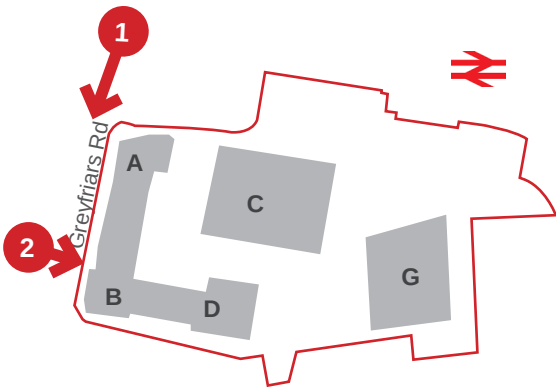


1.3 MASTERPLAN PRINCIPLES

1.3.14 GREYFRIARS ROAD

The development will bring a residential scale and pedestrian friendly streetscape to Greyfriars Road. It is a tree-lined street with front doors and active frontages, a place to greet neighbours and welcome guests. The stairs provide an important pedestrian route into the site and is key to the permeability of the scheme.



Views - Key Plan



View 2 - Early illustrative view from Stanshawe Road with public stair access from Greyfriars Road to Station Hill Gardens



Residential street frontage



Active and pedestrian friendly streets

1.3 MASTERPLAN PRINCIPLES

1.3.15 THE CONSULTATION PROCESS

The consultation strategy, led by Redwood, involved RBC and the community throughout the planning process and endeavoured to exceed RBC's consultation requirements,. From establishing local priorities and masterplan principles to fine-tuning the masterplan to accommodate consultation feedback, the scheme has shown its desire to be responsive to Reading.

In addition to briefing sessions and developer-led consultations, the applicant participated in a series of pre-application discussions with officers in order to identify whether the scheme was considered to be acceptable prior to the submission of a formal planning application.

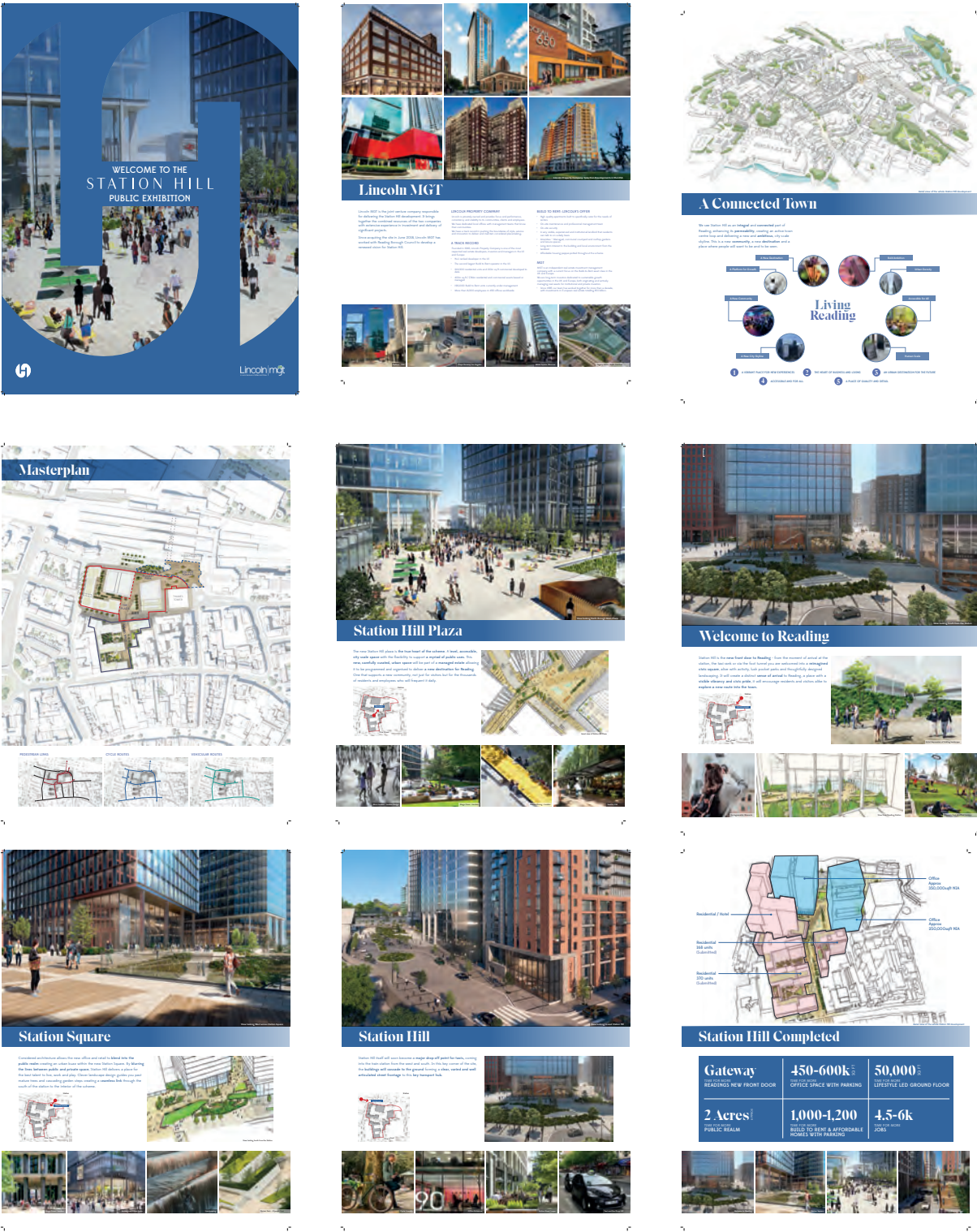
The consultation strategy utilized a variety of communication methods that included all members of society. It helped improve the understanding of the development proposals and has generated some useful feedback and comments on the proposed scheme. Further information on the consultation process can be found in the accompanying Statement of Community Involvement.

