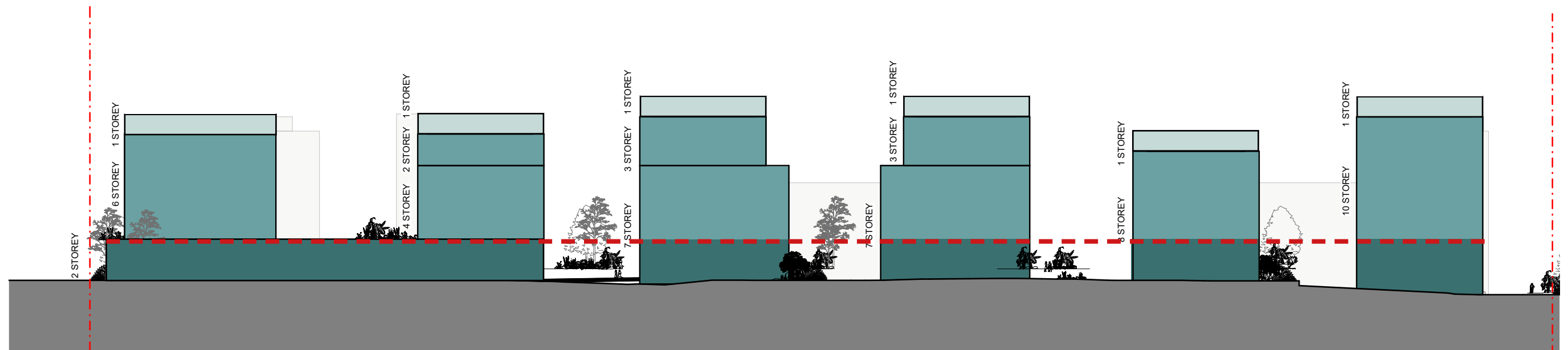
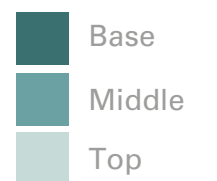




Illustrative Elevational Principles - Base / Middle / Top



4.6 Materiality

4.6.1 Reading Vernacular - Architectural Bay & Corner Geometry

Bay windows are a popular design element within Reading's architectural vernacular, offering a unique and attractive feature to many heritage buildings. A traditional bay window typically consists of three or more windows set at an angle, projecting outwards from the main façade of the building. These windows can be found in various styles, including Victorian, Georgian, and as a modern interpretation as part of the emerging vernacular, and can range from small and simple to large and ornate.

The design of bay windows in Reading is often influenced by the surrounding architecture, with many buildings featuring a traditional aesthetic which is born out of the town's rich history. The use of masonry materials can add texture and depth to the design, while decorative elements like corbels, mouldings, and columns can enhance the visual appeal of the window.

Overall, the design of bay windows in Reading continues to evolve and adapt to the changing needs and preferences of the community, while still preserving the unique character and history of the town.

The proposed design offers a modern interpretation of Reading's masonry bay window. This design approach presents a chance to incorporate clean lines, innovative glazing solutions, and sustainable design elements to enhance the visual appeal and functionality of the building. By focusing on the use of space, daylight, and unique interior and exterior environments, a modern interpretation of the bay window can create a distinctive living experience for residents, as well as visitors viewing the buildings from the proposed public realm, whilst stitching in the proposals as part of the wider Reading vernacular.



Reading Masonry Vernacular - Existing and Heritage Photographs of Masonry Studies



