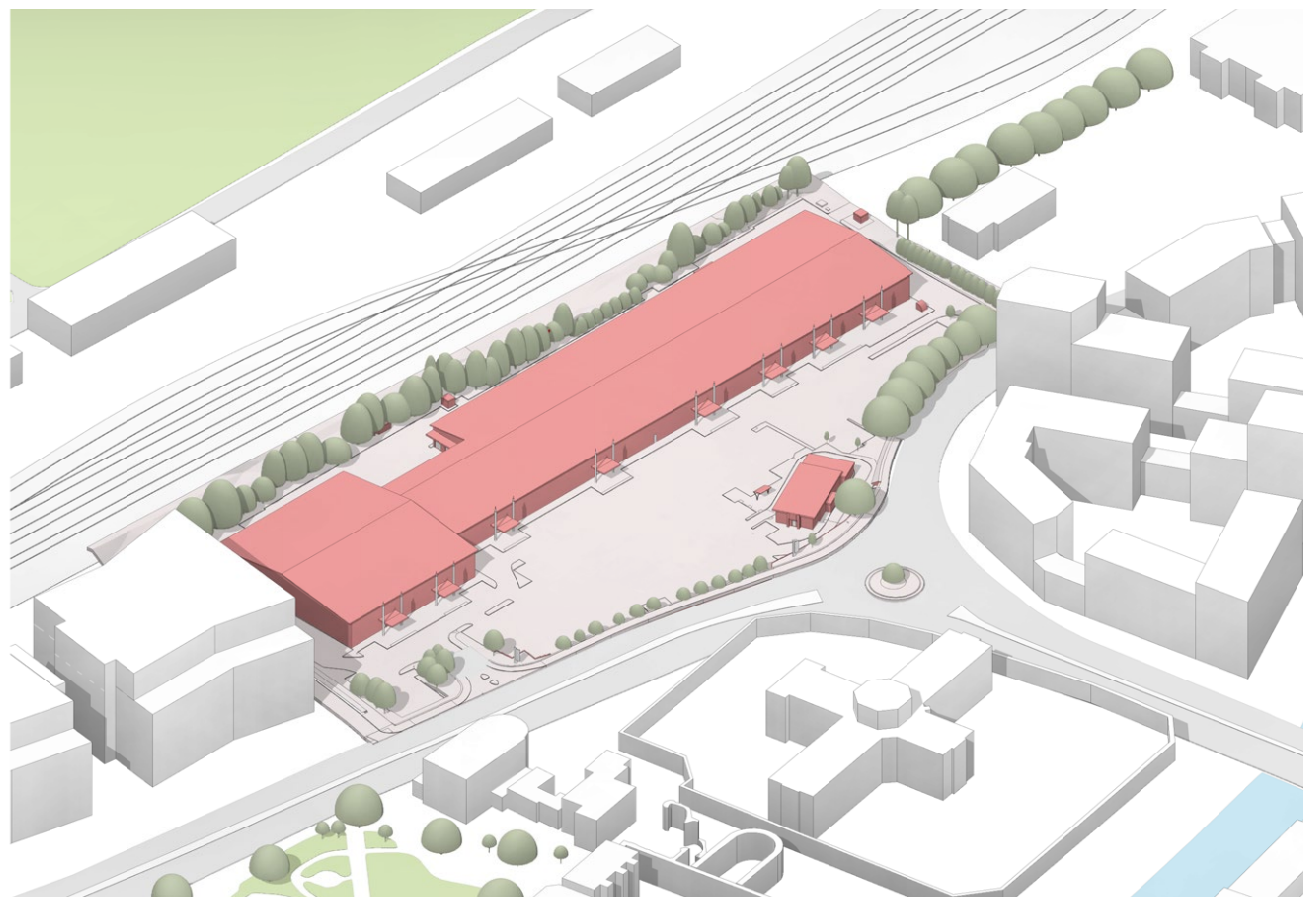


4.4 Links, Connections and Public Space

4.4.1 Links and Connections within the Masterplan

Hierarchy of route types

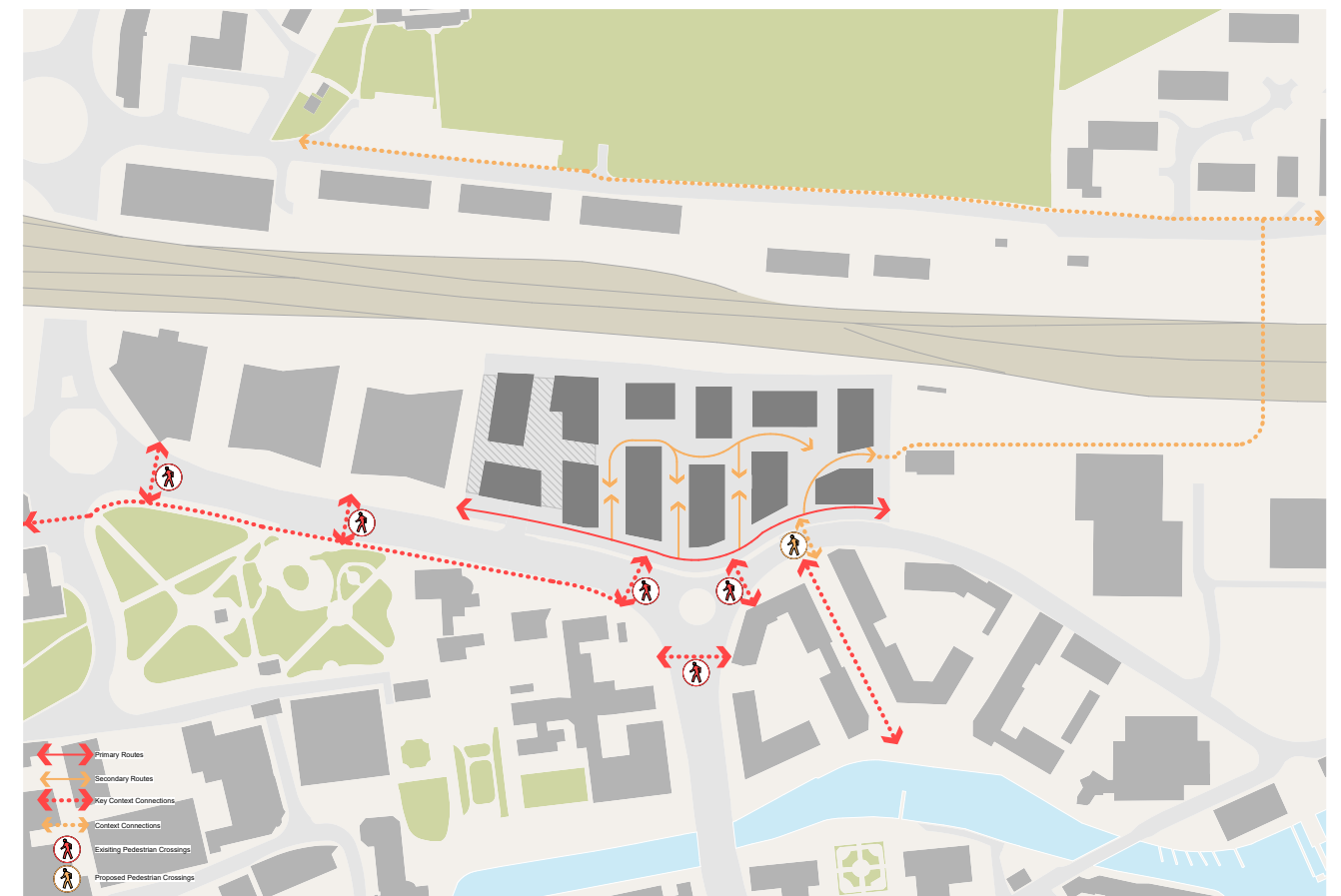
In order to start to break up the character areas into building plots/ footprints, a hierarchy of pedestrian routes through the site has been established. The hierarchy will help inform the shapes of buildings and set out distances between buildings. The strategy for movement within the KMV OPA has been considered in terms of the various different types of movement that are envisaged to be provided for - pedestrian, bicycle and vehicle. Routes have been designed to avoid conflict and to prioritise pedestrian movement and minimise vehicular movement.



