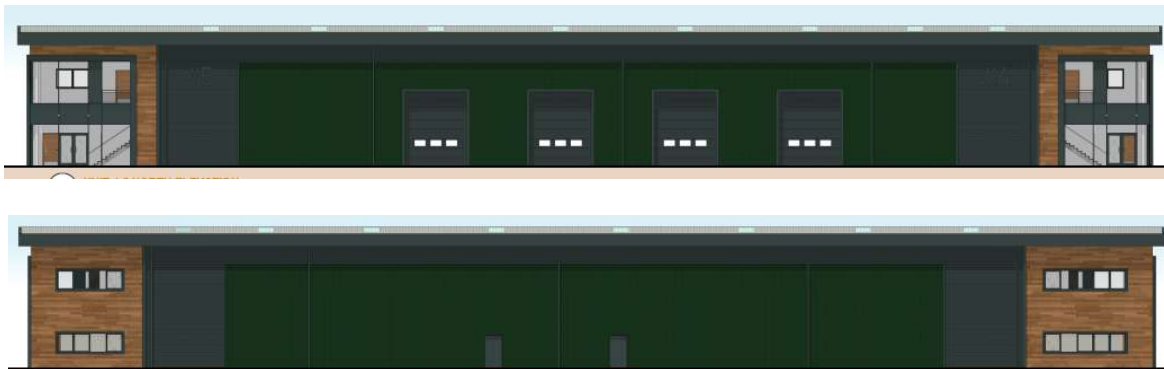
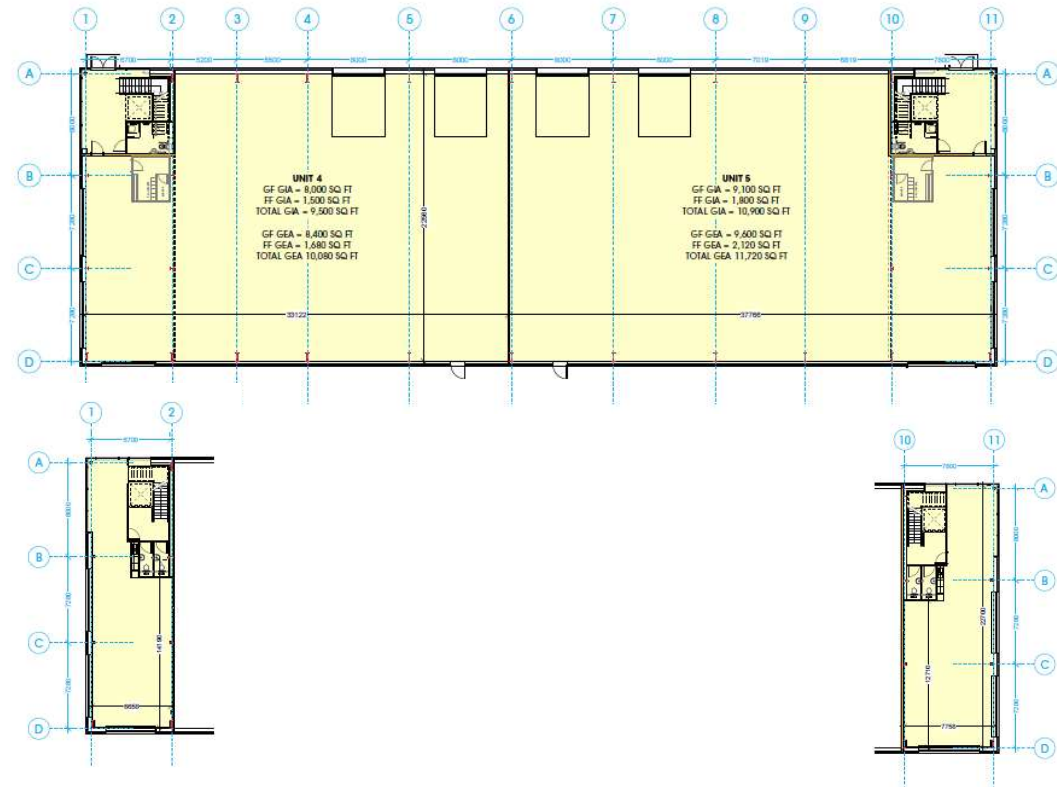
- Flexible open plan layouts with a mezzanine office.
- Contemporary glazing to the entrance areas that create a focal point to the building.
- Differing types of cladding (composite/ built up), colour treatments and orientations have been specified to create an interesting and contemporary facade.
- Carefully positioned fire escape doors to the perimeter of the building to ensure safe means of escape and compliance with building regulations.
- The materials and colour pallet have been carefully considered to provide a cohesive design that will integrate as part of the wider industrial business park.



