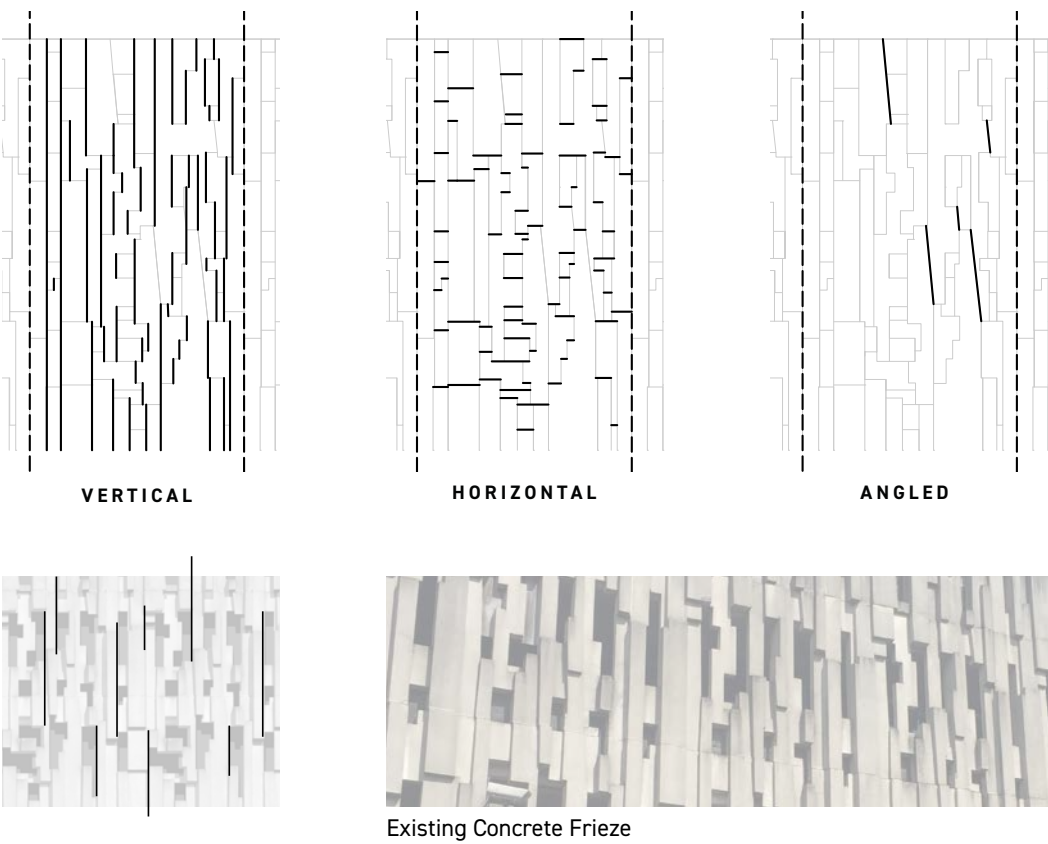


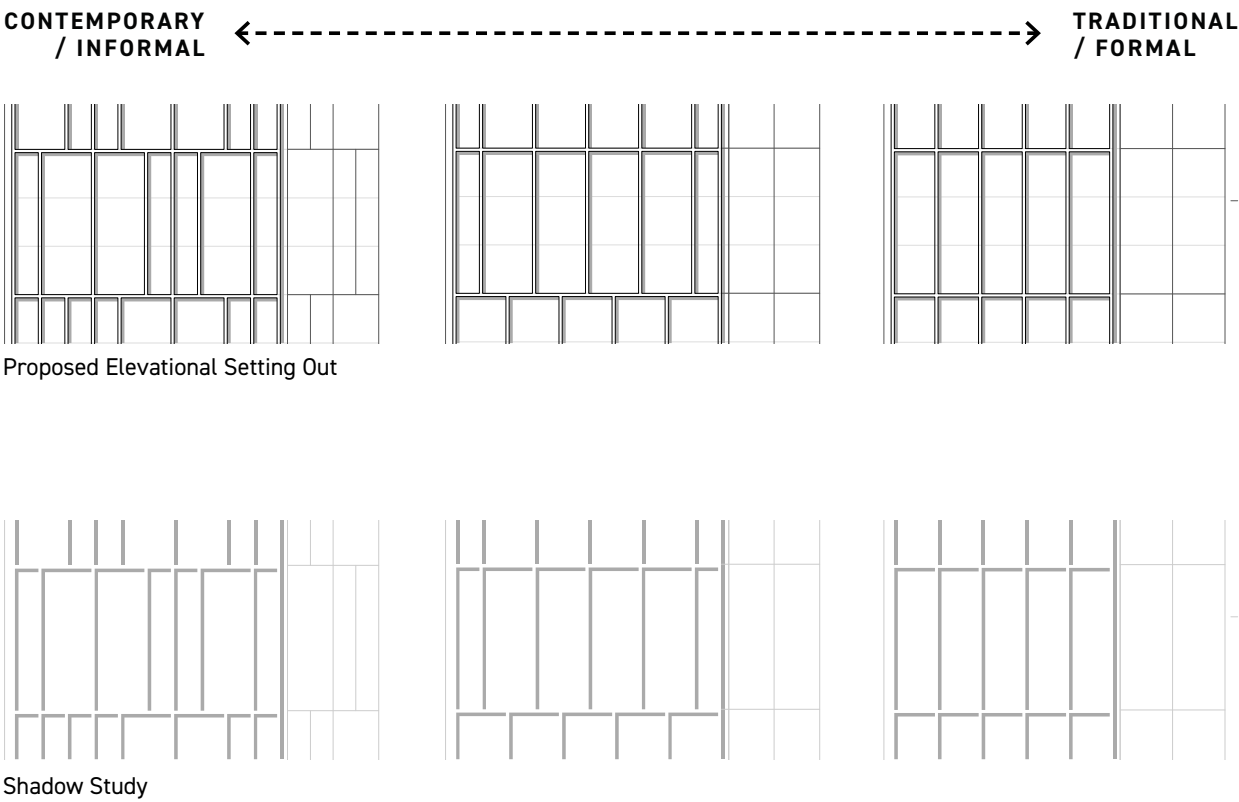
4.0 CONCEPT

4.1 Proposed Elevational Rhythm

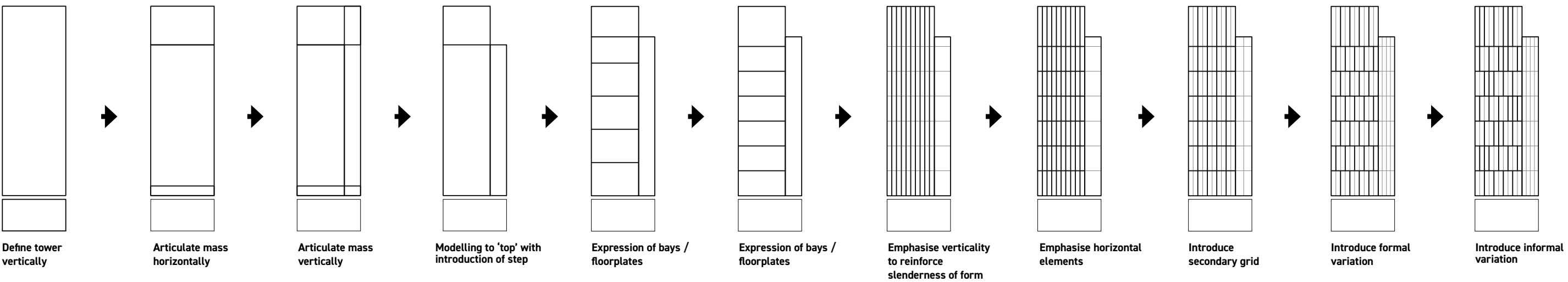
Existing Concrete Frieze Analysis



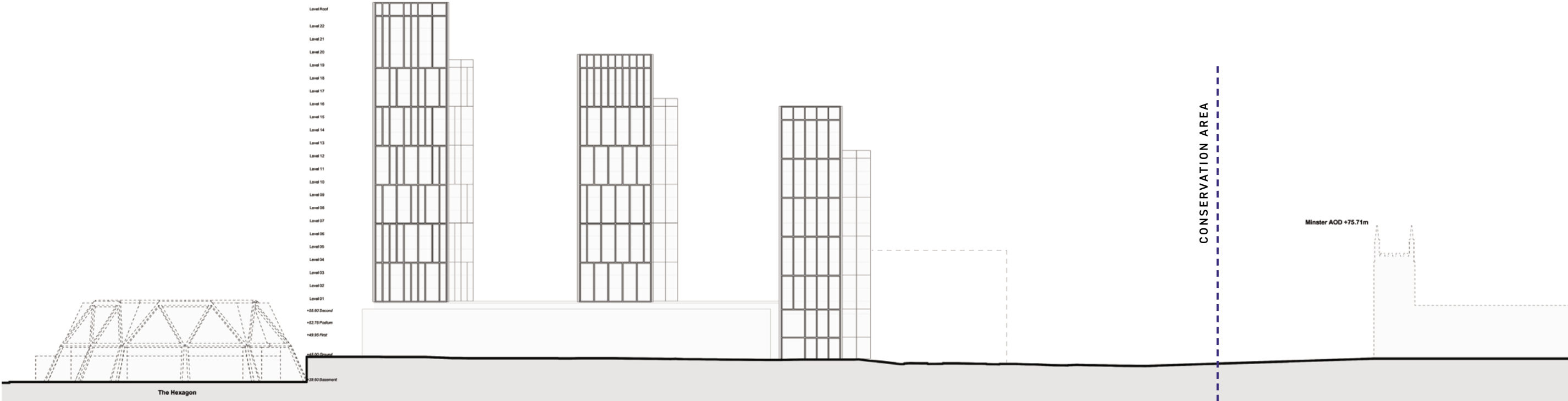
Proposed Elevational Rhythm



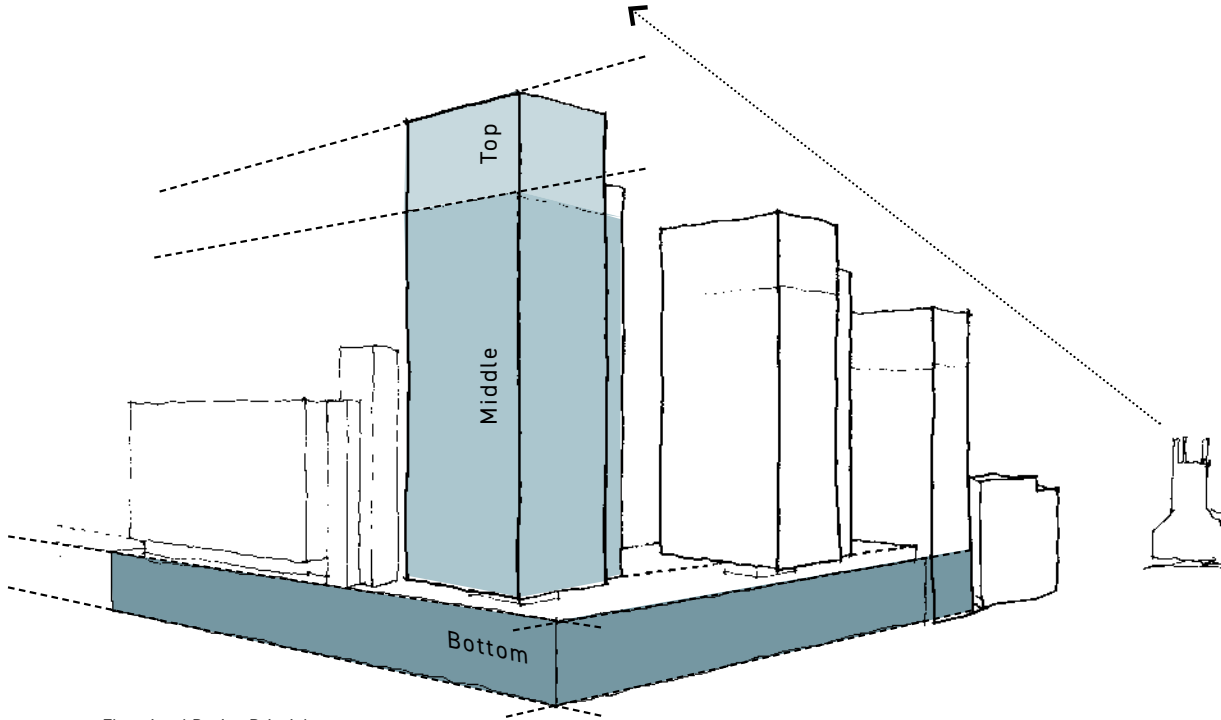
Patternisation Evolution



4.2 Elevational Treatment



Indicative Elevational treatment - Dusseldorf Way



Elevational Design Principles

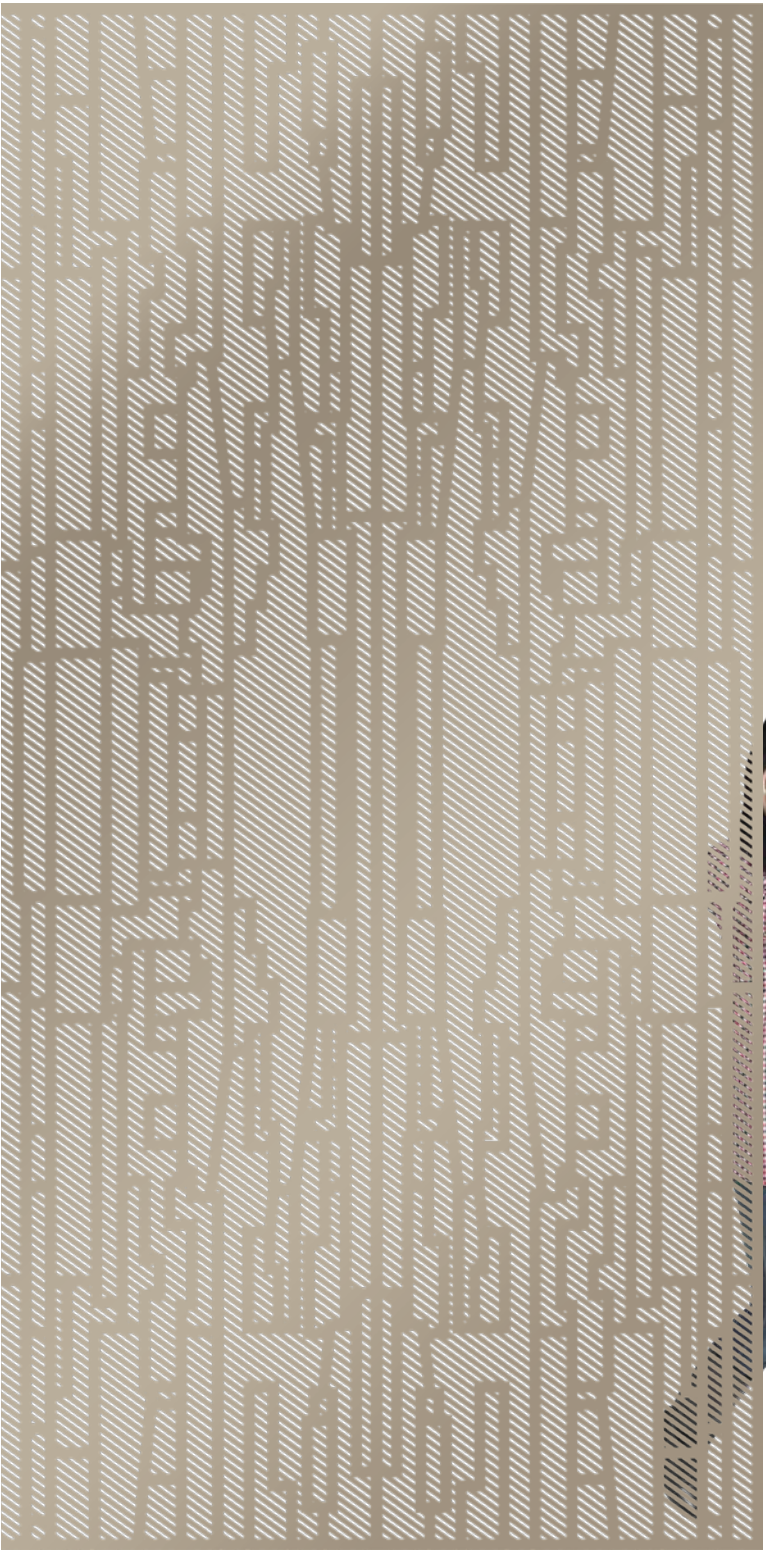
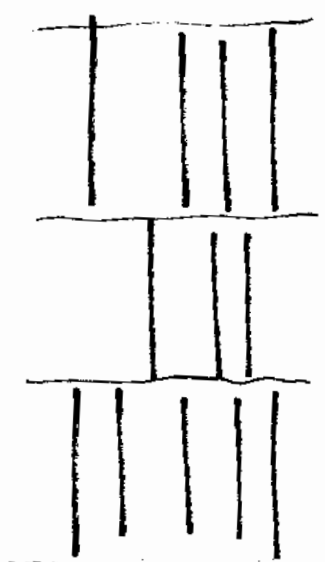
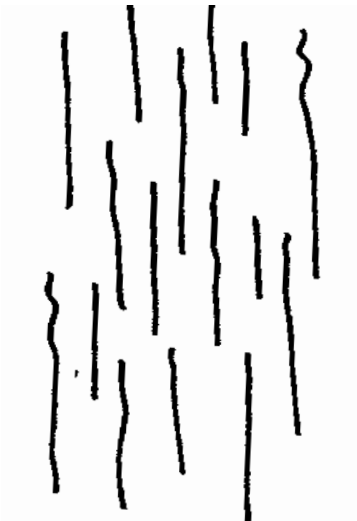


Facade Rhythm Inspired By Existing Context

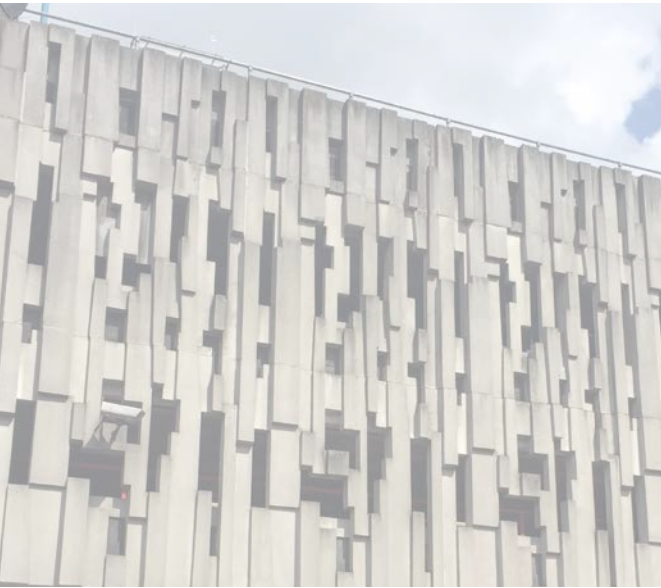
4.3 Proposed Panel Design

Metal Fretwork Design

The proposed metal fretwork panels have been inspired by the existing concrete freize. The panels will be used within the proposed residential entrances and within the tops of the towers as well as within the public realm.

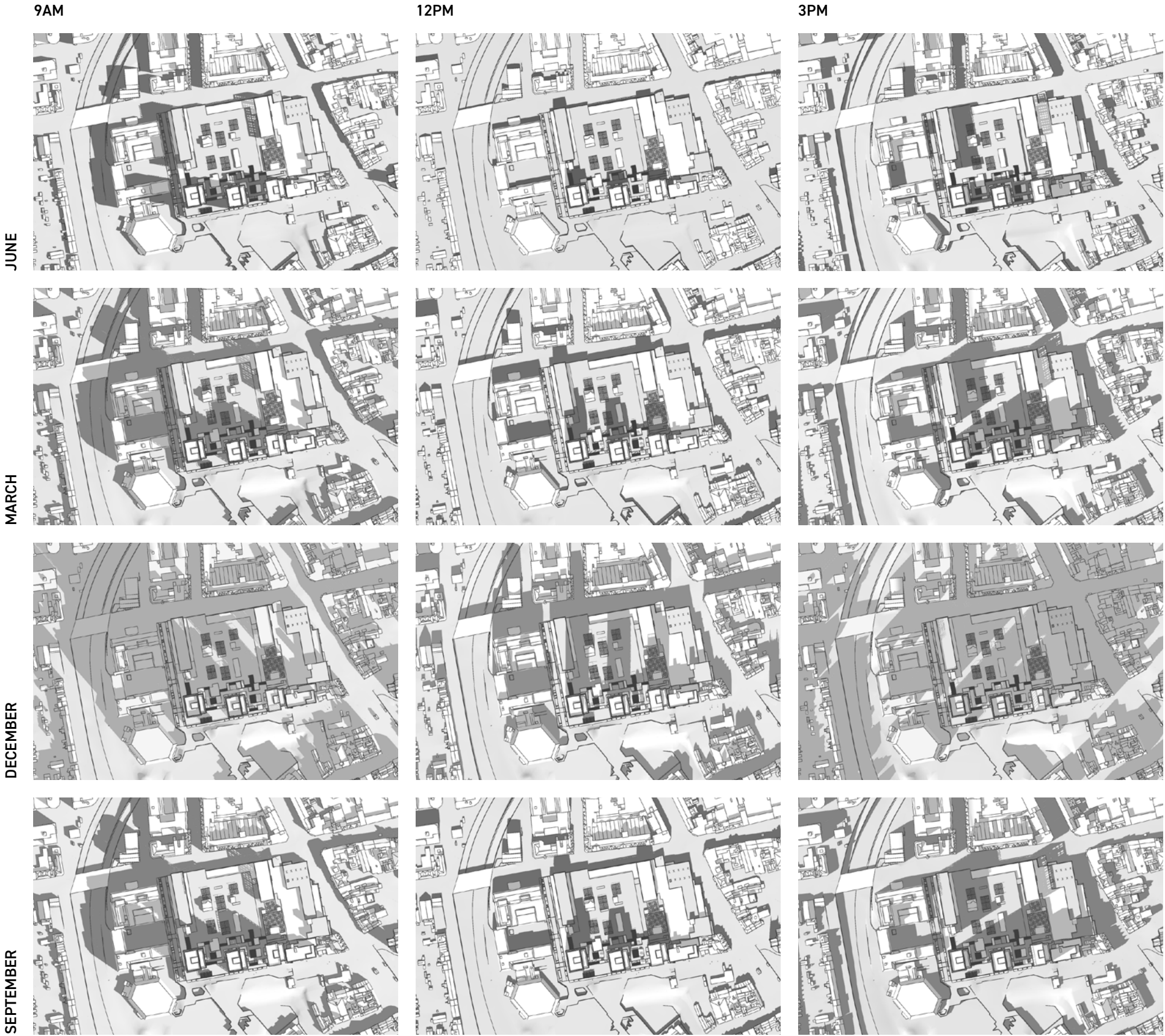
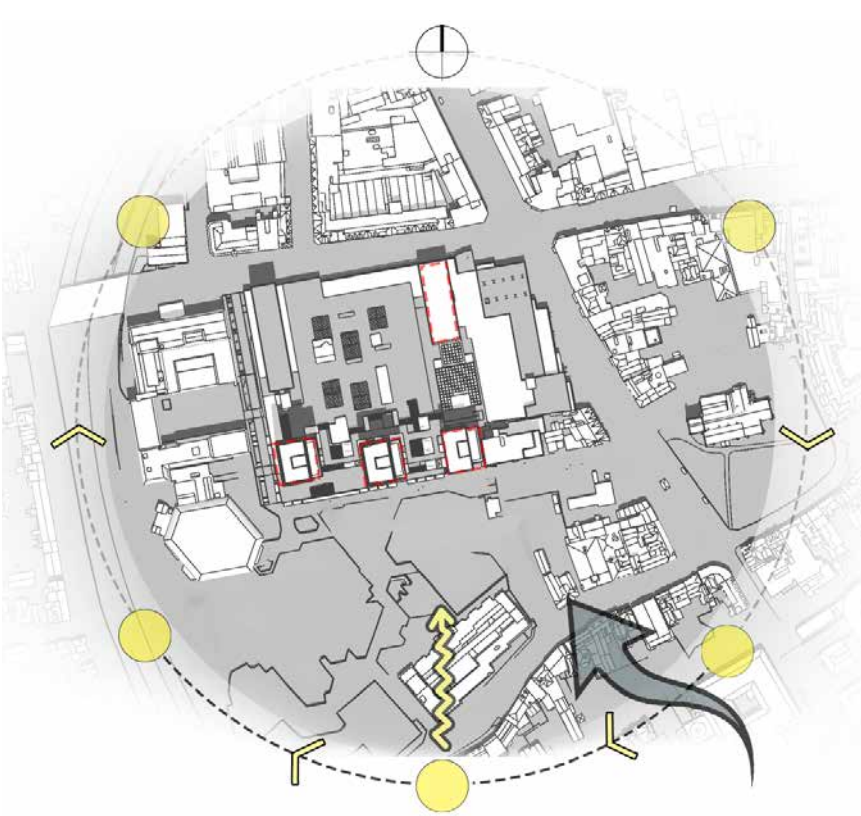


Proposed laser cut metal panels to facade and ground level entrances - Design based on existing concrete frieze of Broad St Mall car park.



Existing Concrete Frieze

4.4 Shadow Analysis



5.0 APPEARANCE - MATERIALITY

5.1 Existing

- When considering the proposed building materiality, reference has been made to the historic materiality of the immediate context.
- The existing churches and Town Hall would once have been the tallest landmarks within Reading.
- The historical context shows common use of white stone, grey flint and decorative brick bonds.

Contextual Materiality



Reading Minster, St Mary's Butts White stone with grey flint



St Laurence Church Flint with Ashlar Quoining



Hexagon Theatre - Zinc Panelling



Reading Town Hall - Grey Brick and Red Stone



Broad Street Mall Car Park Concrete Facade

5.2 Proposed Materiality

The elevational treatment for the proposed buildings have been considered with reference to the adjacent conservation area along with the existing Broad St Mall Shopping Centre beneath. Careful proportions of full height glazing to the residential apartments along with deep reveals and relief in the façade give depth to the elevations.

Proposed Towers A / B / C:

The proposed towers The metal cladding system consists of a primary grid of vertical fins and a secondary layer of metal panels. Metal has been selected for several reasons:

Can achieve a variation in tone and texture to create subtle differentiation across the 'family of buildings'.

Aesthetically lightweight – Sites A and B are the tallest of the 4 blocks and sitting above the centre. The existing concrete frieze of the shopping centre below is to be retained therefore it's felt a more lightweight material

would be appropriate in this location (see hierarchy of materials).

