

4.6 Materiality

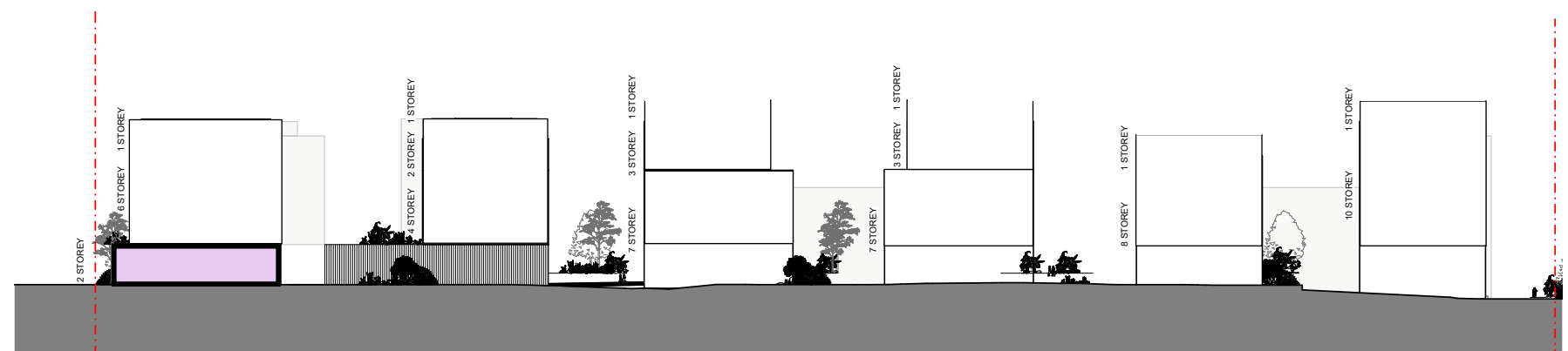
4.6.4 Opportunities for Public Art

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.

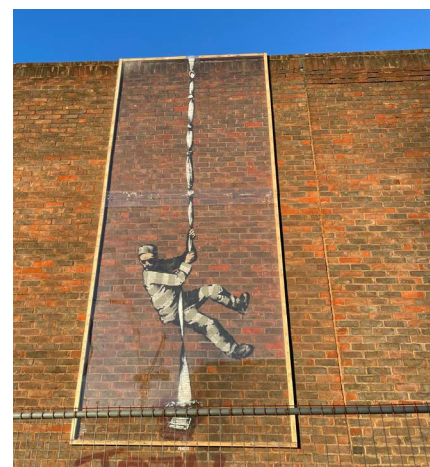
The use of public art is a valuable tool to enhance the sense of place and identity of the development, while also providing a cultural legacy for the local community. The elevation of the commercial unit offers a prominent canvas for public art, creating a focal point for the public realm and bringing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

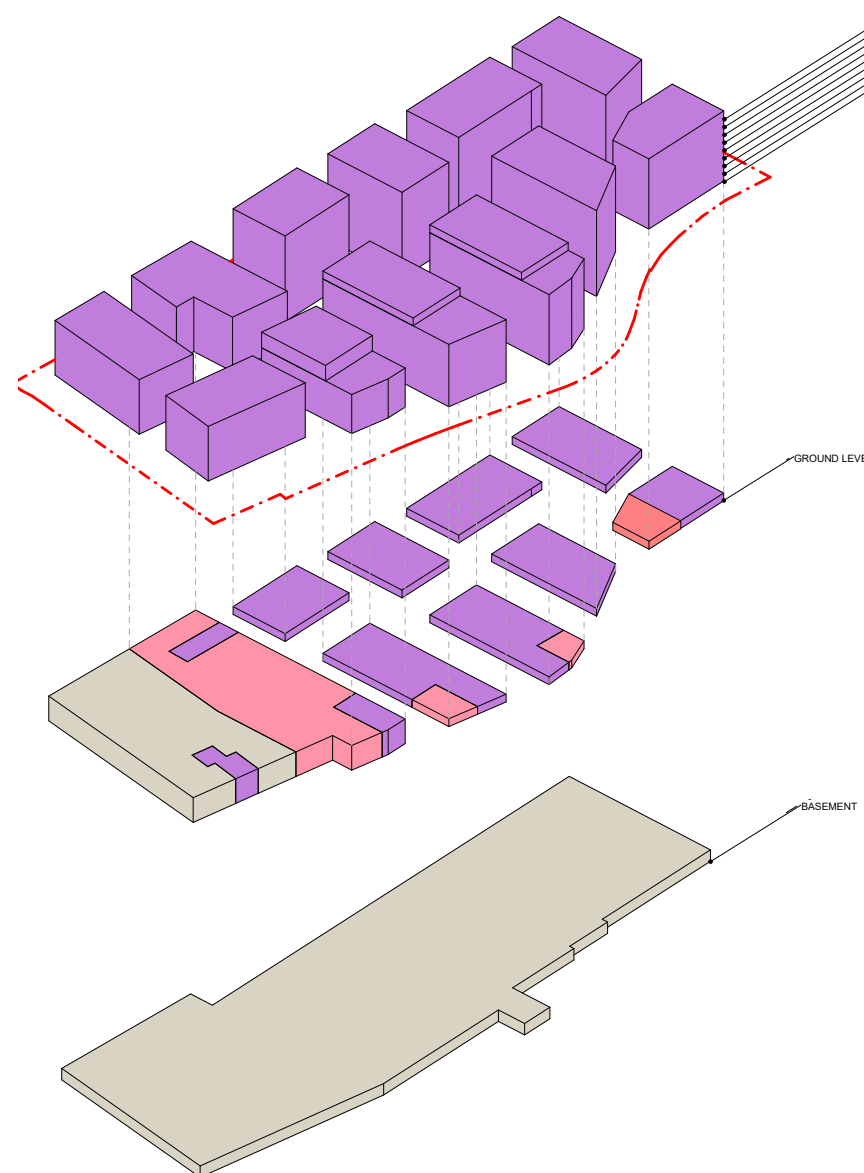
4.7.1 Use Overview

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.

