



Illustrative Perspective from within the Eastern Courtyard looking West - Ground Floor Masonry Articulation and Activity

4.6 Materiality

4.6.3 Opportunities for Special Brickwork

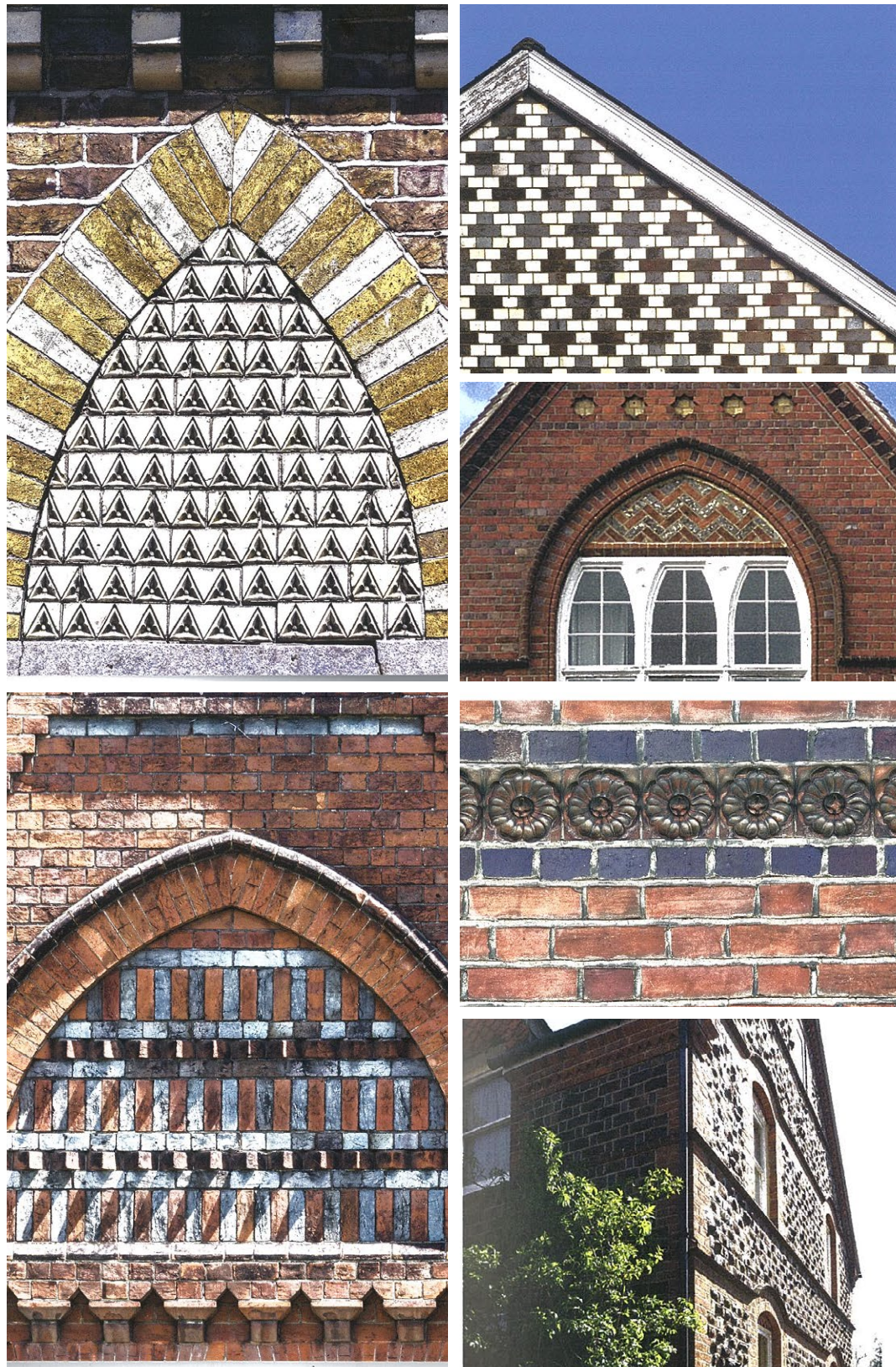
Reading has a rich history of masonry design, with decorative brickwork patterns being a prominent feature of the town's architecture. From Victorian terraces to Edwardian mansions, many buildings in Reading showcase intricate brickwork details that add character and charm to the town's streetscape. The use of different brick bond patterns, such as Flemish bond or English bond, adds depth and texture to the facade of buildings. Reading's masonry design heritage provides an opportunity for contemporary architects to incorporate these decorative elements into modern buildings, creating a connection between the past and present while enhancing the visual appeal of the town's architecture.

