

1.3 MASTERPLAN PRINCIPLES

1.3.4 VEHICULAR ACCESS

Station Hill sits adjacent to Reading Station, a key transport hub. Its position and status will be further enhanced with the delivery of Crossrail. Located directly to the south of the station, the Station Hill North podium will predominantly consist of parking and services. Access will be provided from Greyfriars Road and Garrard Street. Taxi provision will be available at the improved taxi rank on Station Hill. A managed central loading area within the podium will consolidate service provision to most buildings. Allowance has been made for a number of off-street bays for drop-offs and ad-hoc servicing.



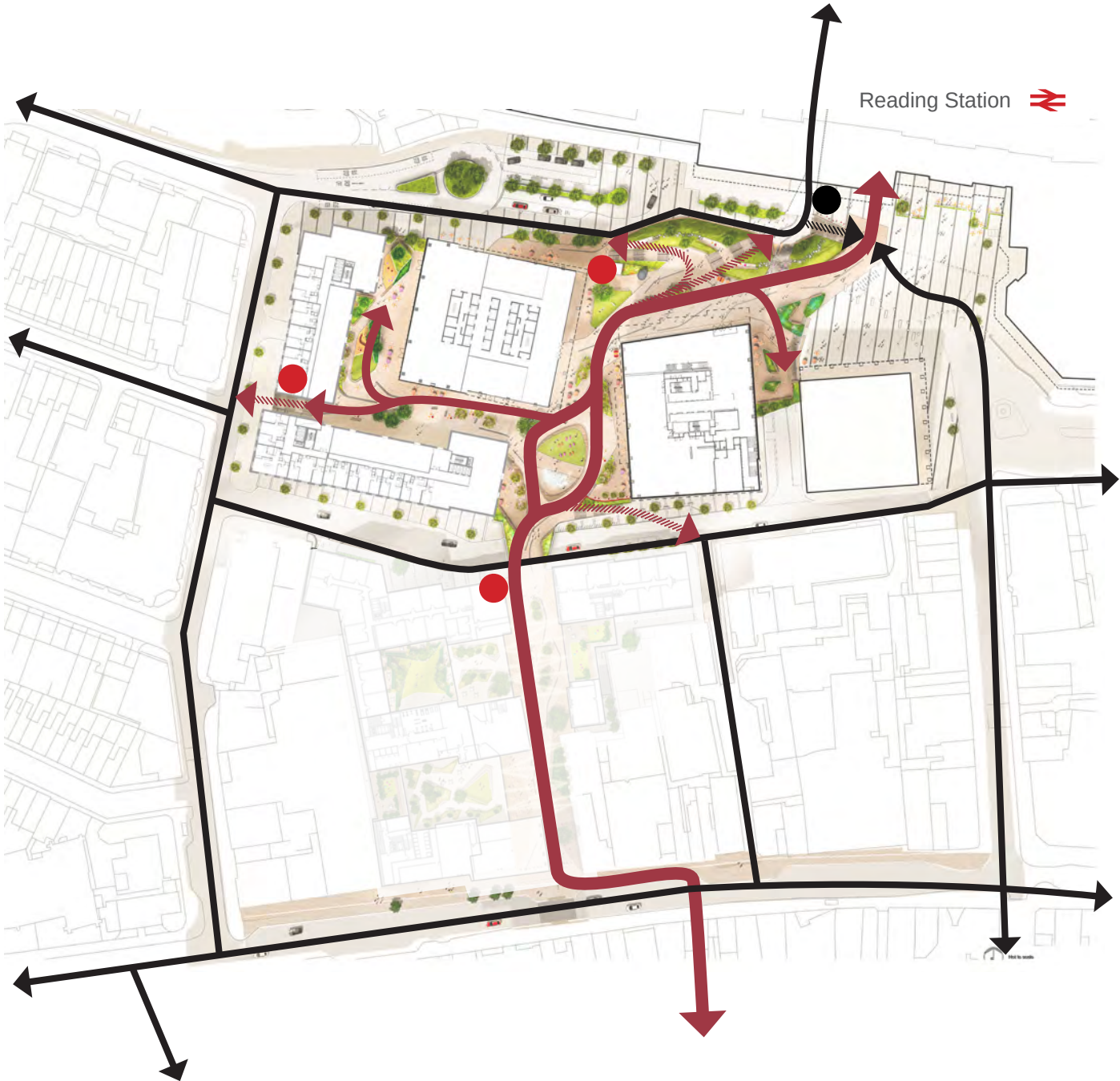
- ➡ Main vehicular routes (at street level)
- Existing taxi rank reconfigured (at street level)
- Drop off, off-street bay (at street level)
- Parking entrances (at street level)
- Loading entrance (at street level)

