

# STATION HILL NORTH READING

## STATEMENT OF COMMUNITY INVOLVEMENT HYBRID PLANNING APPLICATION

DECEMBER 2019

SH READING MASTER LLP

Lincoln|mgt  
A Joint Venture in Millennial Cities



## Contents page

|                                  |    |
|----------------------------------|----|
| Introduction .....               | 2  |
| The Station Hill site .....      | 3  |
| Consultation Strategy.....       | 5  |
| Pre-exhibition consultation..... | 9  |
| Public exhibition.....           | 11 |
| Feedback .....                   | 18 |
| Evaluation and conclusions.....  | 26 |
| Appendices.....                  | 29 |

## Introduction

The Station Hill site has been the subject of development proposals, which have received strong support from influential stakeholders, for more than a decade. As the key link between the railway and Reading town centre, effective redevelopment could transform the experience of the town centre for residents, commuters and visitors alike.

This Statement of Community Involvement (SCI) forms part of the hybrid planning application for the second and third phase of SH Reading Master LLP's proposals for Station Hill, also known as the 'North Site' and comprises the area between Garrard Street and Reading Train Station. The purpose of this document is to set out the consultation delivered on the plans for these phases and the result of the engagement that was undertaken. Reserved Matters approval has already been granted by Reading Borough Council (RBC) for the 'South Site'.

SH Reading Master LLP approached the consultation on the proposals contained in this application with a view to its broader commitment to the town as the long term estate manager of the future Station Hill scheme. The approach to consultation is also a key element in SH Reading Master LLP's wider vision to deliver a sustainable development at Station Hill in a manner that is respectful to the site and its context and which will help to guarantee Reading's long term-economic growth.

Developing the sense of place to ensure that Station Hill will be the new gateway quarter for Reading is key to this. Therefore, a central focus was put on building strong local community relationships during the consultation phase, which it will seek to continue and maintain post-application and throughout the life cycle of the project.

The project team was also aware that the local community in Reading has been presented with several iterations of redevelopment at Station Hill by former owners of the site over the years. It was therefore particularly important from SH Reading Master LLP's point of view to engage meaningfully with the local community to showcase its vision for Station Hill and demonstrate the deliverability of SH Reading Master LLP's proposed scheme through the consultation process.

# The Station Hill North Site

## 1.1 Site context

Station Hill is one of the most strategically important development sites for Reading, occupying an area between the train station and town centre, along Friar Street. The site has been earmarked for regeneration for over 15 years, however previous plans for the site have not been realised. An outline consent currently exists on the site, granted in 2013 and subsequently updated in 2015 for a scheme including office space, new homes for sale, retail and leisure facilities.

In order to achieve the best possible scheme for this site, the applicant took the decision to bring forward a brand new scheme, to ensure more flexibility in the designs to allow it to adapt to ongoing market pressures and to ensure the scheme met the current and future needs of Reading.

The applicant also understood the weight of expectation from the local community to see an ambitious project of high quality at Station Hill, which will transform this underused site into a new destination for Reading. A key part of this is the commitment to a place making strategy, which will help to ensure the project sets a new standard for urban regeneration and has the flexibility to meet the community's evolving needs for many years to come. The submission of this hybrid planning application sees the applicant bring forward a deliverable scheme that will become a new district for the long term sustainability of the Thames Valley region's community and economy.

The applicant has already demonstrated its commitment to delivering regeneration on this site when it began demolition works in June 2019 in order to prepare the site for construction. Further positive progress for the project was also achieved when two Reserved Matters and Section 73 planning applications for the first phase (the "South Site") of this scheme were approved by RBC.

This hybrid planning application solely concentrates on the delivery of the North Site which comprises a detailed application for Phase 2 (Plot G and landscaped podium) and Phase 3 (Plots A, B, C, D and landscaped podium).