Key meetings included:

- Over 15 pre-application meetings with RBC officers that included key items such as planning strategy, public realm and landscape design, massing, energy and sustainability, architecture and design.
- A presentation and Q&A session with the RBC Future Reading Sub-Group committee.
- Presentation and Q&A session with Design South East
- A three day public exhibition event hosted by representatives from the project team.
- A presentation and Q&A session with the Reading Real Estate Network group.
- Engagement with key local newspaper and broadcast journalists to ensure the plans were communicated through local news outlets.
- Meeting and presentation to Reading Museum that focused on placemaking, way-finding and identity.
- Presentation to Thames Valley PropFest.
- Presentation to the Berkshire & Thames Valley networking group



Public Exhibition held in the Biscuit Tin



Boards from the Public Exhibition

1.3 MASTERPLAN PRINCIPLES

Design Review Panel

The design team presented the emerging scheme for Station Hill Phases 2 and 3 to Design South East on the 23 July 2019. The main comments received are summarised as follows:

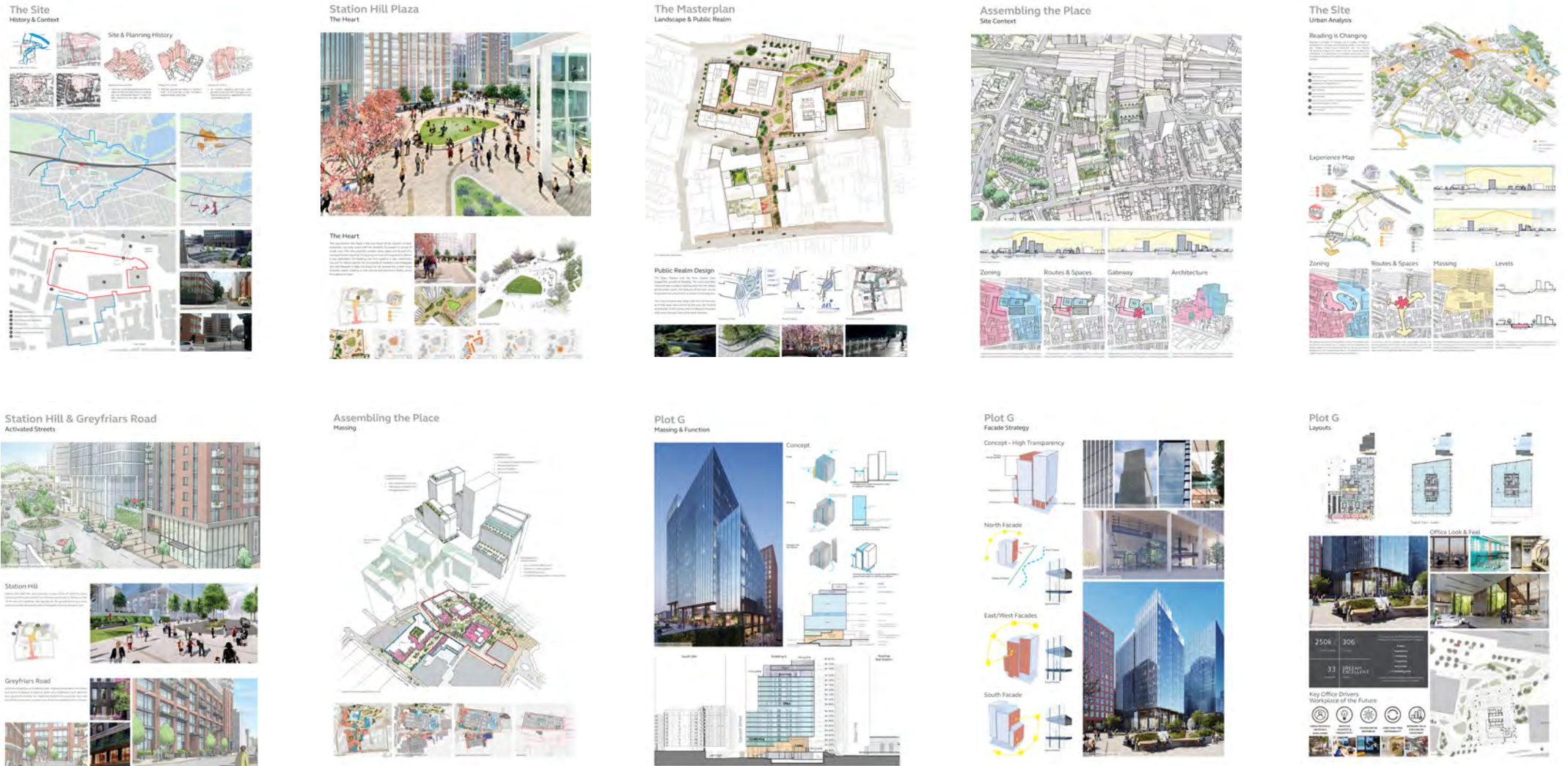
- DSE supported the ambition to create a strong public north-south link through this site as part of the wider masterplan strategy and it commended "the commitment shown to creating an open and public route."
- DSE welcomed the ambition to expand the commercial offer in Reading. It suggested that the development should endeavour not to exclude existing communities.
- The ambition to lead with a strong landscape and public realm strategy was commended.
- The importance to have a good management strategy of public spaces was reinforced.
- DSE reiterated that sustainability should be central to the design strategies adopted.
- The stepped route down to Greyfriars Road from the site to the west was well received.
- The facade strategy for office buildings should be carefully considered, particularly the implications of glazed facades and conditioned spaces on energy usage.
- Other key comments centred around the provision of sufficient private amenity in Phase 3 and the importance of introducing playful and joyful uses to the landscape design.
