

7.3.4 Private Balconies

Every apartment is provided with a balcony or terrace accessed directly from the main living area. Where spatial or façade conditions restrict this, a Juliette balcony is provided to maintain outward connection, support natural ventilation and strengthen the perception of daylight and openness. A defined family of balcony types has been developed to respond to orientation, façade depth, overheating performance, acoustic constraints and cost strategy.

The distribution of balcony types across Plots AB and D has been carefully coordinated with façade design, environmental modelling and massing. South- and west-facing elevations use a calibrated mix of recessed balconies and shading strategies to manage overheating, while north-facing and acoustically sensitive elevations favour recessed or Juliette solutions. East-facing elevations generally support projecting balconies where views and daylight can be maximised without compromising environmental performance.

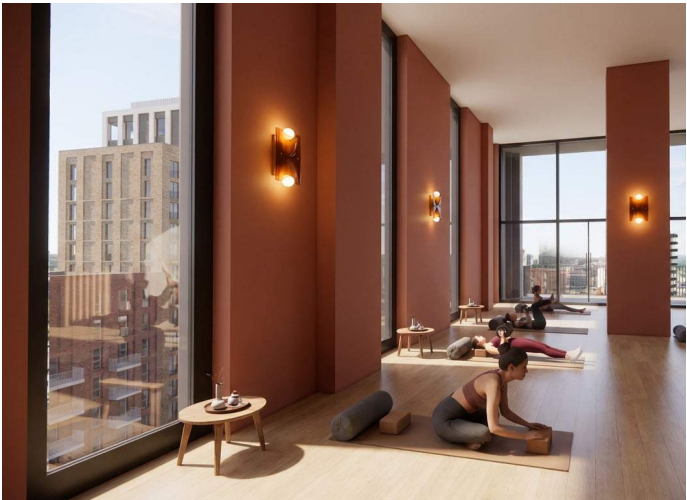
This balanced approach ensures that every apartment benefits from appropriate external amenity that aligns with its orientation, façade condition and environmental constraints, while maintaining a consistent architectural language across the development.

- A** Inset Balcony
- B** Juliette Balcony
- C** Projecting Balcony



7.3.5 Residential Shared Amenity

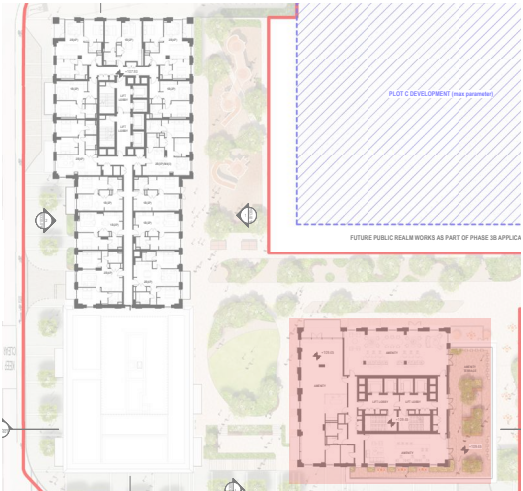
Residential amenity within Phase 3 is conceived as a comprehensive shared offer that complements private apartments and responds to the expectations of a contemporary Build to Rent development. A diverse range of communal spaces — including resident lounges, co-working environments, meeting rooms and wellness facilities — are integrated across the buildings to support varied patterns of occupation throughout the day. These spaces are designed as calm, light-filled environments with high-quality materials and strong visual connections to the surrounding public realm and landscape, ensuring they feel generous, welcoming and convenient for every day life.



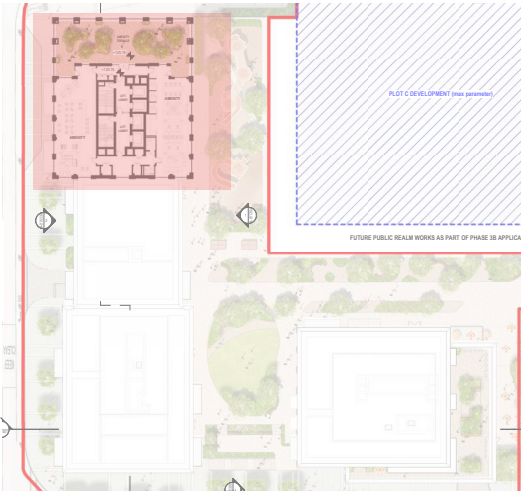
The amenity provision is deliberately distributed between podium level and upper levels to create a broad spectrum of experiences. At podium level, larger social and community-focused spaces connect directly to landscaped terraces and Station Hill Gardens, encouraging activity and interaction in highly accessible locations.