## 1.2 The proposals

The proposals consulted on aim to deliver a best in class regeneration project at Station Hill that will create a distinct sense of arrival to Reading. The redevelopment seeks to help Reading meet its need for quality new homes and employment space as it continues along its ambitious growth trajectory. In addition, it will deliver a vibrant destination that will encourage residents and visitors alike to explore a new route into the town. It will be a new focal point for central Reading in a neighbourhood and managed estate comprising:

- Between 462-662 residential units / flexible accommodation;
- Up to 32,500 sq m of quality modern office space and employment space for up to 3,500 jobs;

- Important new pedestrian north-south and east-west links;
- Landscape design incorporating mature trees, cascading garden steps and lush pocket parks managed through a proactive place making strategy;
- A curated line up of shops and restaurants, which provide a new retail and leisure offer not currently available in Reading.

# Consultation Strategy

## 1.0 Introduction

The consultation strategy was designed to align with RBC's Statement of Community Involvement policy as well as wider planning policy. This would ensure a fair and transparent process, and to enable early, meaningful, and thorough consultation on the proposals.

The consultation strategy sought to reach a broad audience and engage with as many local stakeholders, residents, and members of the community as possible and provide the opportunity to give feedback on the plans.

## 1.1 Planning policy

The Station Hill site has a long planning history. Specific policies allocated the site for a major mixed-use development as far back as the RBC's Local Plan (RBLP) adopted in 1998, where policies CEN13 and C7 governed Station Hill within the context of major developments in the town centre. A specific Planning and Urban Design Brief was produced in the form of a Development Plan Document in March 2007, and remains in force. The draft Local Plan continues this strong policy support for major development on the site, in the form of draft policy CR11c:

*'This area will be developed for a mix of uses at a high density, including retail and leisure on the ground and lower floors and residential and offices on higher floors. There will be enhanced links through the site, including in a north-south direction at a single level into the Station Hill area and through to the station, and a network of streets and spaces. Frontages on key routes through the site should have active uses.'*

Both national and local planning policy make clear that engaging with the community before submitting a planning application improves planning outcomes. This also formed a central part of the strategy. For example, the Revised National Planning Policy Framework, which governs development, states that:

*'Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.'*<sup>1</sup>

The July 2018 revision to this policy strengthened the support for pre-application engagement, noting in paragraph 128 that:

*'Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.'*

---

<sup>1</sup> Ministry of Housing, Communities and Local Government, Revised National Planning Policy Framework (July 2018), paragraph 39

## 1.2 Statement of Community Involvement

RBC's approach to public engagement is set out in its Statement of Community Involvement (SCI), which was adopted in March 2014. This makes clear that it agrees with the NPPF's emphasis on engaging with the community "from the outset", with this being "particularly the case" for proposals that are "sensitive or of a significant scale."

The below sections were deemed especially important by the applicant and influenced the approach taken:

- *Developers should prepare a project plan for pre-application involvement and consultation to be discussed and agreed with the case officer. The case officer will provide assistance in identifying and providing contact information for local representatives, groups and individuals who should be invited by the applicant to become involved in the proposals. This will include local residential and other property, representatives of community groups, including local Councillors, relevant statutory and non-statutory consultees, statutory undertakers and any other bodies or individuals to which such information is deemed relevant by the local planning authority. Where proposals relate to the historic environment, the developer will be required to consult a number of organisations with interests in these matters.*
- *The developer's project plan should include details of the scope of the community involvement including which stakeholders will be engaged, timescales and milestones, materials that will be made available to the community and stakeholders and the venues proposed for holding interactive events. Website development resources should also be highlighted.*
- *On the most significant or sensitive proposals, where very wide community interest is anticipated, it would be advisable to discuss community involvement arrangements with the community at the initial stage. Council officers can help to identify where this is likely to be required. Such initial approaches to the community and stakeholders should offer a range of involvement approaches and express willingness to meet groups or hold exhibitions/meetings to explore proposals. They should invite suggestions from the community and stakeholders on how involvement should take place to best meet the needs of the community. Prospective applicants should discuss with the community matters such as possible venues for exhibitions, meetings and other events, and the timing of those events to meet the needs of all in the community. This will be particularly important in involving hard to reach and specific groups within the community.*
- *Developers should prepare circular information on the developer/applicant's intentions to make a planning application and develop a particular site. Developers should discuss*