The rich history of Reading's masonry design offers a great source of inspiration for modern architects and designers. The new proposals coming forward provide an opportunity to incorporate a modern interpretation of decorative masonry patterns into contemporary architecture. By blending traditional techniques and modern materials, architects can create unique facades that pay homage to Reading's historic architecture while providing a fresh and contemporary look.

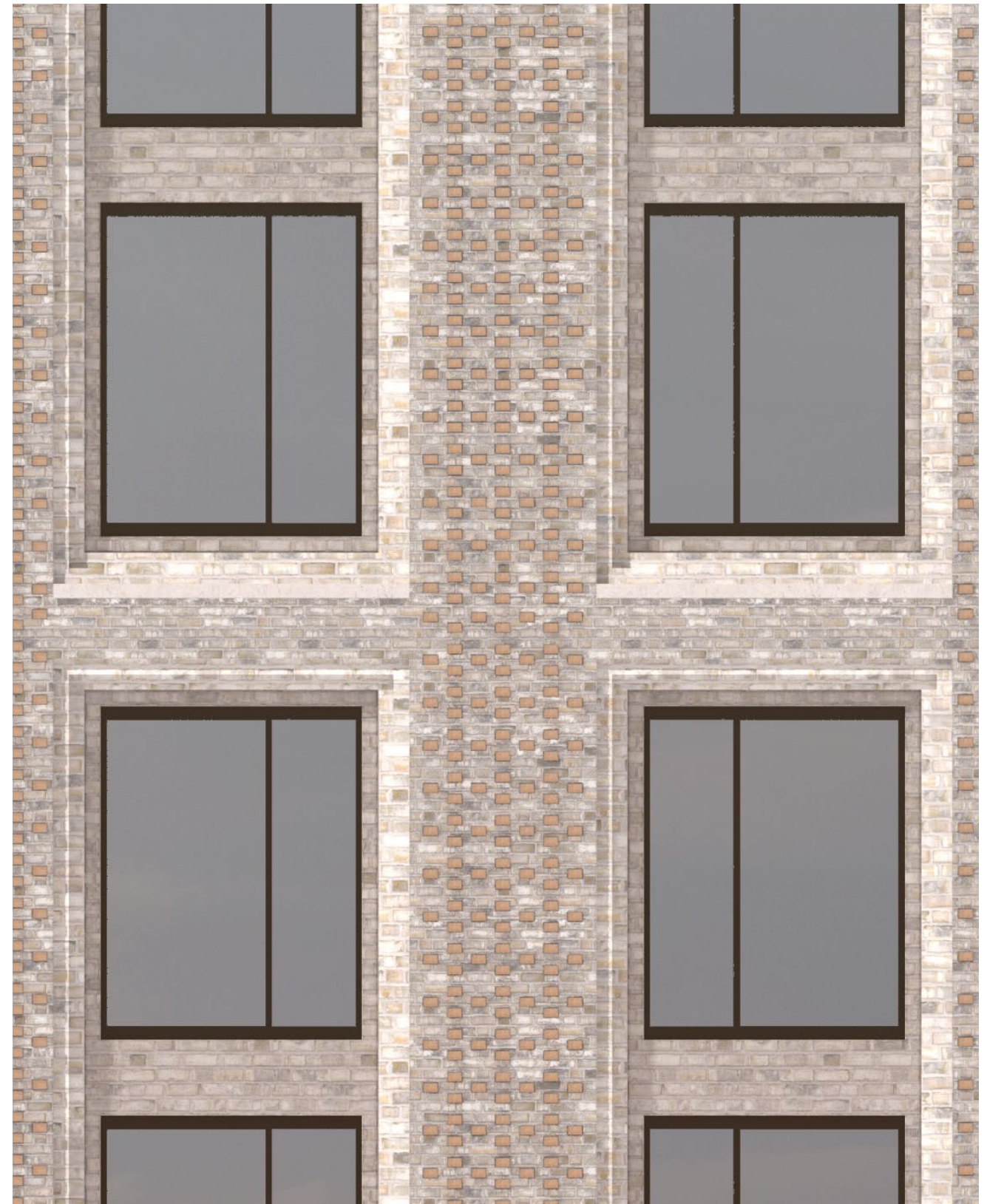
Incorporating decorative masonry patterns into modern buildings can add texture, depth, and character to the facade. For instance, intricate brickwork patterns can be used to create a focal point on the building's exterior or to add subtle details to the façade to accentuate elements of the façade. A variety of bond patterns and masonry materials can be utilised to create a unique and visually interesting design.