- Given the large footprint of the office buildings, articulation, particularly at high levels, needs to be carefully considered.

Design Team responses and actions

The main modifications to the scheme following the DSE review and the public exhibition included:

- The team endeavoured to design the public spaces with a combination of flexible and permanent uses. The temporary events programme will be developed to cater for all people and age groups with a diverse events programme throughout the year.
- The glass facade was modified to incorporate solidity through the use of spandrel panels, and has been carefully considered along with daylighting to meet the energy strategy for the development.
- The residential component and amenities are part of Phase 3. Including good amenity spaces is the aim and this will be subject to reserved matters.
- The Plot C mass was stepped in the illustrative scheme. Plot C will be subject to reserved matters

- as it forms part of the outline application.
- A water feature, a slide and scrambling/climbing landscaped inclines were incorporated following DSE and RBC's recommendations.
- More green spaces were incorporated following the public consultation.



Board examples from the Design Review Panel presentation

1.3 MASTERPLAN PRINCIPLES

1.3.16 PHASED DELIVERY

Building Plots

Station Hill consists of a number of plots which will be designed and delivered in three phases. One Station Hill and the landscaped podium will be delivered in Phase 2 as part of the detailed planning application.

Phase 1 was approved under a separate Planning Permission (Station Hill South) enabling a significant public realm offering from day one. Phase 1 is currently under demolition and is due to start on site in Q1 2020.

Phase 2 (detailed application) will deliver One Station Hill and the surrounding public realm with level access from the train station to Friars Walk. The Phase 2 public realm includes The Pocket Park, The Rest and Station Hill Plaza.

Phase 3 (outline application) with Plots A, B, C and D will be delivered after Phase 1 and 2. The scheme delivered in this phase and associated public realm will be subject to the rules and guides set up in the Parameter Drawings and Design Code.