*the form and content of the information to be provided with the local planning authority. Such circular information shall be designed to include a means to feed back appropriate responses either by prompted questions or through other written and digital communication.*

- *Developers should widely distribute such information as may be agreed by the local planning authority by posting to household addresses and other addresses determined in conjunction with and agreed by the local planning authority.*
- *Developers should arrange and provide at least one interactive involvement event designed to enable all consultees to attend, receive information, participate and feed back information on their area and its community and their views on possible development or other change in the area.*
- *Developers should provide a website of relevant information or provide digital images and information (or a suitable document such as a document in .pdf format) that can be put on the planning page of the RBC Website.*

To summarise briefly, this makes clear that RBC expects applicants to undertake a detailed, comprehensive plan for pre-application engagement. This should include a variety of promotional activities to ensure the proposals are thoroughly advertised and there are numerous ways in which to feedback.

### **1.3 Aims of the consultation**

Based on the above, the key aims of the Station Hill consultation were developed as below:

- To conduct a wide-ranging consultation, engaging with local politicians, local groups, stakeholder groups and residents;
- To explain the aims and rationale behind the proposals and the benefits, presenting as much information as possible;
- To provide a number of channels for the local community to express their views, namely through face-to-face meetings, the public exhibition, feedback forms and the dedicated website and project email address;
- To incorporate feedback where possible into the emerging proposals;
- To work closely with RBC to ensure key officers and councillors were aware of the proposed development, consultation activities and outcomes at appropriate stages

These activities were to come in addition to the consultation already undertaken by the project team, with statutory consultees.

### **1.4 Consultation approach**

Based on the objectives, the following key steps formed the basis of the consultation strategy, which was discussed and agreed with the Planning Department at RBC.

- A series of pre-application meetings with a range of key stakeholders (set out in section 3).
- A three day public exhibition event hosted by representatives from the project team, to explain the plans with attendees and answer any specific questions (set out in section 4).
- Project website with downloadable materials (including boards and feedback forms).
- A dedicated project email address, [estatemanagement@stationhill.co.uk](mailto:estatemanagement@stationhill.co.uk), for people to get in touch and ask questions was actively managed by the relevant members of the project team.
- A presentation and Q&A session with the RBC Future Reading Sub-Group committee.
- 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.

## Pre-exhibition consultation

### **1.5 Introduction**

Given the site's location, there is not a high residential population in the vicinity. However, due to its adjacency with the train station the applicant was very aware there would be a wider level of interest given to the proposals for the site, which is of strategic importance to Reading town centre and its economy as a whole. The applicant therefore carried out a series of meetings and events in order to reach a wider group of business, political and amenity groups to gather a wider set of views and feedback on the proposals ahead of the public exhibition.

Similarly, and as the majority of the site neighbours are businesses, there was a need to meet and discuss with them about what they wanted to see from the proposals. The next section of the document set out the activity undertaken and the reasons why these were identified as key focusses.

### **1.6 Presentation and Q&A session with RBC Future Reading Sub Group**

On 15 April 2019, representatives from the project team presented a 'fly through', architectural video and detailed presentation of the illustrative plans followed by an open Q&A session to members of the Future Reading Sub Group, at RBC's offices.

### **1.7 Engagement with Design South East**

Members of the project team met with the Design South East Review Panel as part of the pre-application process on 23 July 2019. Following a presentation of the plans and Q&A session, Design South East produced a report summarising its recommendations. The report stated that "the scheme as presented has strategic strengths which clearly improve the arrival experience into the city, rectifying the harm created by developments of the 60s and 70s.". <sup>2</sup>The report also provided useful feedback on areas such as the public spaces, energy strategy and estate management strategy (see section 1.21 for ways the final scheme seeks to address this feedback.)