Illustrative Masonry Options

Masonry patterns and tonal variety inspired by surrounding Reading context

4.6 Materiality

4.6.2 Textures at Ground Floor

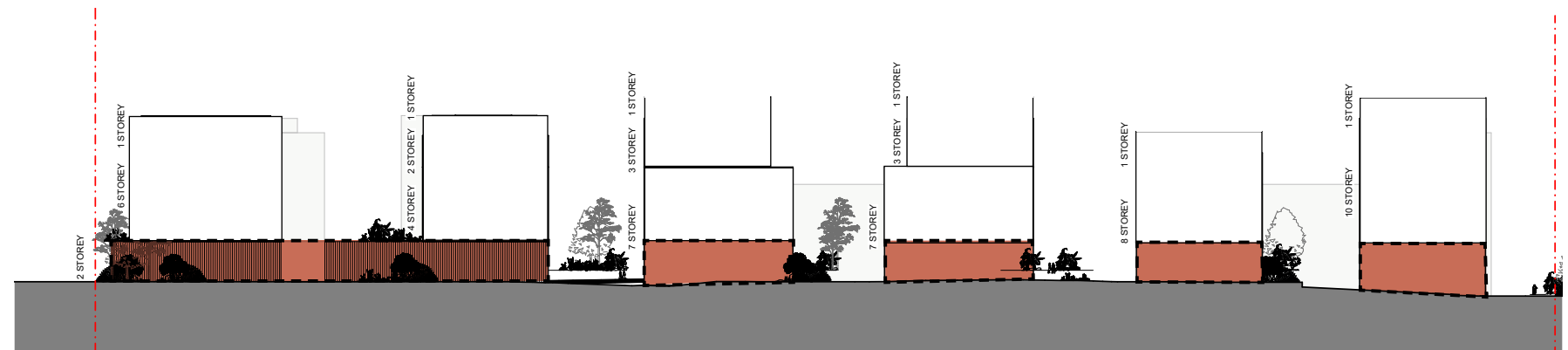
At the ground floor level of the proposed KMV OPA, the use of masonry brickwork will be enforced as a prominent design feature, with the texture and appearance of the brickwork being carefully selected to create a sense of depth and visual interest.

As the first point of contact for pedestrians and visitors to the development, the masonry brickwork will provide a warm and inviting aesthetic that will contribute to the overall character of the buildings, for both residential and commercial frontages.

To ensure that the texture of the brickwork is a key component of the design, a variety of brick sizes and colours will be encouraged to create a sense of dynamism and visual intrigue. The bricks can be laid in a variety of patterns, such as stack bond or Flemish bond, to add further depth and interest to the facade.

Additionally, careful consideration will be given to the pointing and jointing of the masonry to further enhance its texture and character. The aim is to create a sense of craftsmanship and attention to detail, which will be reflected in the overall quality of the development.

Further information on materiality and brickwork can be found in The Design Codes.



Illustrative Elevational Principles - Ground Floor Textural Masonry Opportunities



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

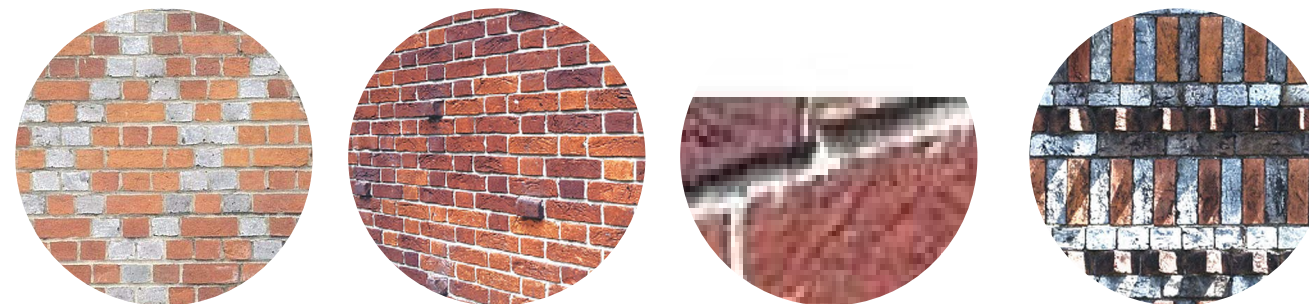
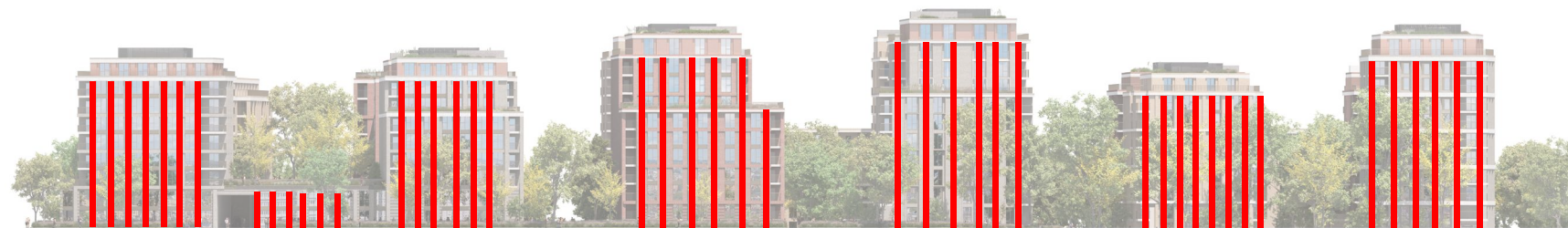
4.6 Materiality