Existing Site 3D

Pedestrian routes within the masterplan

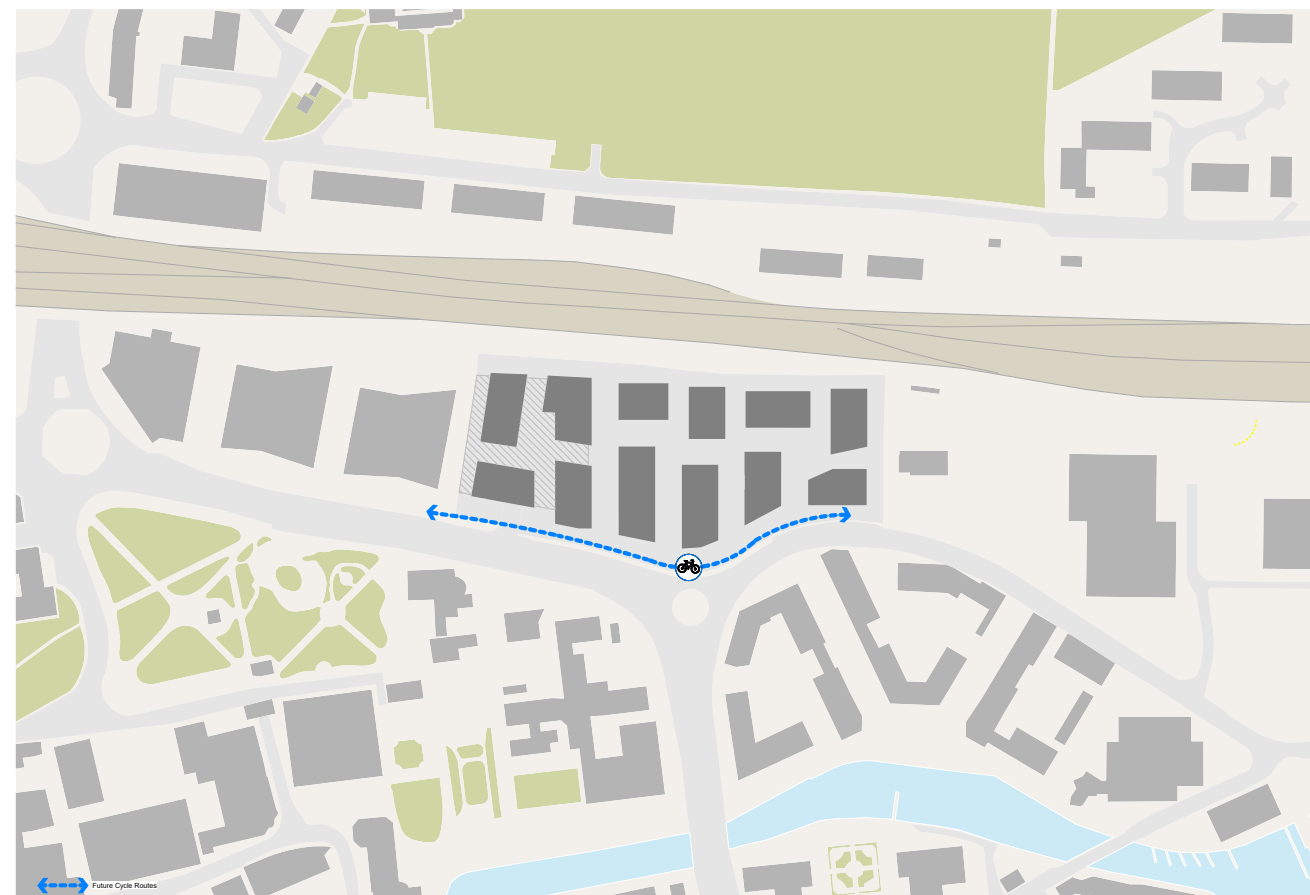
In order to start to break up the character areas into building plots/ footprints, a hierarchy of pedestrian routes through the site has been established. The hierarchy will help inform the shapes of buildings and set out distances between buildings.



Proposed Pedestrian Routes Diagram

Cycling routes within the masterplan

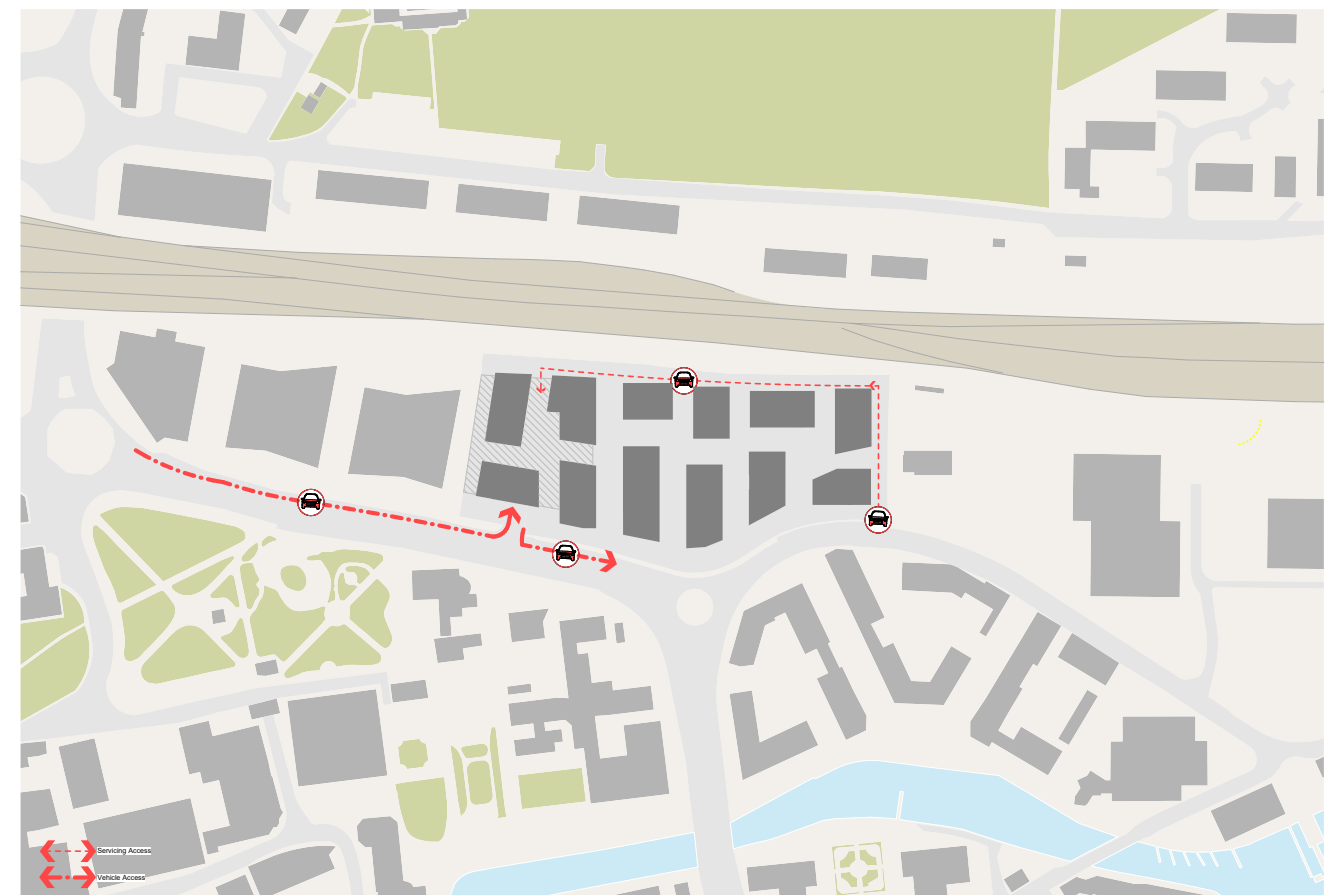
It is proposed that cycle routes will stitch into the existing wider network of cycle accessible routes.