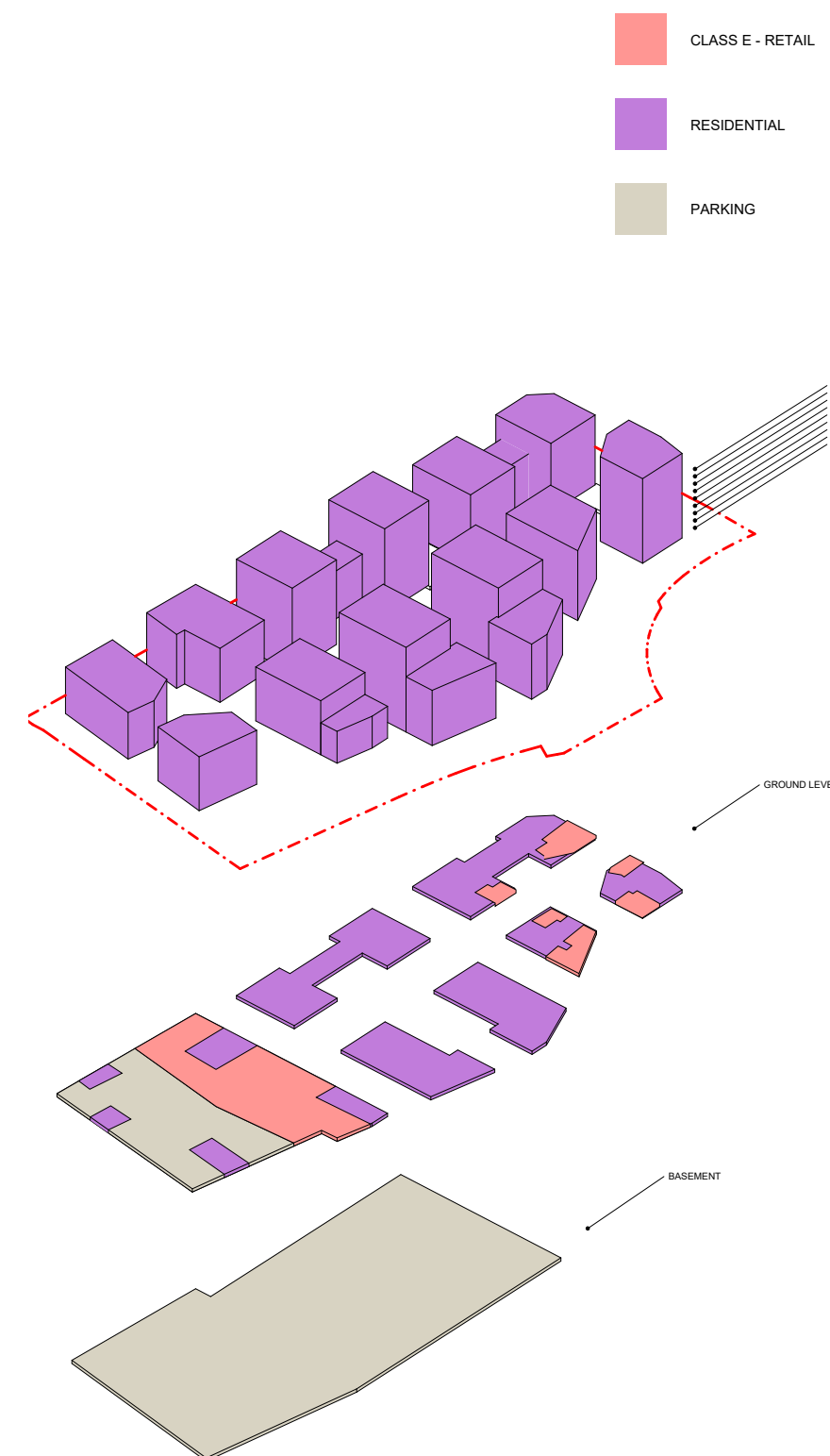
To animate the streetscape, the ground floor uses including Use Class E and residential entrances must provide active frontages, allowing for a variety and mix of shapes, textures, and colours that align with the occupants' brand and provide varied appearance within the overall frontage composition.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

Retail spaces 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.



