

STATION HILL NORTH READING

DESIGN & ACCESS STATEMENT
HYBRID PLANNING APPLICATION

DECEMBER 2019

SH READING MASTER LLP

Lincoln | mgt
A Joint Venture in Millennial Cities



Illustrative CGI - One Station Hill and Station Hill Plaza with Reading Station in the background

STATION HILL

TRANSFORMATIVE CHANGE FOR READING

The ambition for Station Hill is to deliver an outstanding regeneration project that will create a new gateway for Reading. A mixed-use development, it will become a new district – fusing contemporary living, working, leisure and open community space.

The residents of Reading have seen three applications for Station Hill approved over the past 15 years. Now, more than ever, the site deserves a development of utmost quality and scale. A development which not only meets Reading Borough Council's aspiration for revitalising the town centre, but also delivers social and economic value for the community.

The Station Hill North redevelopment can provide up to 173,000 square meters of mixed-use, sustainable development. The mix of uses across the project can include new homes, assisted living accommodation, a hotel and flexible high-tech office space delivered as world class commercial buildings. The public realm in and around the site will be activated by restaurants, retail, food halls, community and leisure spaces designed to act as the framework for a holistic experience where people will live, work, play and relax. The redevelopment of Station Hill North is set within over 2 acres of new public realm, designed to be accessible to all users and to offer a variety of experiences. The new Pocket Park adjacent to the station incorporates areas of play, adventure and rest whilst a new public plaza at the heart of the development will provide a stage for curated events and performances throughout the year. The public realm has been designed to merge with the surrounding area, include a bridge link to the Station Hill South site.

The Station Hill North redevelopment has been designed to link into the Station Hill South site (Phase 1) which is currently under construction. The delivery of these two phases will provide a substantial quantum of residential accommodation, office, retail, community and leisure facilities as well as over 2 acres of new public realm at the time of opening.

The time for transformation is upon us. The Applicant, SH Reading Master LLP, is proud to be putting forward an application for a truly deliverable masterplan; one which builds on the previous applications and demonstrates a complete picture for Reading.



Illustrative CGI - One Station Hill and the Pocket Park

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SECTION 1
SITE & MASTERPLAN

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1.1

INTRODUCTION



Illustrative CGI - Station Hill from the north with Pocket Park in the foreground

1.1 INTRODUCTION

1.1.1 INTRODUCTION

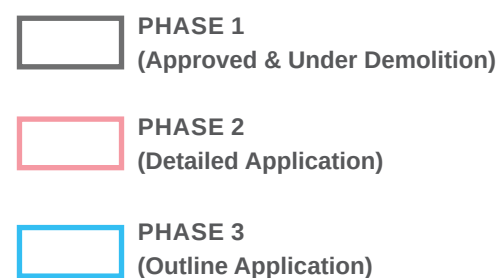
This Design & Access Statement (DAS) has been prepared on behalf of the applicant, SH Reading Master LLP (SHRM) in support of a planning application for the redevelopment of Station Hill North.

Station Hill North is part of a wider phased masterplan that includes Station Hill South (Phase 1), approved under separate planning permissions. Phase 1 will deliver a sustainable, highly amenitised long term residential rental community on Plots E and F between Friar Street and Garrard Street.

The Station Hill North application, consisting of Phases 2 & 3, seeks permission for a high density mixed-use development with a mix of uses that includes offices, residential, retail and leisure. This in addition to extensive public realm where placemaking and curated activities will create a strong sense of community whilst seamlessly connecting the train station with Phase 1 and Reading town centre beyond.

This Station Hill North planning application is a 'hybrid' application including :

- Phase 2 - a detailed planning application including Plot G (One Station Hill - the first office building), Plaza level retail & leisure, podium parking and a landscaped public realm;
- Phase 3 - an outline planning application including Plots A, B, C and D, with a potential mix of office, residential, hotel, assisted living accommodation and retail in addition to parking and landscaped public realm.



Station Hill Masterplan

1.1 INTRODUCTION

1.1.2 SETTING THE SCENE

This DAS has been a collaborative process produced to set out the considerations that have informed the mixed-use redevelopment of Station Hill North for both the detailed Phase 2 and the outline Phase 3 application components. The DAS has been created to:

- Demonstrate a considered approach to masterplan design on the north site;
- Demonstrate the applicant's commitment to achieving good design and ensuring accessibility;
- Show that the Proposed Development is responsive to context and relevant policies;
- Demonstrate engagement with the physical and social context of the application site and surrounding area;
- Explain how consultations and engagement have informed the evolution of the proposals; and
- Include illustrative options for the redevelopment of the outline element that demonstrate how the development can ultimately come forward.