Illustrative Elevational Principles - Opportunity zones for Speciality Decorative Masonry



Existing examples of decorative masonry in Reading



Illustrative Bay Study of Typical Residential Block

4.6 Materiality

4.6.4 Opportunities for Public Art

The proposed development offers exciting opportunities for public art, both to the elevation of the commercial unit and within some of the key character areas of the landscape design.

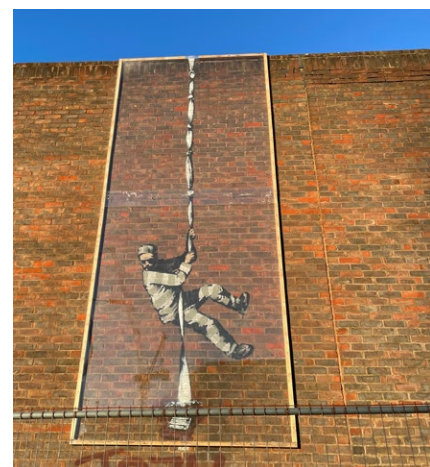
The use of public art is a valuable tool to enhance the sense of place and identity of the development, while also providing a cultural legacy for the local community. The elevation of the commercial unit offers a prominent canvas for public art, creating a focal point for the public realm and bringing visual interest to the streetscape.

Additionally, the key character areas of the landscape design, such as the Plummy Gardens to the south of the site and the Eastern Courtyard, provide opportunities for creative and engaging public art installations that can add to the overall aesthetic appeal and experiential qualities of the development.

By integrating public art into the proposed development, we can create a unique and engaging environment that enriches the experience of both residents and visitors alike.