Previous Submitted Scheme: Exploded Axonometric - Uses Diagram



Proposed Scheme: Exploded Axonometric - Uses Diagram

4.7 Land & Building Use

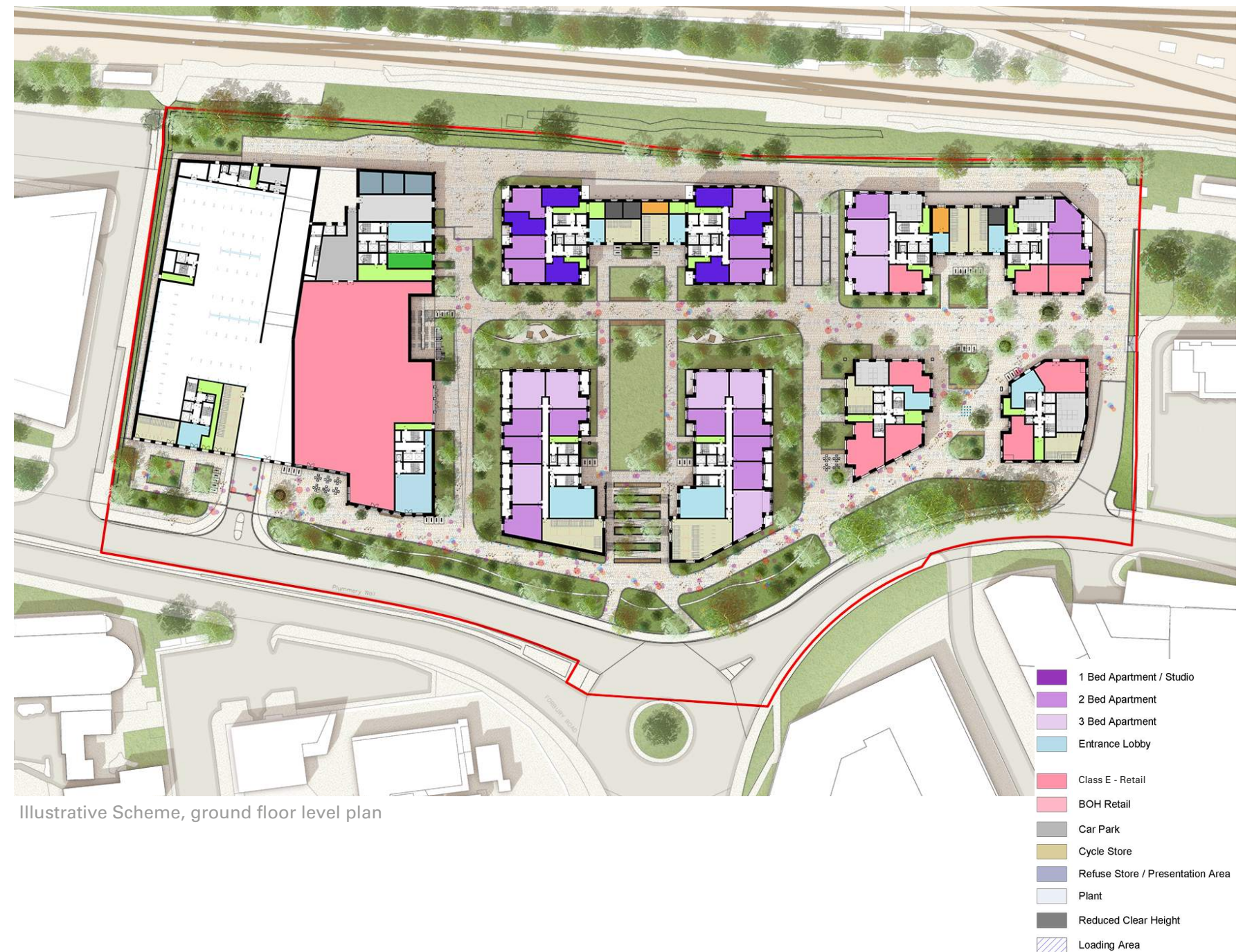
4.7.2 Ground Floor Level Uses

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 on the ground floor plans of buildings situated in development zones 1 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. Additional, small retail units will be situated around a public space on the west of the site. As part of this re-submission the smaller retail units have been removed from the central block and clustered around a public square on the east to help animate this space.

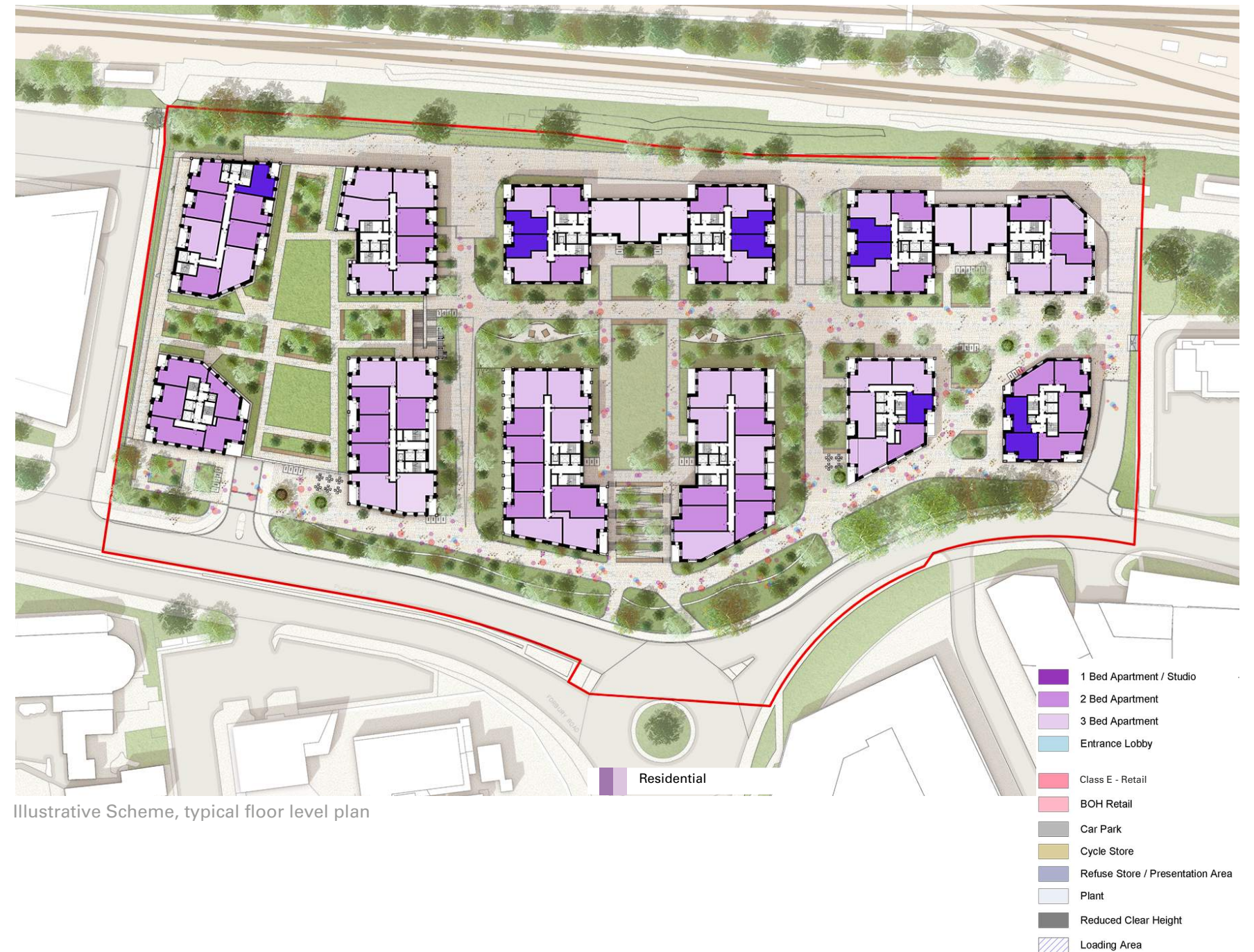
To encourage and facilitate cycling, dedicated cycle storage will be made available at ground level within all development zones. Additionally, all residential units located on the ground floor will have their own dedicated front doors, with level access enabled via the green streets that have been specifically 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.



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.