This DAS should be read in conjunction with the supporting planning application documentation which is listed with the planning statement prepared by DP9.



Illustrative CGI - One Station Hill with Station Hill Plaza in the foreground, Garrard Street to the right

1.1 INTRODUCTION

1.1.3 THE APPLICANT

SH Reading Master LLP is the Joint Venture company responsible for delivering the Station Hill development. It brings together the combined resources of two companies with extensive experience in investment in and delivery of projects of significance.

- Lincoln Property Company is a privately held developer, investor and long term operator being one of the largest real estate companies in the United States and Europe with more than 8,000 employees.
- Lincoln provides focus, performance, consistency and stability to its communities, clients and employees - with dedicated local offices and management teams that know their communities. It has a track record in pushing the boundaries of style, service and innovation to deliver and maintain considered placemaking.
- To date, Lincoln has developed more than 130 million square feet of commercial space, 212,000 residential units and has over \$80bn in assets under management including 190,000 'Build To Rent' residential units - making it one of the largest managers in the US, and demonstrating best-in-class operational expertise.
- MGT is an independent, pan-European real estate investment and asset manager with offices in London and Berlin.
- MGT specialises in executing long-term, use driven strategies. MGT's principals have acquired and managed more than €10 billion of real estate assets in the UK and Europe since 1995.



Examples of Lincoln Property Company's Office & Build to Rent developments in the U.S.

1.1.4 THE TEAM

The applicant engaged professional teams with proven track records and regional/national and international experience.

CallisonRTKL	Architect Masterplanner Principal Designer
Gensler	Office Architect
DP9	Planning Consultant
Cast Consultancy	Cost Consultant Project Management
Ramboll Ltd	Structural Engineer Civil Engineer Facade Engineer
Hoare Lea	MEP Engineer Acoustics Energy Sustainability Fire Consultant
Waterman Group	Environmental Consultant
LDA Design	Landscape Consultant
PBA	Transport Waste Management
GIA	Daylight/Sunlight
RWDI	Microclimate
Redwood	Public Relations
Cityscape Digital	Verified Views
DPA Lighting	Specialist Lighting
DBA	Inclusive Design
EOC	Facade Engineering

1.1 INTRODUCTION

1.1.5 MASTERPLAN OBJECTIVES

The Station Hill North masterplan centres around the creation of a new, vibrant, mixed-use destination for Reading. This destination will fuse commercial life with a high quality living environment whilst creating a sense of place and connections with the immediate and wider area.

The development will build on Reading's identity and celebrate the unique history of the area and its position as a prime gateway to Reading. In doing so, it will transform a large portion of Reading town centre which has been derelict for a long period, imparting greater permeability and encouraging growth in the area.

The applicant's key brief and aspirations for the site are summarised as follows:

- Create a new mixed-use district with a strong local identity;
- Link with Station Hill South and enhance the surrounding urban fabric;
- Deliver a new gateway for Reading and encourage people to flow through the development;
- Create level access from the train station through Station Hill to Friar Street;
- Design engaging public spaces that are animated with events;
- Provide the potential for the scheme to be delivered in phases;
- Develop a planning strategy that will provide the flexibility to deliver a varying quantum of floorspace;
- Demolish Xafinity House and the NCP building and activate Garrard Street;
- Utilise efficient, environmentally sensitive design; and
- Incorporate robust detailing with quality and durable materials.

These aspirations have led to the creation of Station Hill North, a new district for Reading with the following overarching objectives:

1

NURTURE A NEW MIXED USE COMMUNITY



The development will deliver best-in-class, highly amenitised residential and office buildings centred on a public realm activated by retail and lifestyle activities.

Inspiring surroundings, great access, the right amenities and a lively retail scene will all contribute to the quality of the place and reinforce the sense of community, pride, and belonging.

2

MEMORABLE PLACES



An attractive and lively public realm plays a central role in transforming a space into a place.

Station Hill's public realm will be enlivened through a focused placemaking strategy. This strategy brings together a rich programme of events and activities with public art, an interesting mix of attractions, restaurants and shops, which will transform the development into a memorable destination.

3

A NEW GATEWAY FOR READING



The site's key position on Reading's doorstep makes possible an array of benefits and opportunities.

Through the demolition of the NCP and the redevelopment of the existing steps, the development will create a new gateway for Reading and deliver a lively and accessible pedestrian route connecting the station to the town centre.