Proposed Cycle Routes Diagram

Vehicle routes within the masterplan

Vehicular routes will utilize and link into the existing vehicle access points including from the Forbury Road and Kenavon Drive. A primary servicing spine route is proposed to run along the back of the site with access provided from the east.



Proposed Vehicular Routes Diagram

4.5 Height & Massing

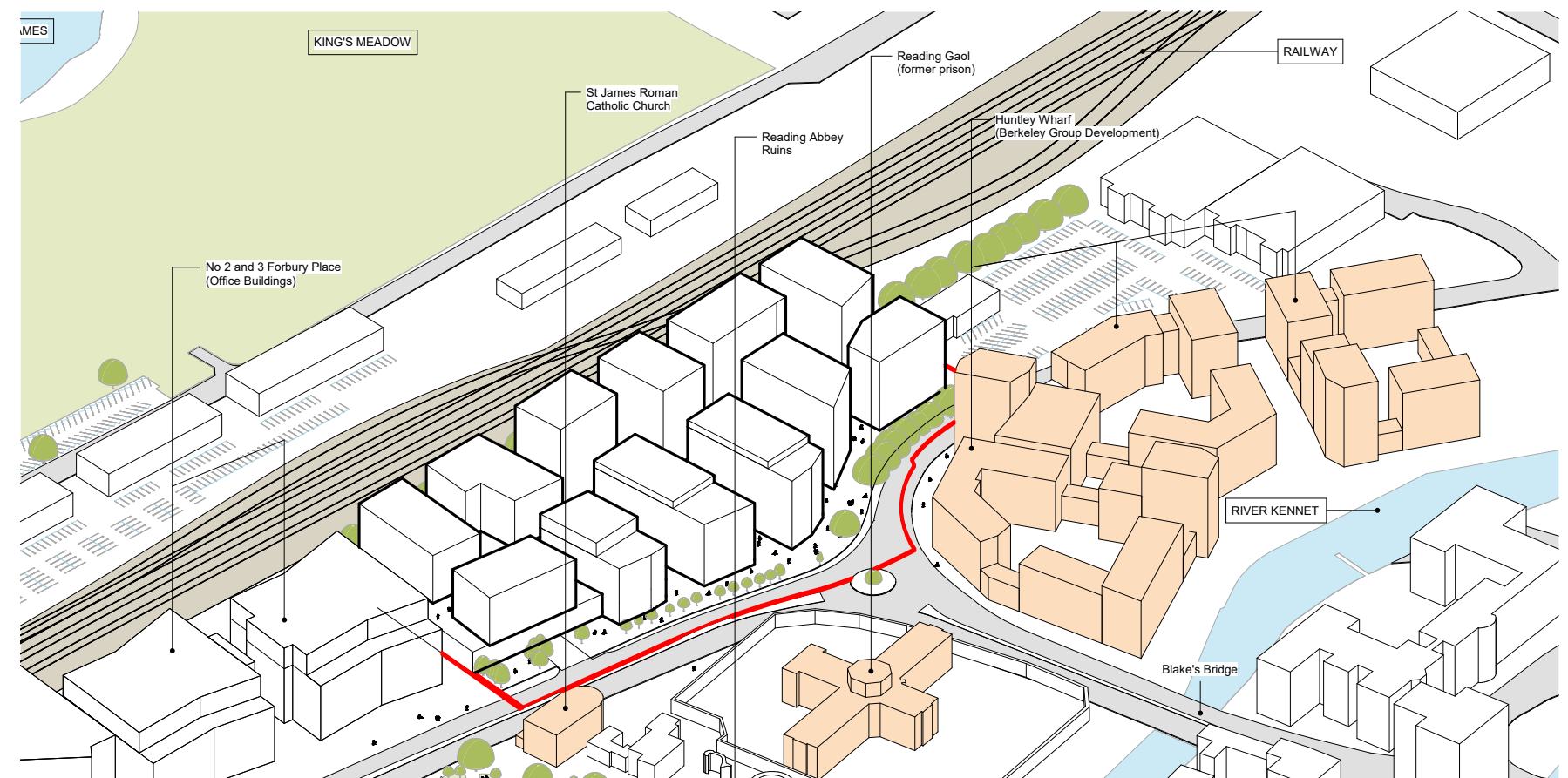
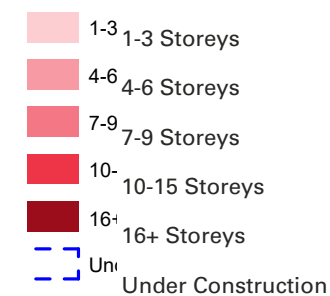
4.5.1 Rational for Height and Massing

