

PLOT B AND C AMENITY

The podium garden is the main communal amenity for residents. The space serves both as residents' garden as well as principal access from the main entrance to the lift cores of each quarter.

The level of security provided by the podium access enables provision of safe playspace for residents.

Upper level roofs that result from the fragmentation of the initial parameter massing are suitable for use as roof gardens.

The provision of outdoor amenity should comply with the guidelines set out in the relevant planning documents.



6. ILLUSTRATIVE CONCEPT

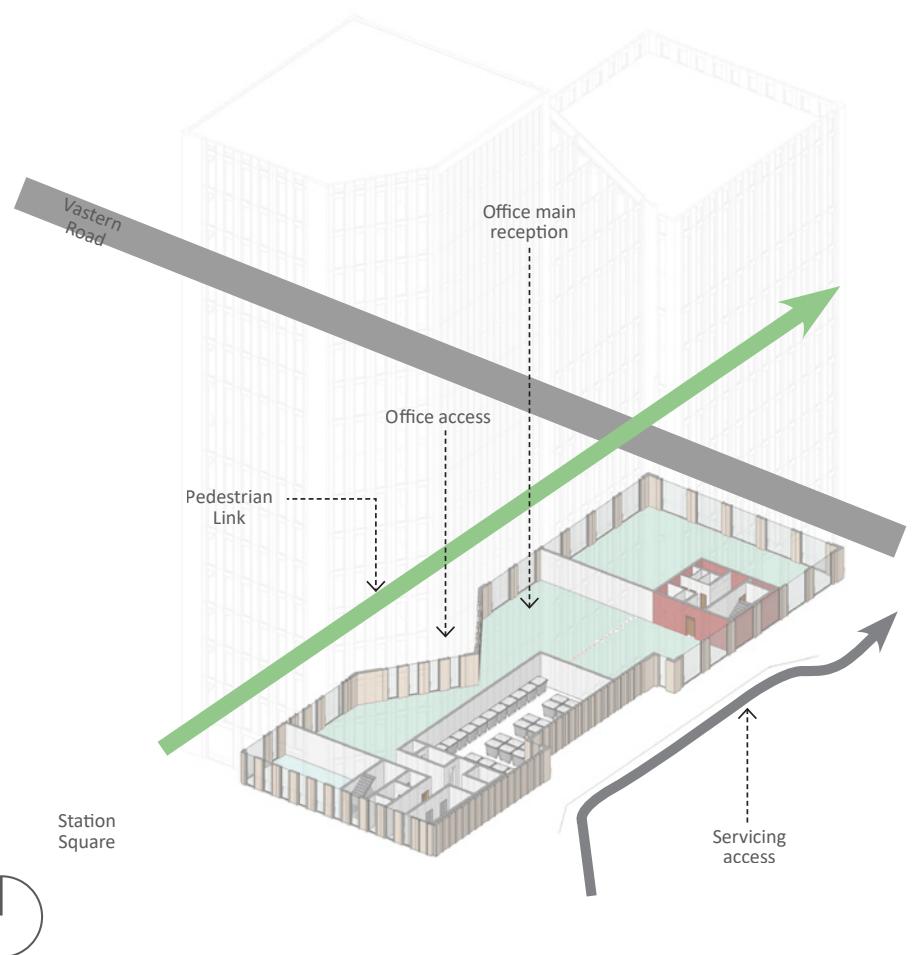
6.4 DESIGN DEVELOPMENT BY PLOT

PLOT D ACCESS

Office use is proposed on Plot D, in a prominent location in terms of visibility and access.

The main access is via the pedestrian link.

Facing Station Square and Vastern road, the main proposed uses on ground floor are commercial/retail.