4

NEW OPEN SPACES



Public spaces bring people together and play a key role in building a sense of community, civic identity and culture.

Station Hill will deliver generous public spaces that are designed to be open and inclusive.

5

BUILD A FUTURE ON LOCAL HERITAGE



Establishing identity is about creating a sense of place rooted in the past while reflecting ambitions for the future.

Station Hill's identity will tie Reading's rich history of life along the rivers, the nearby abbeys and rise of industry with a forward looking ambition of regeneration and growth.

6

SUSTAINABLE WELLBEING



Station Hill will deliver an efficient high density mixed use development with open spaces and a network of new pedestrian and cycle routes.

From the initial design stages through to use and operation, Station Hill will aim to reduce waste and energy consumption and maximise the use of proven and practical sustainable technologies wherever possible.

7

OPEN & INCLUSIVE



Station Hill will be open to individuals in the community regardless of age and ability. Creating accessible spaces with activities for people of all ages is part of our community focused approach .

Engaging with community and local interest groups will be central to remaining relevant and bringing people together at Station Hill.

1.2

SITE CONTEXT



Aerial view of the site showing Reading Station, Station Square and Station Hill in the foreground with indicative site application boundary

1.2.1 THE SITE TODAY

The site occupies a prime location in the heart of Reading. It is located south of Reading Railway Station making it a key gateway site into Reading town centre. The site is bounded by Station Hill to the north, Greyfriars Road to the west, Garrard Street to the south and borders Thames Tower to the east.

The site is part of the larger Station Hill site, which includes the area between Garrard Street and Friar Street known as Station Hill South. Station Hill South is part of a separate planning permission that comprises two plots comprised of residential, retail, leisure and parking uses. The existing buildings on Station Hill South are currently under demolition in preparation for the start of construction.

The levels across the site vary significantly. The northern boundary is generally at +45.7AOD and falls towards Garrard Street, where the level is on the order of +39.00 AOD, a 6.7 meter level change.

The site includes a multi storey car parking structure, currently operated by NCP, and a former office building known as Xafinity House. These buildings are scheduled to be demolished as part of the future redevelopment proposals.

The current site arrangement allows for limited pedestrian permeability and the proposal will seek to improve this by creating a clear, level, and accessible public realm extending from north to south across the Station Hill site.

The North and South sites are being delivered under separate planning permissions while the vision and masterplan for the sites are designed to result in a seamless, consistent experience across the entire development.



Station Aerial View: The red line indicates the approximate extent of this hybrid planning application for the North Site

1.2 SITE CONTEXT

1.2.2 SITE HISTORY

Reading

Early settlements at Reading straddled the gap in a gravel ridge formed by the River Kennet. To the north, between these settlements and the River Thames, was a wide, low lying area of marsh which was liable to flooding.

Early Settlements

The number of Roman finds suggest that, as elsewhere on the river gravels, the area was at this time occupied by small rural settlements.

Reading's first mention in the history books comes in AD 870-71. The Anglo-Saxon Chronicle (an annual account of national events, originally compiled around AD 890,

and maintained until the mid-1100s) records the Danish Vikings wintering at Reading and resisting attacks by King Ethelred of Wessex and his brother Alfred (later King Alfred the Great).

Saxon and Medieval Times

Reading was an established settlement during Saxon and Medieval times. Most development from this time was on land now occupied by Reading town centre. Prior to the construction of the railway the northern edge of Reading roughly aligned with the current position of Garrard Street, the southern boundary of the Station Hill North site. At this time the area of the site is described as 'water meadows'.