3.5 Unit 4&5 Proposed Information

The proposed floor plan and elevations are exhibited on the right and below. Proposals include:

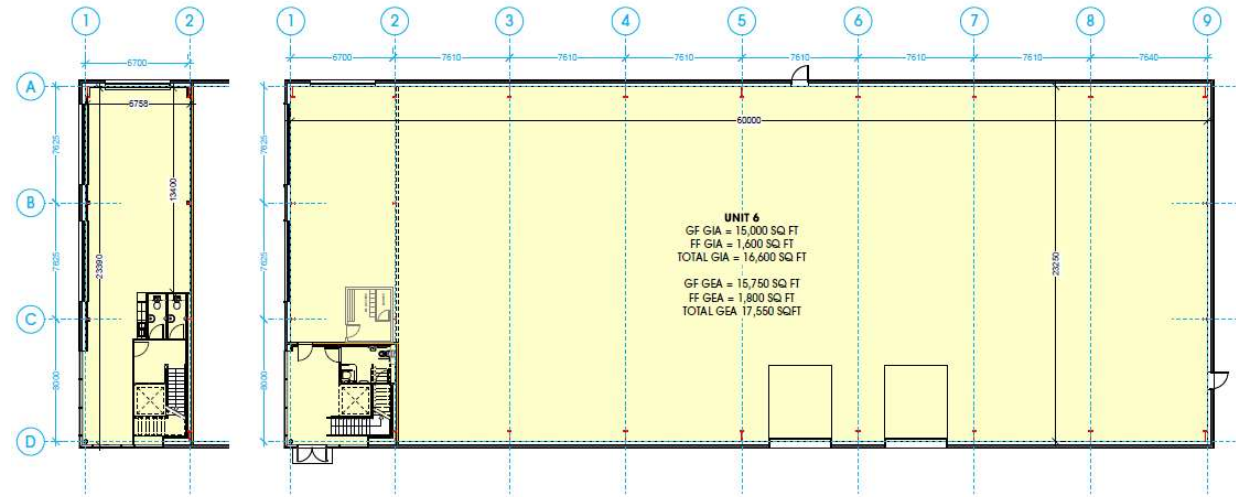
- Flexible open plan layouts with a mezzanine office.
- Contemporary glazing to the entrance areas that create a focal point to the building.
- Differing types of cladding (composite/ built up), colour treatments and orientations have been specified to create an interesting and contemporary facade.
- Carefully positioned fire escape doors to the perimeter of the building to ensure safe means of escape and compliance with building regulations.
- The materials and colour pallet have been carefully considered to provide a cohesive design that will integrate as part of the wider industrial business park.



3.5 Unit 6 Proposed Information

The proposed floor plan and elevations are exhibited on the right and below. Proposals include:

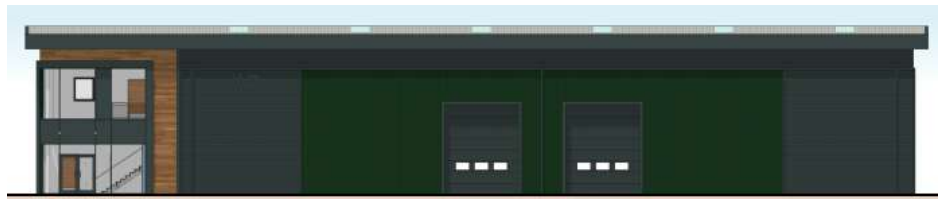
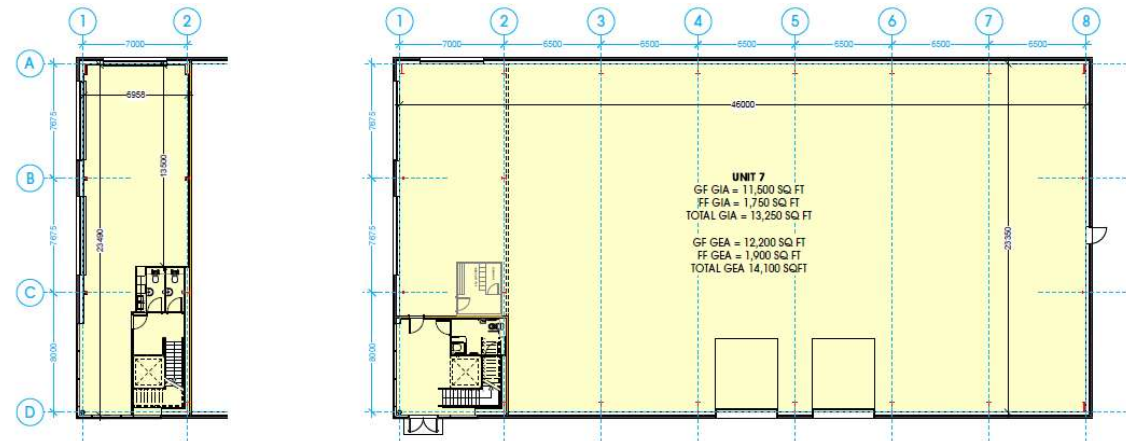
- Flexible open plan layouts with a mezzanine office.
- Contemporary glazing to the entrance areas that create a focal point to the building.
- Differing types of cladding (composite/ built up), colour treatments and orientations have been specified to create an interesting and contemporary facade.
- Carefully positioned fire escape doors to the perimeter of the building to ensure safe means of escape and compliance with building regulations.
- The materials and colour pallet have been carefully considered to provide a cohesive design that will integrate as part of the wider industrial business park.