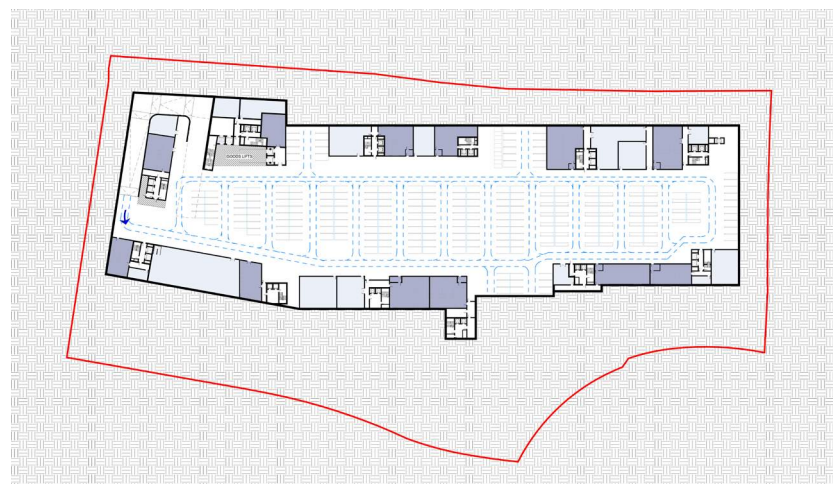
4.7 Land & Building Use

4.7.3 Basement Floor Level Uses

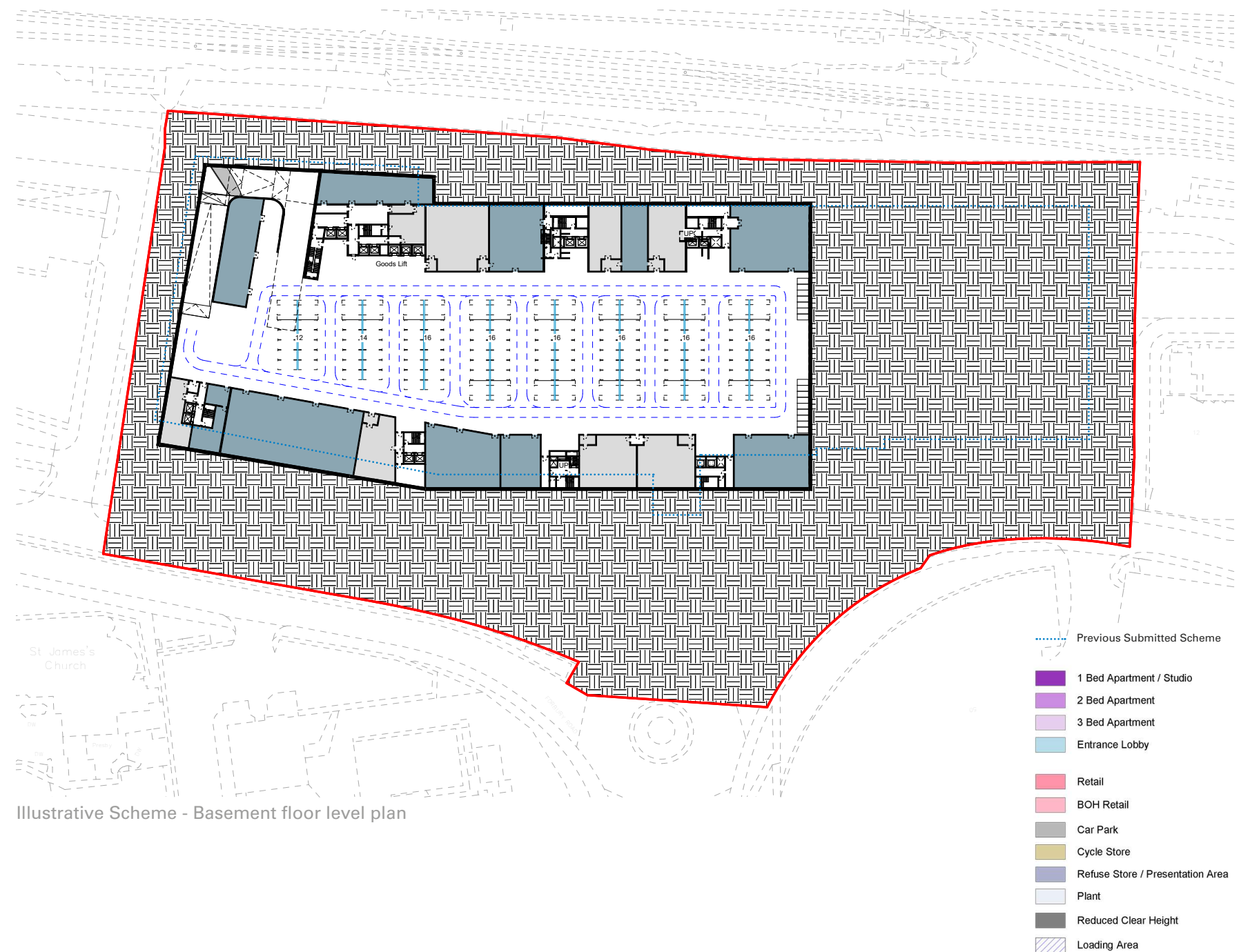
The basement spans across development zones 1 & 2 and provides large expanse of space to house the majority of ancillary uses for the site – including dedicated residential car parking, plant rooms and refuse stores. As part of this re-submission the basement has been reduced in size and no longer sits underneath the eastern blocks to reflect the decreased unit numbers and subsequent reduction in required car parking spaces.

