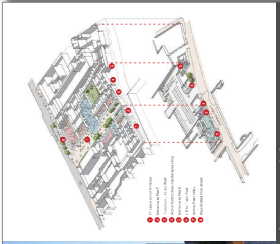
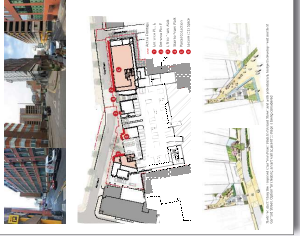


4.CONULTATION & ENGAGEMENT ON DESIGN



Garrard Street Placemaking & Pedestrian Experience

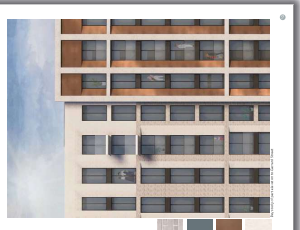
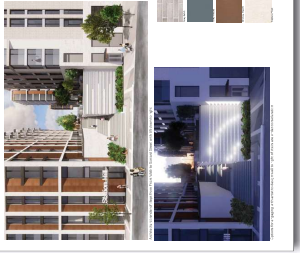
Architectural rendering of the building facade, showing the building's height and the surrounding urban context. The diagram illustrates the building's internal structure, including the ground floor, upper floors, and the roof level. The diagram also shows the building's relationship to the surrounding urban context, including the street and the adjacent building.





Garrard Street Architectural Character

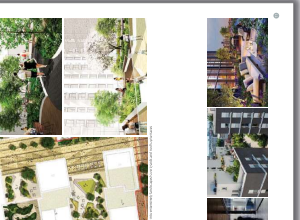
Architectural rendering of the building facade, showing the building's height and the surrounding urban context. The diagram illustrates the building's internal structure, including the ground floor, upper floors, and the roof level. The diagram also shows the building's relationship to the surrounding urban context, including the street and the adjacent building.

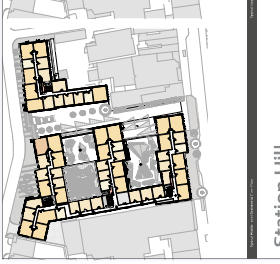




Station Hill Resident Experience

Architectural rendering of the building facade, showing the building's height and the surrounding urban context. The diagram illustrates the building's internal structure, including the ground floor, upper floors, and the roof level. The diagram also shows the building's relationship to the surrounding urban context, including the street and the adjacent building.





Station Hill Resident Experience

Architectural rendering of the building facade, showing the building's height and the surrounding urban context. The diagram illustrates the building's internal structure, including the ground floor, upper floors, and the roof level. The diagram also shows the building's relationship to the surrounding urban context, including the street and the adjacent building.



5

PROPOSALS

5. PROPOSALS

INTRODUCTION

The following section illustrates the key themes set out in the application drawings in terms of site and the building's functional organisation, elevational design, material finishes and detail. It demonstrates how the design strategies illustrated in the previous sections have been developed to create: a high-quality public realm; safe, open spaces; functionally efficient layouts; good quality residential accommodation and good design in line with the requirements of NPPF Section 12, as well as local policies, all to underpin the residents' experience of the new neighbourhood.



5.PROPOSALS

5.1 SITE ORGANISATION

The development has been laid out to provide pedestrian links from Reading train station to Friar Street with a high-quality public realm and a clear hierarchy of legible open spaces. These spaces will feel safe and be well-lit. They will have visibility of the sky; have attractive hard and soft landscaping, and active frontages and be faced by architecture of the highest quality. The retail offer will give the development a distinct identity with a preference for independent outlets that align with the needs of the new residents and the wider Station Hill community.

The organising strategy benefits the wider public and urban context by repairing the active frontage facing to Friar Street, creating a pedestrian-friendly environment, providing a distinct urban and landscaped edge to both Friar Street and Garrard Street, and creating a strong link from the station with a new bridge proposed that will connect Friars Walk to the masterplan area north of Garrard Street.

The revised proposals to Friars Walk will maintain the placemaking narrative of an active, well used, and vibrant mixed-use environment that the vision for Station Hill has set out. The lowered southern courtyard on Plot E provides opportunities for visibility through the retail/amenity uses along from Friars Walk.

Furthermore, the proposal is to add to the mix of uses and activities with the provision of two storey maisonettes at the ground floor of Plot F, with front