1.3 MASTERPLAN PRINCIPLES

1.3.5 PEDESTRIAN EXPERIENCE

The public realm of the scheme is designed to be accessible and usable for all users including pedestrians and cyclists. The new public realm will maximise links and permeability through the site. The level access from the station to Friar Street is a key differentiator from the previous application.

The routes through the site are activated by public amenity spaces and landscaped areas. Thoughtful details such as Wi-Fi charging points, water fountains and ample seating improve the pedestrian experience and increase pedestrian footfall.



- ← Main routes (at plaza level)
- ← Secondary routes (at plaza level)
- ← Stepped access (between street and plaza)
- ← Peripheral circulation (street level)
- Step free access – Existing ramp (between street and plaza)
- Step free access – Proposed lift (between street and plaza)

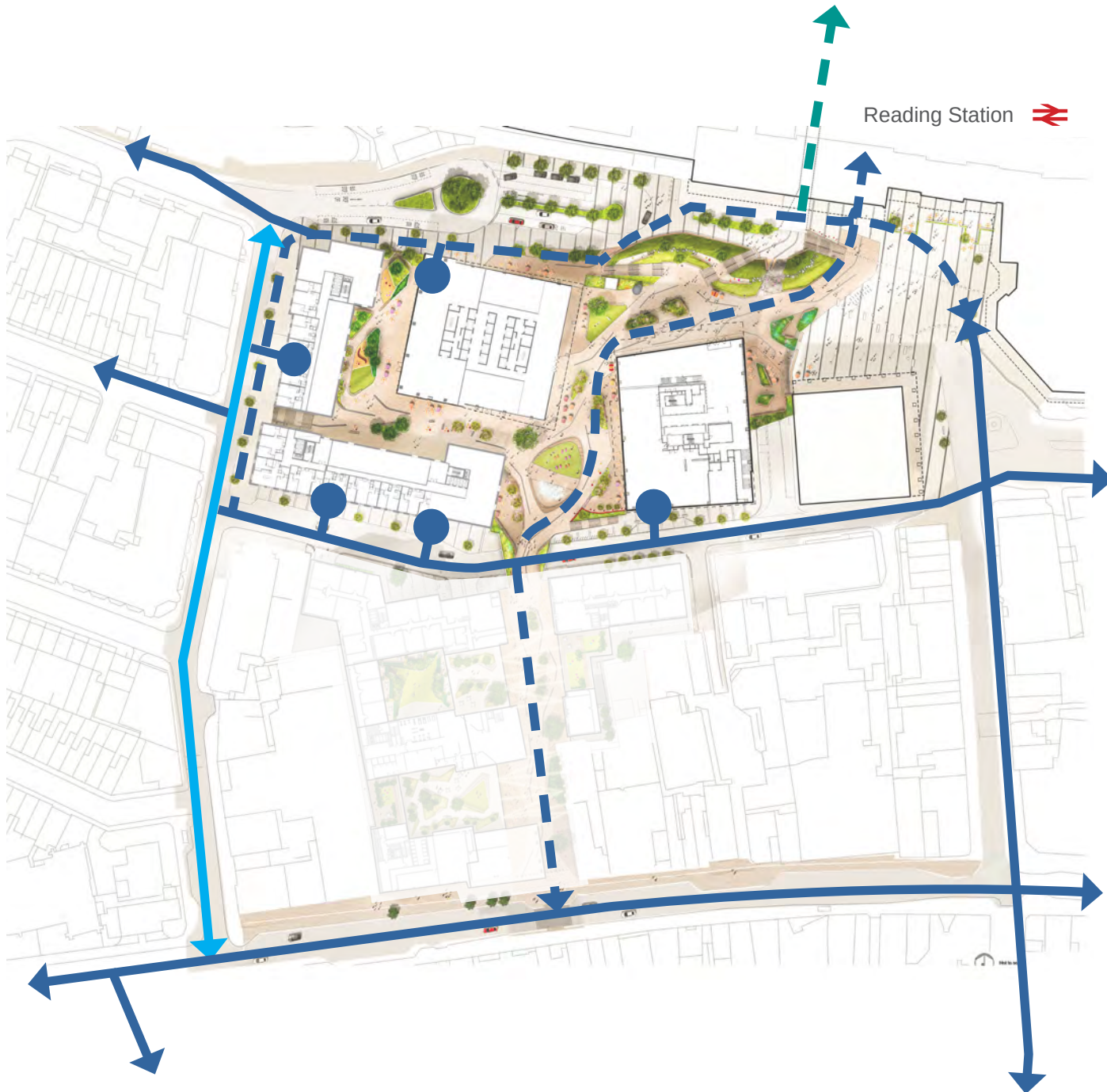
1.3.6 CYCLE ACCESS

Cycling is very much encouraged as a means of transportation to and from the scheme. Cycle stores are distributed across the scheme and within each of the individual plots. Signage and wayfinding will facilitate navigation.

The proposed north-south connection from Reading Station through the development is to be designed as a shared pedestrian / cyclist environment that will be used for casual / slow cycling. Other shared pedestrian environments include Station Hill and Greyfriars Road.

A dedicated cycle route that allows for commuter cycling will be located on Greyfriars Road.

Cycle hubs, cafés and service points will be carefully integrated.