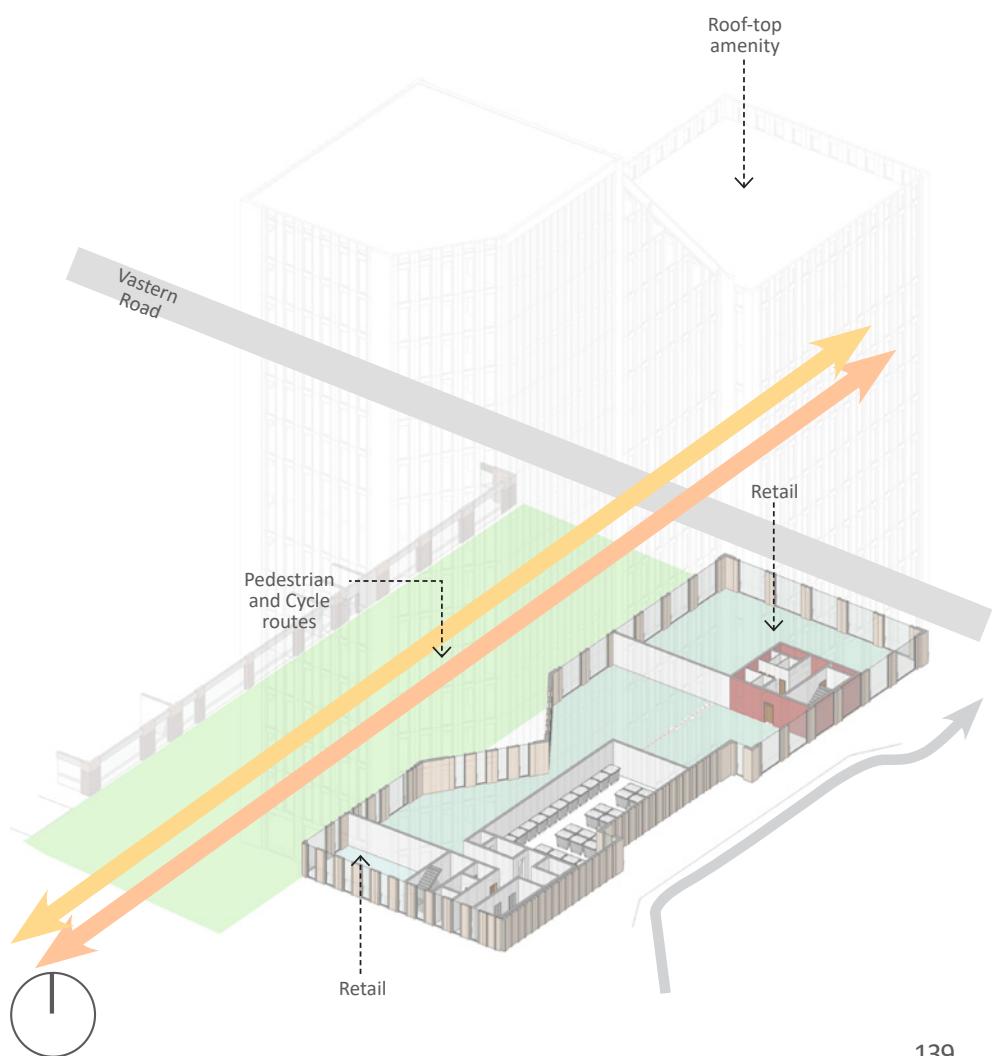


PLOT D AMENITY

The office users will access the public pedestrian link and the retail uses provided on the plot as well as those proposed on the other plots located in proximity to the scheme, especially on Plot C.

The pedestrian link is designed to continue the pedestrian and cycle route from Caversham, through the SSE site towards the South of Reading/Reading town centre, making the office location highly connected.