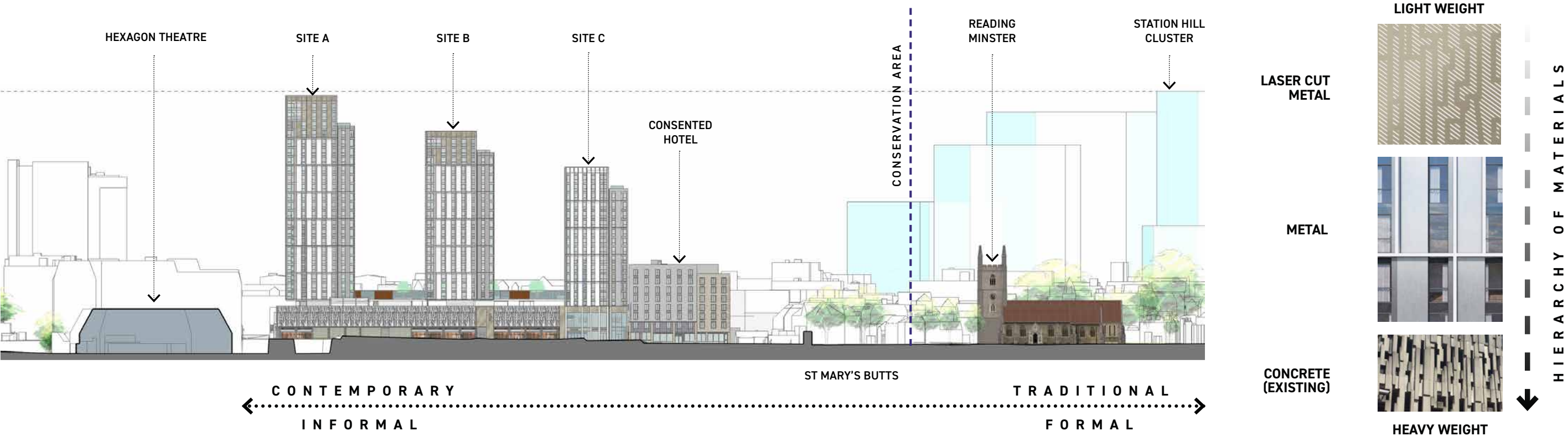
Structural constraints – limitations to weight on the proposed structure mean a lightweight modular system is required.

A brickwork cladding system is proposed to the shorter element of block C in response to the conservation area and the recently consented hotel adjacent to the site on Hosier Street. Block C has the advantage of being grounded therefore the use of a heavier material is seen as appropriate.

Proposed Block E:

A Terracotta cladding system is proposed for block E in a light and dark grey tones with reference to the existing local vernacular, in particular the grey flint within the Minster and the charcoal paviments within the existing public realm in the town centre.

Terracotta is a clay based material, which reference the brick used within the McIlroy building opposite in a contemporary manner.



5.3 Residential Precedent Images



Lifshutz - Davidson Sandilands (Complete)



Perforated Metal Panels



Euralis Headquarters, France - LCR Architects



Formal cladding arrangement - R7 Kings Cross - Morris & Company (Complete)



Casson Square - Squire & Partners (Under Construction)



Schmidt Hammer Architects - Sweden (Complete)



Randomisation of cladding elements / playful / variation



Light grey, Multi Tone Brick to compliment stone of The Minster and tie in with proposed hotel



Broad Street, Birmingham - Glenn Howells Architects (Planning)

6.0 AMOUNT

6.1 Red Line Boundary

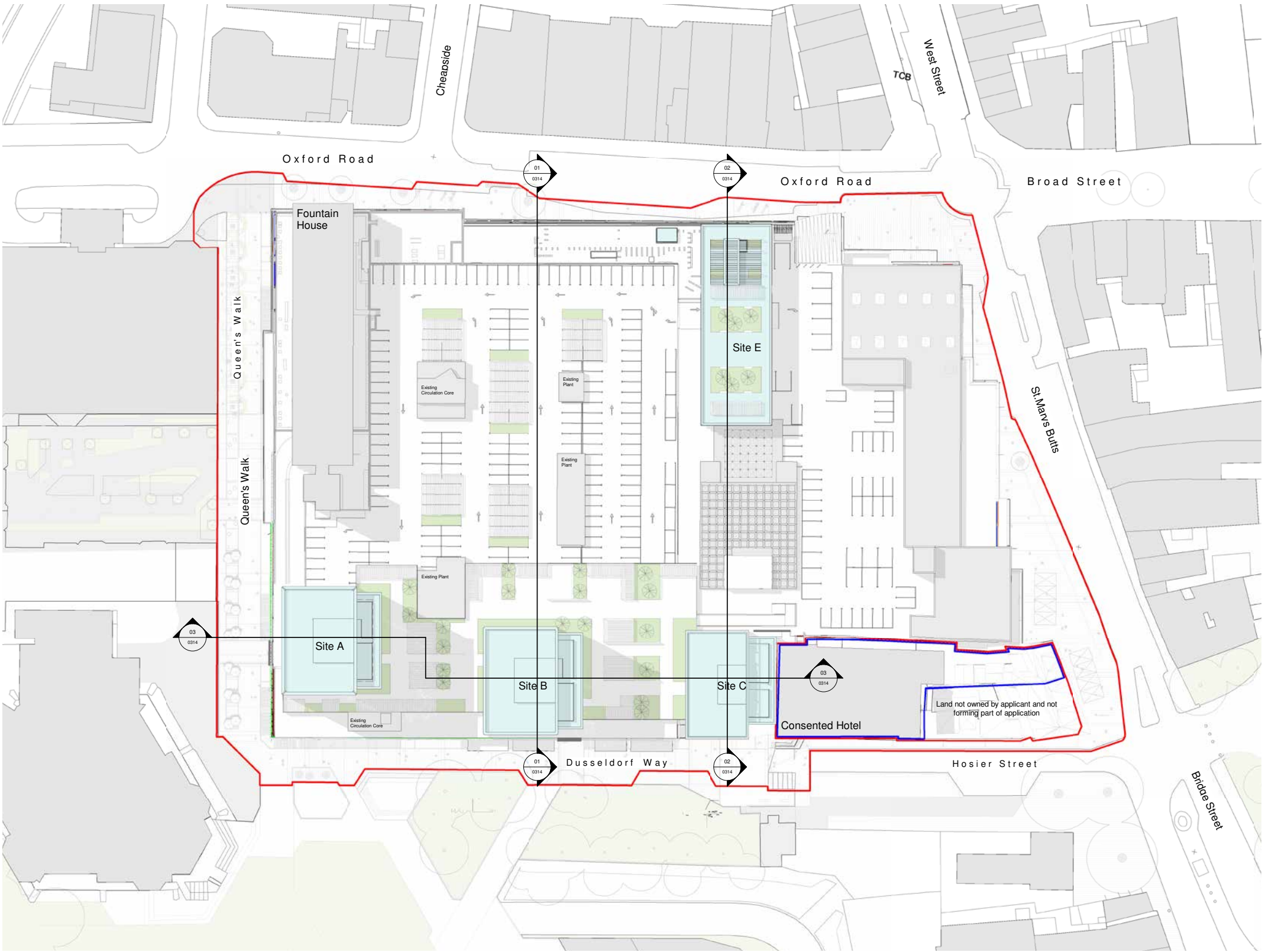
Comment: Red Line Boundary

“The improvements to the public realm discussed are cited as illustrative, and the application boundary includes the footprint of the built form only. This should not be acceptable. The red line should be extended to cover the public realm surrounding the centre, not least because it is the primary access into the housing.”

Response

- The red line boundary has been extended to include public realm works.

(See revised plans
16428-0300-P-03-Proposed Masterplan - Site Plan)



6.2 Proposed Development



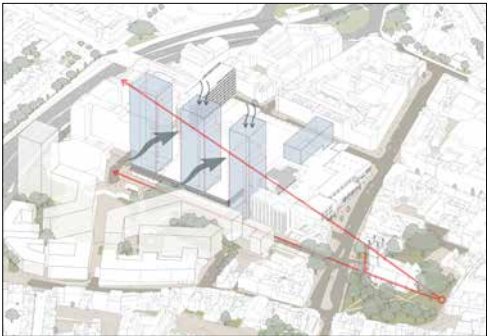
Existing Site



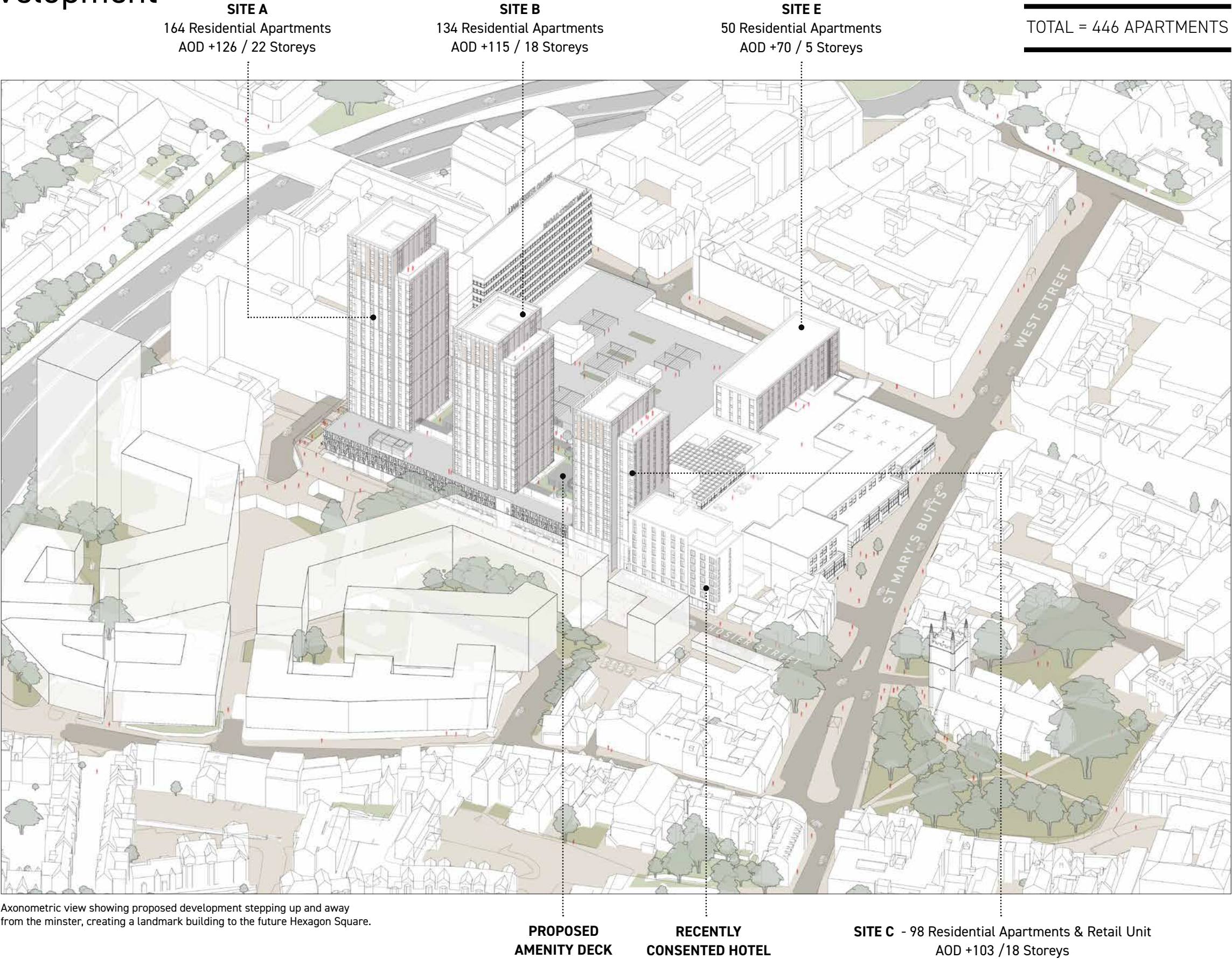
Recently Consented Hotel & Minster Quarter Development