- ← Designated cycle routes for commuter cycling (at street level)
- ← Shared vehicular and cycle routes (at street level)
- ← Shared pedestrian and cycle routes
- ← Potential cycle route through tunnel to be confirmed and provided by RBC
- Private cycle store entrance

1.3 MASTERPLAN PRINCIPLES

1.3.7 PLACEMAKING & PUBLIC ART STRATEGY

Placemaking

A place is a product of many things. Done properly, placemaking should bring ambition, design and management into a clear, harmonious vision.

Buildings can be transformed into vibrant urban spaces that enhance well-being and offer pleasure and inspiration. A place's success is measured by improved lives and happiness as much as by the scale of the commercial return.

Station Hill has the potential to become an exemplary development showcasing a new way of developing and a blueprint for the future.

Like the ever changing city around it, the delivery of Station Hill will be a journey that grows and develops. As Station Hill is delivered in phases, its placemaking strategy will evolve to as well to remain relevant to Reading.

A Place for Everyone

A place comes to life thanks to the people who use it. At Station Hill a focus on people is driving the creation of this new development. We are creating an inclusive community where human experience is front and centre. Finding connection points to bring those who are new to Reading into contact with long-standing local communities and interest groups helps ensure the this new community blends with the larger community of Reading.

The end result will be more than just another development but something of real, long term value with a place for everyone.