Phase 2 has been designed with an interim solution to be in place prior to delivery of Phase 3. This interim condition will enable the activation of the west edge of the Phase 2 podium and encourages temporary uses of the Phase 3 site for parking and community events.



Station Hill Phases 1 and 2

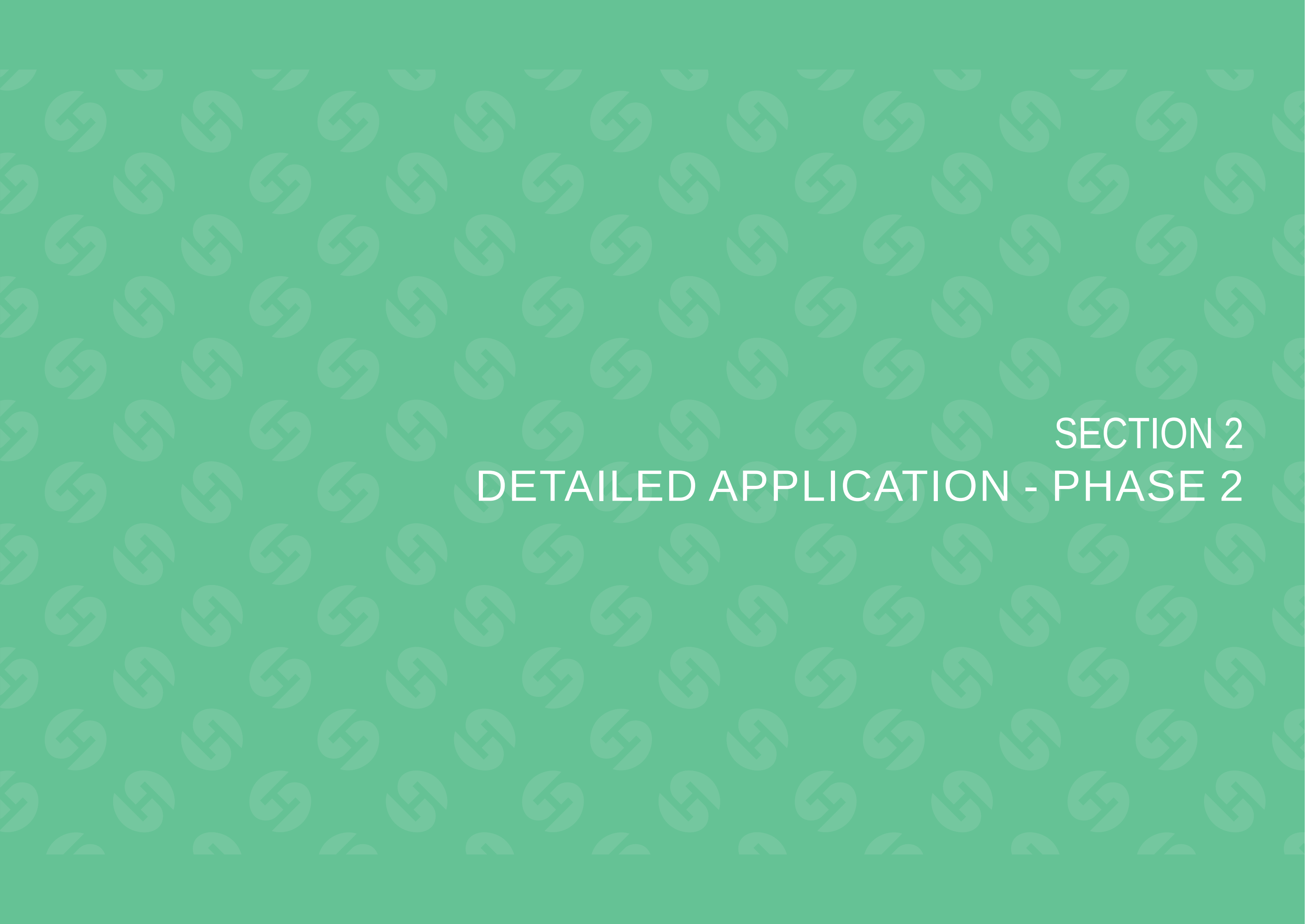
1.3 MASTERPLAN PRINCIPLES

Phase 3 is in outline and will be subject to future Reserved Matters applications. There is potential for residential uses, hotel, assisted living accommodation and office buildings along with associated public realm such as Station Hill Gardens. Phase 3 will create a new connection to Greyfriars Road to the west via public stairs and an accessible lift.