Creation Of Edge Condition



Massing Study Developed To Allow Permeability



SITE A
164 Residential Apartments
AOD +126 / 22 Storeys

SITE B
134 Residential Apartments
AOD +115 / 18 Storeys

SITE E
50 Residential Apartments
AOD +70 / 5 Storeys

TOTAL = 446 APARTMENTS

**PROPOSED
AMENITY DECK**

**RECENTLY
CONSENTED HOTEL**

**SITE C - 98 Residential Apartments & Retail Unit
AOD +103 / 18 Storeys**

6.3 Proposed Development - CGI



6.3 Proposed Development - CGI



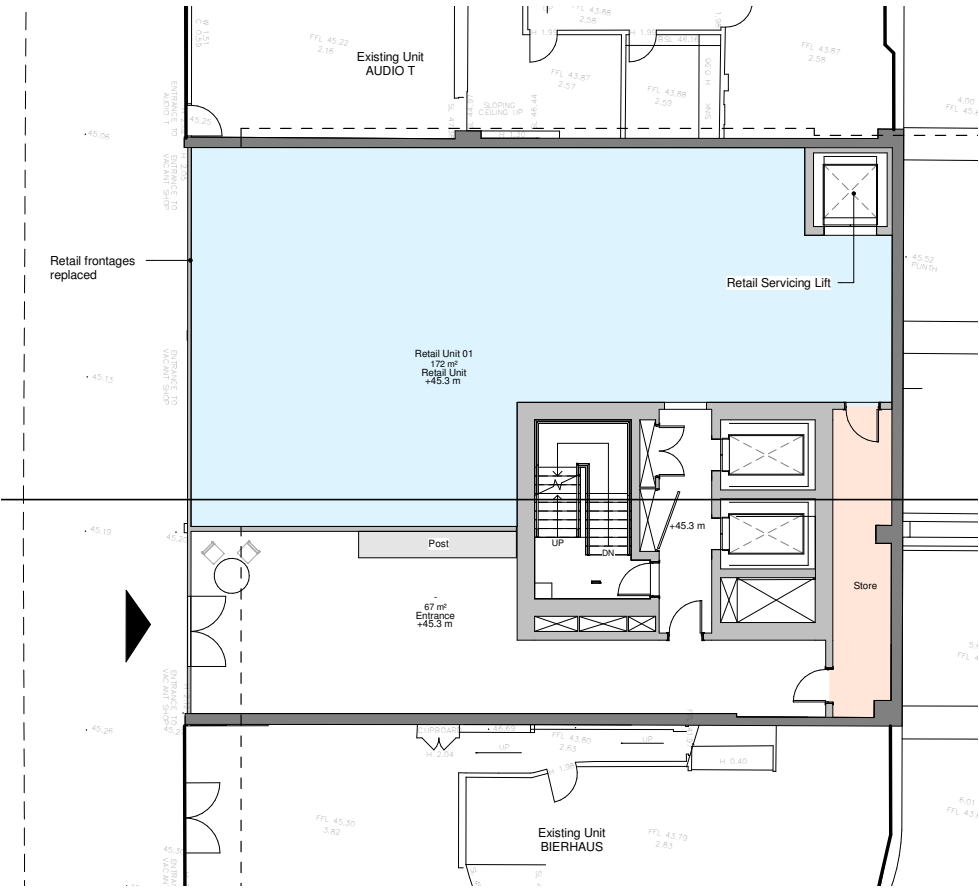
7.0 DESIGN

7.1 Block A - Layout

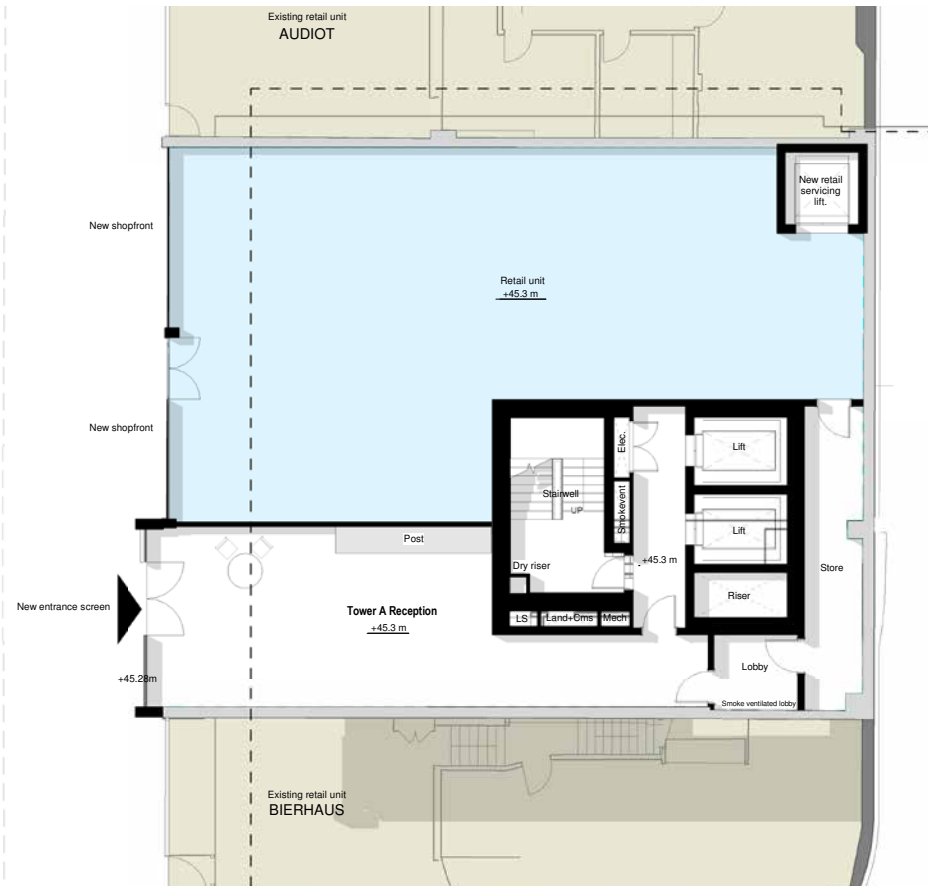
Comment: Site A Access

“Site A residential entrance is deemed acceptable however drawing 0401 Rev P-00 does not identify any pedestrian entrance to the adjacent retail unit, this would need to be included on a revised plan”

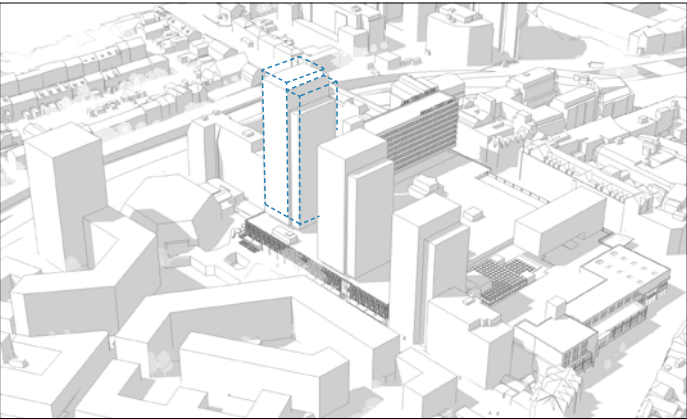
(See revised plans
16428-0401-P-02-Site A - Ground Floor Plan)



Block A - Previous Planning Layout - Ground Level



Block A - Revised layout - Ground Level



Key Plan Showing Block A

7.1 Block A - Layout

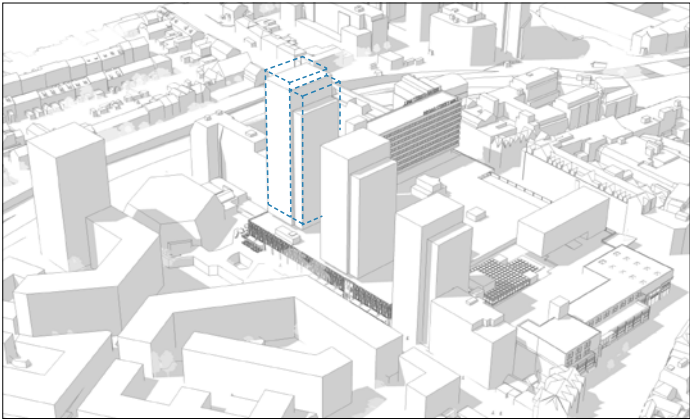
Comment: Massing

A simplified and refined overall massing proposal can be found firstly through the layout and plan proportions, as discussed."

Response

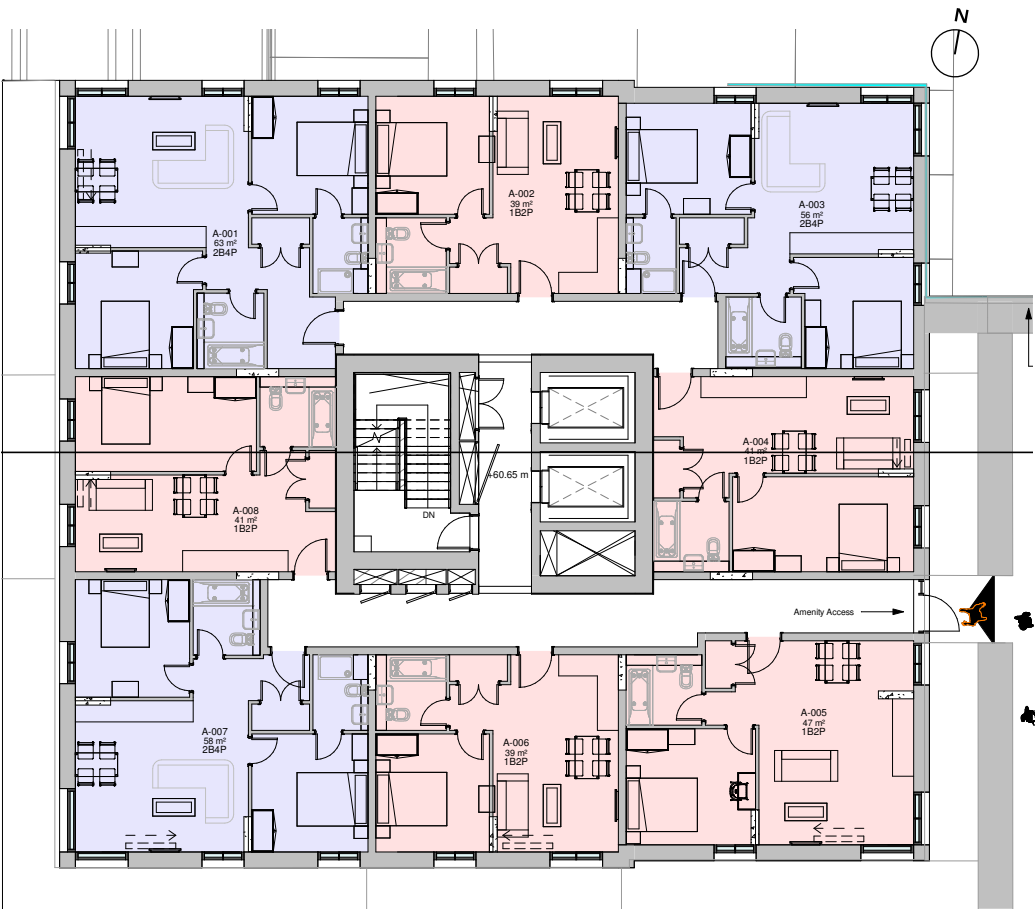
Reconfigured Apartment Layout:

- Mitigates North facing units
- Reduces width of floor plate to help create a more slender proportion in elevation
- Increases separation distance between towers
- Recess in floor plan increased to improve proportion



Key Plan Showing Block A

Block A



Block A - Previous Planning Layout - Amenity Level

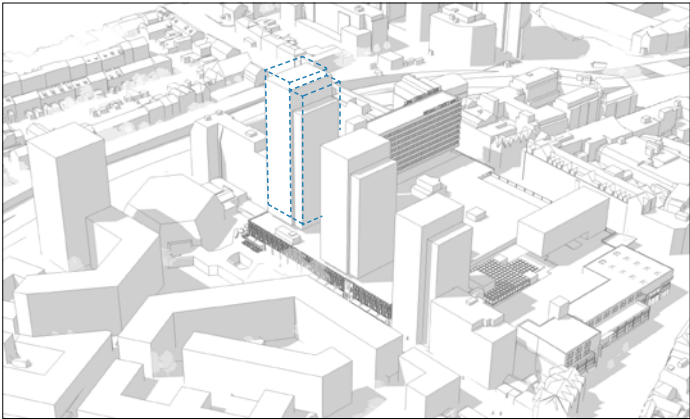
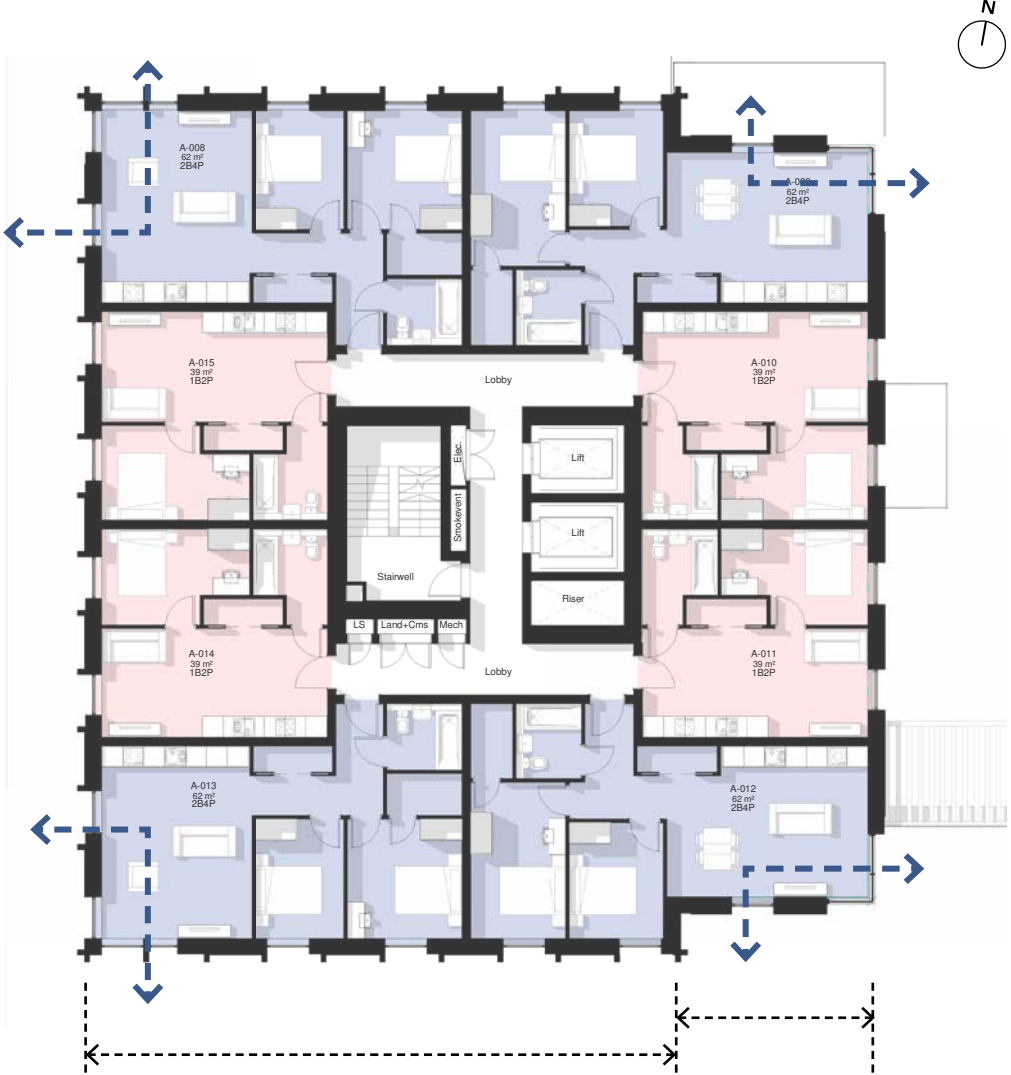
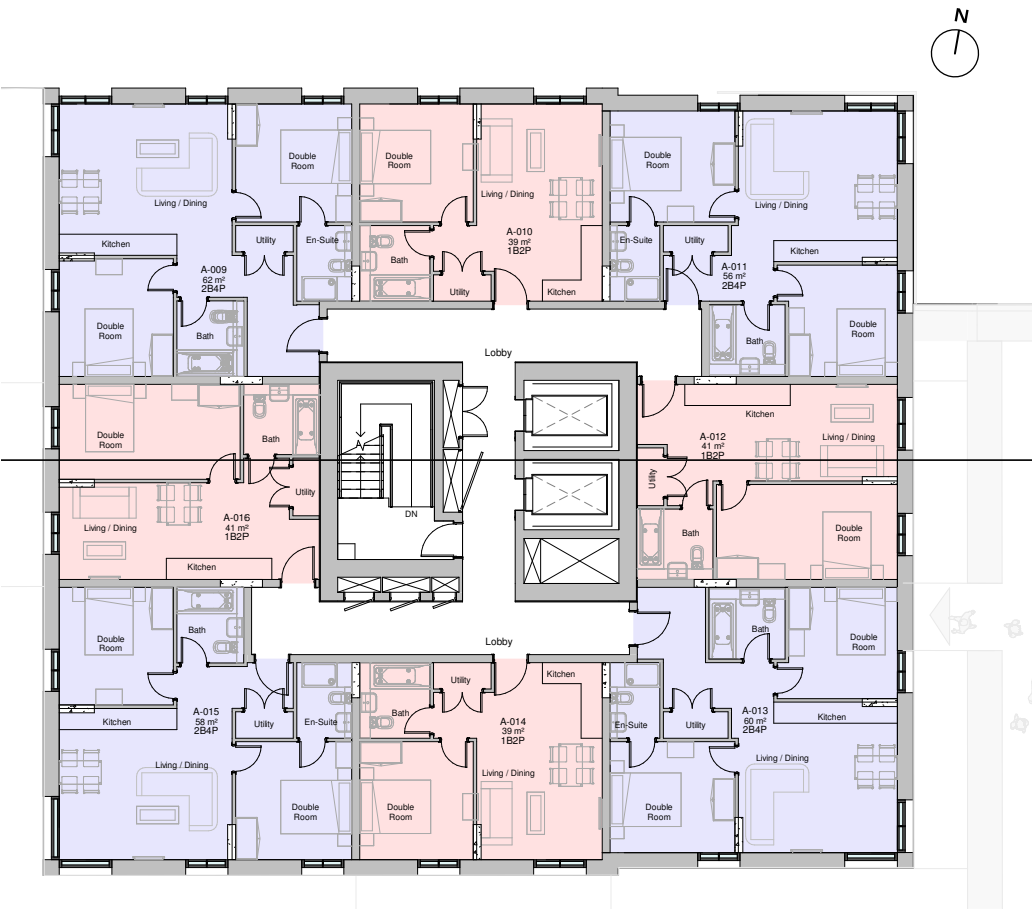