Additional office outdoor amenity is provided as a roof terrace on the 12th floor facing Vastern Road.



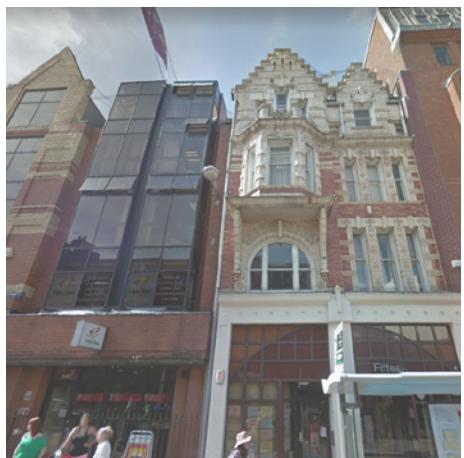
6. ILLUSTRATIVE CONCEPT

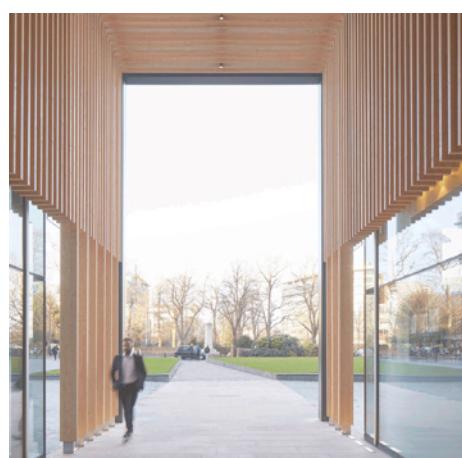
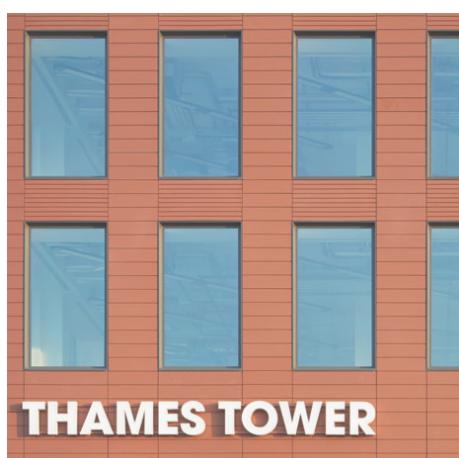
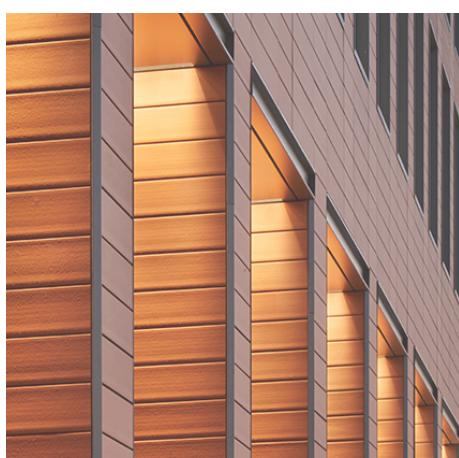
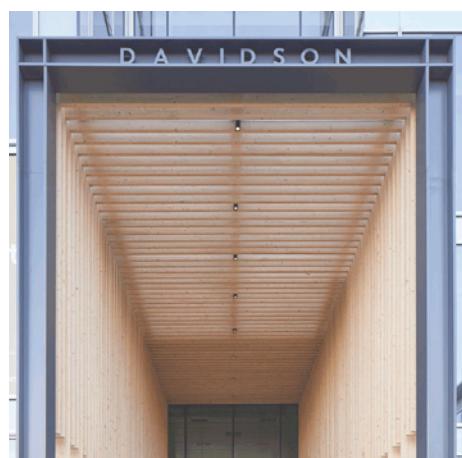
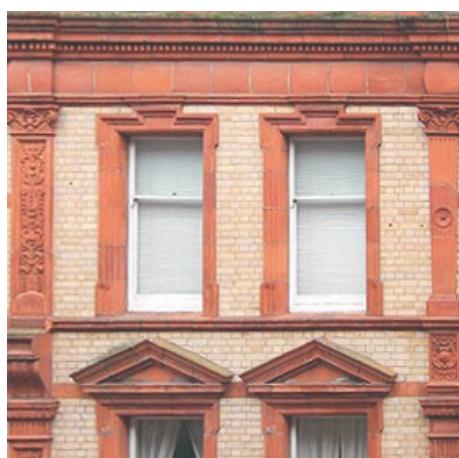
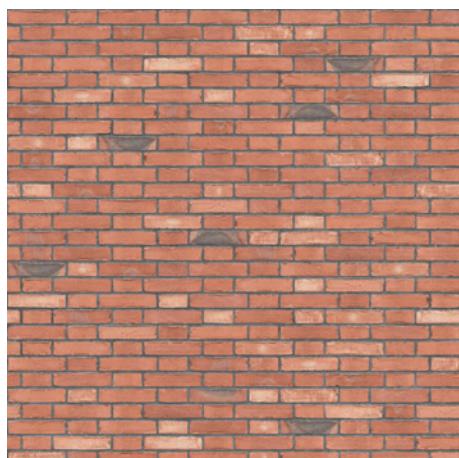
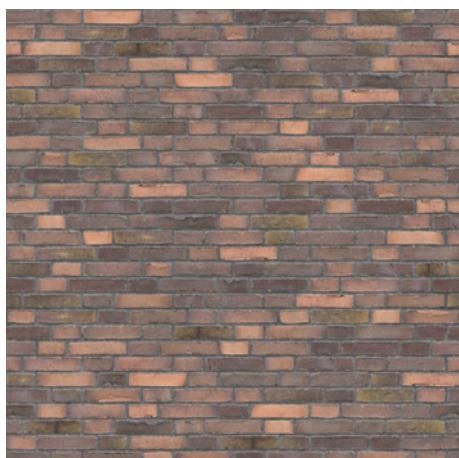
6.5 DESIGN DEVELOPMENT