In designing the proposed residential development, careful consideration was given to the site's strong east-to-west orientation and the main thoroughfare of Forbury Road to the south.

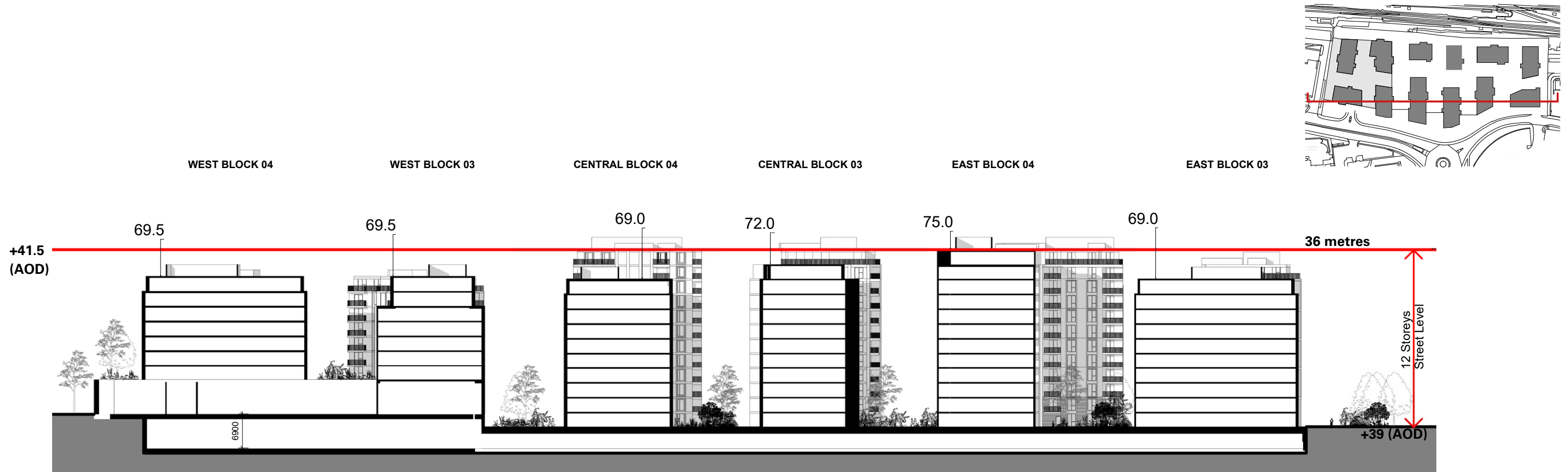
To minimise impacts on adjacent properties and maximize daylight penetration into the key open spaces, the height of the masterplan was focused to the centre and north portions of the site and gradually reduced towards the periphery to the far east and west.

Additionally, step backs have been incorporated into the top floors of buildings along the south of the site to minimize the viewing impact when the scheme is observed along Forbury Road and Kenavon Drive.

