

## 2.2 Areas

The total number of residential units will not exceed 700 Units. Residential accommodation may range between studio apartments to 3 bed apartments. Please see the illustrative scheme within the Design and Access Statement for further details.

Floorspace within Class E will be no greater than 3,000 sqm GEA.

This floorspace excludes the basement parking area.

Development footprints are as outlined within the parameter plans and must be followed and read in conjunction with the submitted parameter plans.

Footprints and open space areas enable a wide range of development from buildings to landscape measures to take place within the site.



Existing Aerial View

## 2.0 Overview

### 2.3 Development Layout Principles

Through analysis of existing vehicular connections and routes, the existing site currently offers very little permeability due to differences in site levels between Forbury Road and Kenavon Drive and the surface level parking in front of the terrace, as well as offering no ecological value due to sheer amount of hard landscaping currently occupied by car parking which is needed for the retail park.

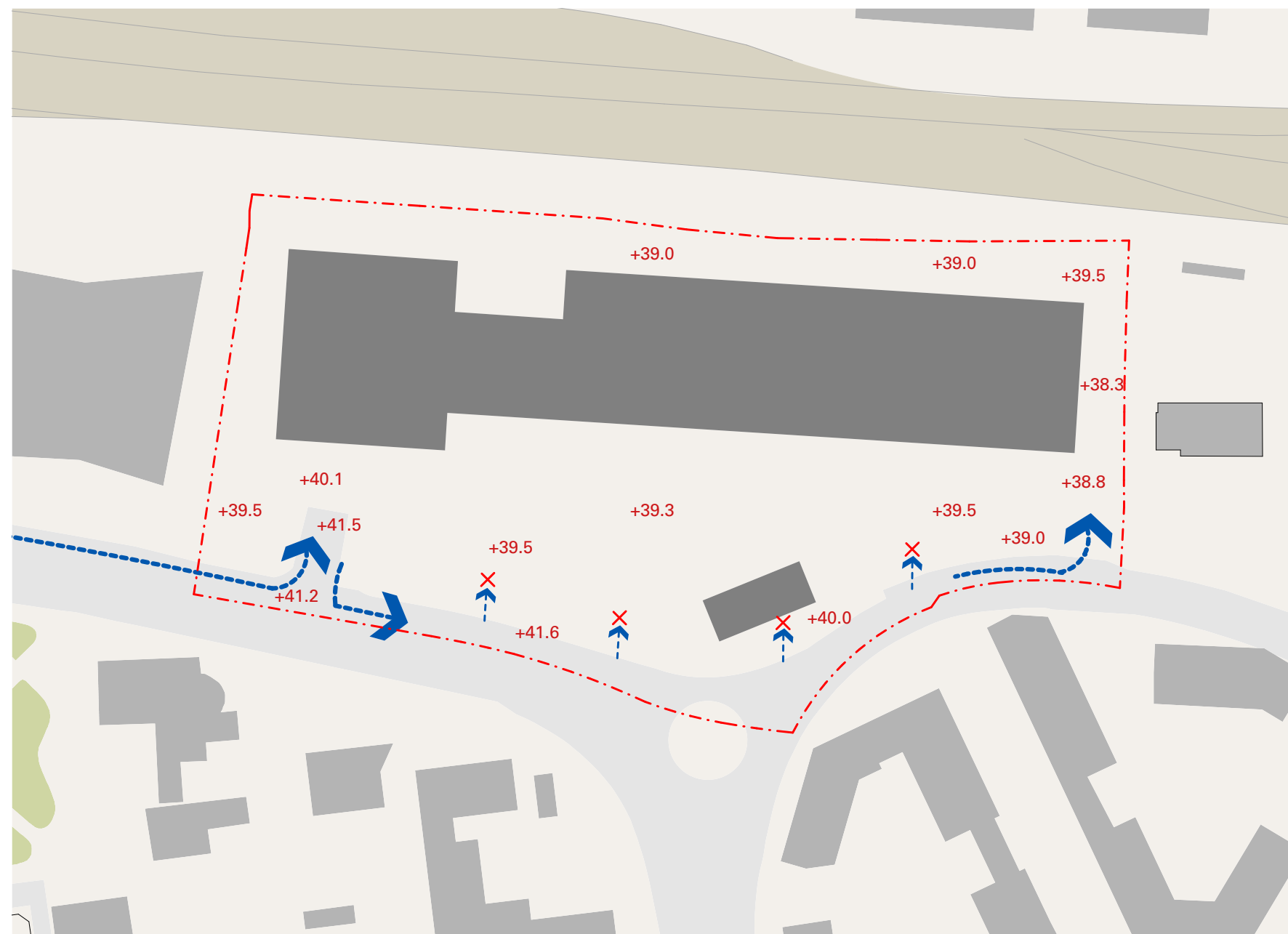
Through further analysis of adjacent developments, additional pedestrian and visual connections have been considered with a view of being able to stitch the proposals into the wider development infrastructure within Reading.