LOCAL PRECEDENTS

Local precedents inform the design development for the proposed scheme.

A particular focus was given to materiality and proportions. Both contemporary and older examples were considered.





6. ILLUSTRATIVE CONCEPT

6.5 DESIGN DEVELOPMENT

LOCAL CHARACTER ANALYSIS

The Illustrative Scheme seeks to achieve a contemporary architectural language which responds to the articulation, materiality, coloration, and proportions of the local context.

Queen Victoria Street was taken as the inspiration for this exercise due to its iconic character in Reading's visual identity.

The ground level expression is typically a framed system - presenting active frontage, shop fronts, and restaurants. Most of this frontage is glazed. The Upper floors are 2/3 of the proportion of the Ground Floor. The top floor presents generous bay structures that dominate the proportions of the lower floors through height and detail.



A photographic analysis reveals that red brick accents and strong contrasts have prevalence.

The buildings are predominantly solid, with strong vertical and horizontal lines over a light brick background.

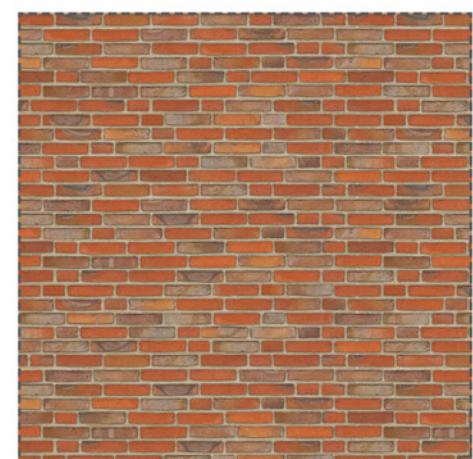
Glazing
~20%



Light Brick
~30%



Red Brick
~50%



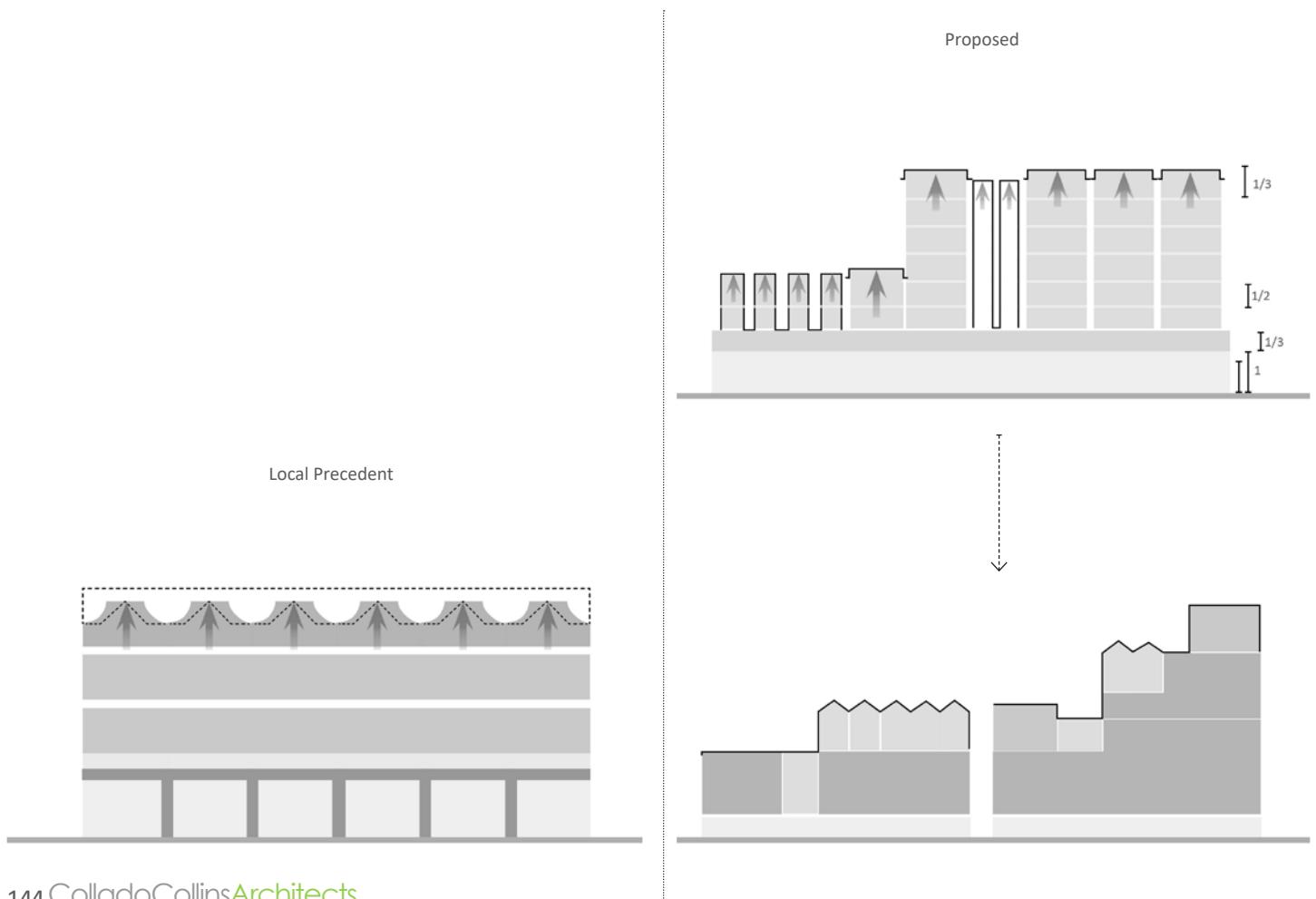
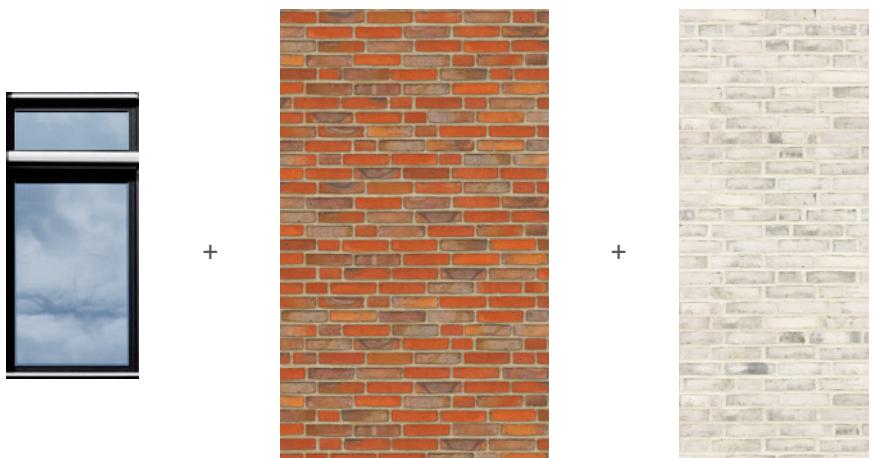
6. ILLUSTRATIVE CONCEPT