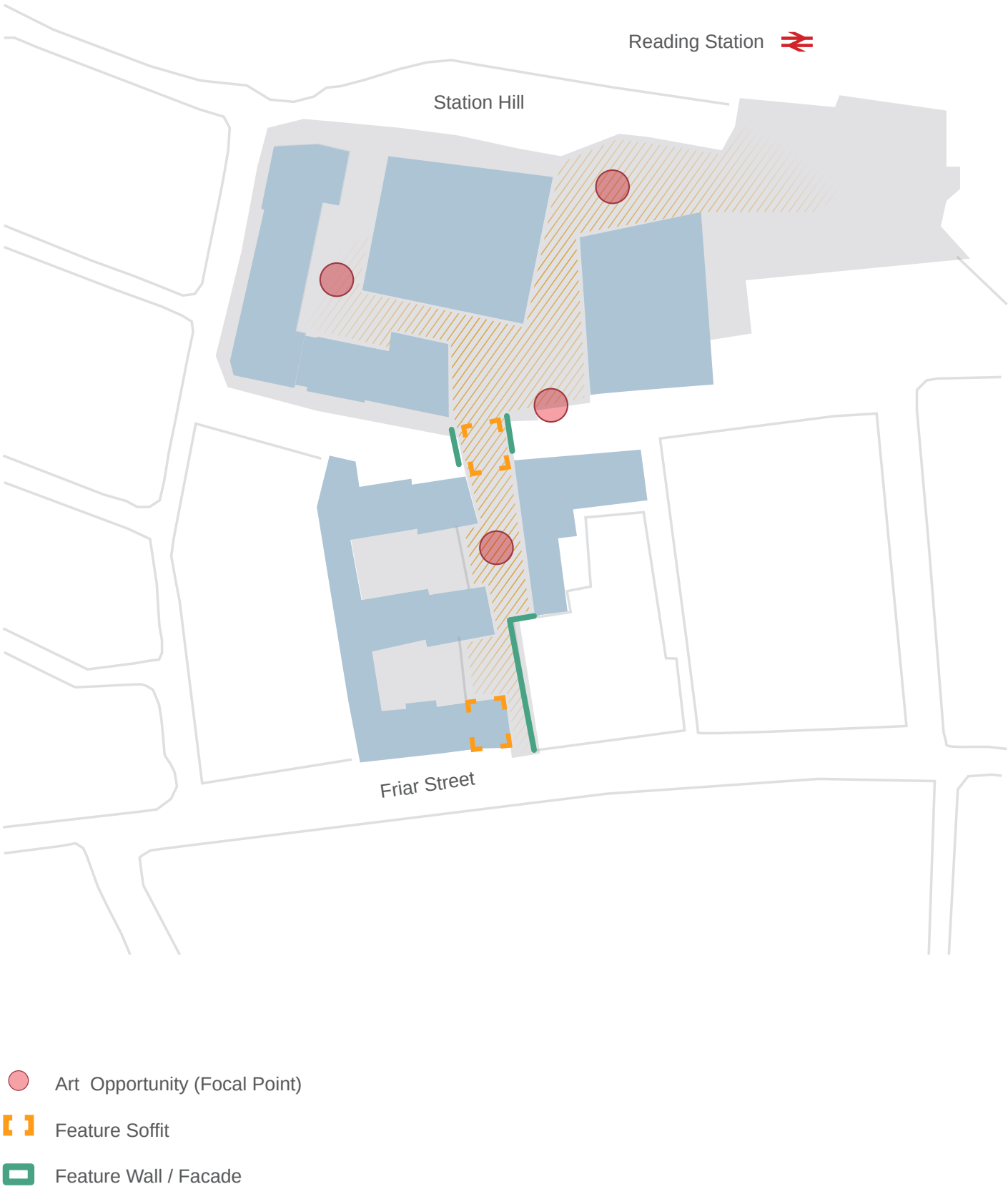


Art

A public art strategy for Station Hill is vital in developing its identity as a strong cultural destination. The final vision for the art programme will develop in collaboration with stakeholders, Reading Council and local art advocates.

The Station Hill approach to the public display of art aims to integrate work into the building fabric and landscape while also creating space for temporary exhibition spaces.

Art can also take a temporary form and play a role in the meanwhile stages of the development. The applicant envisages that it could take the form of a creative hoardings program that enlivens the streets during the construction of the various phases. There could be dramatic wraps on building flanks or buildings earmarked for demolition. These opportunities will also be part of the main arts strategy for the site.



1.3 MASTERPLAN PRINCIPLES

Events

Station Hill will team with event production agencies to develop a range of events and activities that are inclusive and true to the identity of Reading and Station Hill. Events will also build on the vibrant event scene that exists in Reading

From dynamic markets to intimate film screenings to yoga classes in the park Station Hill will offer innovative, engaging events the community throughout the year.



Stakeholders

The Station Hill team will continue to work with stakeholders and the city towards developing placemaking initiatives that are particularly focused on building Reading's identity and the regeneration of the town centre.

Working together will contribute to the success of Reading wide placemaking efforts: from organising Reading-wide festivals and publicising events to establishing cycling strategies and co-ordinated wayfinding and signage.