Block A - Revised Layout - Amenity Level

7.1 Block A - Layout

Typical Level

Block A Plans



Key Plan Showing Block A

Block A - Previous Planning Layout - Typical Level

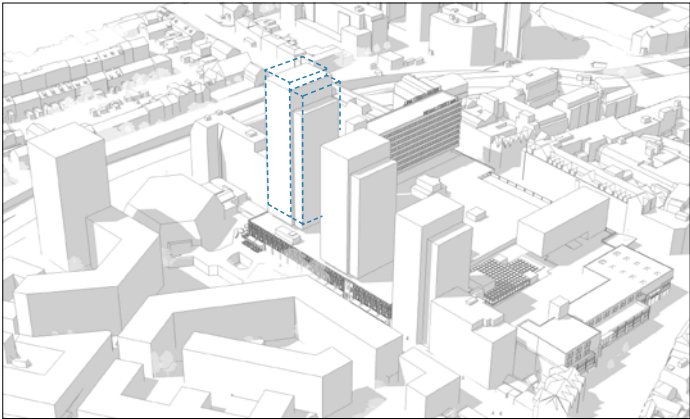
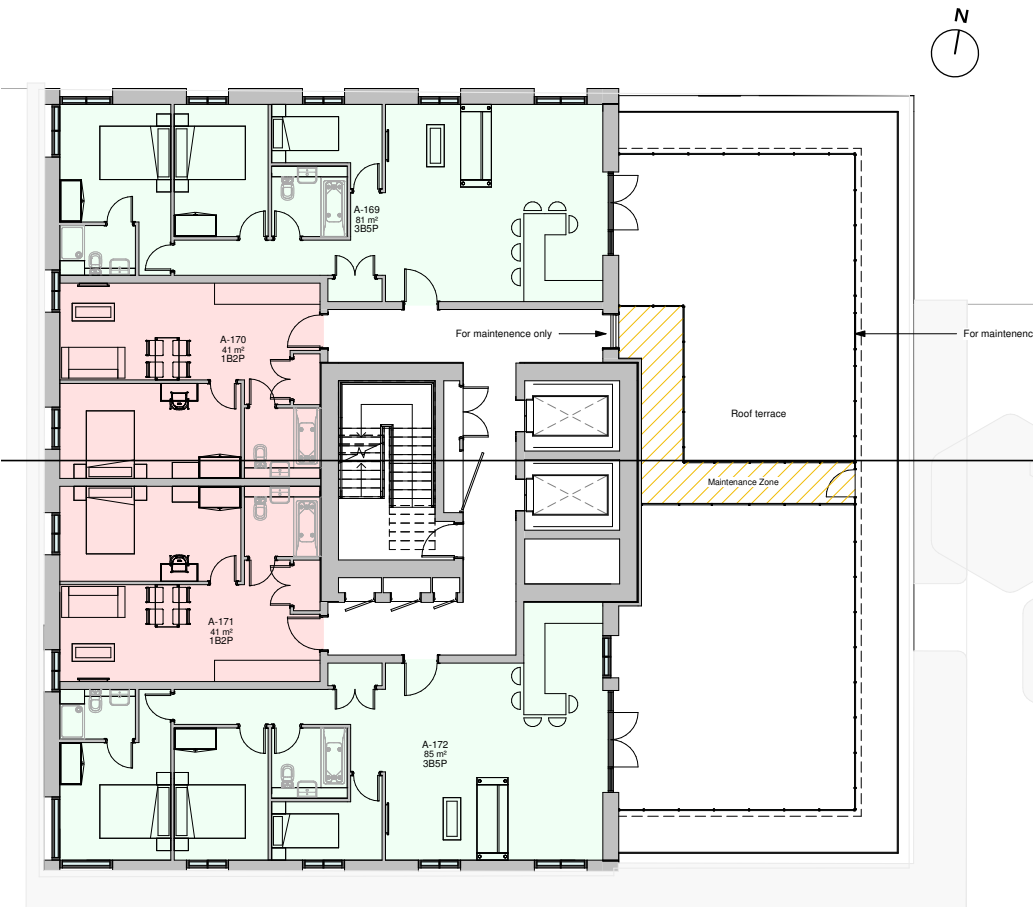
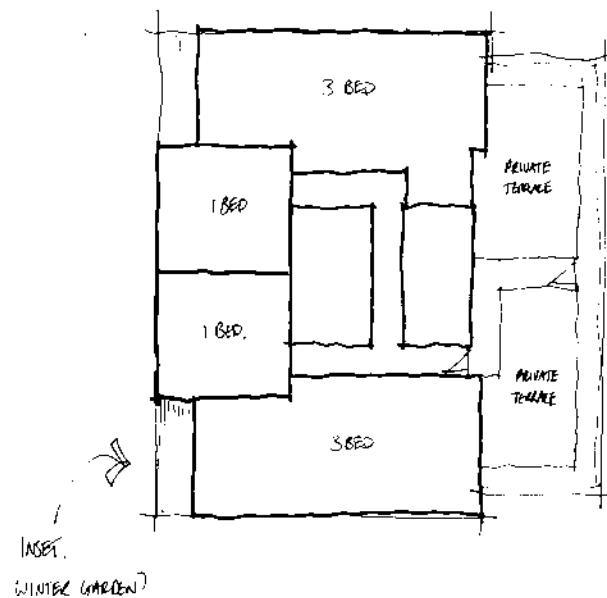
Block A - Revised layout - Typical Level

7.1 Block A - Layout

Penthouse Level

- Inset balconies now included within top floors to create variation and relief in the massing.

Block A Plans



Key Plan Showing Block A

Block A - Previous Planning Layout - Penthouse Level

Block A - Revised Layout - Penthouse Level

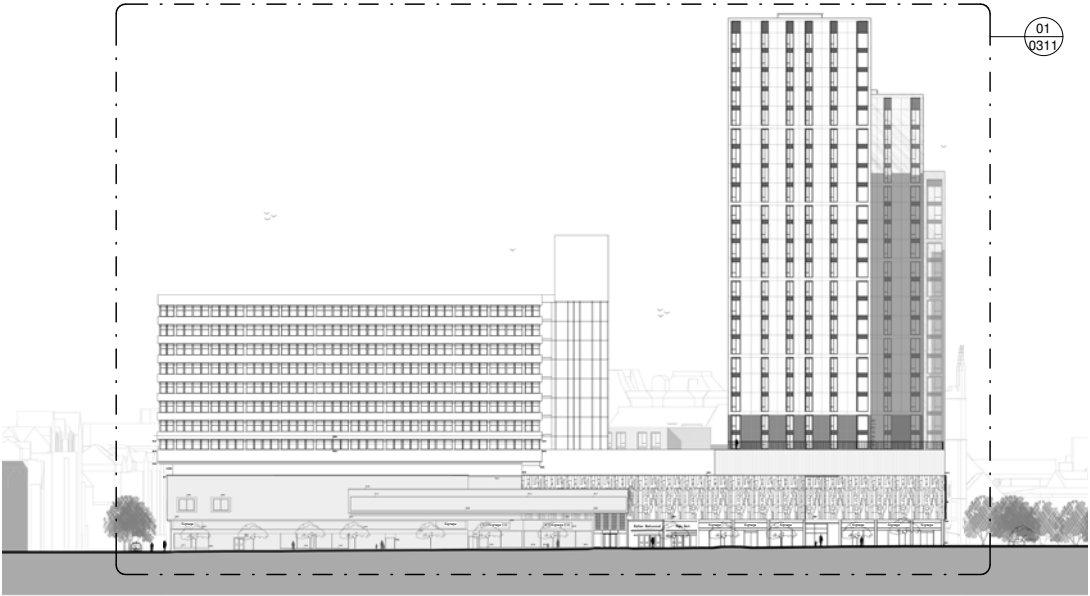
7.2 Block A - Residential Entrance

Comment:

“The journey from the street to residents’ front doors needs to be carefully considered, to ensure that the experience is one of a comfortable transition from a very public and likely busy space, to their private homes. They are not immediately legible or prominent to/from the street – for example, the only sign for those walking from Queen’s Walk to help them know their location might be the additional bolt-on canopy.”

Response

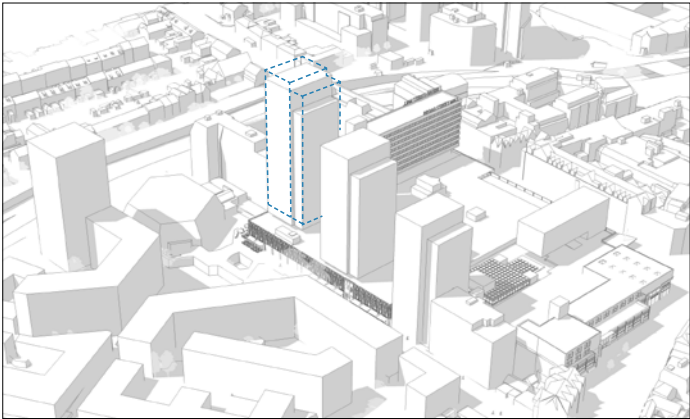
- The proposed entrances could include a full height, perforated metal panel
- This will improve visibility on approach
- Could be back lit for night time legibility
- Generous width maintains quality amongst the adjacent retail uses