- PHASE 1
(Approved & Under Demolition)
- PHASE 2
(Detailed Application)
- PHASE 3
(Outline Application)



Station Hill Phases 1,2 and 3



SECTION 2 DETAILED APPLICATION - PHASE 2

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SECTION 2 – DETAILED APPLICATION PHASE 2

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2.1

PHASE 2 - DETAILED APPLICATION

2.1 PHASE 2

2.1.1 OVERVIEW

The section of the site referred to as Phase 2 will form part of the detail component submitted as part of this application.

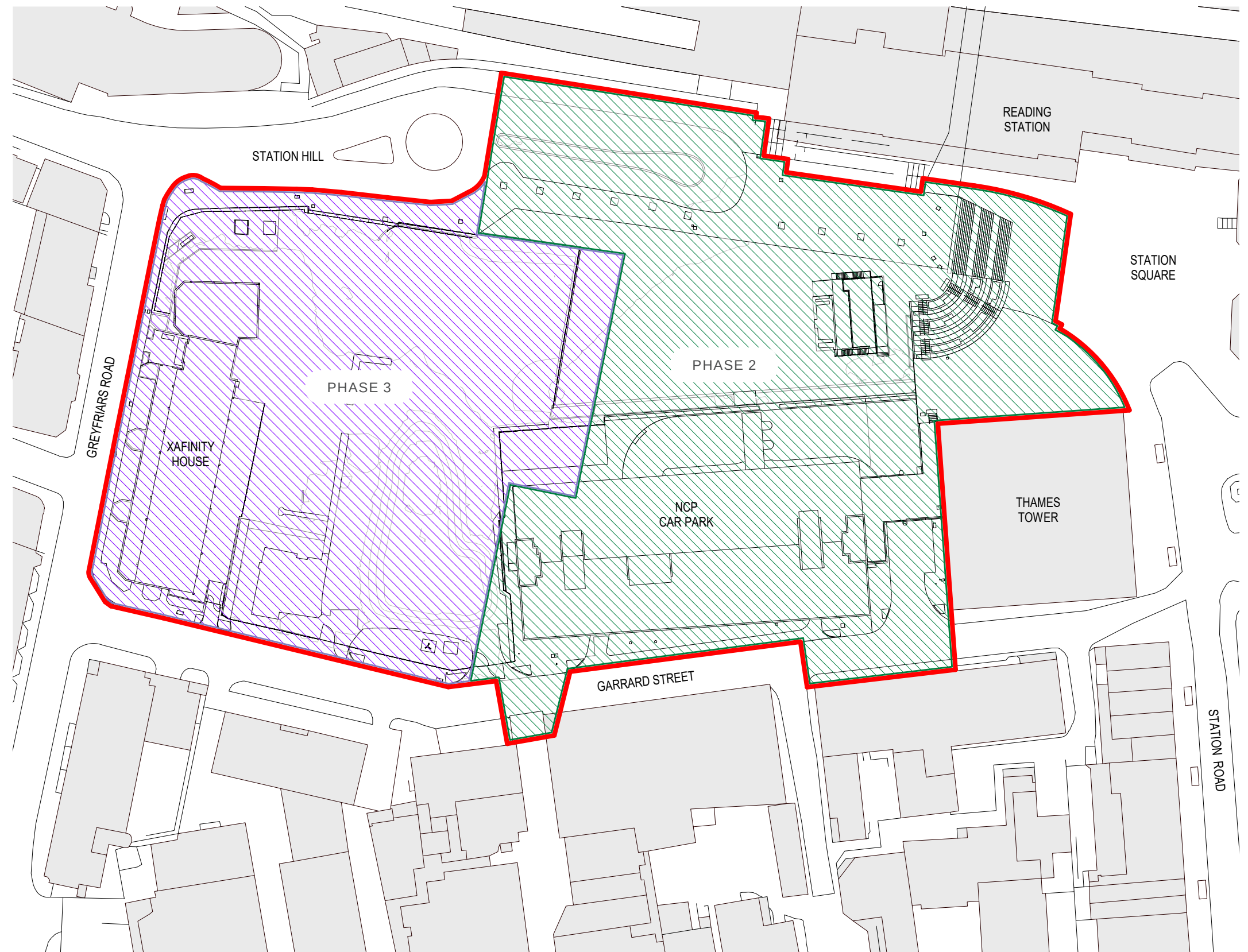
Phase 2 consists of:

- Plot G, herein referred to as One Station Hill, comprising commercial office space with retail and leisure uses at plaza level
- 2 levels of parking decks and a loading area
- Station Square
- Station Hill Plaza
- Pocket Park
- Bridge link to Phase 1
- The Rest

Phase 2 will be delivered first creating an integral and connected part of Reading, enhancing its permeability, creating an active town centre loop and delivering a new city-scale skyline with One Station Hill.