Heritage & Identity

Reading's history is shaped by the River Thames and the River Kennet. The rivers provided the strategic positioning of local businesses including Sutton Seeds, Simmonds Brewery and Huntley and Palmers who relied on the river for distribution. While the role of the rivers has changed from driving industry to leisure uses, the dynamism of the rivers and their role in shaping the history of Reading, from the abbey to industry, should continue to shape Reading and Station Hill.

Reading's Abbey Quarter was created to bring together the unique, cultural heritage that exists within the former grounds of Reading Abbey, once one of Europe's largest royal monasteries. With the Reading Museum, Forbury Gardens and the remains of the Abbey on Station Hill's doorstep, The Abbey Quarter with its tours and walks could grow to incorporate Station Hill.

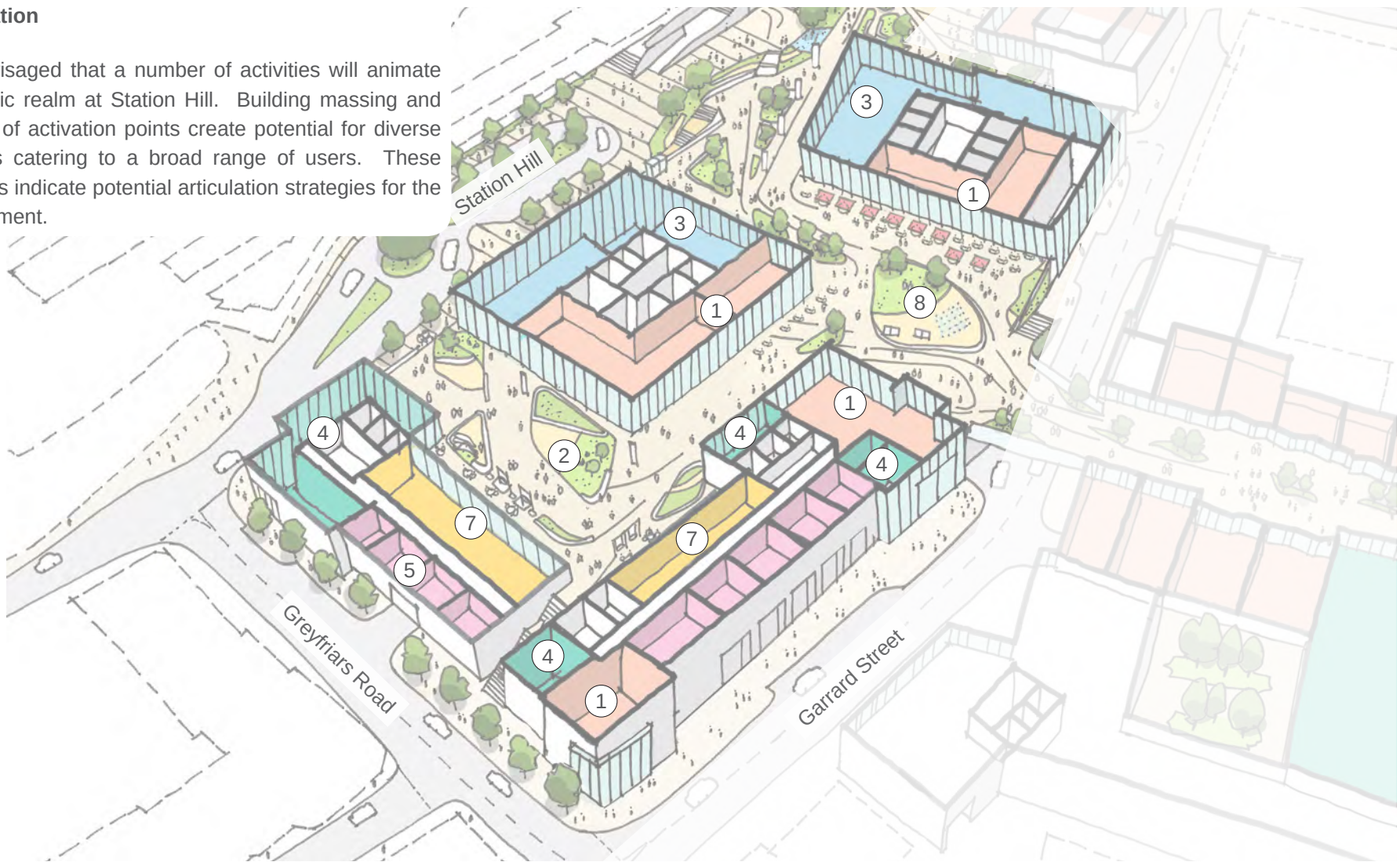


1.3 MASTERPLAN PRINCIPLES

1.3.8 USES & MULTI-LEVEL ARTICULATION

Articulation

It is envisaged that a number of activities will animate the public realm at Station Hill. Building massing and location of activation points create potential for diverse activities catering to a broad range of users. These diagrams indicate potential articulation strategies for the development.