At upper levels, more intimate lounges, terrace spaces and wellness areas benefit from elevated views, enhanced sunlight and a quieter character. This layered arrangement ensures residents across both buildings have convenient access to shared facilities, regardless of core or vertical circulation route, while also providing variety in outlook, orientation and atmosphere.

Externally, landscaped podium gardens and roof terraces form a key component of the shared amenity strategy, offering spaces for relaxation, informal gathering and outdoor working above the street. These areas are positioned to optimise daylight, shelter and views, with integrated planting and wind mitigation measures to enhance comfort throughout the year.



Residential Amenity – Plot D (Level 15)



Residential Amenity – Plot A (Level 24)



7.3.6 Residential Mix & Unit Numbers

The proposed residential mix is carefully distributed across both buildings to create a balanced and complementary offer within Phase 3. Plots A/B and D each accommodate a blend of one-, two- and three-bedroom apartments, ensuring a consistent tenure and typology spread across the development rather than concentrating specific unit types within a single block. This integrated approach supports a cohesive residential community and aligns with local and national planning policy objectives to deliver a diverse housing mix. Affordable homes are embedded throughout the scheme in accordance with policy requirements, maintaining a tenure-blind approach in both architectural expression and internal specification.

In terms of space standards, the scheme has been rigorously tested against the Nationally Described Space Standards (NDSS). 77% of all units are equal to or exceed NDSS requirements, with 59% of the total unit numbers exceeding the minimum standards, providing enhanced levels of internal amenity and flexibility. The remaining 23% of units fall below NDSS; however, these are limited exclusively to one-bedroom apartments and have been carefully designed to remain high quality, efficient and fit for purpose. Overall, the unit mix and internal areas demonstrate strong compliance with planning policy, prioritising generous living environments while maintaining viability and deliverability across both buildings.

PLOT AB Units						PLOT D Units						Total Units					
1B1P	1B2B	2B3P	2B4P	3B5P	3B6P	1B1P	1B2B	2B3P	2B4P	3B5P	3B6P	1B1P	1B2B	2B3P	2B4P	3B5P	3B6P
15	249	23	115	0	15	19	81	0	76	7	0	34	330	23	191	7	15
Total : 417						Total : 183						Total : 600					

PLOT AB Units Percentages						PLOT D Units Percentages						Total Units Percentages					
1B1P	1B2B	2B3P	2B4P	3B5P	3B6P	1B1P	1B2B	2B3P	2B4P	3B5P	3B6P	1B1P	1B2B	2B3P	2B4P	3B5P	3B6P
3.5%	60%	5.5%	27.5%	0%	3.5%	10%	44%	0%	41.5%	4%	0%	5.5%	55%	4%	32%	1%	2.5%
												Total : 100%					