3.5 Unit 7 Proposed Information

The proposed floor plan and elevations are exhibited on the right and below. Proposals include:

- Flexible open plan layouts with a mezzanine office.
- Contemporary glazing to the entrance areas that create a focal point to the building.
- Differing types of cladding (composite/ built up), colour treatments and orientations have been specified to create an interesting and contemporary facade.
- Carefully positioned fire escape doors to the perimeter of the building to ensure safe means of escape and compliance with building regulations.
- The materials and colour pallet have been carefully considered to provide a cohesive design that will integrate as part of the wider industrial business park.



3.5 CGI



3.6 Material and Appearance

- The materials and colour pallet have been carefully considered to provide a cohesive design that will integrate as part of the wider industrial business park.
- Materials and colour pallet have been carefully considered to provide a modern, clean and crisp scheme that compliments the surrounding area.
- Enhanced soft landscaping ensures a balanced and proportionate site layout with an open site aspect.



TRIMS/FLASHING DETAILS AND
CLADDING ANTHRACITE RAL 7016



FEATURE TIMBER EFFECT CLADDING



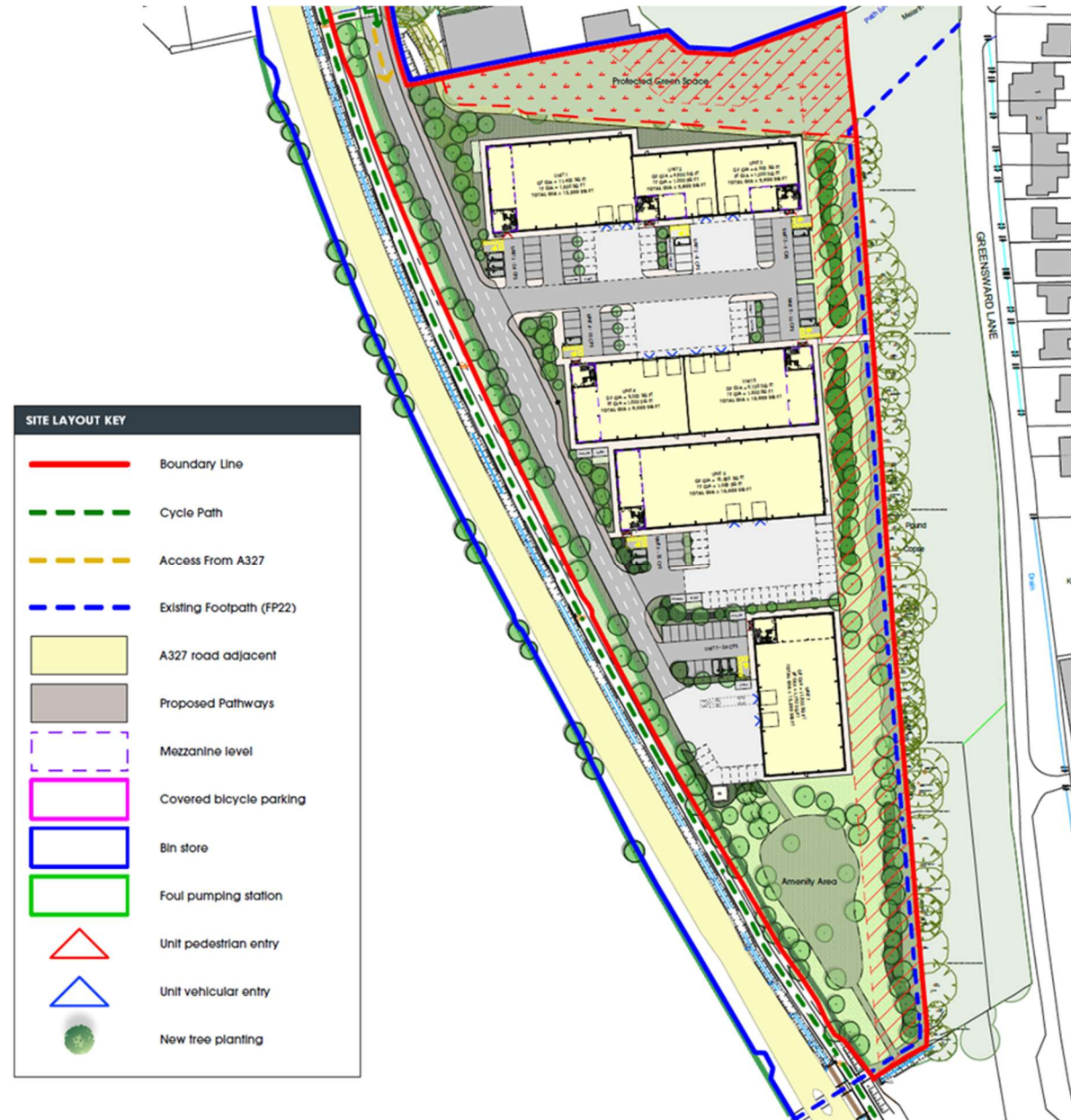
PROFILED ROOF CLADDING -
GOOSEWING GREY RAL 240 80 05