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



Previous Submitted Scheme - Basement floor level plan



Illustrative Scheme - Basement floor level plan

4.9 Amount & Density

4.9.1 Overview

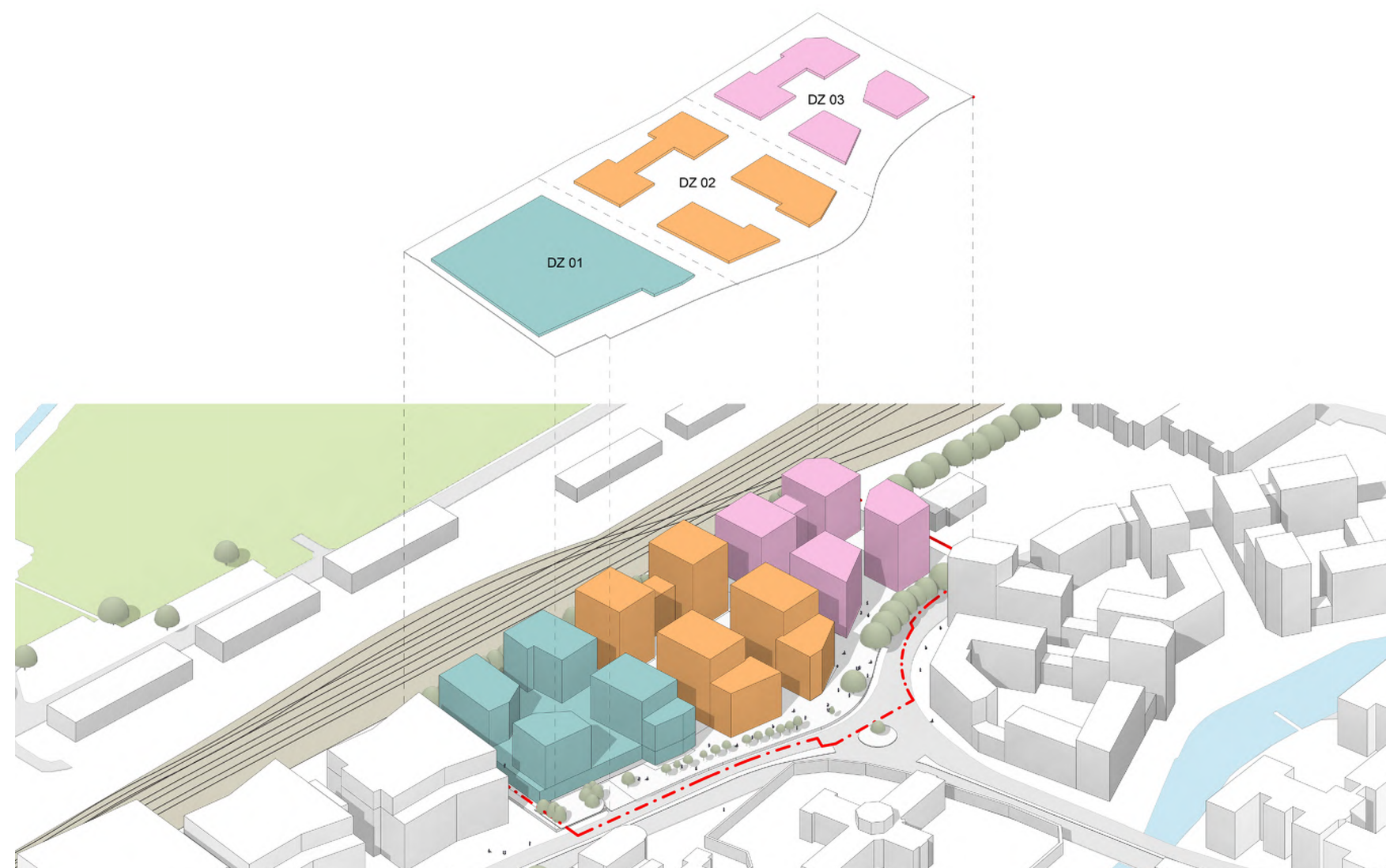
The following uses are proposed in the development:

- Residential
- Town Centre Uses (Class E)
- Ancillary management and supporting facilities, car parking, circulation, servicing and plant.

In total, it is anticipated that the illustrative Scheme could deliver approximately 894,909 sq. ft GEA.

The total number of homes proposed within the outline scheme is up to 700. The residential buildings will accommodate a range of dwelling sizes and unit size (that accord with Technical Housing Standards NDSS) and efficiency have been carefully considered to achieve an optimal and viable Illustrative Scheme. A proportion of larger wheelchair accessible units will also be provided within the development in accordance with SBC requirements.

Flexible uses will be distributed within the ground floor level of the western podium and eastern blocks and residential use will be accommodated at both ground (in appropriate locations) and upper levels of the buildings.



PHASES	GEA
PHASE 1 (WESTERN BLOCKS)	230,041 sq.ft
PHASE 2 (CENTRAL BLOCKS)	321,889 sq.ft
PHASE 3 (EASTERN BLOCKS)	216,626 sq.ft
BASEMENT	126,353 sq.ft
TOTAL	894,909 sq.ft