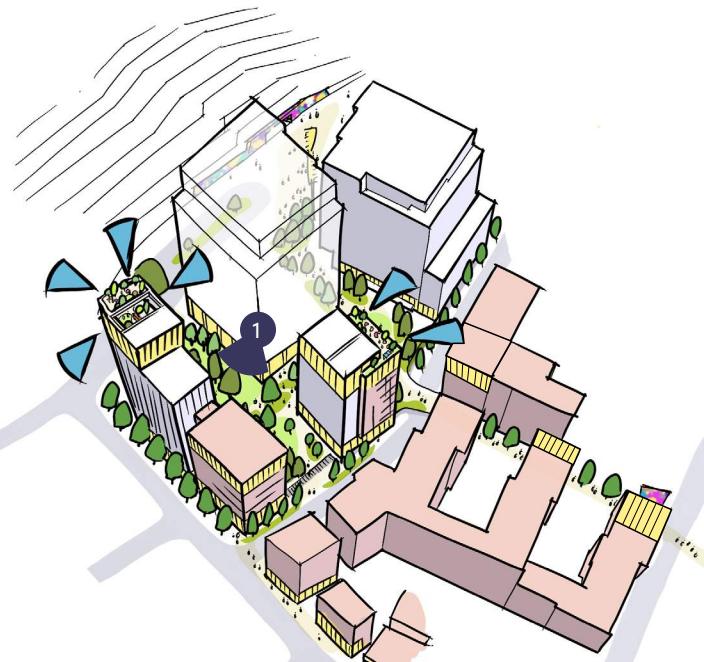


7.4 Facade Appearance

7.4.1 Facade Strategy

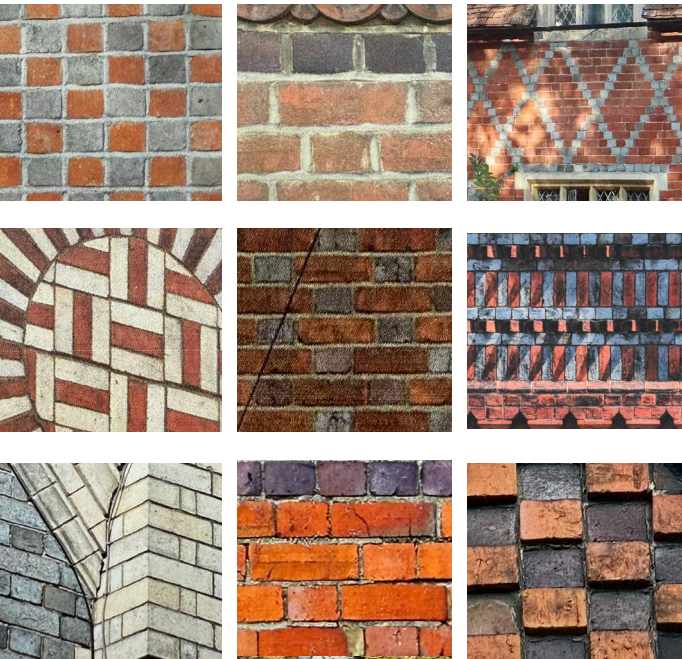
As outlined in the Outline Application and Phase 1 design concept, the overarching strategy is to incorporate wayfinding elements in the upper portions of the buildings—typically amenity spaces or distinctive window groupings—that serve as visual markers or “lanterns” guiding movement from south to north toward the station. These subtle wayfinding cues culminate in the prominent commercial buildings located on Plot G and Plot C.

At ground level, each building mass will be anchored by vibrant plazas and streetscapes featuring a mix of retail, food and beverage, leisure, and amenity spaces. Surrounding landscaped areas will build on the success of Phases 1 and 2, introducing additional greenery, seating, and art installations to enhance the public realm in Phase 3.



7.4.2 Facade Design Overview

The façade design adopts a contemporary interpretation of Reading's historic brick heritage, using brick as the primary material to ground the buildings within their local context while supporting a refined, urban character. Variations in tone, bond and detailing are employed to articulate base, middle and crown, giving the elevations depth, rhythm and legibility at different scales. Lighter tones are used strategically to lend taller elements a civic presence, while richer and darker brickwork reinforces solidity and human scale at lower levels. This layered approach allows the architecture to feel both rooted in Reading's material tradition and confidently modern within the evolving townscape.



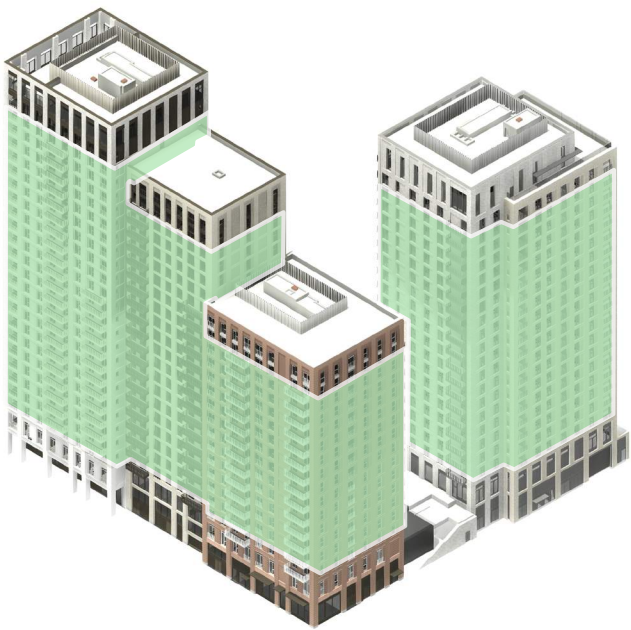
Local Reading brick context



Base of the Building

Street level context

At street level, the façade becomes more expressive and tactile, with enriched detailing and crafted brickwork that respond to the pedestrian scale. This articulated base anchors the building to its context, creating depth, visual interest and a more engaging experience along the public realm.