① Retail, restaurants and entertainment



② Residential Gardens



③ Office lobbies and shared working spaces



④ Residential lobbies and amenity spaces

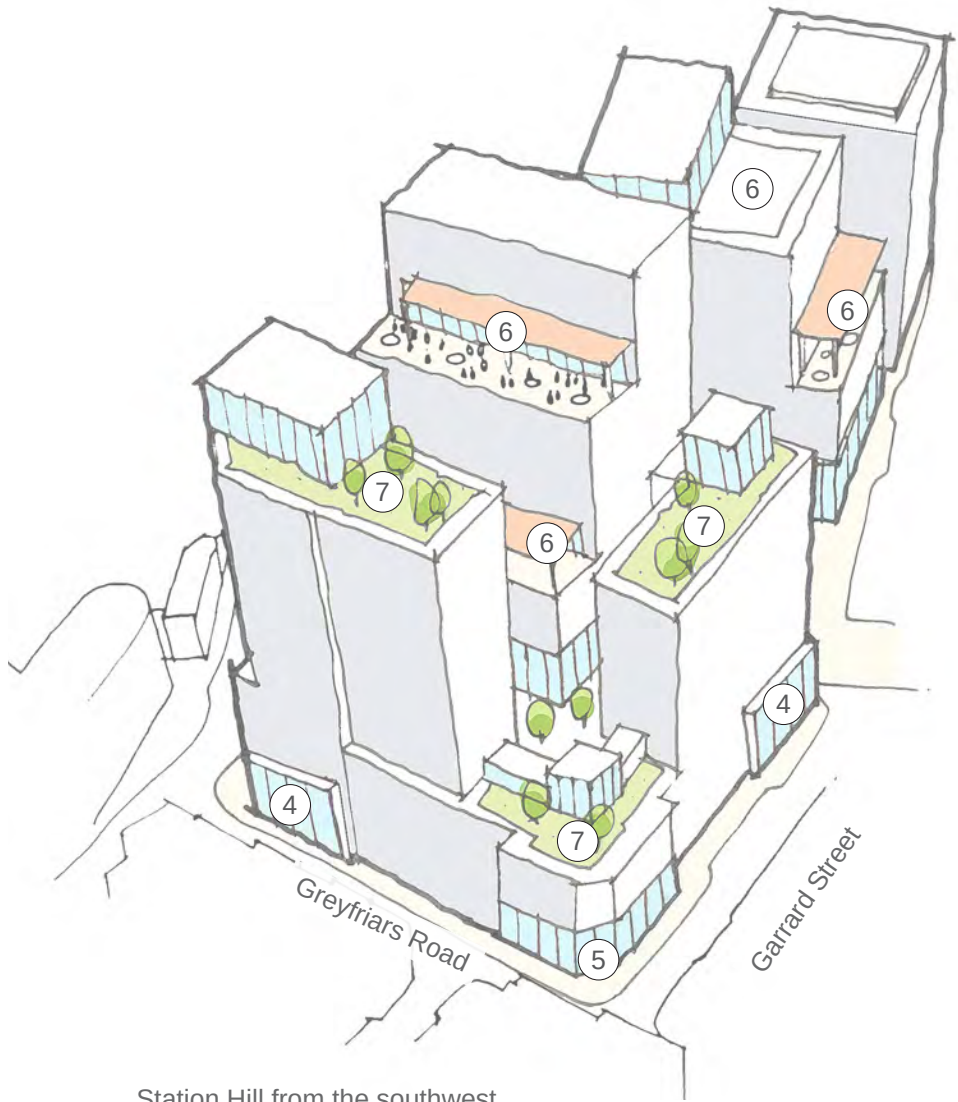


⑤ Residential streets

1.3 MASTERPLAN PRINCIPLES



Station Hill from the north



Station Hill from the southwest



⑥ Office amenity spaces and breakout areas



⑦ Resident amenity spaces



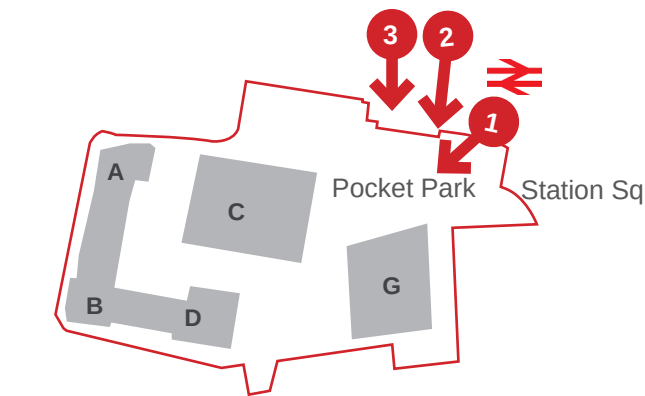
⑧ Multifunctional public spaces



View 1 - Illustrative CGI - One Station Hill and Plot C with Pocket Park in the foreground

1.3.9 READING STATION & STATION HILL

Station Hill is the new front door to Reading – from the moment of arrival at the station, the taxi rank or via the foot tunnel you are welcomed into a re-imagined civic square alive with activity, lush pocket parks, and thoughtfully designed landscaping. It will create a distinct sense of arrival to Reading: a place with visible vibrancy and civic pride. It will encourage residents and visitors alike to explore a new route into the town.