### **1.8 Presentation and Q&A session with Reading Real Estate Network**

Reading Real Estate Network is a quarterly gathering of real estate professionals working in Reading and the Thames Valley region. The applicant was aware many people working in the real estate sector locally had followed various proposals for redevelopment at Station Hill. Therefore it was important to engage with this particular business group and to gather feedback on the applicant's latest proposals.

On 14 June 2019, Alex Aitchison (the applicant, Lincoln Property Company) and John Badman (Lead Architect, CRTKL) presented a 'fly through', architectural video and detailed presentation of the illustrative plans followed by an open Q&A session attended by 170 people.

### **1.9 Presentation to Reading Museum**

On 10 September 2019, representatives from the project team presented the proposals to Reading Museum and gathered feedback, particularly focussing on the immediate history of

the site and how this can form part of the placemaking and wayfinding strategy for the scheme.

#### **1.10 Presentation to Thames Valley Propfest**

On 12 September 2019, representatives from the project team presented the latest version of the scheme to the Thames Valley Propfest, a real estate-focused event at Reading Town Hall that includes tours, talks, awards and a local cultural programme related to the Thames Valley.

#### **1.11 Presentation to the Berkshire & Thames Valley Built Environment Networking group**

On 16 September Alex Aitchison, Lincoln Property Company presented to the Berkshire & Thames Valley Development Plans event, a networking gathering for the local real estate industry.

## Public exhibition

### **1.12 Summary**

The project team arranged a public exhibition to show the general public and local residents the scale and nature of the plans. The event took place at 'The Biscuit Tin' on the Station Hill site over the following dates in June 2019:

- 5.00pm – 7.00pm, Thursday 13 June, invite only preview evening for key stakeholders
- 4.00pm – 8.00pm, Friday 14 June
- 10.00am – 1.00pm, Saturday 15 June

In total 122 people attended the event over three sessions and 32 feedback forms were completed and returned either at the event or via a Freepost address after the exhibition.

### **1.13 Exhibition logistics**

The venue and timings for the exhibition were chosen to encourage the highest possible attendance levels. We aimed to provide a mix of evening weekday and weekend slots to allow visitors to attend outside of working and school hours.

The Biscuit Tin was chosen as the venue for the public exhibition event, as it is fully DDA compliant and sits on the site the proposals refer to.

### **1.14 Exhibition promotion - stakeholders**

Invitation letters to the Thursday preview session were sent to the following list of key political and community stakeholders:

#### ***Political stakeholders***

- Cllr Jason Brock, Leader of the Council
- Cllr Tony Page, Deputy Leader, Strategic Environment, Planning and Transport and ward councillor
- Cllr John Ennis, Housing
- Cllr Sophia James, Neighbourhoods and Communities
- Cllr Tony Jones, Adult Social Care
- Cllr Liz Terry, Children
- Cllr Karen Rowland, Culture, Heritage and Recreation
- Cllr Ashley Pearce, Education
- Cllr Graeme Hoskin, Health, Wellbeing and Sport
- Cllr Ellie Emberson Corporate and Consumer Services
- Cllr Chris Maskell, Chair
- Cllr Karen Rowland, Vice-Chair and ward councillor (as above)
- Cllr Jason Brock (as above)
- Cllr Ellie Emberson
- Cllr Jan Gavin
- Cllr Ed Hopper

- Cllr Ruth McEwan
- Cllr Tony Page (as above)
- Cllr Simon Robertson
- Cllr Daya Pal Singh
- Cllr Sandra Vickers
- Cllr Josh Williams
- Cllr Rose Williams
- Matt Rodda MP
- Cllr Mohammed Ayub, ward councillor and member of Reading Taxi Association
- Cllr Debs Absolom