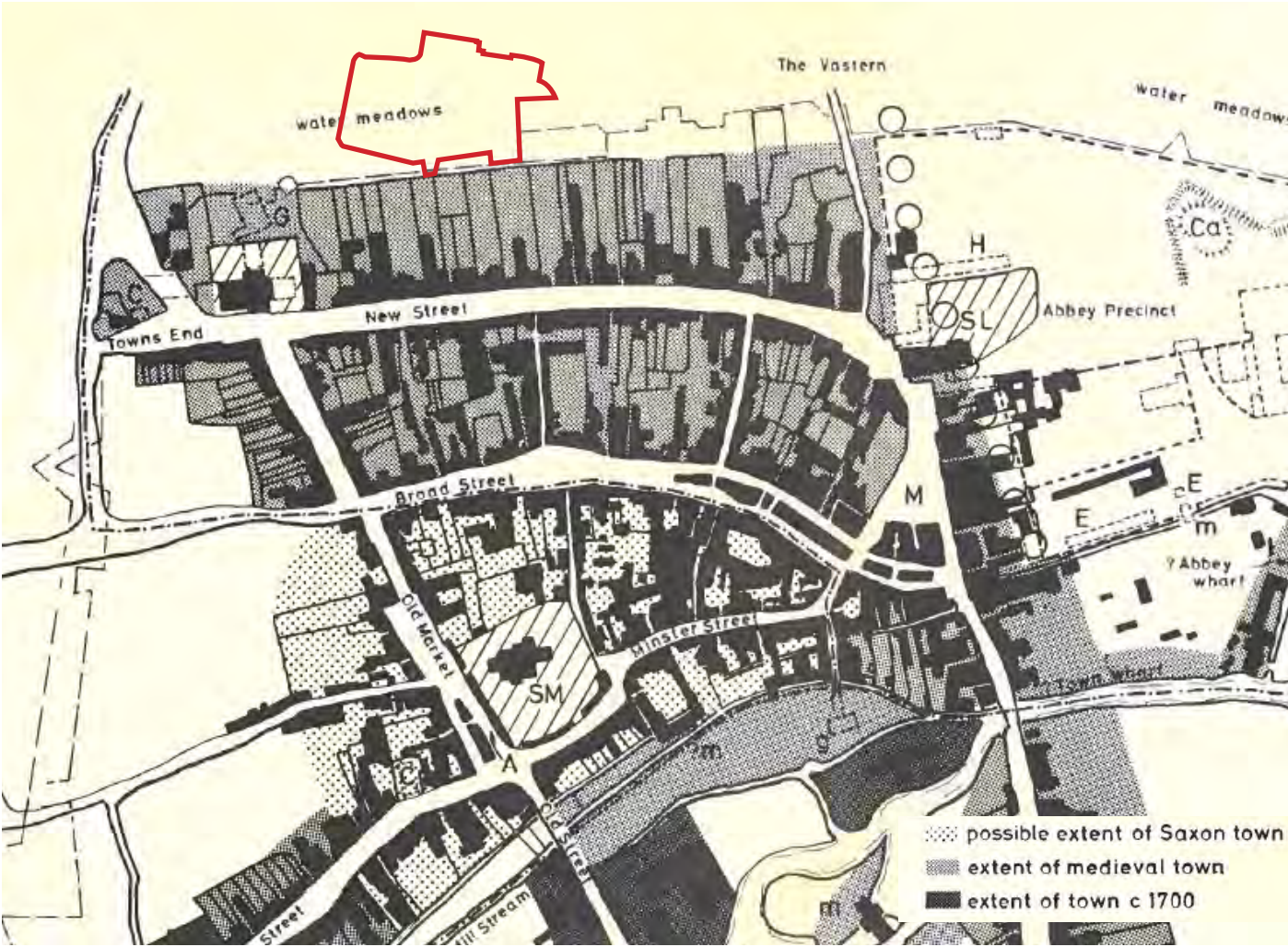
The Abbey

In medieval times, Reading was the site of a great royal Abbey, a religious community centred around a magnificent church and one of the largest monasteries in Europe. In 1121, King Henry I announced that he wanted to have a new abbey built at Reading. The Abbey would have a large and impressive church and living quarters for dozens of monks, who would worship in the church. No expense was spared in its construction. The Abbey Quarter covers the former precinct of this royal monastery.

Railway

The introduction of the railway transformed Reading, providing market access to larger urban areas and the surrounding countryside. Reading developed as a market town and established itself as an industrial centre with agricultural-related factories producing and packaging beer, bulbs and biscuits, amongst other things.

The town grew to accommodate factory workers and gradually became the primary administrative town in Berkshire. This industrial base, situated along the banks of the Kennet, declined during the 20th century and has been replaced with a mix of large-scale developments and uses such as The Oracle retail centre.



Map of Reading in the 1700s: The application site is north of the town what was described as water meadow.



An artist's impression of Saxon Reading by the 10th century. The earlier Viking camp probably lay in the area between the Rivers Thames on the left and the Kennet on the right



Map of Reading, from Coates' History of Reading 1802 with approximate site location between the town and the River Thames



Map from the late-19th century with the proposal site identified in red. Note the close knit urban grain on Friar Street. The application site sits within a block bounded by Greyfriars Road, Station Hill, Station Road and Friar Street.



The plan of Reading Abbey overlaid on today's Reading Street Plan