Potential for Public Art



Illustrative Elevational Principles -Public Artwork Opportunity Zones

4.7 Land & Building Use

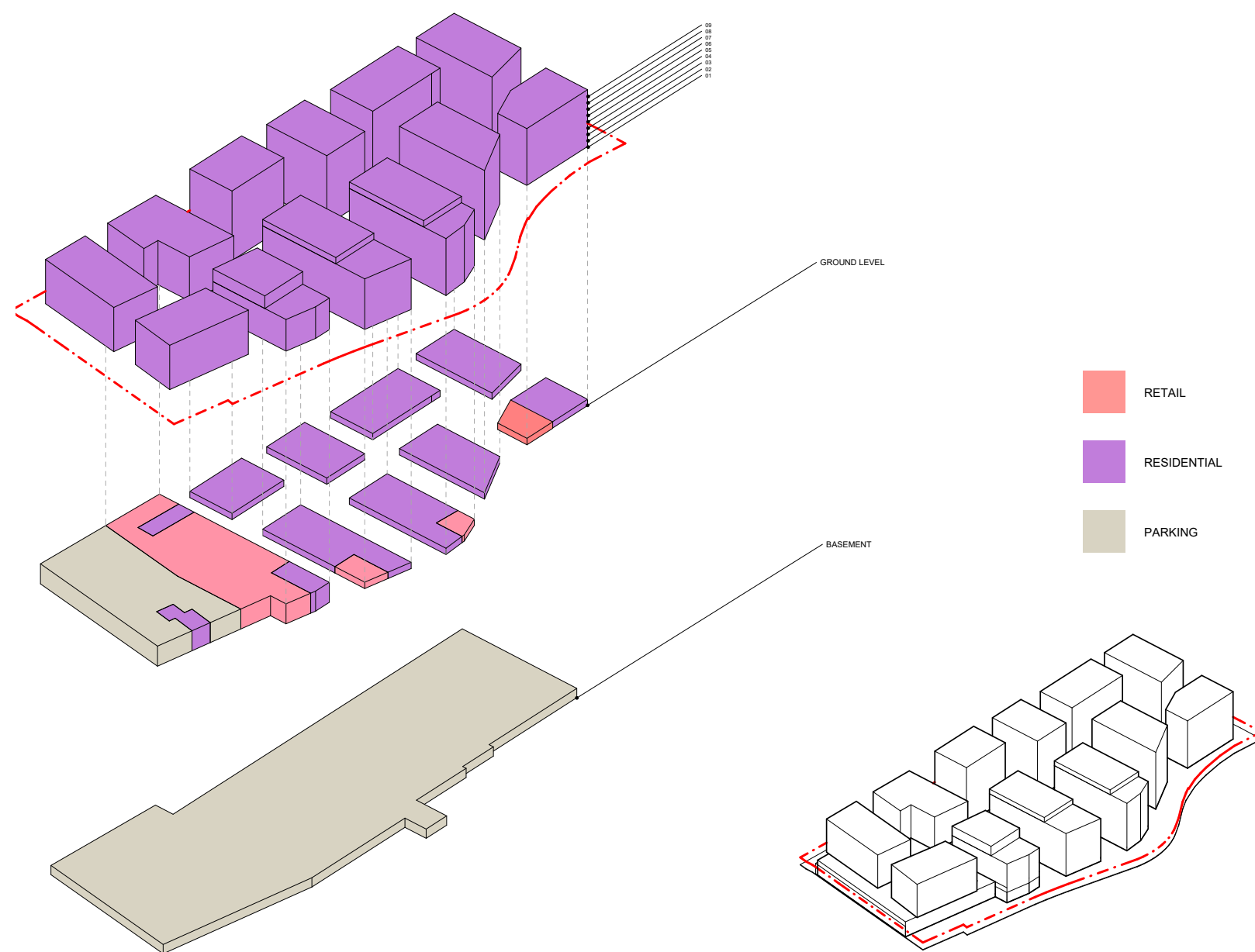
4.7.1 Use Overview

The proposed mix and distribution of uses within the development is designed to support everyday activities, providing a vibrant link to Reading's wider fabric and surrounding developments. Although the scheme is predominantly residential, it also includes key commercial uses in critical areas to activate the frontage adjacent to pedestrian and cycle routes. The Parameter Plans outline how the proposed uses should be distributed, and the facades designed to provide ground floor level activity that is complementary to and activates the surrounding public realm. Refer to the Design Codes for further detail.

To animate the streetscape, the ground floor uses including Use Class E and residential entrances must provide active frontages, allowing for a variety and mix of shapes, textures, and colours that align with the occupants' brand and provide varied appearance within the overall frontage composition. Additionally, entrance doors will be clearly visible and have level access from the public realm.

The ground floor frontage facing onto the High Street will have a minimum floor to floor height of 4m to ensure future flexibility of uses. Meanwhile, ground floor frontages facing into the public realm or onto Kenavon Drive must not be occupied by ventilation grilles below a height of 3m.

Residential entrances at ground floor level will be clearly identified, and any required security and privacy measures integrated into the facade design, with recesses of limited depth to discourage antisocial behaviour.