Views - Key Plan



View 2 - Aerial Illustrative view of the Pocket Park and Station Square



A memorable arrival



View 3 - Illustrative view from the station's upper concourse



Station Hill taxi rank

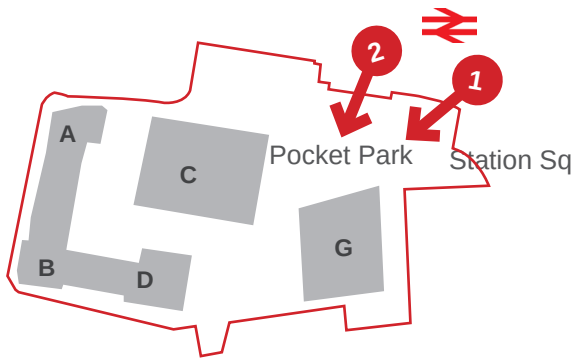


View 1 - Illustrative CGI - view west across Station Square with One Station Hill at centre

1.3 MASTERPLAN PRINCIPLES

1.3.10 STATION SQUARE & POCKET PARK

Considered architecture allows the new office and retail to blend into the public realm creating an urban buzz within the new Station Square. By blurring the lines between public and private space, Station Hill North delivers a place for the best talent to live, work and play. Clever landscape design guides you past mature trees and cascading garden steps creating a seamless link from the south of the station to the interior of the scheme.