Drawing from these site lines and proposed routes across the site, resulting development zones and building plots are formed around key locations for proposed public realm activity and green streets; stitching together with adjacent green networks and important existing infrastructure.

The development parameters outlined within this document have been prepared to allow for a development to be delivered in response to RBC policy and market conditions.

The parameters will appropriately restrict what can come forward through a reserved matters application (RMA), ensuring a level of design quality whilst also providing flexibility for future development.

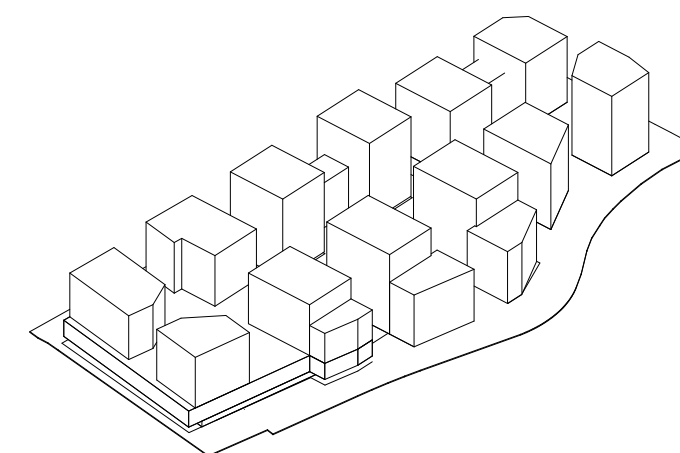
For further information on design Intent of the proposals, please refer to the Design and Access Statement that accompanies the submission.



Existing Site Plan - Illustrating Lack of Permeability



Diagrammatic Study - Refined site massing and key public realm spaces



Axonometric Development Study - Refining of Development Plots



# 3

## Identity

### Introduction

**This chapter of the design codes provides Design Guidelines & Mandatory Rules for the design of proposed routes within the KMV OPA.**

# 3.0 Identity

## 3.1 Scheme Identity

The KMV OPA aims at enhancing, responding to, and stitching into the historic, cultural and physical context of Reading to create a new residential development with a distinct sense of place.

Underlying principles for the vision of the development include the following:

*Provide a smartly sustainable residential development that encourages sustainable modes of transport and incorporates sustainable features.*

*Adopt a flexible and resilient approach so that future RMAs can adapt to future needs & demand.*

*The masterplan proposes 3 distinct development zones with differing character areas that must be provided to respond to the specific site context and create varied identity within the development, as identified within the Parameter Plans.*

*These distinct character areas are supported by and must be read in conjunction with Design Codes relating to Public Realm (Chapter 5), and Built Form (Chapter 6)*

*The residential neighbourhood must be designed in all instances to provide safe, engaging areas of public realm and ground floor level uses to animate the ground floor plane.*

*The range of uses must be interspersed, complementary to upper floor uses and benefit the new residents as well as existing neighbouring communities.*

*Upper-level balconies must be provided to all residential buildings to further enhance the animation of the masterplan within the parameters set by the Parameter Plans.*

*Ground floor level uses must be provided as required by the Parameter Plans to activate the streetscape along*

*Kenavon Drive and Forbury Road.*

*The demolition of the existing buildings on site offers the opportunity to review the current East-West route and provide a more permeable public realm and aid in activating the pedestrian route, which feeds into the wider redevelopment strategy of Reading.*

*A Wayfinding and Signage Strategy must be developed at early stages of RMAs to develop a comprehensive approach.*

*Legibility must be implemented through methods including provision of new markers, wayfinding and by opening up views of townscape features*