It is therefore key that the public realm, One Station Hill with its new retail and leisure uses, and any interim uses, work together to build a complete vision and a strong destination from the start.

-  Detailed Application - Phase 2
-  Outline Application - Phase 3
-  Planning Application Boundary



2.1.2 PUBLIC REALM

Station Hill Plaza, Pocket Park, The Rest and the improvements to Station Square will be delivered in Phase 2 and therefore will form part of the detailed planning application.

The strategy for the public realm for Phase 2 will endeavour to:

- Maximise activation, promoting a vibrant atmosphere day and night, throughout the year.
- Promote connectivity.
- Create level access between Station Square and Friars Walk.
- Incorporate clear signage and wayfinding.
- Deliver spaces with varying permanent and temporary uses.
- Blur thresholds between internal and external spaces through the use of high-visibility glazing and bi-folding shopfront panels.
- Promote sustainable design principles.
- Enhance the user experience for pedestrians and cyclists.



Indicative landscape - Terraces

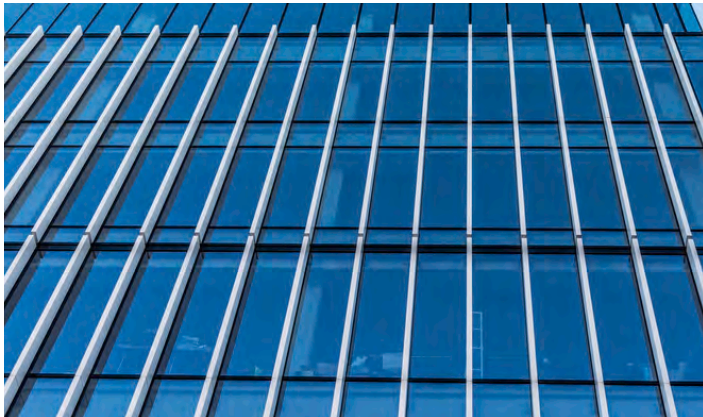
2.1.3 ONE STATION HILL

One Station Hill will be Station Hill's first commercial office tower. It will:

- Become a beacon of regeneration.
- Frame Reading's new gateway.
- Build a thriving new office community.
- Contribute to Reading's developing skyline.
- Animate the public realm with new retail and restaurants at Plaza level.
- Help activate Garrard Street with dual entrances and leisure uses.



Indicative Facade - One Station Hill lobby



Indicative Facade - One Station Hill upper levels



2.1 PHASE 2

2.1.4 PHASE 2 ROOF PLAN

- ① Phase 3 (Outline Application)
- ② Station Hill taxi rank proposed amendments
- ③ Station Hill Plaza
- ④ Phase 1
- ⑤ One Station Hill
- ⑥ Pocket Park
- ⑦ The Rest
- ⑧ Proposed extent of re-landscape area