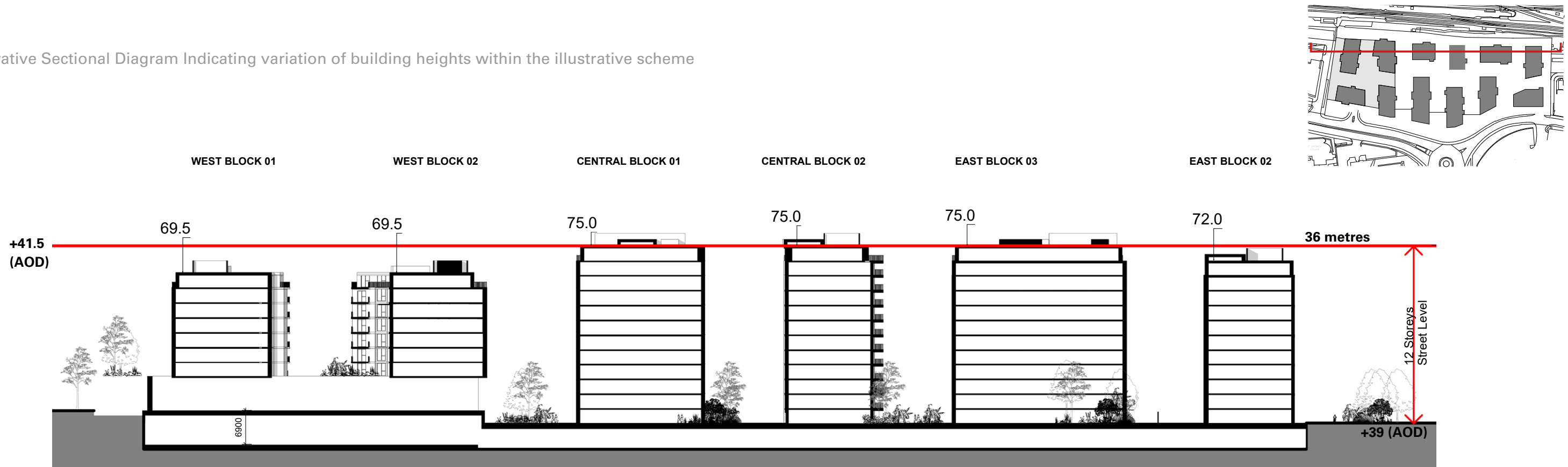
By following these design criteria, the proposed development not only blends seamlessly into the existing urban fabric but also creates a harmonious relationship between the development and its surrounding context.



Illustrative building heights axonometric



Illustrative Sectional Diagram Indicating variation of building heights within the illustrative scheme



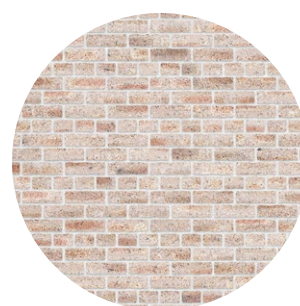
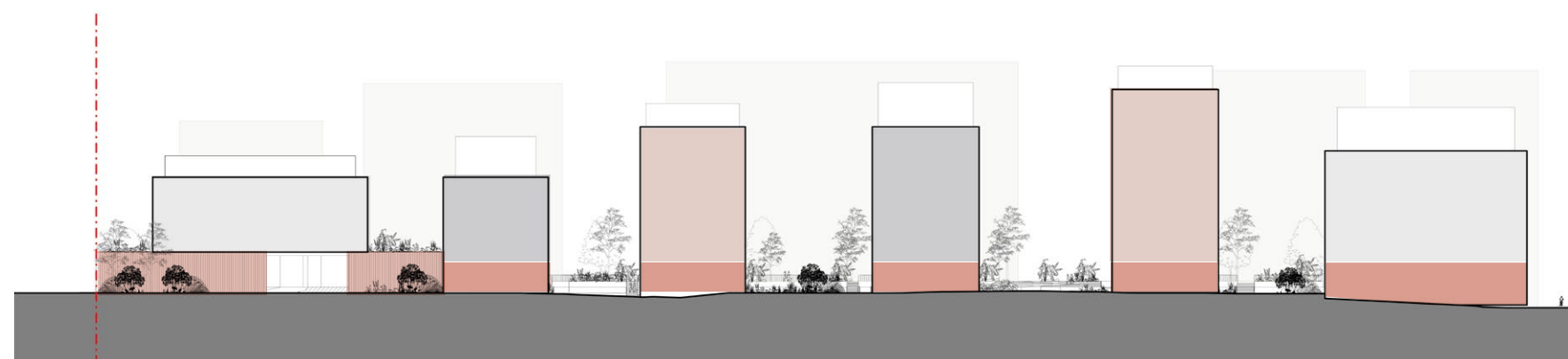
Illustrative Sectional Diagram Indicating variation of building heights within the illustrative scheme