Views - Key Plan



View 2 - Illustrative view of Pocket Park



Vibrant shops



Dramatic entrances



Integrated play areas



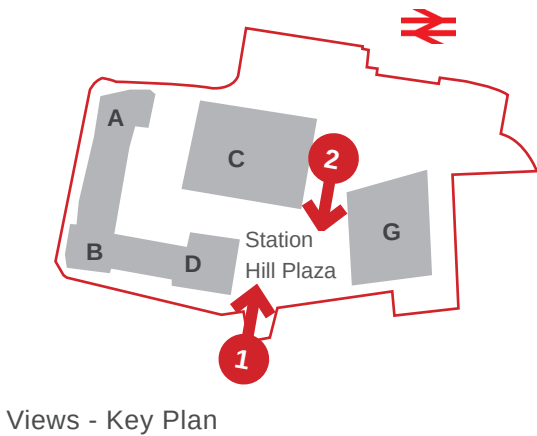
Folding Landscape



View 1 - Illustrative CGI - view north at Station Hill Plaza

1.3.11 STATION HILL PLAZA

The new Station Hill Plaza is the true heart of the scheme. A level, accessible, city scale space with the flexibility to support a myriad of public uses. This new, carefully curated urban space will be part of a managed estate allowing it to be programmed and organised to deliver a new destination for Reading. A destination that supports a new community, not just for the residents but for visitors and the thousands of employees who will frequent it daily.



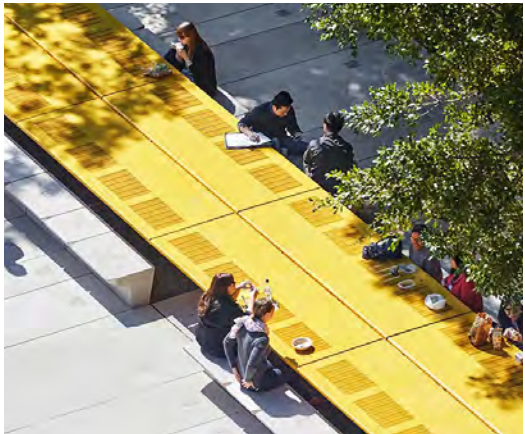
View 2 - Illustrative view of Station Hill Plaza



Water Features



Integrated Seating



Shared Dining



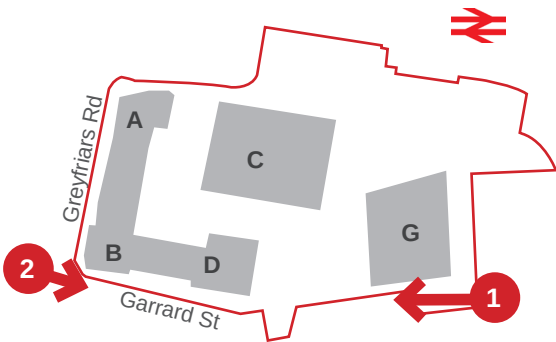
Indoor/Outdoor functions



View 1 Early Illustrative sketch looking west on Garrard Street

1.3.12 GARRARD STREET

Garrard Street will be transformed through streetfront activation and integration into the Station Hill experience. Access to office and residential buildings will occur on the street, as well a provision of local amenity spaces. Residential units and office space will overlook the street adding a layer of surveillance and increased security on the street.



Views - Key Plan



View 2- looking east down Garrard Street



Fitness Centre



Cycle Cafe



Residential Amenity



Residential Lobby

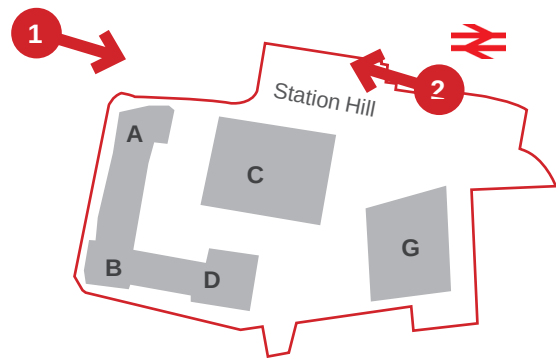


View 1 Early Illustrative sketch looking east toward Station Square

1.3 MASTERPLAN PRINCIPLES

1.3.13 STATION HILL

Station Hill will become a major drop-off and pick-up point for taxis coming into the train station from the west and south. In this key corner of the site, the buildings will cascade to the ground forming a clear, varied and well-articulated street frontage to this key transport hub.



Views - Key Plan



View 2 - Illustrative view looking west on Station Hill



Cycle Friendly



Office Entrances



Active Streetscape



Taxi and Bus Drop-off



View 1 Early Illustrative sketch looking south on Greyfriars Road