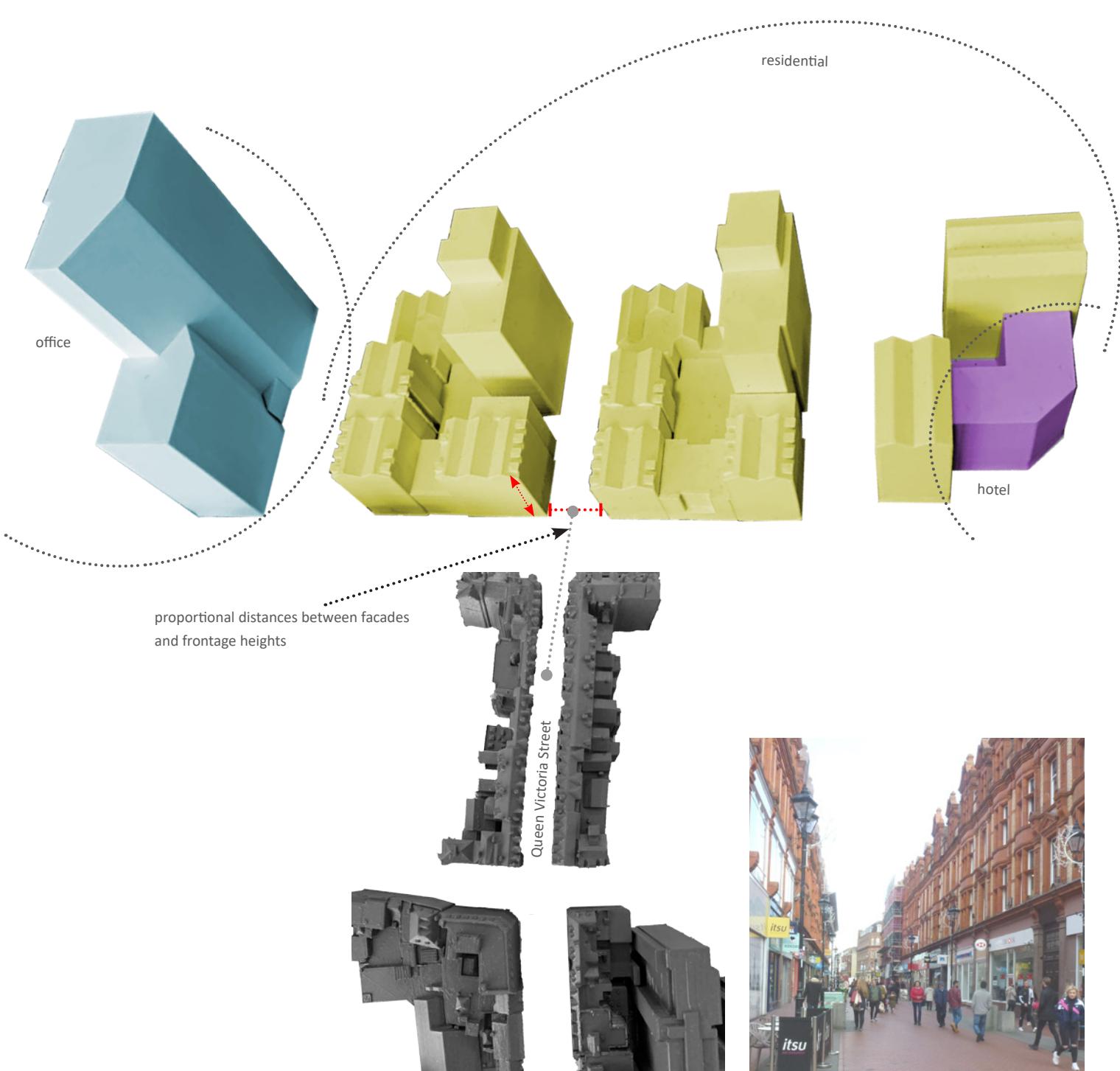
6.5 DESIGN DEVELOPMENT

PROPORTIONS AND REPETITION

The articulation and proportions of the local context were assessed and are re-interpreted in the design of the Illustrative Scheme.

The roofscape follows the character observed in the centre of Reading and translates this into a contemporary design, with prominent gables connected to pitched roofs. These create a strong visual appearance marked by verticality and repetition.