4.5 Materiality

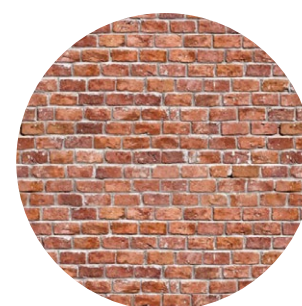
4.5.1 Grouping by Material

Reading has a long-standing tradition of masonry construction, which has played a significant role in shaping the town's architectural heritage. For centuries, skilled masons have used locally sourced materials such as flint, brick, and limestone to create buildings that are not only functional but also aesthetically pleasing. From the ornate facades of the town hall to the humble cottages in the surrounding villages, the craftsmanship and durability of Reading's masonry buildings are a testament to the skills and expertise of the town's builders. This heritage continues to be celebrated today, with many of these historic buildings still standing strong and serving as a reminder of Reading's proud masonry legacy.

The proposed scheme takes inspiration from Reading's rich history of masonry construction by utilizing a variety of material groupings within the design. The use of different materials such as brick, stone, and concrete reflect the diverse range of architectural styles that exist within the town. The careful selection and combination of these materials not only provide visual interest and texture but also create a sense of connection with the local context. By incorporating these materials in a contemporary and innovative manner, the design aims to create a scheme that is both unique and respectful of its surroundings.



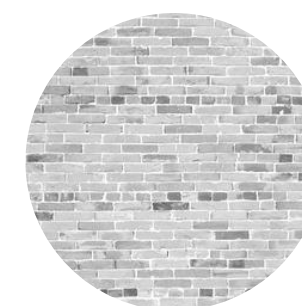
Light tone
masonry



Red tonal
masonry



Portland Stone

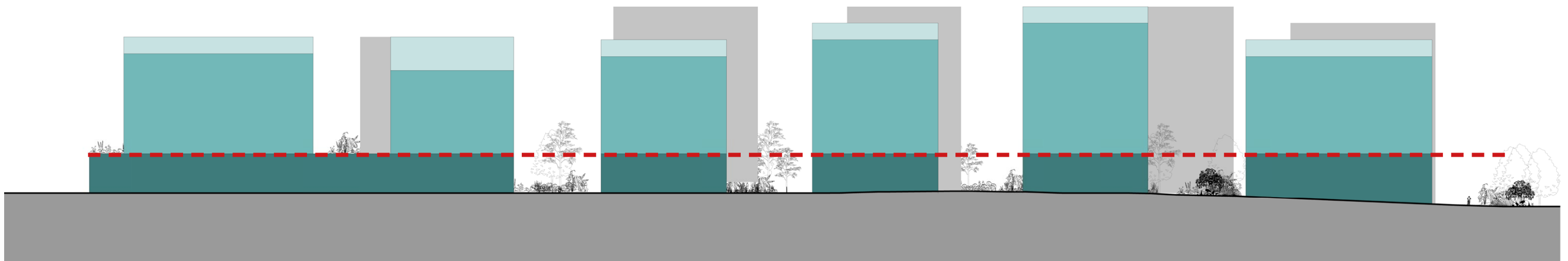


Light grey tonal
masonry

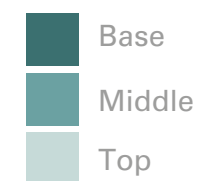


Dark grey tonal
masonry

Illustrative Elevational Principles - Mixture of Materiality across the Site



Illustrative Elevational Principles - Base / Middle / Top



4.6 Materiality

4.6.1 Reading Vernacular - Architectural Bay & Corner Geometry

Bay windows are a popular design element within Reading's architectural vernacular, offering a unique and attractive feature to many heritage buildings. A traditional bay window typically consists of three or more windows set at an angle, projecting outwards from the main façade of the building. These windows can be found in various styles, including Victorian, Georgian, and as a modern interpretation as part of the emerging vernacular, and can range from small and simple to large and ornate.

The design of bay windows in Reading is often influenced by the surrounding architecture, with many buildings featuring a traditional aesthetic which is born out of the town's rich history. The use of masonry materials can add texture and depth to the design, while decorative elements like corbels, mouldings, and columns can enhance the visual appeal of the window.

Overall, the design of bay windows in Reading continues to evolve and adapt to the changing needs and preferences of the community, while still preserving the unique character and history of the town.

The proposed design offers a modern interpretation of Reading's masonry bay window. This design approach presents a chance to incorporate clean lines, innovative glazing solutions, and sustainable design elements to enhance the visual appeal and functionality of the building. By focusing on the use of space, daylight, and unique interior and exterior environments, a modern interpretation of the bay window can create a distinctive living experience for residents, as well as visitors viewing the buildings from the proposed public realm, whilst stitching in the proposals as part of the wider Reading vernacular.