2.1.5 PHASE 2 – PLAZA LEVEL (LEVEL 00)

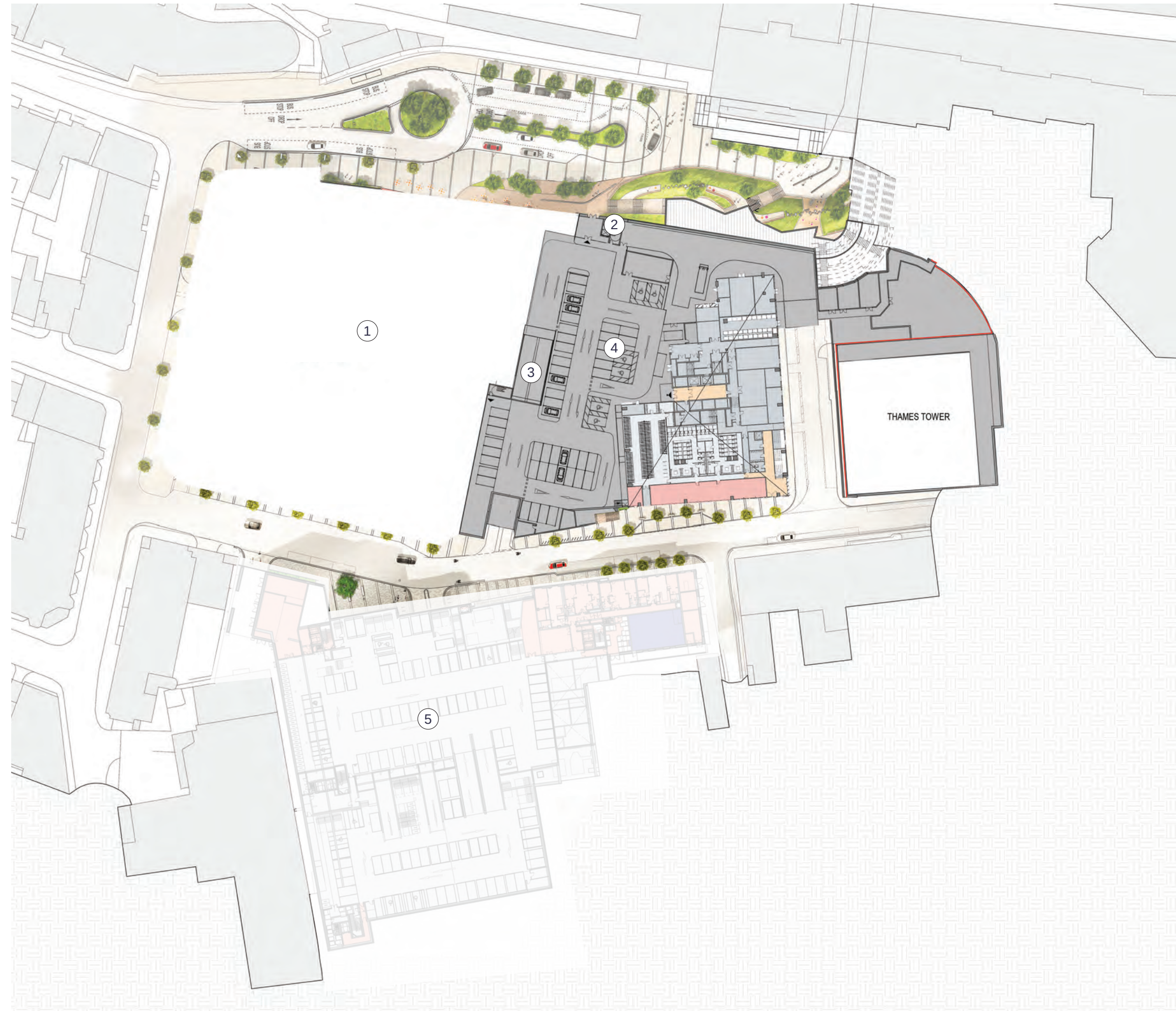
- ① Phase 3 (Outline Application)
- ② Station Hill taxi rank proposed amendments
- ③ Lift access from Station Hill to plaza and parking levels
- ④ Station Hill Plaza
- ⑤ Link bridge to Friars Walk
- ⑥ Phase 1
- ⑦ Steps down to Garrard Street
- ⑧ F&B unit activating the plaza
- ⑨ One Station Hill lobby
- ⑩ Pocket Park
- ⑪ The Rest
- ⑫ Proposed extent of re-landscaped area