Exploded Axonometric - Uses Diagram

4.7 Land & Building Use

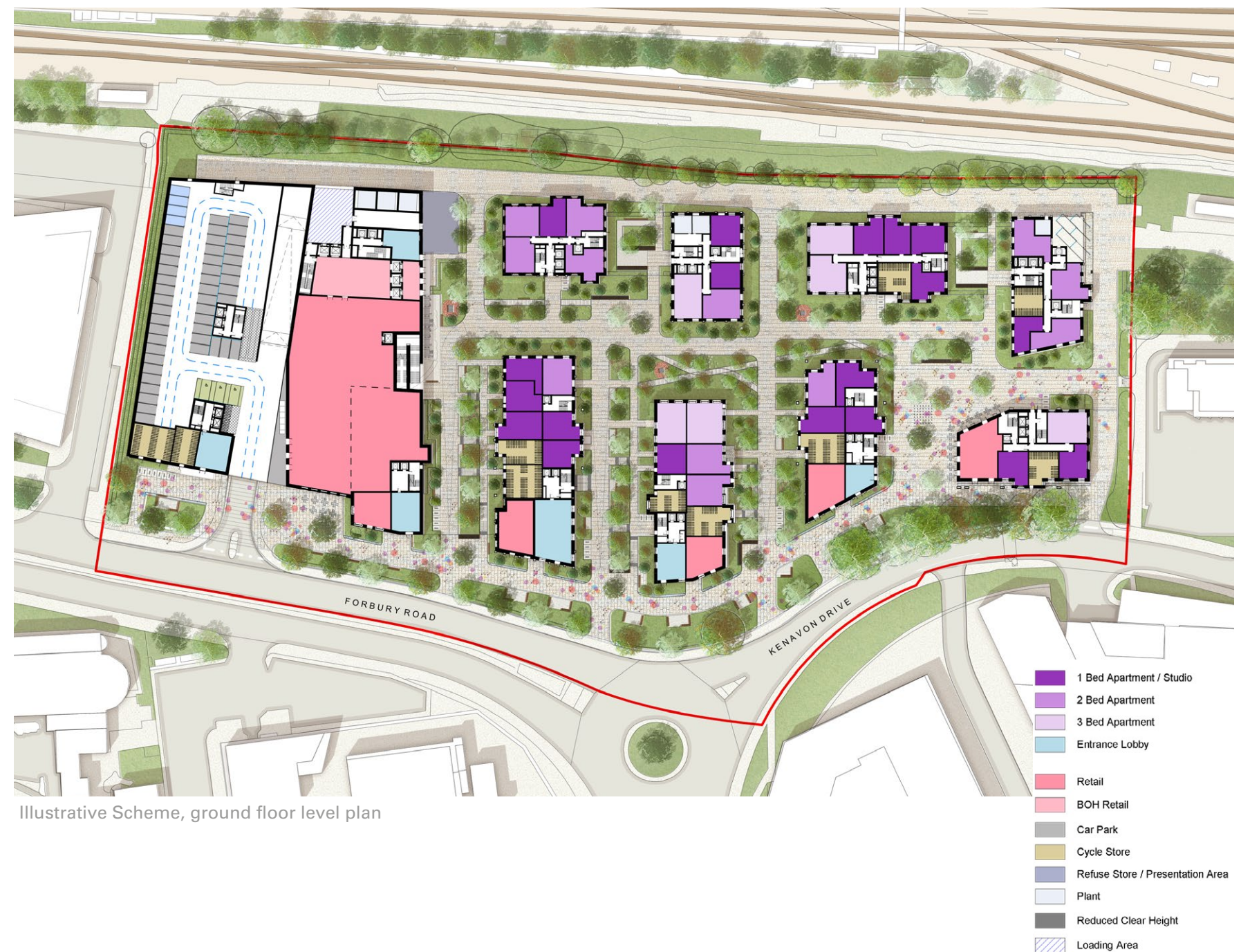
4.7.2 Ground Floor Level Uses

In order to offer a broad range of functions, the ground floor level of the KMV OPA is proposed to host an expansive array of uses.

The incorporation of Use Class E units is envisioned throughout the ground floor plans of buildings situated in development zones 1, 2, and 3. Of these, the largest unit will be situated within the podium of development zone 1. To support these functions, dedicated car parking will be positioned directly adjacent to the unit.

To encourage and facilitate cycling, dedicated cycle storage will be made available at ground level within all development zones. Additionally, all residential units located on the ground floor will have their own dedicated front doors, with level access enabled via the green streets that have been specifically designed to deal with the level differences between Forbury Road/Kenavon Drive, creating an ease of end of journey facilities.