***Business groups***

- Paul Britton, Chief Executive of Thames Valley Chamber of Commerce Group (TVCCG)
- Peter Reid, Chairman of Thames Valley and Berkshire Local Enterprise Partnership (TVBLEP)
- Tim Smith MBE, Chief Executive of Thames Valley and Berkshire Local Enterprise Partnership (TVBLEP)
- Louize Clarke, Director at Connecting Thames Valley Tech (Connect TVT)
- Kirsti Wilson, Managing Director at Connect Reading
- Nigel Horton Baker, Executive Director at Reading UK CIC (local Business Improvement District) and Reading 2050
- Professor Tim Dixon (Reading University), Reading 2050
- Kim Cohen (Partner at Barton Willmore), Reading 2050
- Representatives from Broad Street Mall
- Representatives from the Oracle

***Civic Groups***

- Richard Bennett, Chairman of Reading Civic Society
- Victor Koroma, General Manager at Alliance for Cohesion and Racial Equality (ACRE)
- Katesgrove Community Association

***Transport Groups***

- David Pinder, Station Manager at Reading (Great Western Railway)
- Robert Williams, Chief Executive at Reading Buses
- Peter Absolon, General Manager at Readibus

***Other groups***

- Jason Dabydoyal, President of Student Union at Reading University
- Dr Rachel Stewart, Director at Planning and Strategy Office at Reading University
- Dr Richard Messer, Chief Strategy Officer & University Secretary at Reading University
- Christopher Reeve, Property Services Director at Reading University
- Samantha Foley, Chief Financial Officer at Reading University
- Professor Robert Van de Noort - Vice-Chancellor, University of Reading
- Representatives from Great Reading Environmental Network
- Suzanne Stallard, Jelly
- Zsuzsi Lindsay, Reading Fringe

- Melvin Benn, Festival Republic
- Hilary Scott, Executive Secretary at Theatre Arts Reading (TAR)

### **Media**

- Hugh Fort, Reporter, Get Reading
- Matthew Battle, Editor, Thames Tap
- Faye Harland, BBC
- Alastair Fee, BBC
- Olivia Gantzer, Reading Chronicle
- Tevye Markson, Reading Chronicle
- Sarah Rodi, Berkshire and Buckinghamshire Life

### **1.15 Exhibition promotion – public**

The exhibition was promoted with two weeks' notice to ensure adequate time to plan and arrange alternative meetings for interested parties who were not able to attend. The team used several promotional channels to ensure as wide an awareness of the event as possible. These included:

- **1,000 flyers** (see Appendix 3.1): distributed on 12 and 13 June outside the train station between 3.30pm and 6.30pm (the busy commuting periods). The flyers invited people to come along to the public sessions of the exhibition on Friday and Saturday. The flyer detailed the dates, times and location of the exhibition.
- **Press adverts** (see Appendix 1): Quarter-page adverts were placed in the print editions of the Reading Chronicle newspaper on 30 May and 13 June ahead of the exhibition.
- **Door drop** (see Appendix 3): 4,473 flyers were delivered to residential and commercial addresses in the local area, please see Appendix 3.2 for a map of the distribution area, which was chosen to cover the most relevant residential neighbourhoods in the site's vicinity. The distribution company confirmed these were successfully delivered as planned, with a small handful of exceptions.
- **Press release** (see Appendix 5): a press release was issued to the local media setting out the details of the exhibition. This was covered by Reading Chronicle, Get Reading and Reading-on-Thames blog. Hugh Fort, reporter for Get Reading and Matthew Battle reporter for Thames Tap also attended the exhibition event and published subsequent articles (see coverage in Appendices 6-10).
- **Website** (see Appendix 14) the home page of the Station Hill website was updated with information for the public exhibition event, a link to download all of the exhibition boards and feedback form, details of the freepost address as well as the email address to contact the project team. All promotional materials contained the email and website address.