2.1 PHASE 2

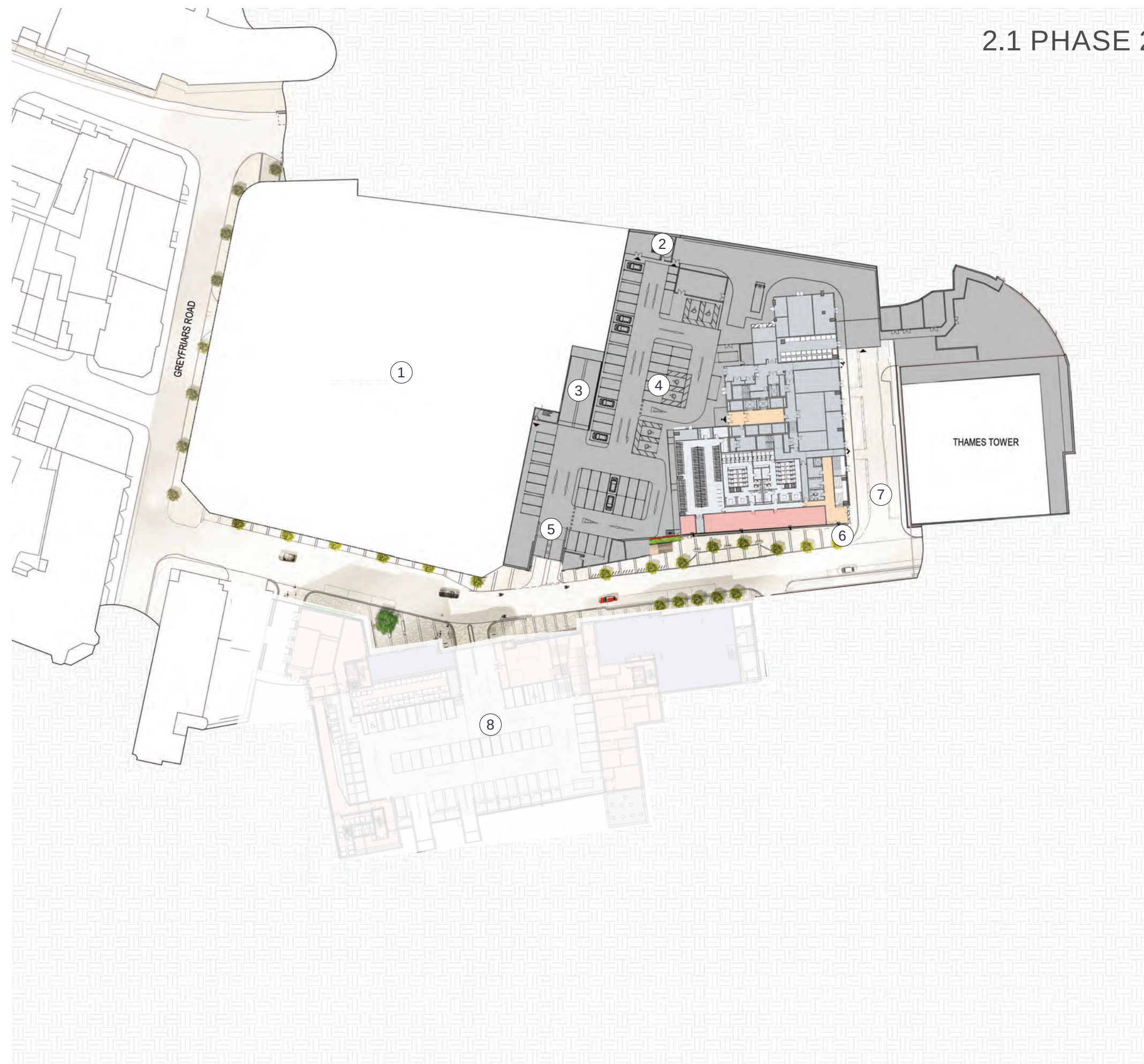
2.1.6 PHASE 2 – STATION HILL STREET LEVEL (LEVEL -01)

- ① Phase 3 (Outline Application)
- ② Lift access from Station Hill to Plaza and parking levels
- ③ Phase 2 ramp up from Garrard Street level
- ④ Parking
- ⑤ Phase 1



2.1.7 PHASE 2 – GARRARD STREET LEVEL (LEVEL -02)

- ① Phase 3 (Outline Application)
- ② Lift access from Station Hill to Plaza and Parking levels
- ③ Phase 2 ramp up from Garrard Street level
- ④ Parking
- ⑤ Carpark access from Garrard Street
- ⑥ One Station Hill lobby access from Garrard Street
- ⑦ Service area access from Garrard Street
- ⑧ Phase 1



2.2

ONE STATION HILL OVERVIEW

2.2 OVERVIEW

2.2.1 INTRODUCTION

One Station Hill sits central to the Station Hill Master Plan site. Offering a high quality and contextually designed Grade A office building. One Station Hill is designed to attract the best talent that will want to live, work and play in Reading.

As a Grade A office space, One Station Hill supports a range of working spaces, including co-working and multi-functional spaces. A number of on-site amenities are also available, including a terrace on level 08 and 15, a dedicated cycle hub, a gym and food & beverage/retail (A1, A2, A3, A4, A5, B1, D1 and D2 use class) units.

A detailed planning application has been prepared for this plot as part the wider application for Phases 2 and 3 of the Station Hill masterplan scheme.

Building overview

- Two Lower Ground Floors
- Ground + 15 Grade A Office levels
- Retail and F&B
- Two hundred and four cycle spaces
- Thirty one showers
- Eight passenger lifts, one goods lift
- Open and activated ground floor reception with dynamic feature stair
- Top floor amenity space with terrace and city view
- A target of BREEAM Excellent
- A target of WELL and WIRED Platinum



Illustrative CGI: Station approach