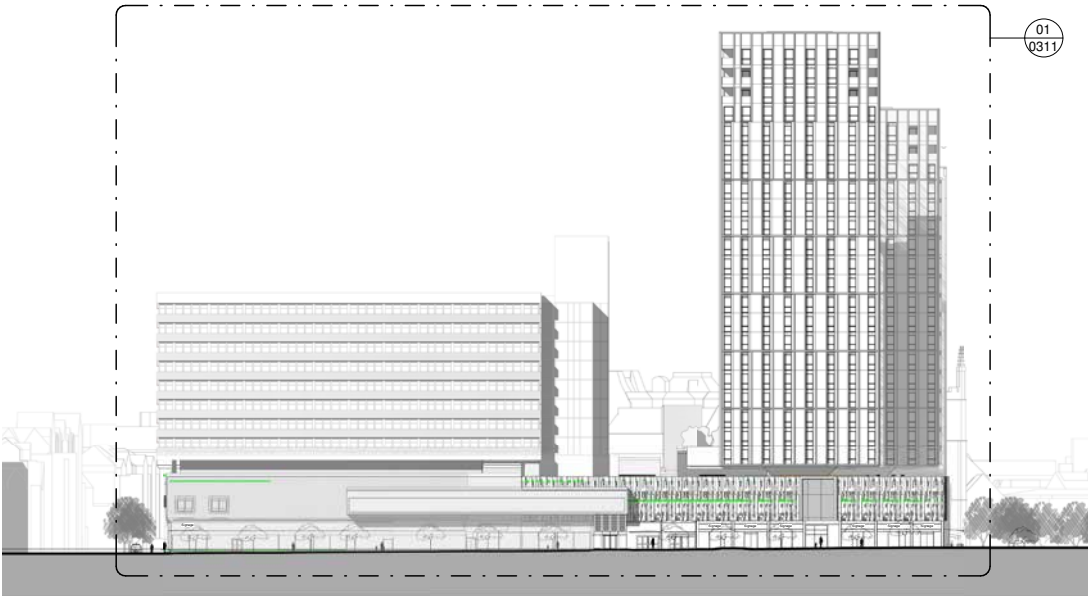
Block A - Previous Street Elevation



Block A - Previous Block A Entrance



Key Plan Showing Block A

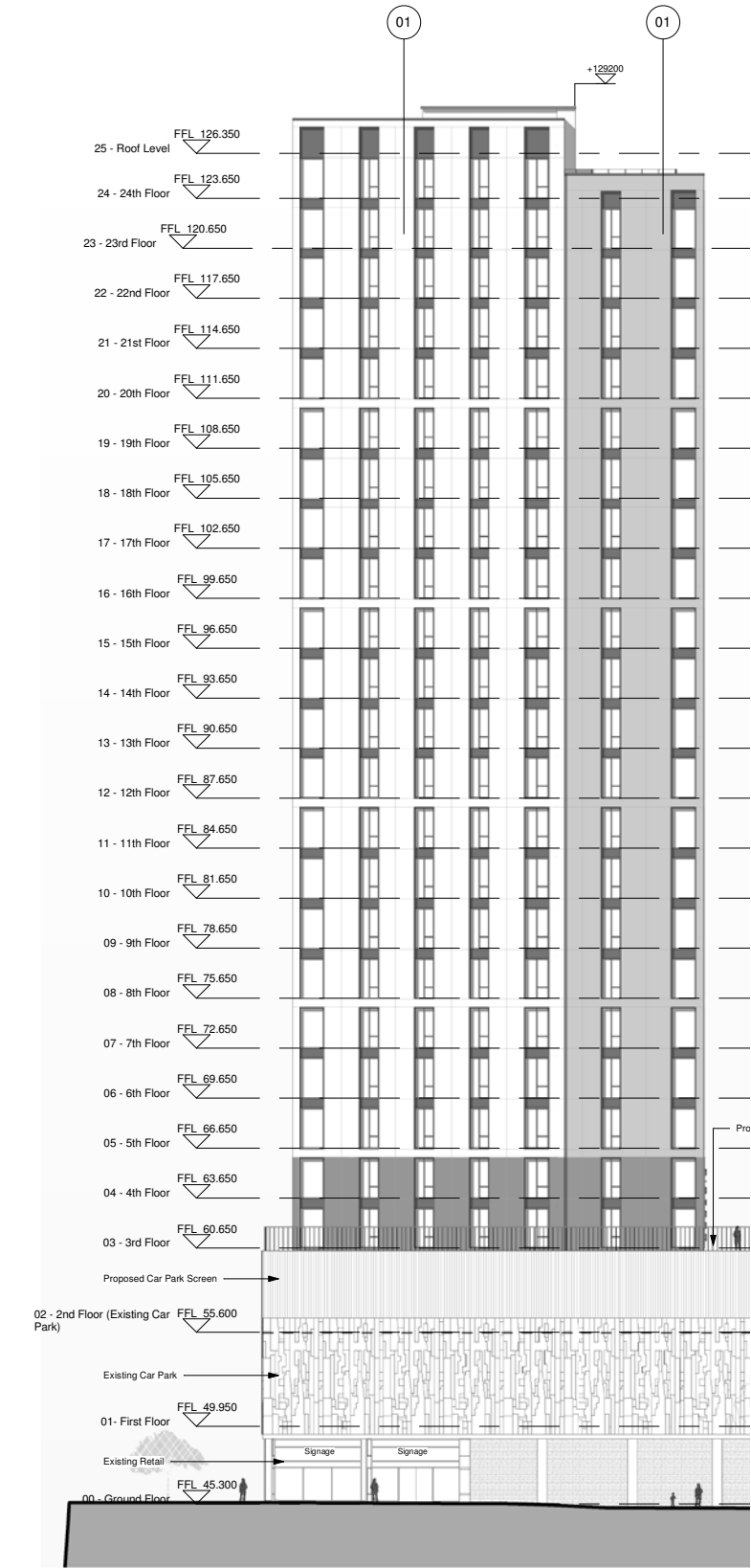
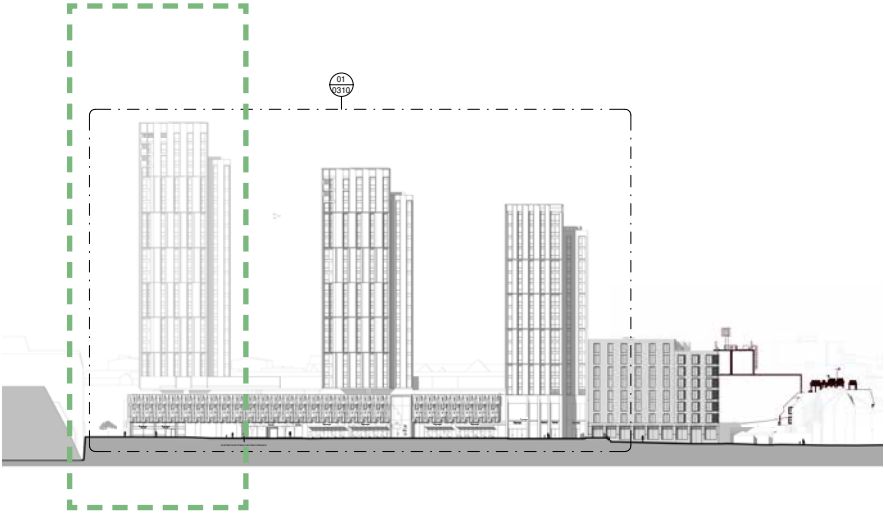


Block A - Revised Street Elevation

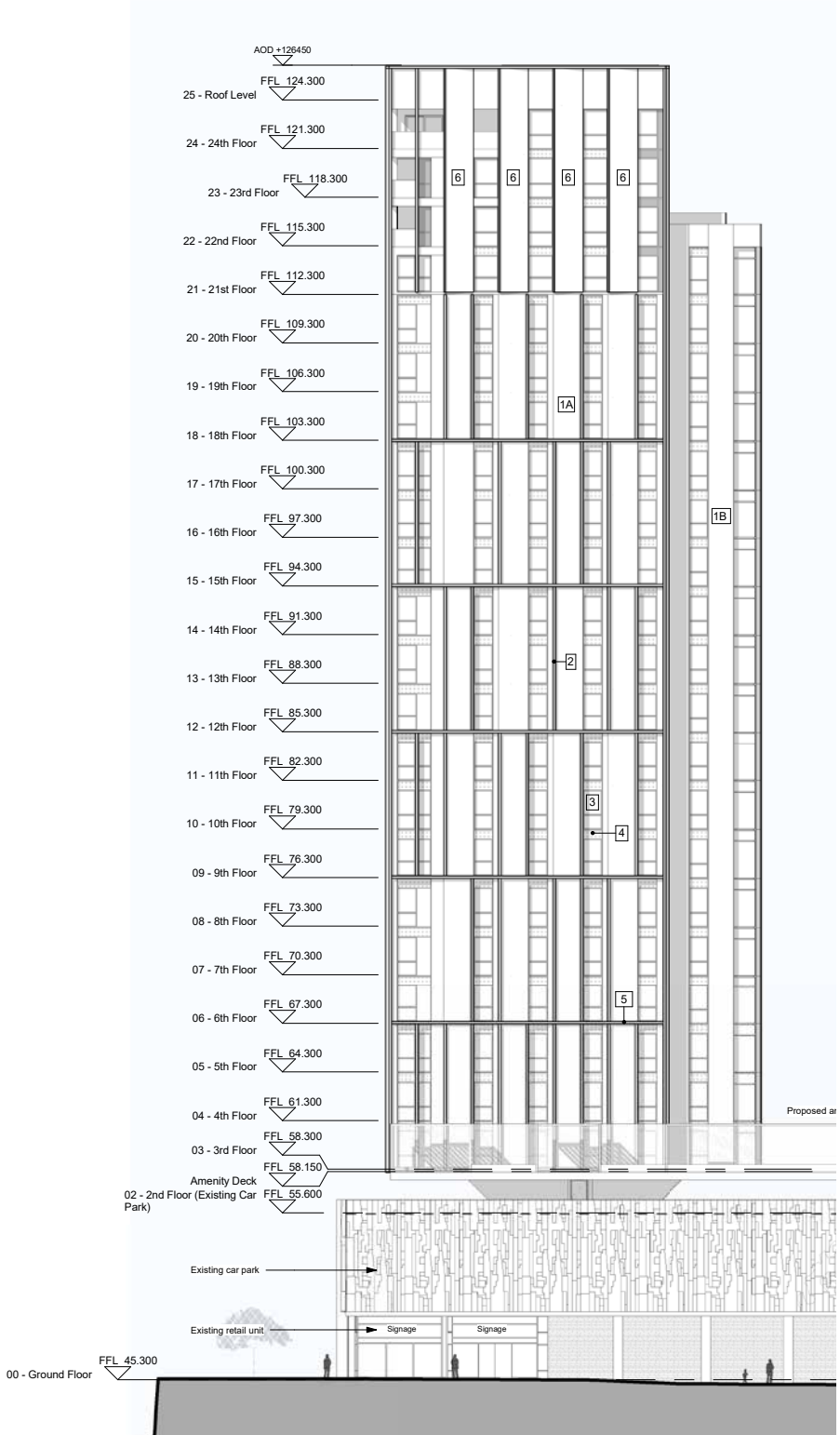


Block A - Revised Block A Entrance

7.3 Block A - Appearance



Previous Elevation



Revised Elevation

7.3 Block A - Appearance

Comment: Appearance of Towers

“The application of materials and material quality is presently unconvincing. Developing a palette for a ‘family of buildings is essential.”

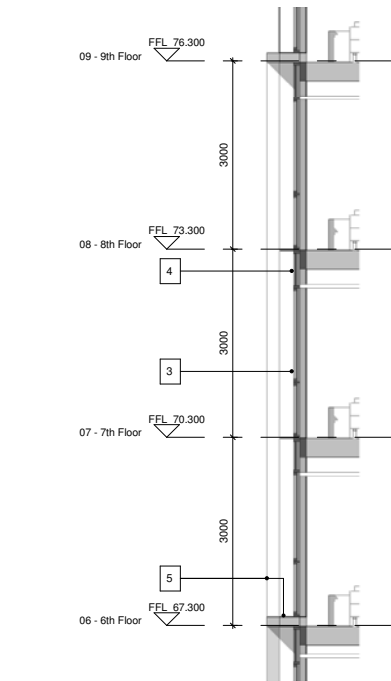
Response

The proposed materials for the towers were revisited following updates to the structural strategy. Due to loading constraints it was felt that a metal cladding rainscreen system was more appropriate.

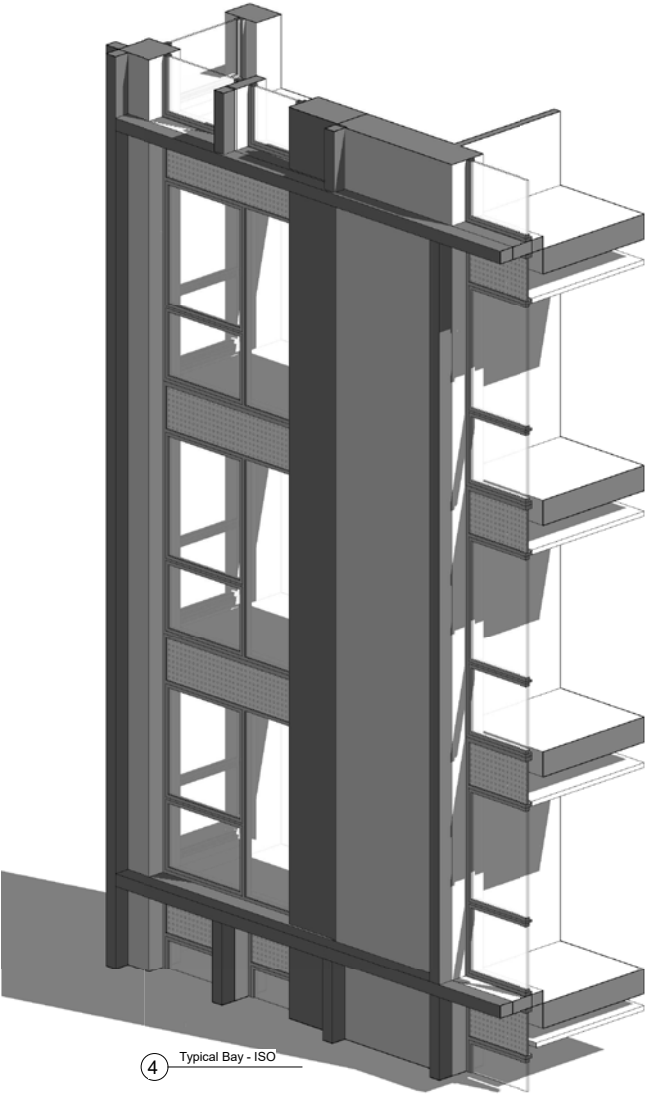
The colour palette chosen for the proposed scheme has been inspired by the existing local vernacular which includes red and buff brick along with grey flint.

The previously submitted proposals had shown a terracotta cladding system with deep reveal windows. The revised proposals go further to emphasise relief in the facade with the introduction of horizontal and vertical fins (see bay section and axo opposite) along with deep window reveals and the introduction of a bespoke laser cut metal panel inspired by the existing concrete frieze of the Broad St Mall car park.