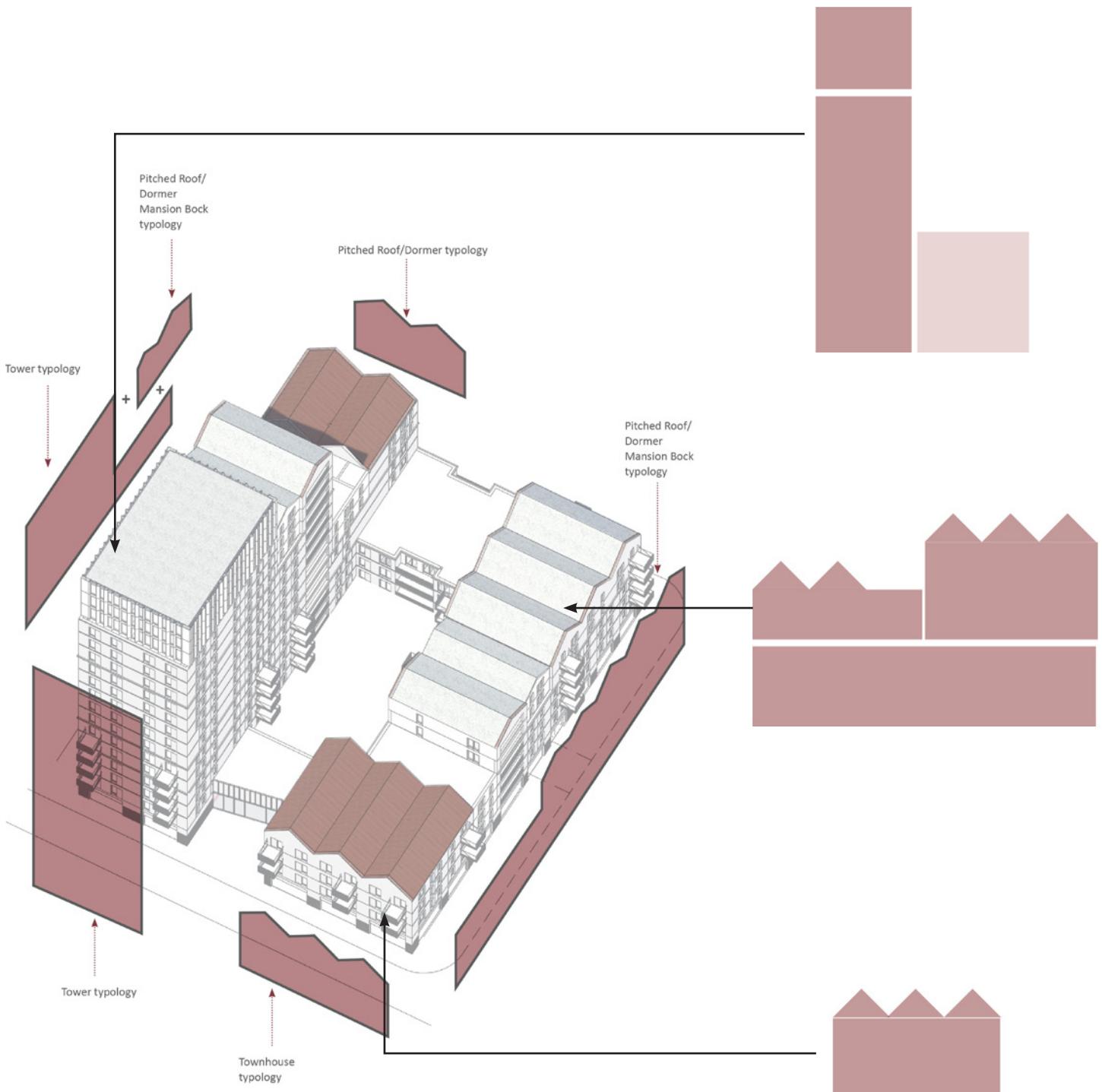


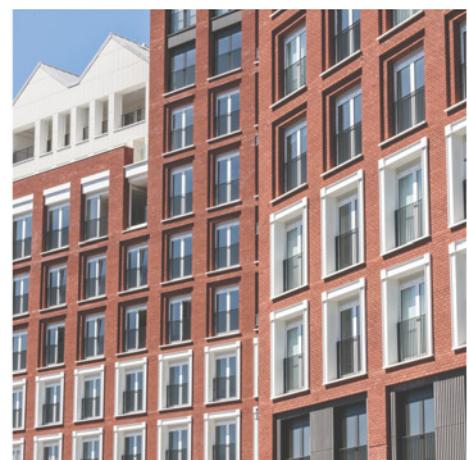
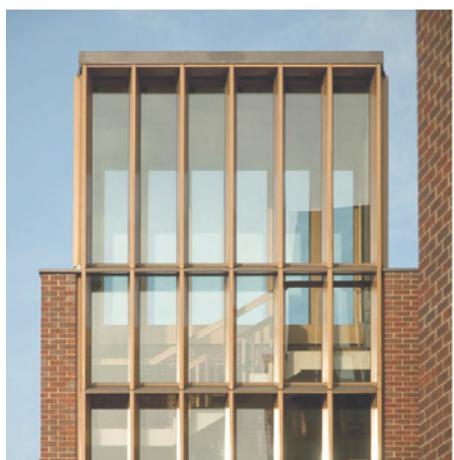