4.9.2 Area Schedule

The following table is based on an illustrative scheme

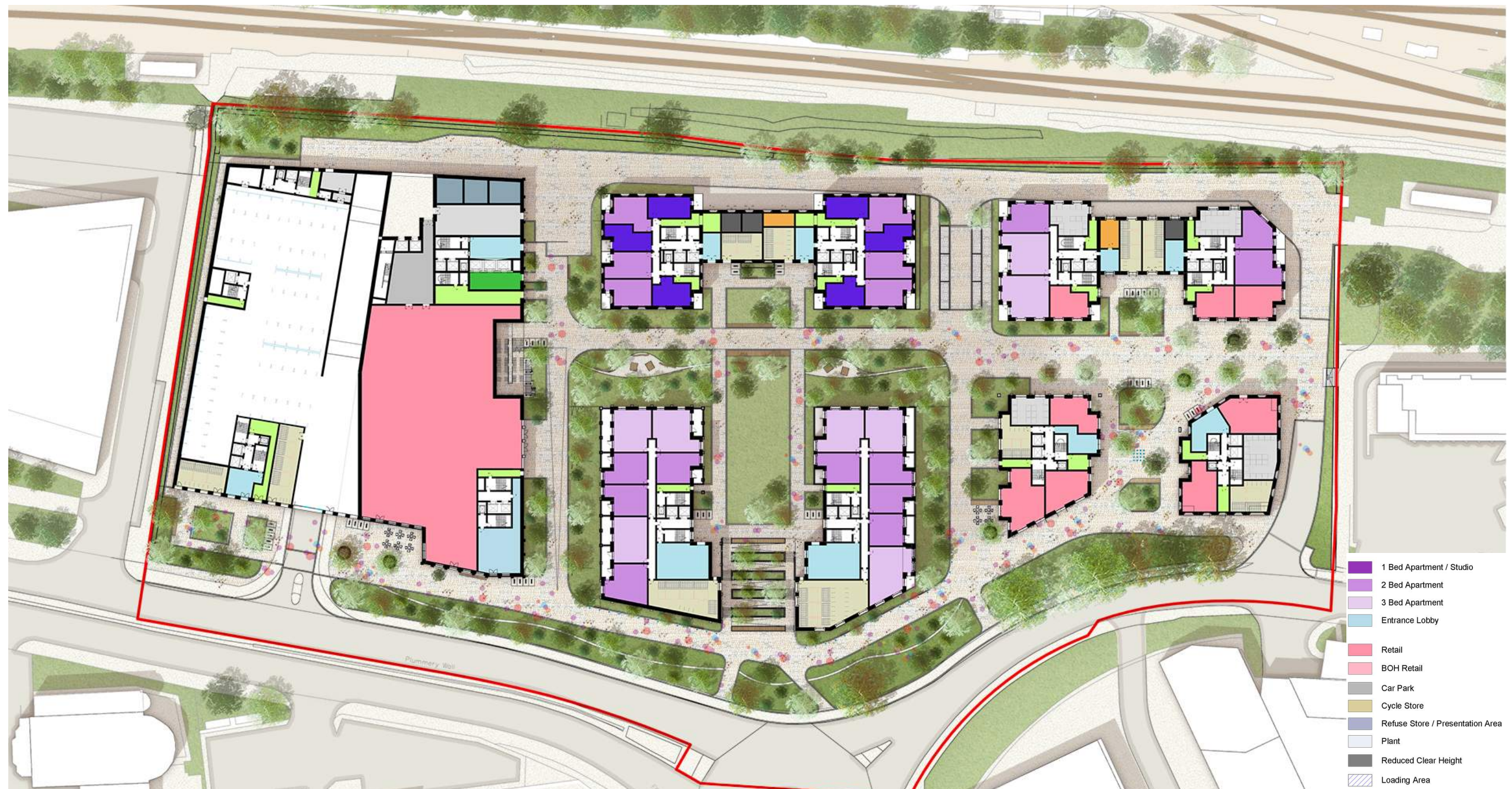
Location	Use	GEA	GIA
Western blocks WB.1, WB.2, WB.3, WB.4	Residential	17,117 sq. m 184,248 sq. ft	14,815 sq. m 159,471 sq. ft
	Commercial	2,042 sq. m 21,981 sq. ft	1,969 sq. m 21,197 sq. ft
Central blocks CB.1, CB.2, CB.3, CB.4	Residential	29,905 sq. m 321,889 sq. ft	26,094 sq. m 280,871 sq. ft
	Commercial	N/A N/A	N/A N/A
Eastern blocks EB.1, EB.2, EB.3, EB.4	Residential	19,471 sq. m 209,576 sq. ft	16,834 sq. m 181,206 sq.ft
	Commercial	655 sq. m 7,050 sq. ft	542 sq. m 5827 sq. ft
Basement	Car Park, plant, refuse	11,739 sq. m 126,357 sq. ft	11,388 sq. m 122,579 sq.ft
Total Residential	Residential (including basement)	78,210 sq. m 841,838 sq. ft	69,112 sq. m 743,922 sq.ft
Total Commercial	Commercial (including basement)	4,931 sq. m 53,075 sq. ft	4,653 sq. m 50,077 sq. ft
Total Residential & Commercial		83,140 sq. m 894,909 sq. ft	73,784 sq.m 794,202 sq. ft