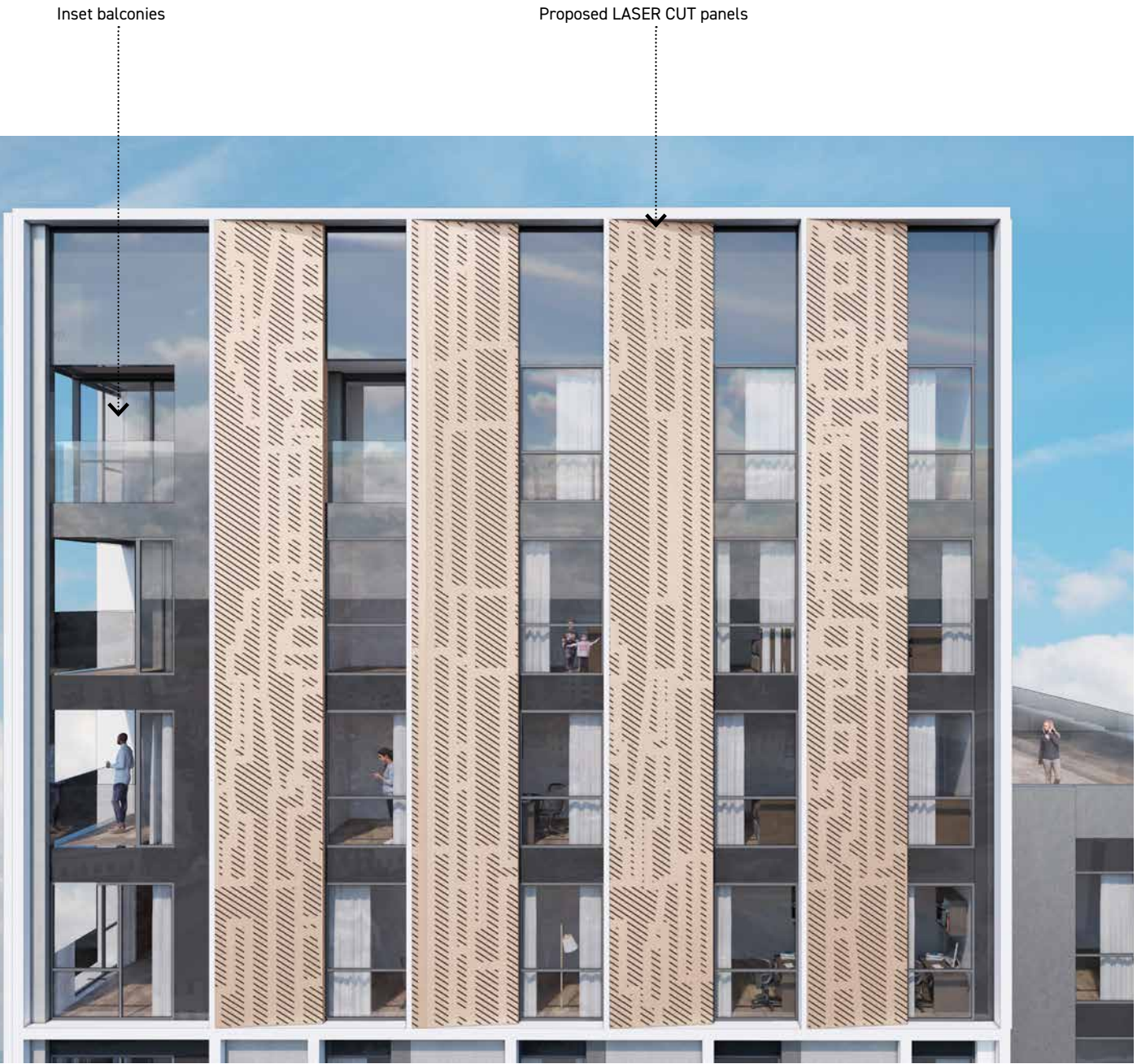
Block A - Facade



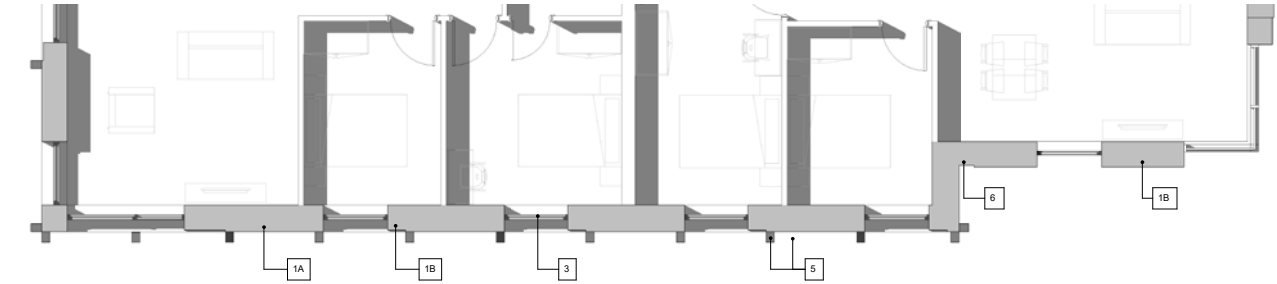
Block A Typical Bay Section



Block A Typical Bay Axonometric



Block A Typical Bay Elevation



Block A Detail plan

7.3 Block A - Appearance

Hummingbird View - Day



7.3 Block A - Appearance

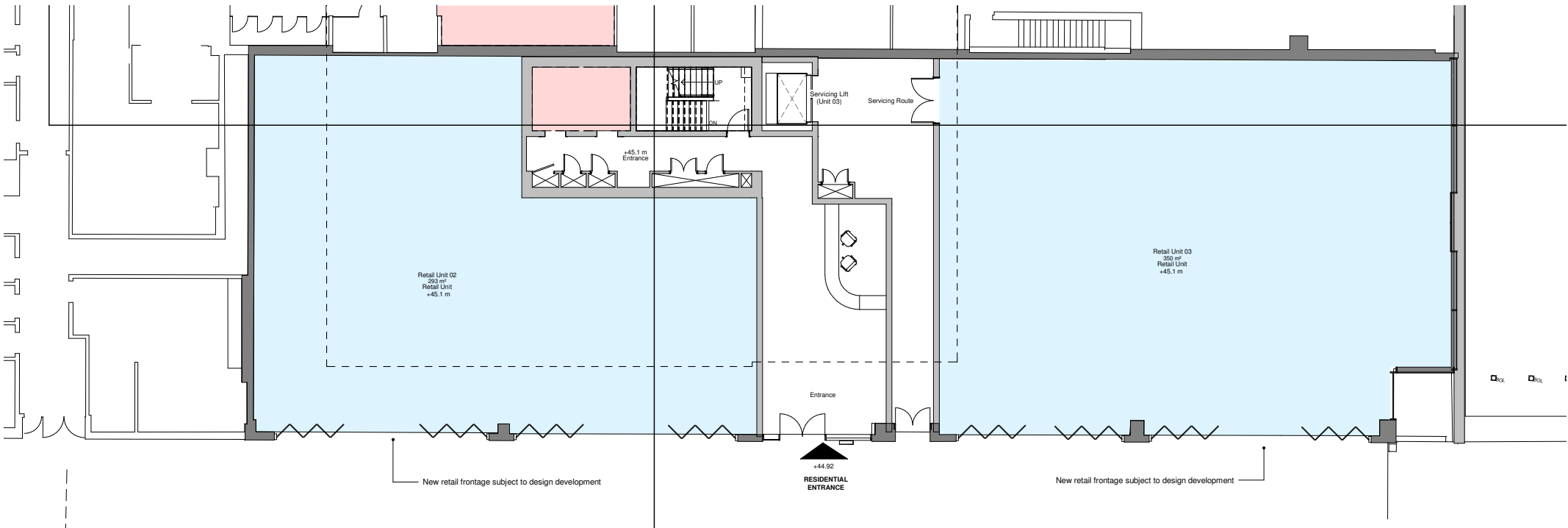
Hummingbird View - Night



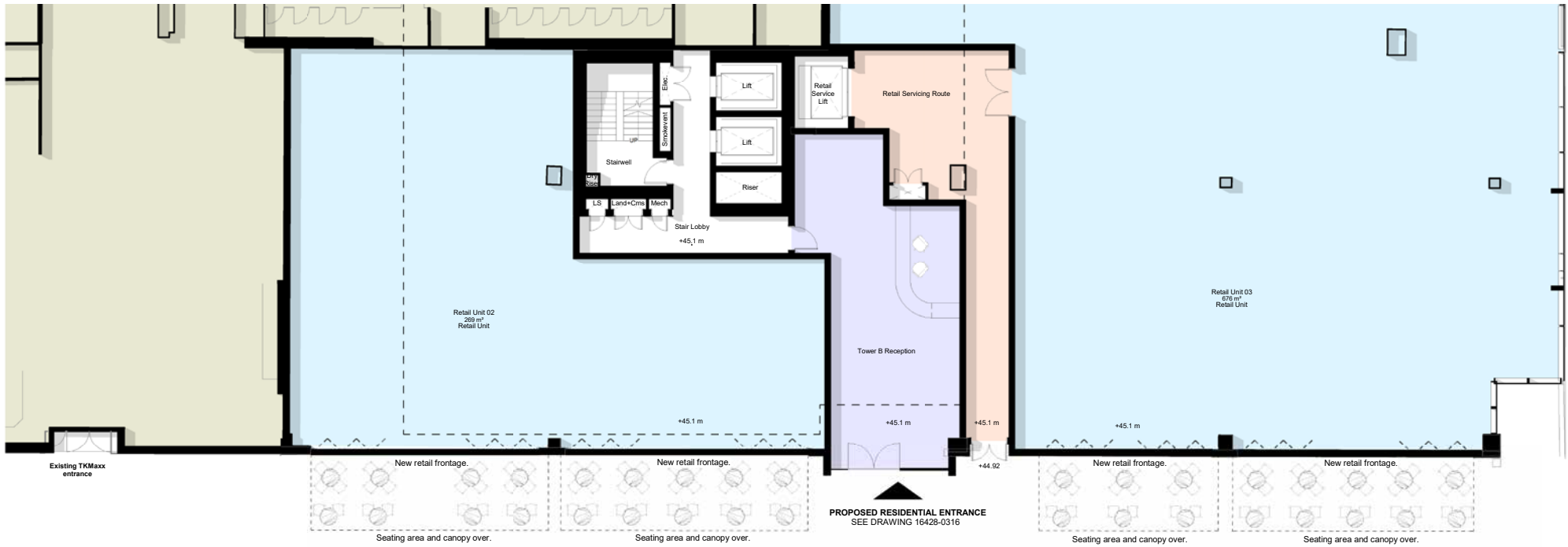
7.4 Block B - Layout

Site B Entrance

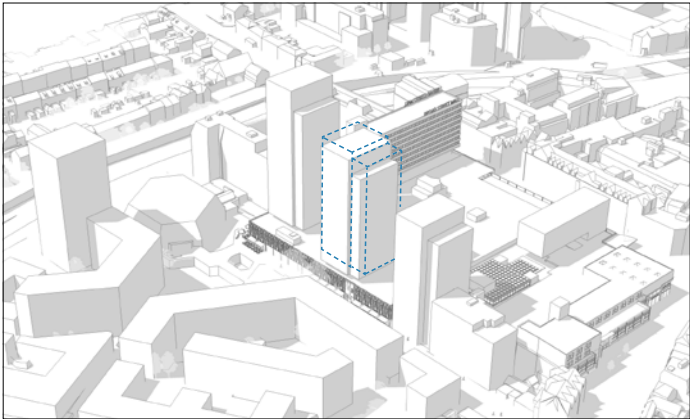
- The core of block A has now been replicated in block B to help with the overall massing of the block.
- Previously the position and extent of the core was restricted by live retail units through the centre but also car parking. Further work to the car park has enabled the core of block B to replicate that of Block A whilst rerouting the car parking.