Reading Masonry Vernacular - Existing and Heritage Photographs of Masonry Studies



Illustrative Masonry Options

Masonry patterns and tonal variety inspired by surrounding Reading context

4.6 Materiality

4.6.2 Textures at Ground Floor

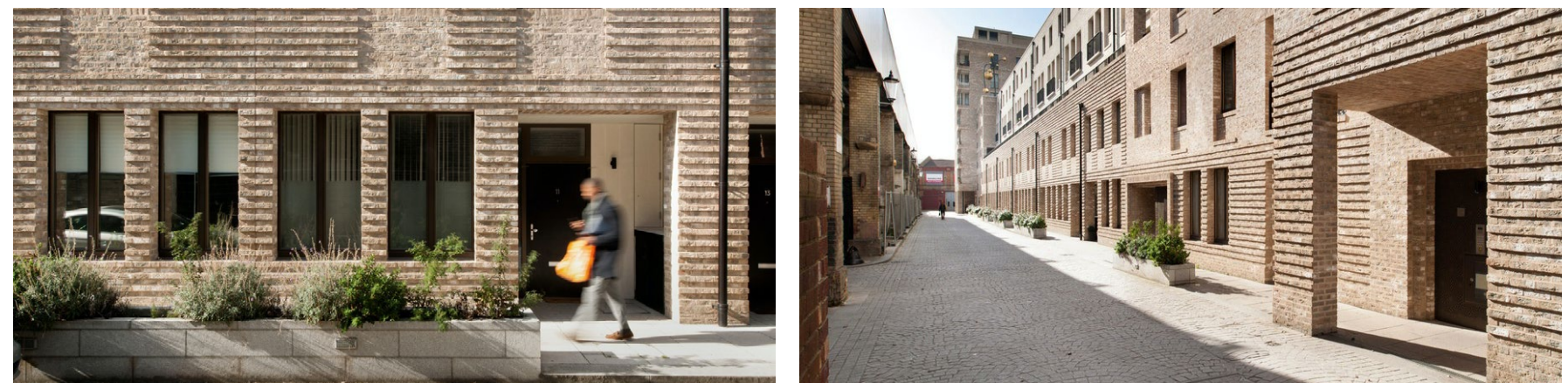
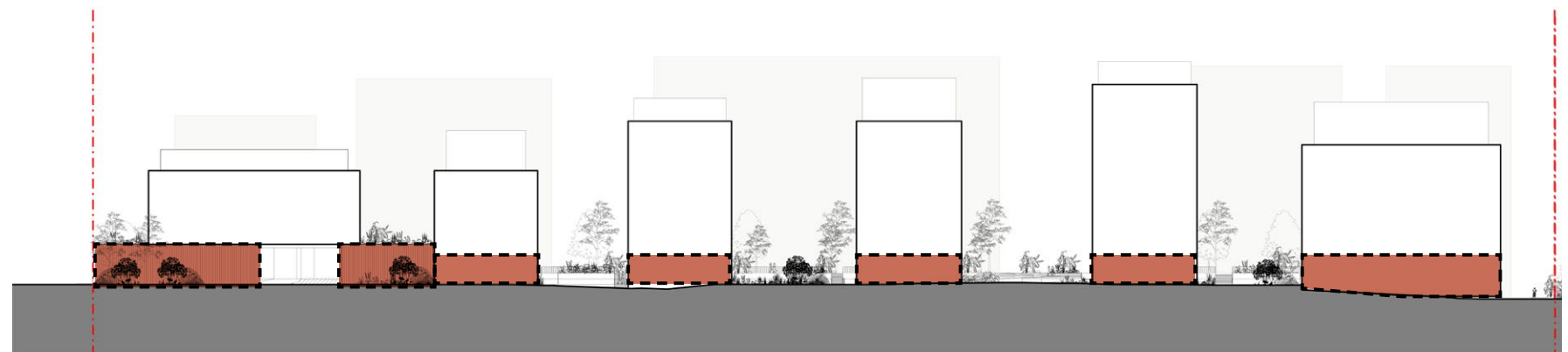
At the ground floor level of the proposed KMV OPA, the use of masonry brickwork will be enforced as a prominent design feature, with the texture and appearance of the brickwork being carefully selected to create a sense of depth and visual interest.

As the first point of contact for pedestrians and visitors to the development, the masonry brickwork will provide a warm and inviting aesthetic that will contribute to the overall character of the buildings, for both residential and commercial frontages.

To ensure that the texture of the brickwork is a key component of the design, a variety of brick sizes and colours will be encouraged to create a sense of dynamism and visual intrigue. The bricks can be laid in a variety of patterns, such as stack bond or Flemish bond, to add further depth and interest to the facade.

Additionally, careful consideration will be given to the pointing and jointing of the masonry to further enhance its texture and character. The aim is to create a sense of craftsmanship and attention to detail, which will be reflected in the overall quality of the development.

Further information on materiality and brickwork can be found in The Design Codes.



Illustrative Elevational Principles - Ground Floor Textural Masonry Opportunities