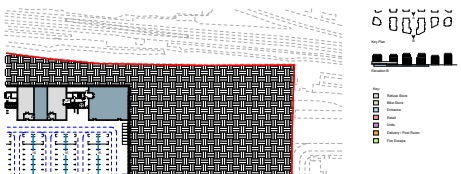
Illustrative Scheme, GEA, GIA

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4.10 Illustrative Plans

4.10.1 Ground Floor Plan





4.10.2 Basement Floor Plan

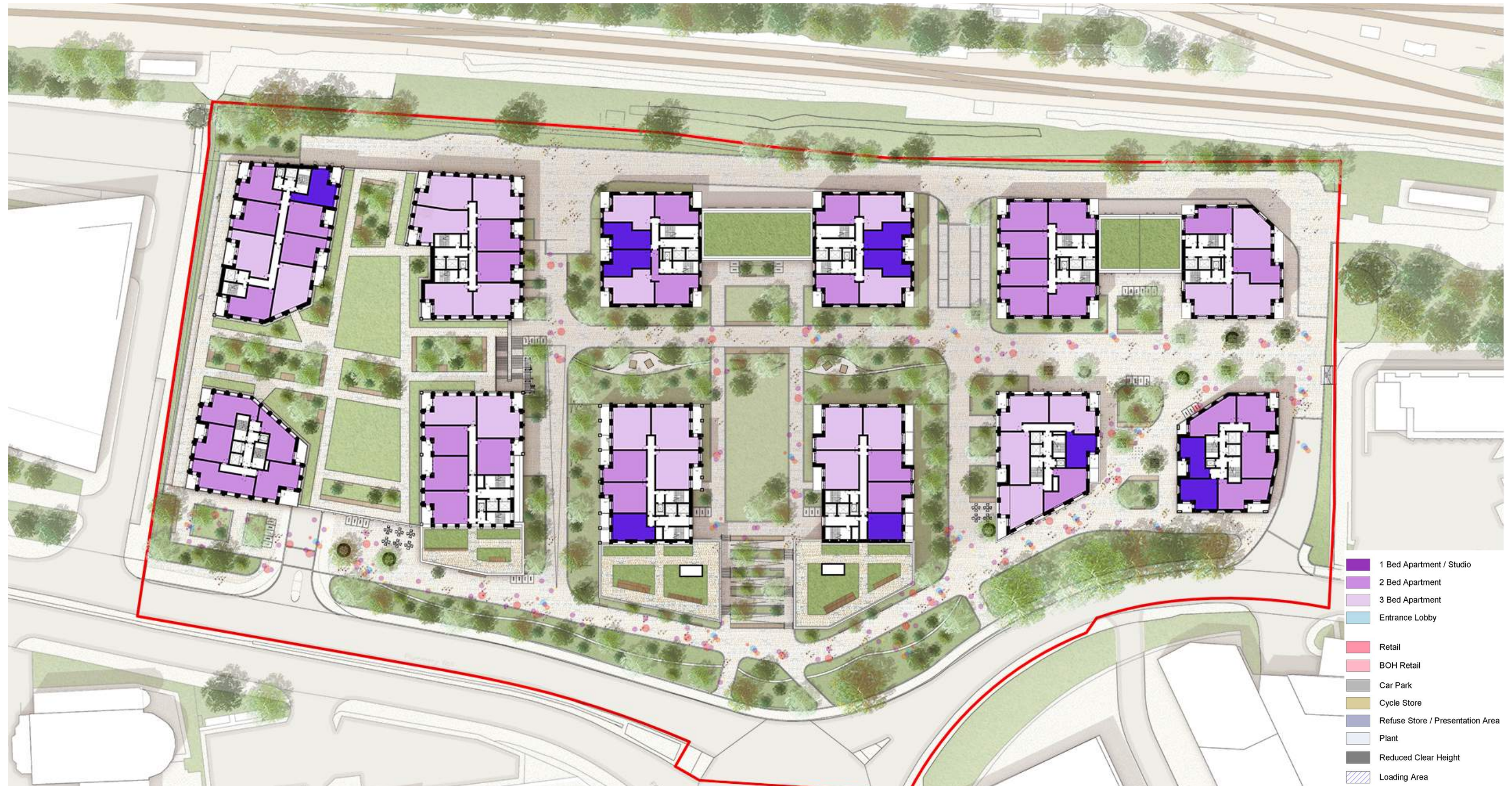


4.10 Illustrative Plans

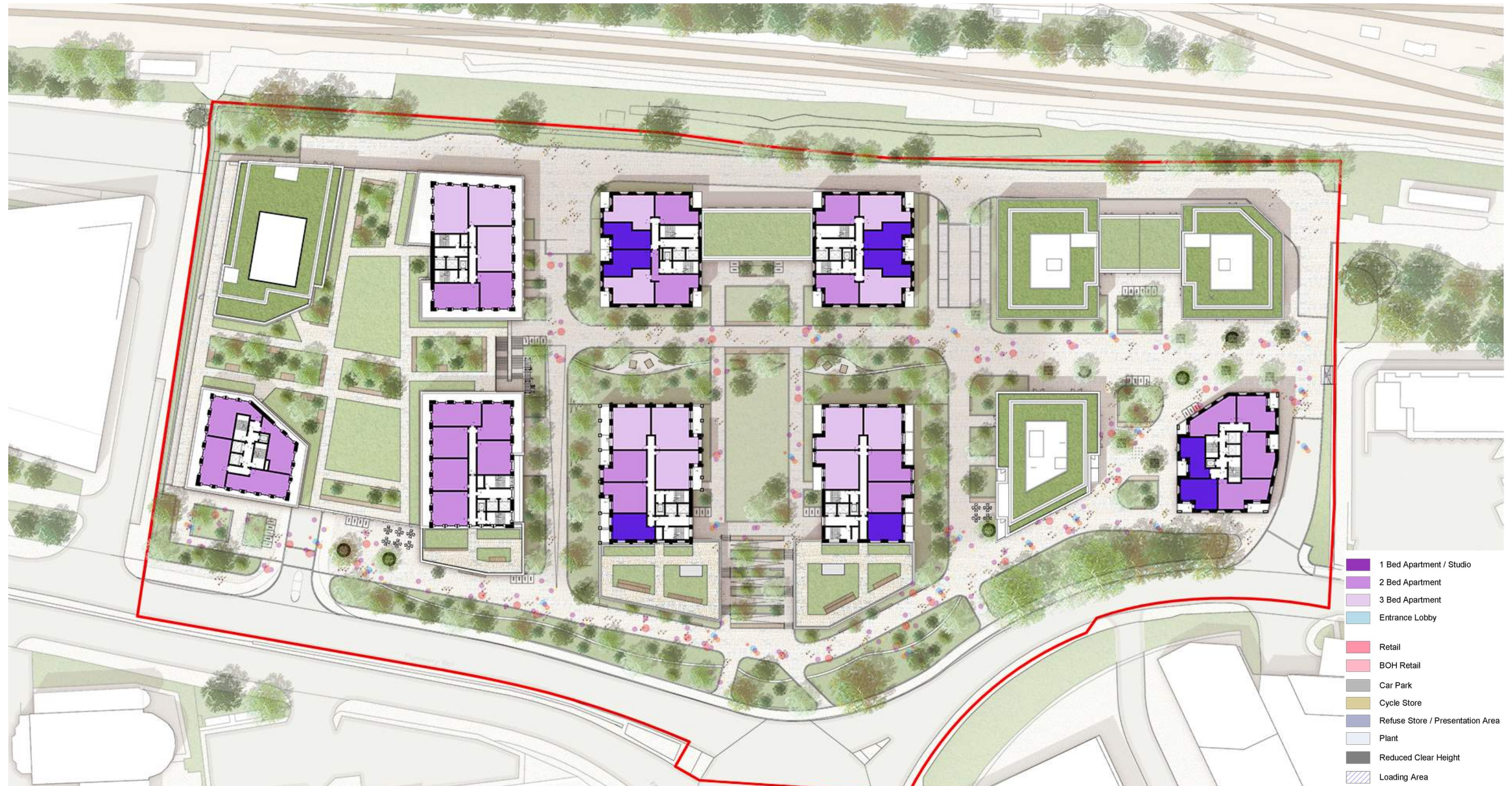
4.10.3 Typical Floor Plan