Previous Plan



Revised Plan



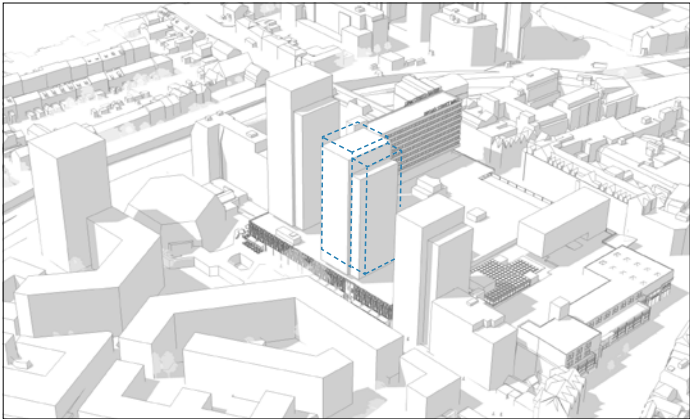
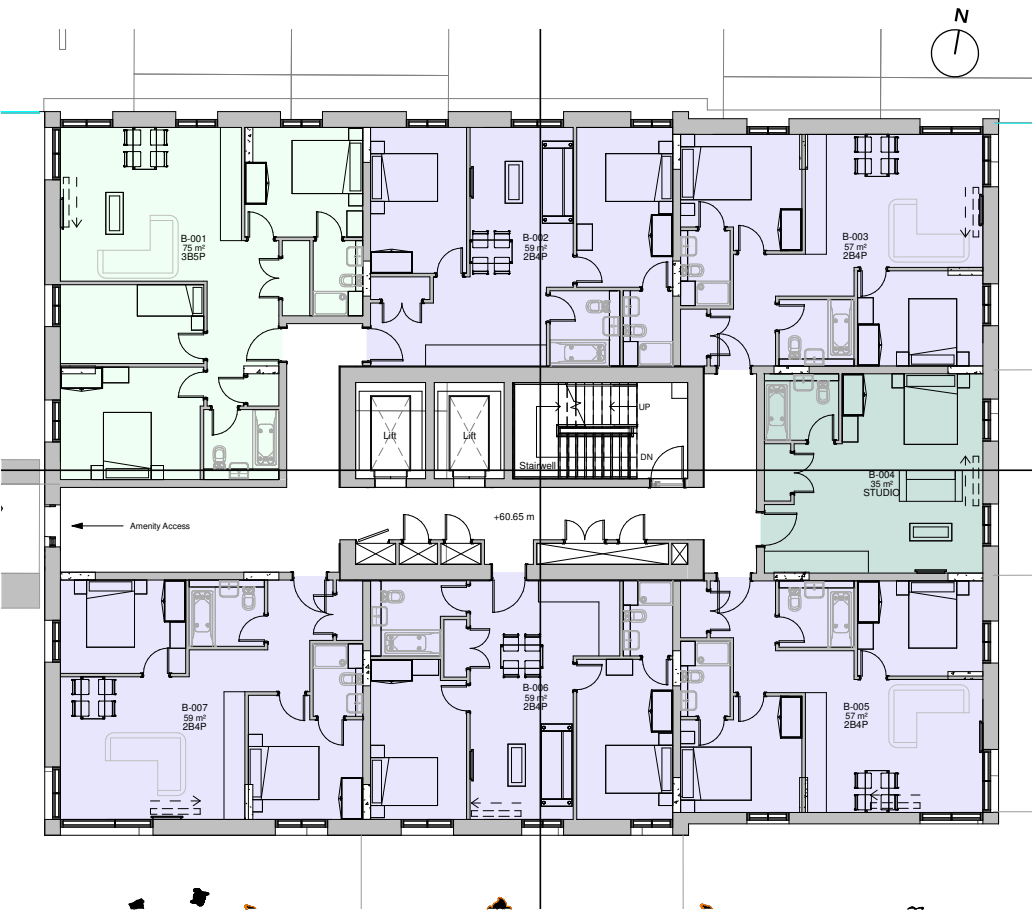
Key Plan Showing Block B

7.4 Block B - Layout

Block B - Amenity Level

- An additional access corridor has been included on the Amenity level of block B following comments from D:SE.

Block B Plans



Key Plan Showing Block B

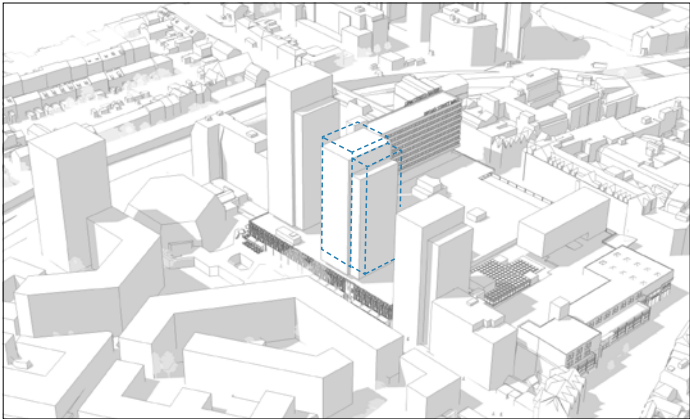
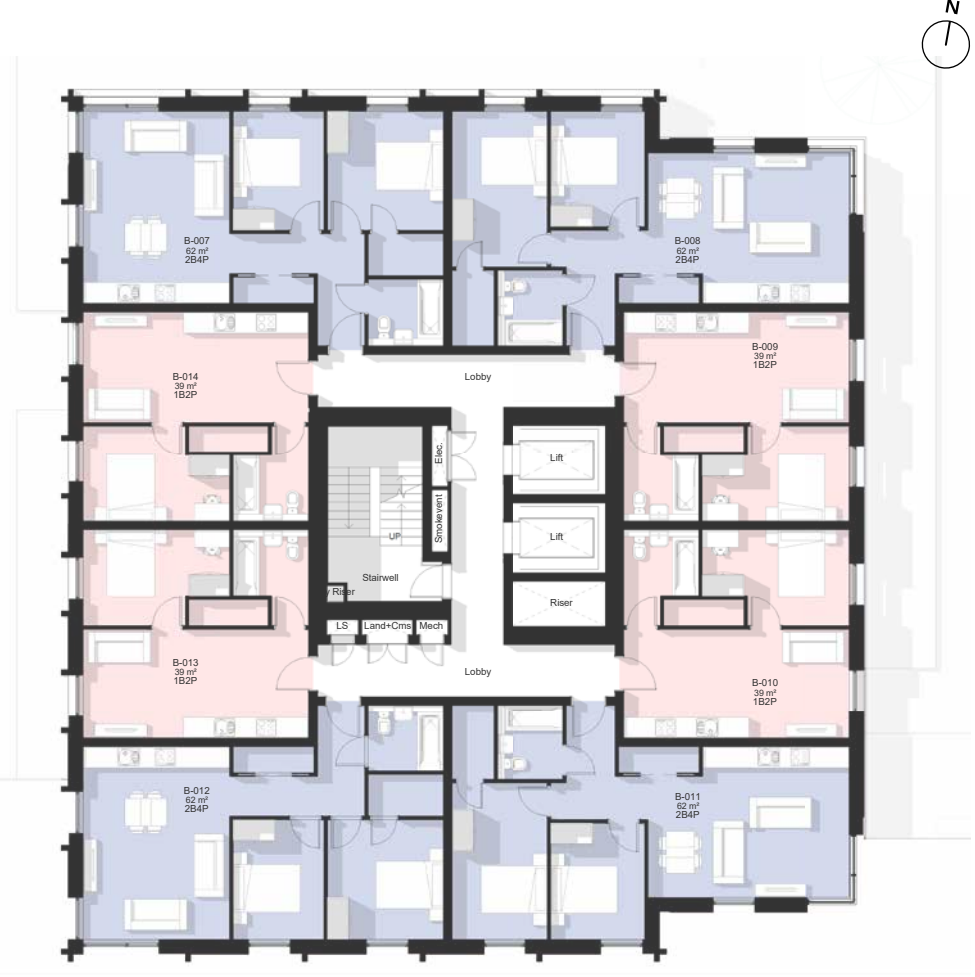
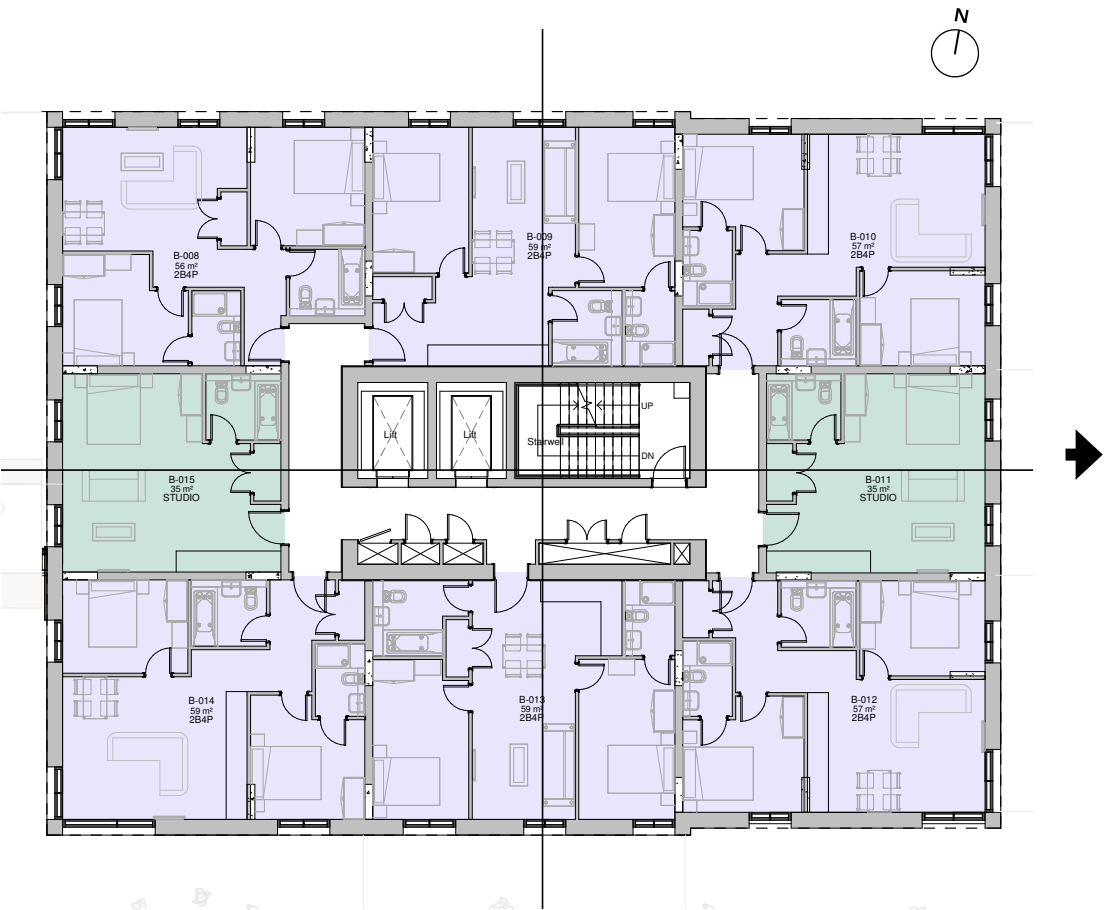
Previous Plan

Revised Plan

7.4 Block B - Layout

Block B - Typical Level

Block B Plans



Key Plan Showing Block B

Previous Plan

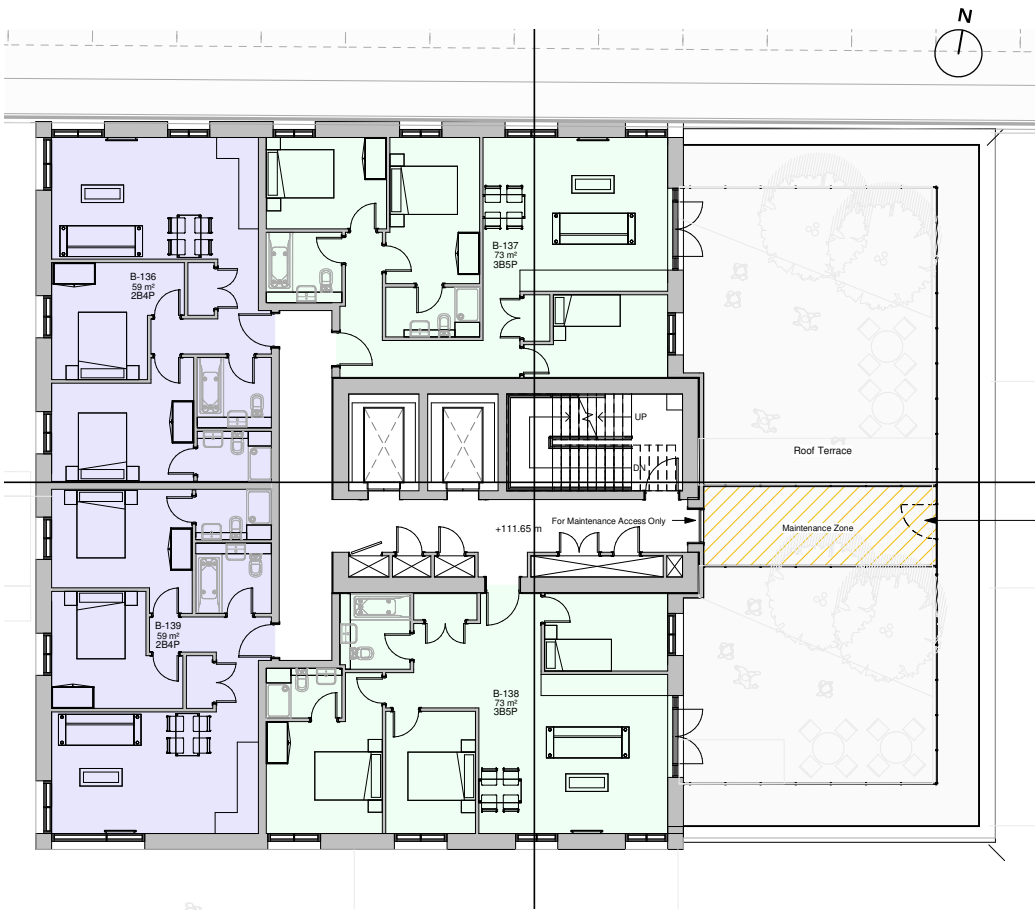
Revised Plan

7.4 Block B - Layout

Block B - Amenity Level

- An additional access corridor has been included on the Amenity level of block B following comments from D:SE.

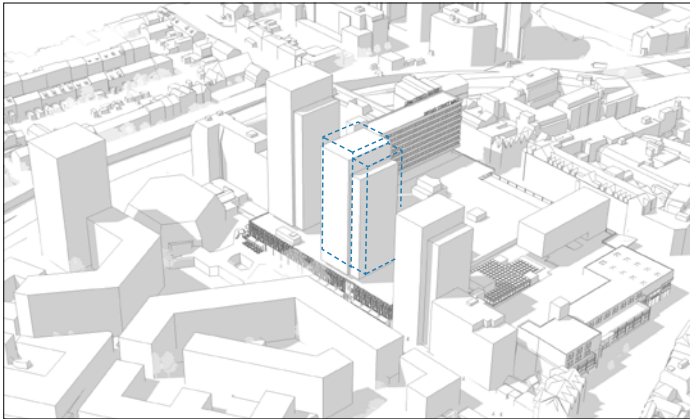
Block B Plans



Previous Plan



Revised Plan



Key Plan Showing Block B