6. ILLUSTRATIVE CONCEPT

6.5 DESIGN DEVELOPMENT

MORPHOLOGY - ROOFS





6. ILLUSTRATIVE CONCEPT

6.6 ILLUSTRATIVE ELEVATIONS

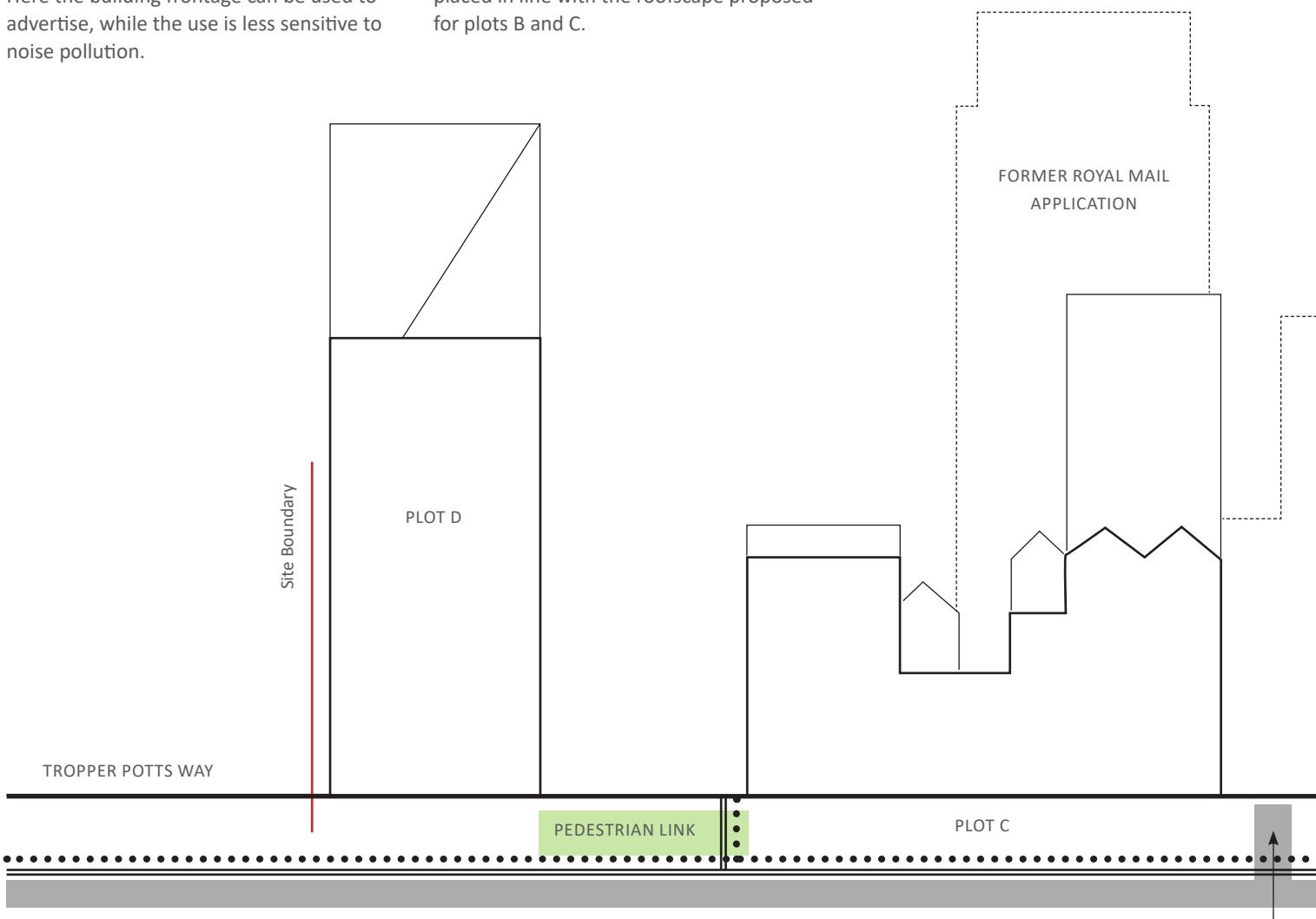
PLOT A - VASTERN ROAD

Plot A wraps around the site's corner facing the busy junction between Caversham Road and Vastern Road. The location is considered appropriate for hotel accomodation.

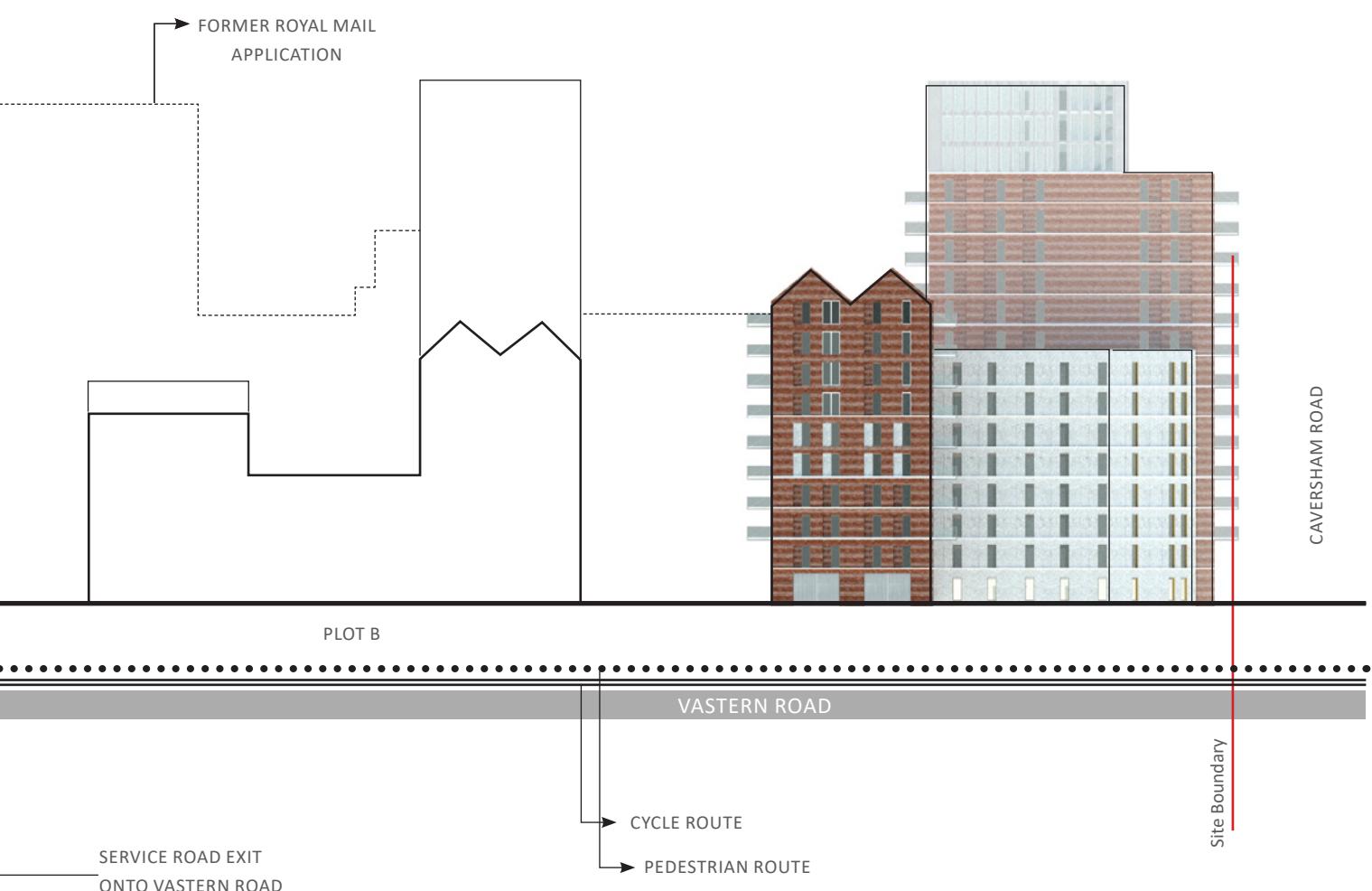
Here the building frontage can be used to advertise, while the use is less sensitive to noise pollution.

The gateway element is set against the warehouses opposite Vastern Road and in line with the other proposed tall buildings facing the Avenue on plots B and C.