Middle of the Building

Local Context

The middle portion of the building, forming the majority of the elevation, establishes a calm and recognisable architectural language. The design adopts a consistent and refined framework, allowing proportion, rhythm and materiality to define its character. This approach ensures visual coherence across the façade while providing a strong and identity within the wider context.



Top of the Building

City wide Context

The crown of the building is articulated to provide a refined and distinctive conclusion to the overall massing. Subtle shifts in material tone and detailing emphasise the proportions of the upper levels, allowing the building to read clearly against the skyline. Amenity terraces are integrated within this architectural framework, with lightweight curtain walling elements introduced to provide wind mitigation while maintaining openness and generous views.

7.4.3 Lower Level Architecture

The lower-level architecture at street and podium is designed to establish a robust, human-scaled base that actively engages with the surrounding public realm. Facades at these levels are more articulated, drawing on Reading’s brick heritage through varied bonds, tonal shifts, expressed lintels and complimentary materials such as architectural precast to create texture and visual interest at close range. Generous openings, colonnades and clearly defined thresholds support active frontages and animate key streets, while ensuring that residential and servicing functions are carefully managed and legible.

At podium level, building edges are carefully shaped to frame landscape, entrances and routes, with integrated lighting, canopies and material emphasis used to mark focal points and areas of activity. This approach creates continuity between street and podium, allowing the architecture to mediate between the intensity of the towncentre streets and the more open, landscaped public spaces above.