3.7 Community Safety

The proposed development has been designed to maximise site safety and minimize crime. The design proposals provide a clear sense of site ownership and provide clearly established public and private areas. All restricted areas are securely screened and privatised with the site boundaries enclosed with existing landscaping, retaining walls or a robust 3m high paladin fence.

The primary tool for providing a safe environment is through careful built design. Providing natural surveillance is recognised as being a basic requirement and therefore the proposed development has been designed to provide natural surveillance throughout the site. Natural surveillance prevents anti-social behaviour and increases the perception of safety for the site and the surrounding area.

Internal and external lighting will be installed to ensure the site is well lit. This will promote a feeling of safety for customers, staff and passersby alike. Clearly marked footpaths and vehicular routes to and through the site will be well lit and maintained and ensure the separation of pedestrians and vehicles to create a safe environment for all site users.

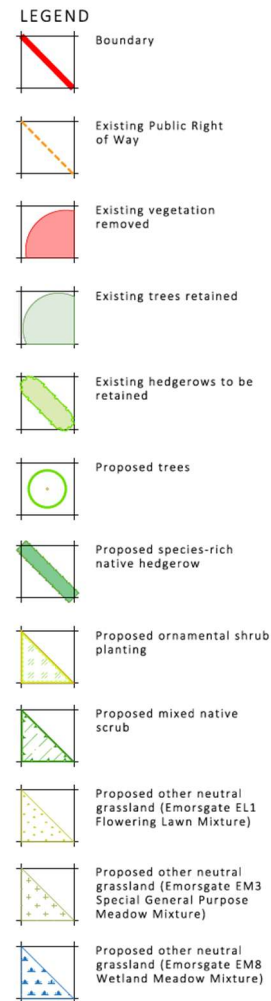


3.8 Landscaping and Ecology

New hard landscaping will form the car park, service areas and new pathways within the site. The footpaths will be finished in block paving, and the service yards will be finished in heavy-duty concrete. Soft landscaping will be retained around the perimeter of the site where possible.

A clear and safe site for all users will be created by using varying hard landscaping finishes to help people differentiate between vehicular and pedestrian areas.

The landscaping scheme has been designed to mitigate the visual impact of the development and enhance the site's aesthetic.



4.0 ACCESS

4.1 Site Access

The access to site is situated to the north of Reading Road. Refer to the highways consultant report for further information pertaining to any highways works to be carried out.

4.2 Parking

The scheme provides parking for staff and customers and includes provision for disabled parking and bicycle parking.

4.3 Cycle and Pedestrian Routes

Footpath and estate roads will provide access by foot and bicycle to the unit.



5.0 APPENDICES

P1-3 100	Floor Plans	P1-3 200	Elevations	P402	Access_ Land Use & Height Parameters Plan
P1-3 101	Area Check Plan	P1-3 210	3D Views	P403	Illustrative Masterplan
P1-3 110	Roof Plan	P1-3 300	Sections	P404	Outline _ S73 Comparison Plan
				P405	Site Location Plan
P4-5 100	Floor Plans	P4-5 200	Elevations		
P4-5 101	Area Check Plan	P4-5 210	3D Views		
P4-5 110	Roof Plan				
P6 100	Floor Plans	P6 200	Elevations		
P6 101	Area Check Plan	P6 210	3D Views		
P6 110	Roof Plan				
P7 100	Floor Plans	P7 200	Elevations		
P7 101	Area Check Plan	P7 210	3D Views		
P7 110	Roof Plan				