4.6.3 Opportunities for Special Brickwork

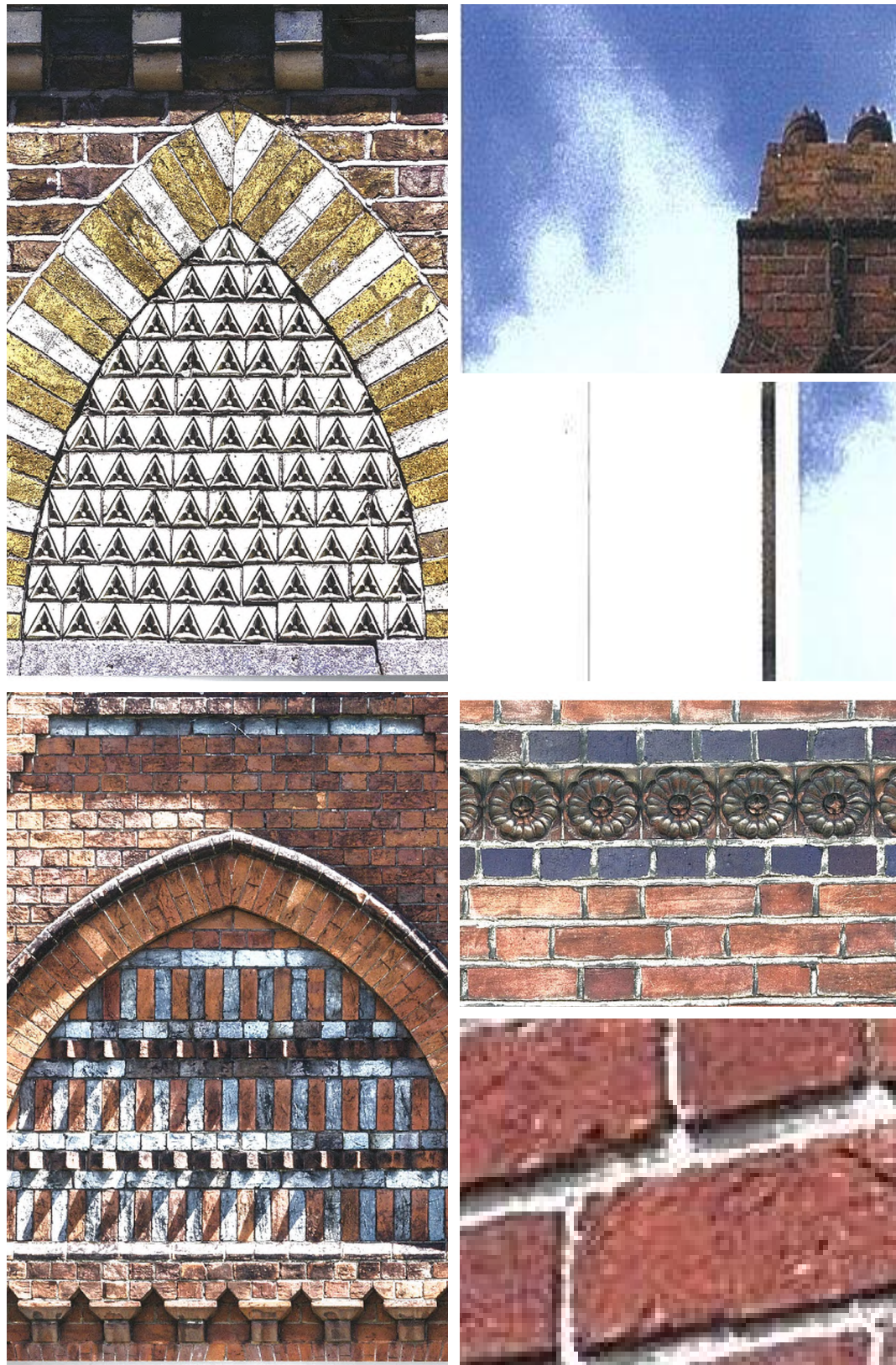
Reading has a rich history of masonry design, with decorative brickwork patterns being a prominent feature of the town's architecture. From Victorian terraces to Edwardian mansions, many buildings in Reading showcase intricate brickwork details that add character and charm to the town's streetscape. 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.