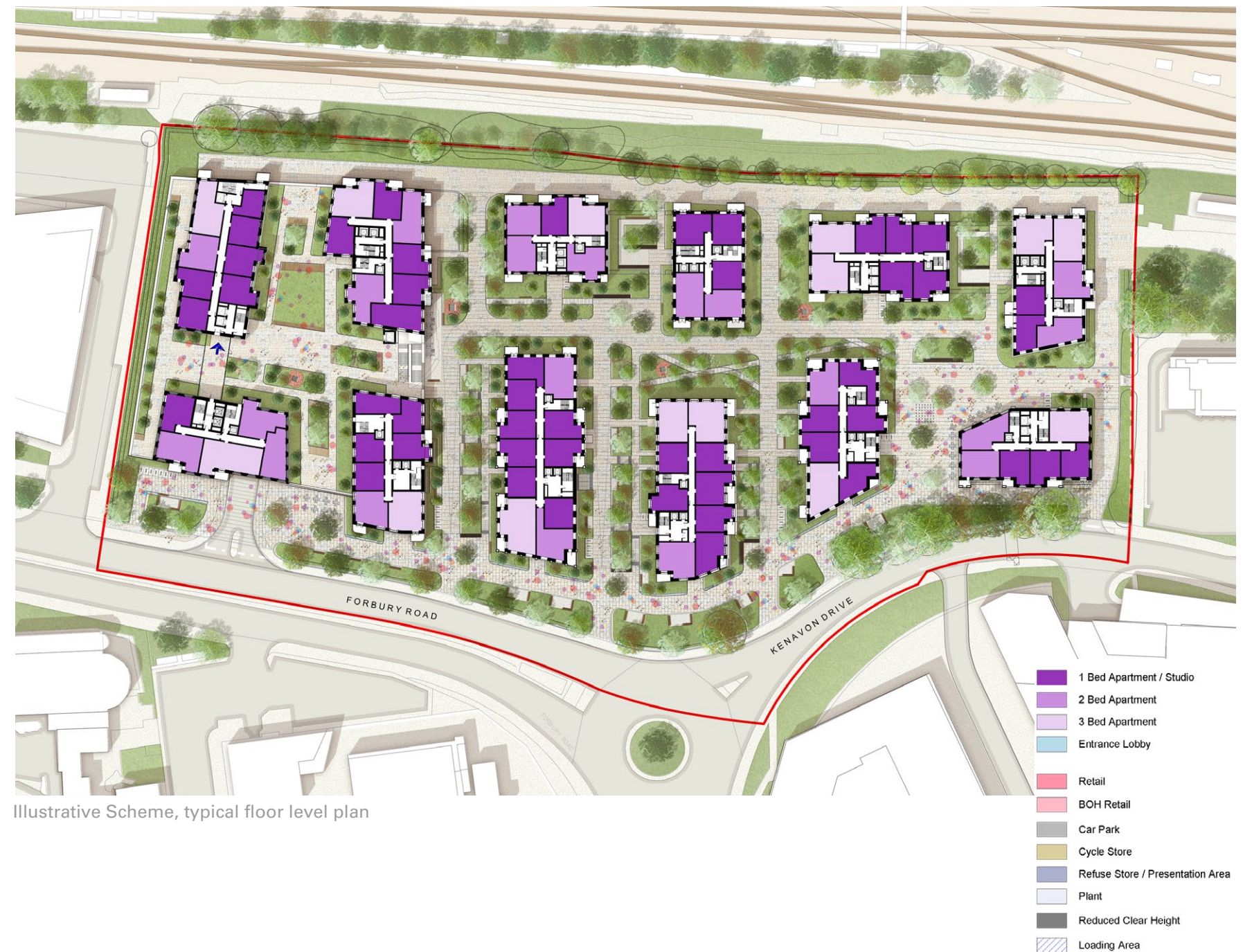
Notably, servicing for the larger unit and all substation access will be provided via the dedicated perimeter servicing road. For a more comprehensive understanding of the servicing arrangements, reference should be made to Section 5 of the DAS.



Illustrative Scheme, ground floor level plan

4.7.3 Upper Level Uses

The upper floor levels of the illustrative masterplan are proposed to be occupied by residential use only. These residential levels will take the form of either 'standalone' blocks or 'clusters' of residential blocks configured around a ground level landscape or podium with shared amenity space incorporated for the benefit of residents and as an attractive outlook from apartments.



Illustrative Scheme, typical floor level plan

4.7 Land & Building Use

4.7.3 Basement Floor Level Uses

The basement spans across all development zones and provides large expanse of space to house the majority of ancillary uses for the site – including dedicated residential car parking, plant rooms and refuse stores.

Basement area will be accessed via a ramp located to the south side of the podium within Development zone, accessed from Forbury Road.

For further information on the servicing strategy please refer to Section 5 Accessibility, social inclusion & safety