4.10.4 Typical Floor Plan - Upper Levels

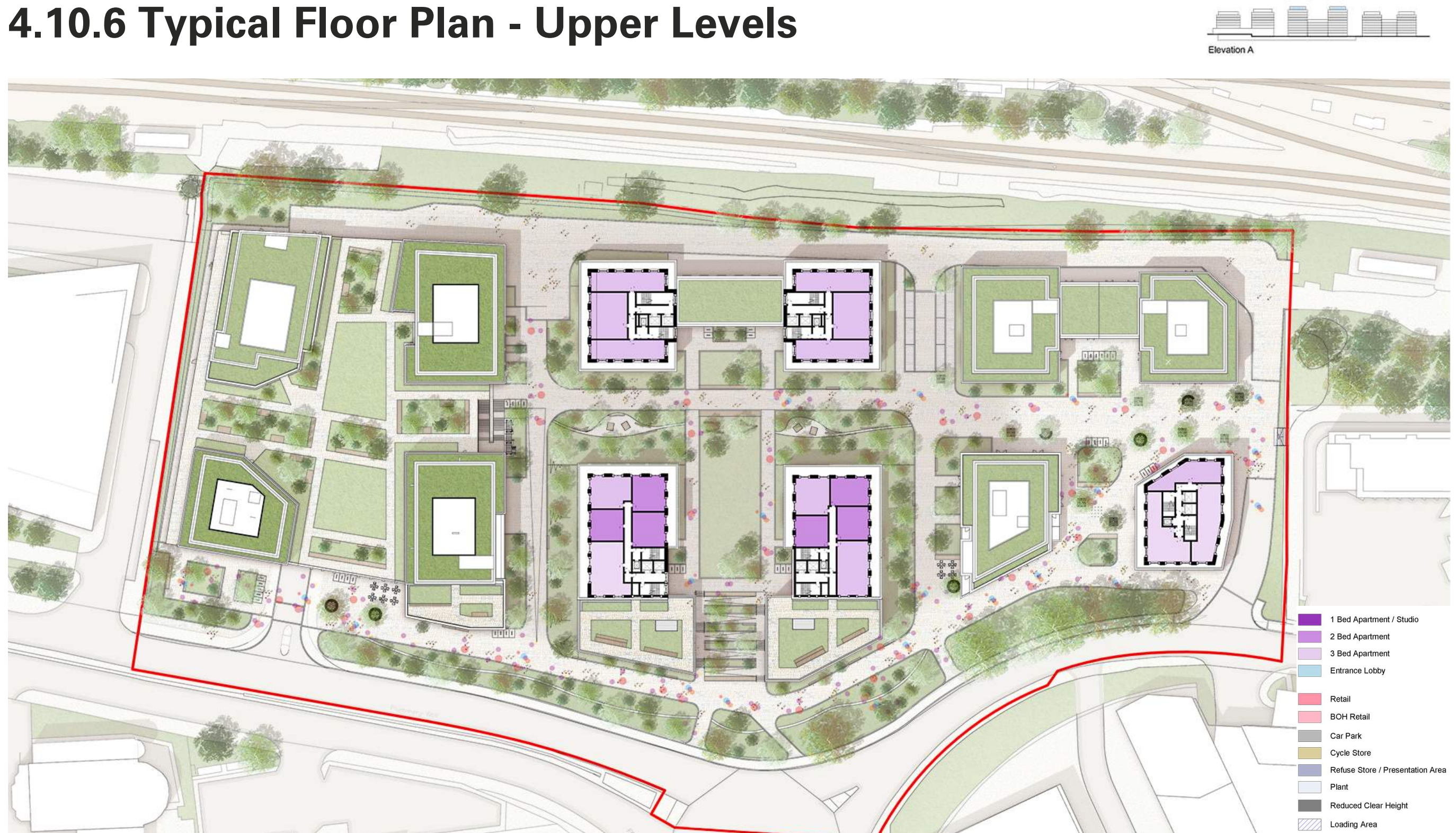


4.10.5 Typical Floor Plan - Upper Levels

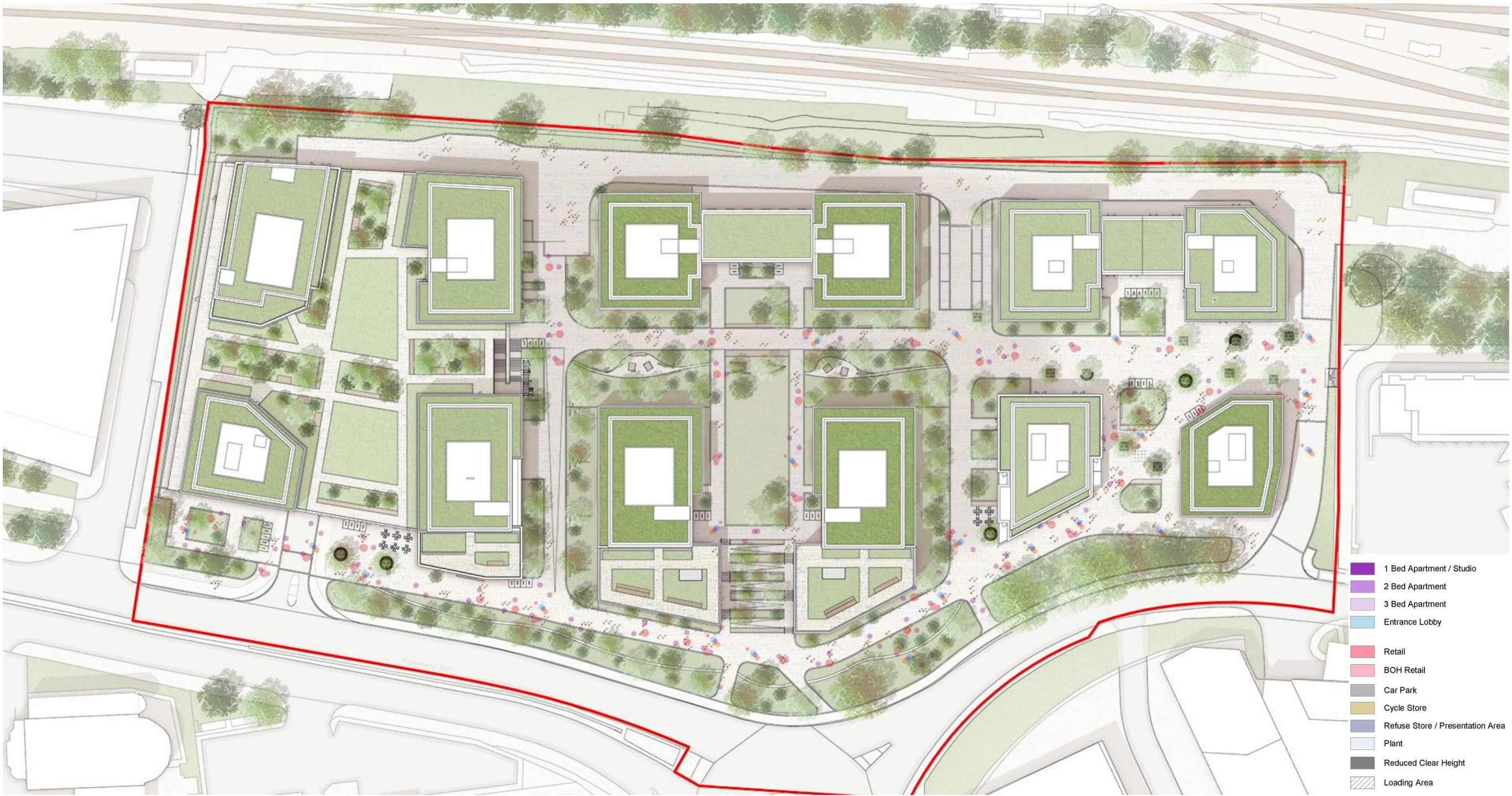


4.10 Illustrative Plans

4.10.6 Typical Floor Plan - Upper Levels



4.10.7 Roof Plan



4.11 Illustrative Views



Existing View of the site



Proposed Illustrative Scheme aerial view