Facing Vastern road, a taller element is placed in line with the roofscape proposed for plots B and C.



Proposed facade. Caversham Road-Vastern Road junction. Elevation facing Vastern Road



6. ILLUSTRATIVE CONCEPT

6.6 ILLUSTRATIVE ELEVATIONS

PLOTS B AND C - VASTERN ROAD

The frontage of the Perimeter Buildings facing Vastern Road is fragmented to allow for the recommended VSC level to be achieved to the opposite residential properties.

The roofscape is a mix of pitched and flat roofs, which provide a varied array of dormers and terraces accessible for residential amenity.



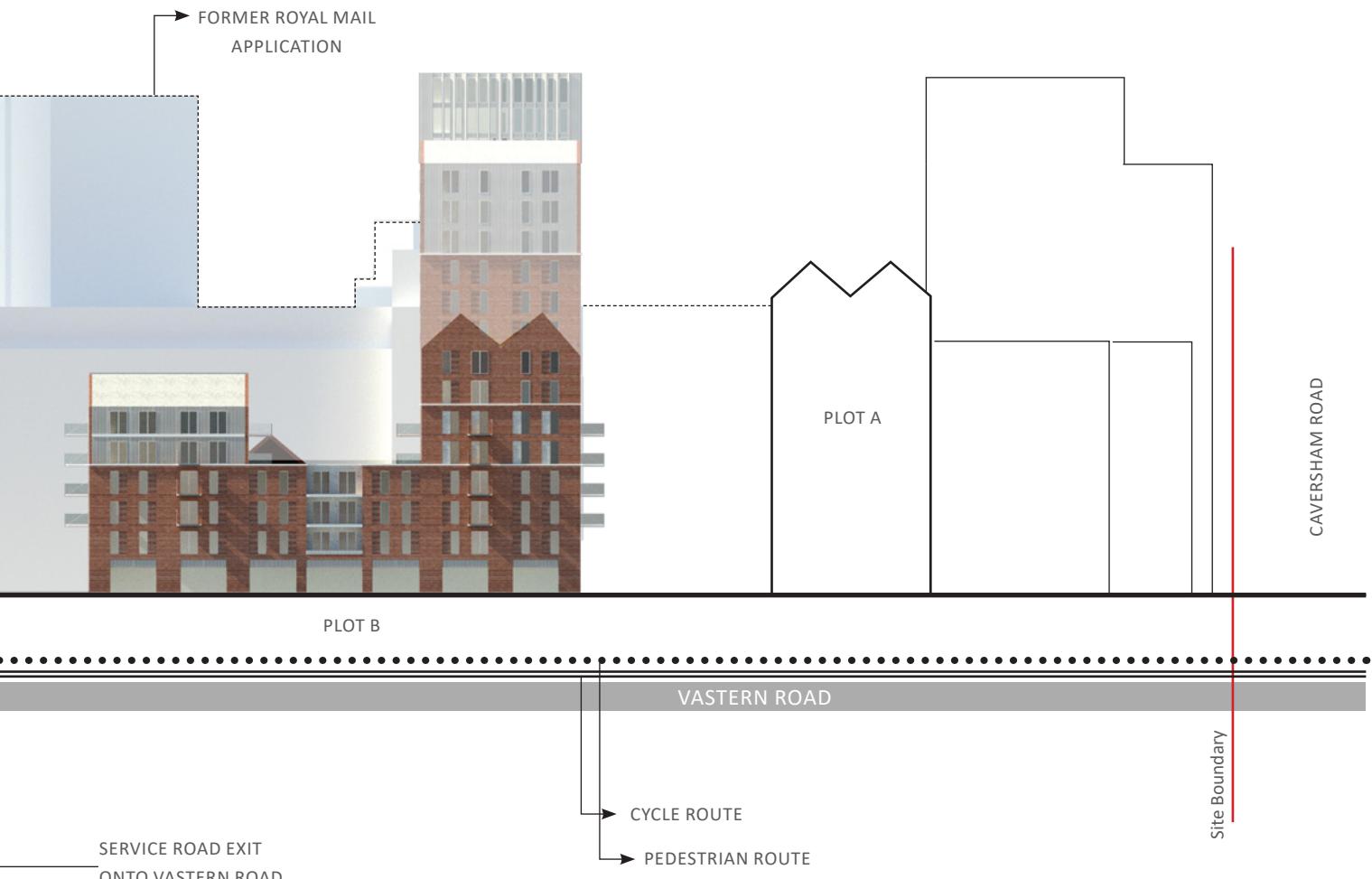


Articulation and materiality are consistently applied to the perimeter blocks to support the integration of all proposed buildings into a homogeneous development.

The gateway elements break the proportion rules set on the rest of the buildings, coming down to the ground. This helps to emphasise their verticality and slenderness.

For the buildings facing the Avenue between the two sites - Former Royal Mail and Reading Station Park - the approach to design proposes a 'townhouse' character on the southern corner which animates the frontage and blends with the wider area's character.

The proposed design mixes the townscape characteristic with the vertical repetition found on the contextual precedent of Queen Victoria Street.



6. ILLUSTRATIVE CONCEPT

6.6 ILLUSTRATIVE ELEVATIONS

PLOT D - VASTERN ROAD

The Landmark building is proposed to serve office use. The scale and use require a different materiality to those used for the other plots. However, the tone and character of the building are required to be complementary to the other three plots, in keeping with the guidelines and requirements set out in the Outline Planning Application.