Key image – Axonometric view



Plot A – Reference Image



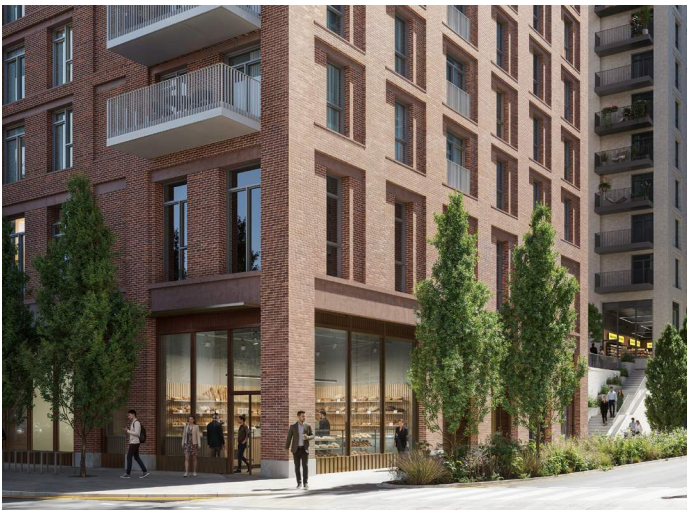
Plot B – Reference Image



Plot D – Reference Image



Plot A – Proposed



Plot B – Proposed

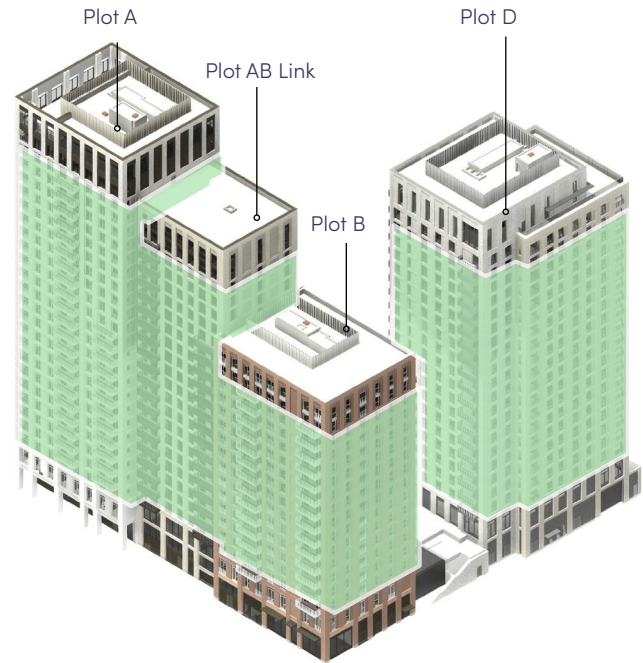


Plot D – Proposed

7.4.4 Mid Level Architecture

The middle portions of the buildings are conceived as the calm, unifying layers of the elevations, expressed predominantly in traditional bonded brickwork that provides rhythm, solidity and continuity across the scheme. Window openings are carefully proportioned and consistently ordered, balancing the competing requirements of overheating mitigation and daylight and sunlight performance, while maintaining a clear and elegant façade composition appropriate to the scale of the buildings.

Subtle refinement is introduced, which add depth and visual interest without disrupting the overall coherence of the elevations. A varied but controlled palette of balcony types is deployed in response to orientation and use, helping to articulate the façade and break down perceived massing. Gentle shifts in brick colour between volumes further enhance legibility, allowing each building element to be read as part of a cohesive whole while retaining its own identity.



Key image – Axonometric view



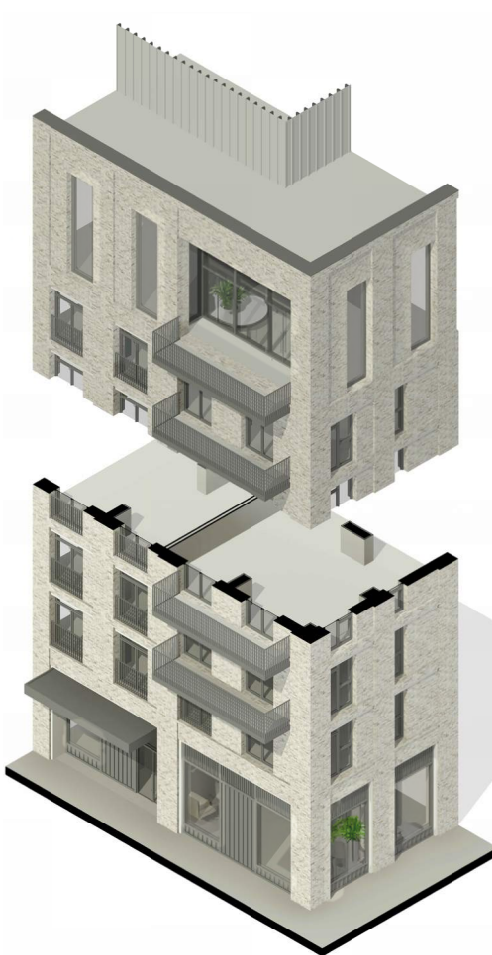
Plot A Axonometric view



Plot AB Link Axonometric view



Plot B Axonometric view



Plot D Axonometric view

7.4.5 Upper Level Architecture

The upper architecture, or crowns, of the buildings are designed to provide a refined and elegant conclusion to the overall massing, with taller proportions that emphasise verticality and contribute positively to the skyline. Darker, contrasting tones are introduced within inset panels to articulate these upper levels, creating depth and shadow while visually reducing bulk. This tonal shift distinguishes the crowns from the body of the buildings, lending them a lighter, more composed presence when viewed from both the immediate streetscape and longer-range townscape views.