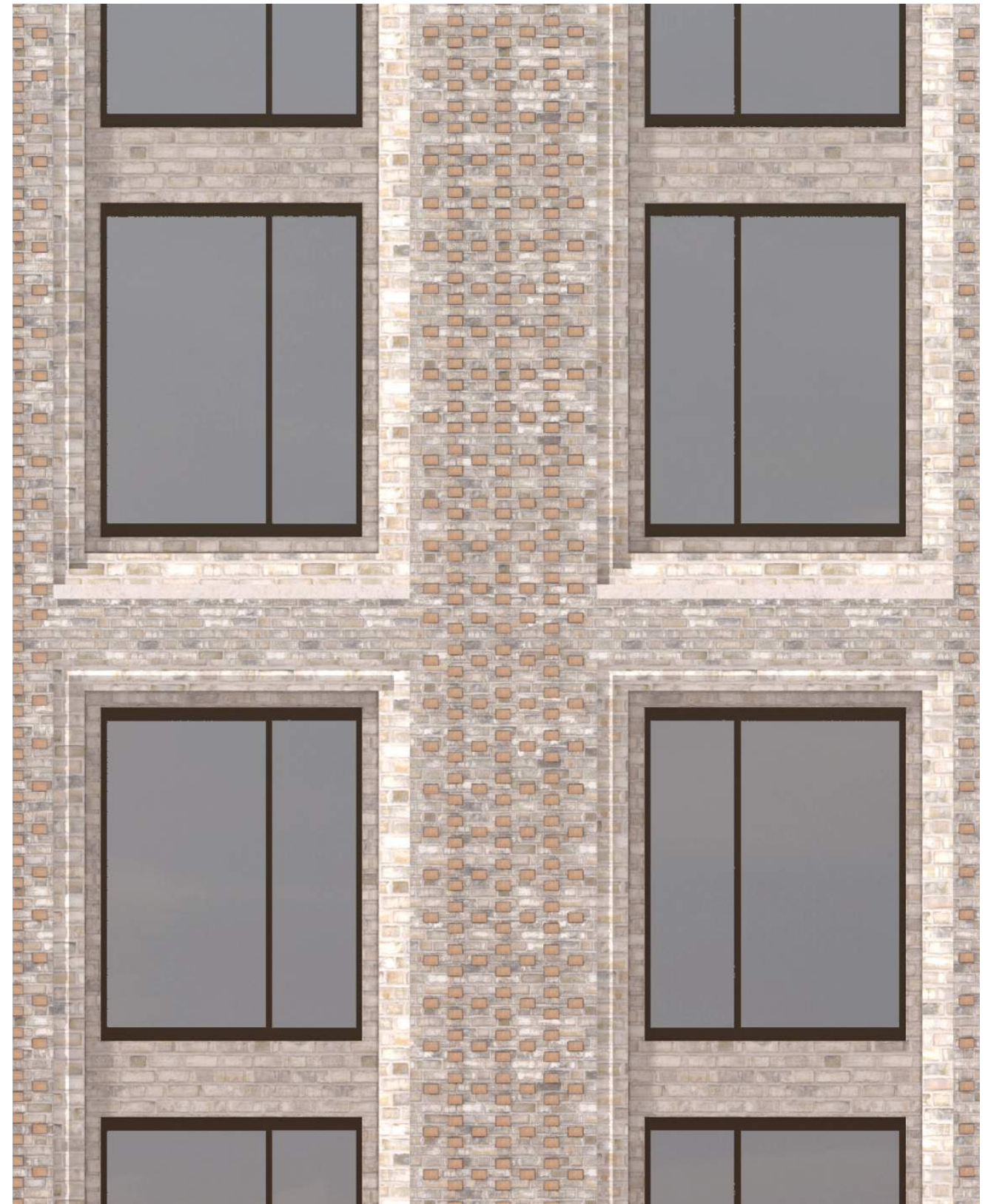
Incorporating decorative masonry patterns into modern buildings can add texture, depth, and character to the facade. For instance, intricate brickwork patterns can be used to create a focal point on the building's exterior or to add subtle details to the façade to accentuate elements of the façade. A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