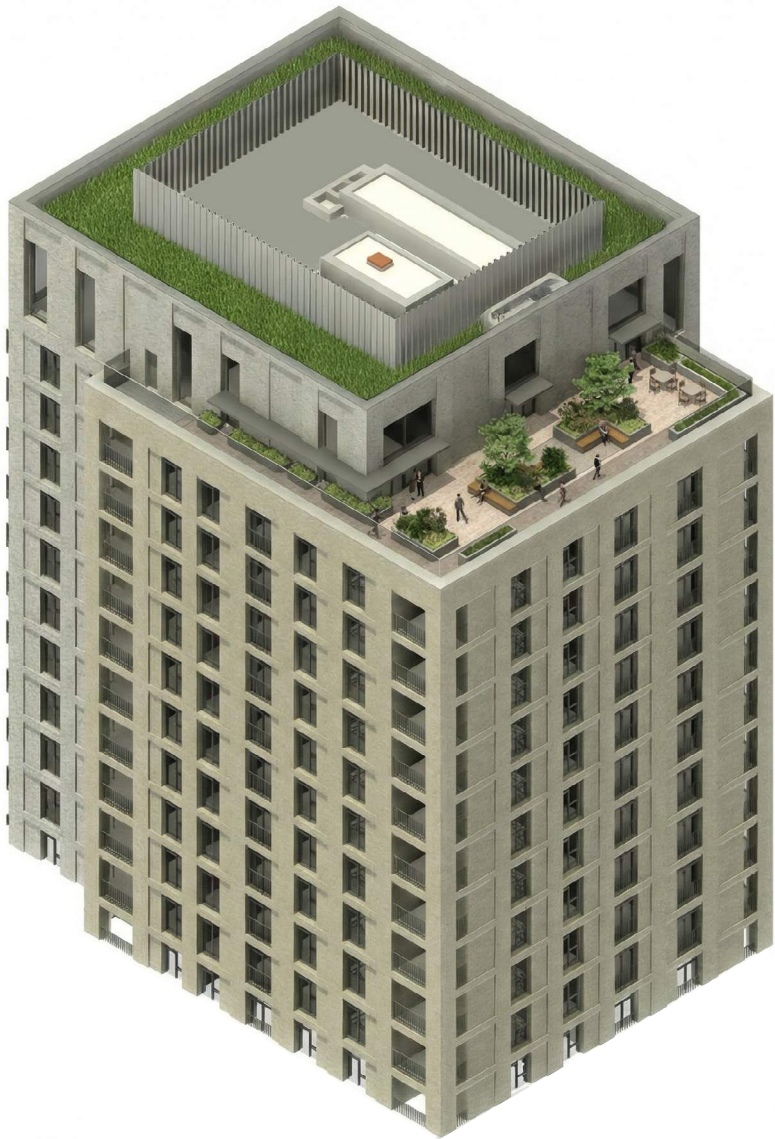
Active uses are deliberately located within these upper levels, accommodating resident amenity spaces that benefit from expansive outlooks and strong daylight. These spaces open directly onto landscaped roof terraces, reinforcing a sense of animation and occupation at the skyline. Roof plant is fully concealed within the architectural language of the crown, integrated behind screening panels that allow for ventilation while maintaining a clean, coherent silhouette and a high-quality architectural finish.



Key image – Axonometric view



Plot A Crown



Plot D Crown



7.5 Facade Materials Proposal



PPC aluminium with bronze finish



Buff bricks with dark mortar



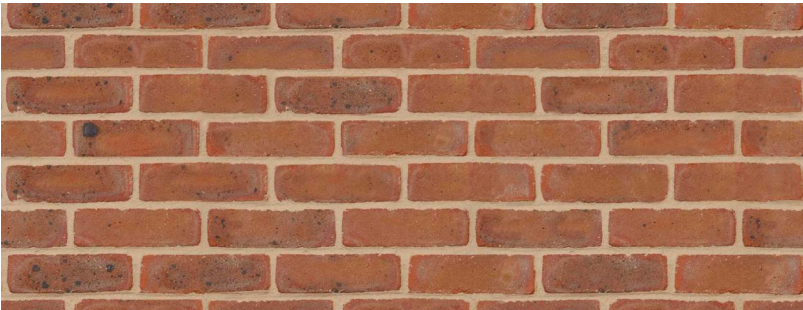
Red bricks with dark mortar



Light grey and white bricks with light mortar



Buff bricks with light mortar



Red bricks with light mortar



Architectural Precast Concrete Panels



Architectural Precast Concrete Panels



Architectural Precast Concrete Panels

7.5.1 Materials (Facade) - Plot A



02. PPC aluminium with bronze finish



01. Light grey and white bricks with light mortar

KEY

- 01. Brickwork – light grey and white colour, light mortar
- 02. Metal – bronze colour, cladding/screen system
- 03. Architectural precast – light colour
- 04. Stone – plinth/upstand
- 05. Metal – champagne colour, window system
- 06. Metal – champagne colour, balustrade
- 07. Metal – bronze colour, window system (podium&crown)
- 08. Metal – bronze colour, louvres
- 09. Metal – bronze colour, louvred doors
- 10. Metal – champagne colour, cladding/screen system