### **1.16 Exhibition Materials on display** (see Appendix 12)

In addition to the exhibition boards below, a three and a half minute fly-through architectural video of the proposed scheme was shown on a rolling basis on a big screen throughout the exhibition. Print outs of the boards and the Design and Access Statement for Phase one were also provided to aid discussions.

| NO | Board Title | Summary                           |
|----|-------------|-----------------------------------|
| 1  | Welcome     | Board 1 provided a welcome to the |

| NO | Board Title              | Summary                                                                                                                                                                                                                                                                                      |
|----|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                          | exhibition.                                                                                                                                                                                                                                                                                  |
| 2  | Lincoln MGT introduction | Board 2 gave an introduction to the applicant, outlining their track record and offer.                                                                                                                                                                                                       |
| 3  | A connected town         | Board 3 outlined how the proposals will fit into Reading, and the benefits the scheme will bring to the town.                                                                                                                                                                                |
| 4  | The development          | Board 4 illustrated the structure, design, connectivity and access of the development, providing a breakdown of the various levels.                                                                                                                                                          |
| 5  | Welcome to Reading       | Board 5 outlined how the scheme will give a distinct sense of arrival to Reading, providing indicative drawings and images to give an impression of the applicant's vision for Station Hill.                                                                                                 |
| 6  | Station Square           | Board 6 explained the principle of blending public realm in the scheme, blurring the lines between private and public space. The board also exhibited architectural drawings of proposed landscaping and storyboard images showing comparative examples from similar completed developments. |
| 7  | Station Hill Plaza I     | Board 7 explained how Station Hill Plaza would be the heart of the scheme and a new destination for Reading, delivering a number of public uses for the local community and visitors alike.                                                                                                  |
| 8  | Station Hill Plaza II    | Board 8 outlined how Station Hill would create a new cultural and economic facility for Reading, providing CGIs and indicative images for the uses of the plaza.                                                                                                                             |
| 9  | Friars Walk              | Board 9 explained how Friars Walk would become a preferred choice for pedestrians walking through Reading town centre and will deliver a new retail experience with independent occupiers.                                                                                                   |
| 10 | Garrard Street           | Board 10 presented the applicant's reimagining of Garrard Street, how it will interact with Friars Walk and                                                                                                                                                                                  |

| NO | Board Title                     | Summary                                                                                                                                                                                                                                                                                    |
|----|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                 | Station Hill Square – creating one seamless public realm.                                                                                                                                                                                                                                  |
| 11 | Greyfriars Road                 | Board 11 outlined how Greyfriars Road would have a residential aspect, active frontages, whilst also being an important pedestrian access to the scheme. The board also exhibited drawings of Greyfriars Road, and example images from other developments to show inspiration for designs. |
| 12 | Station Hill                    | Board 12 explained how Station Hill would become a drop off point for taxis, and how building designs in the area would create an articulated street frontage to the transport hub. The board also provided CGIs of Station Hill, and example images.                                      |
| 13 | Delivering the vision – Phase 1 | Board 13 provided a 3D overview of the site and key facts and figures relating to the delivery of phase one of the development, and a timeline of key dates.                                                                                                                               |
| 14 | Station Hill Completed          | Board 14 also provided a 3D overview of the site, and facts and figures delivered, including jobs, residential and office units, and public realm space. The boards also exhibited CGIs from various viewpoints in the scheme.                                                             |
| 15 | Masterplan                      | Board 15 exhibited the masterplan for the scheme, showing the phases and pedestrian, cycle and vehicle routes through the development.                                                                                                                                                     |
| 16 | Thank you for participating     | Board 16 encouraged attendees to provide their comments on the proposals, noting the feedback form, project website and project email.                                                                                                                                                     |

Members from each of the following project teams were in attendance for every exhibition: **SH Reading Master LLP** (site owners and developers), **Cast** (project manager), **DP9** (planning consultant), **CRTKL** (lead architect), **Gensler** (office building architect), **LDA** (landscape designer), **Peter Brett Associates** (transport consultant) and **Redwood Consulting** (communications consultant).

### 1.17 Pictures of exhibition space



**Image one: Thursday 13 June, Stakeholder preview session**



**Image two: Exhibition day one: Friday 14 June**



**Image three: Exhibition day two: Saturday 15 June**

# Feedback

## 1.18 Introduction

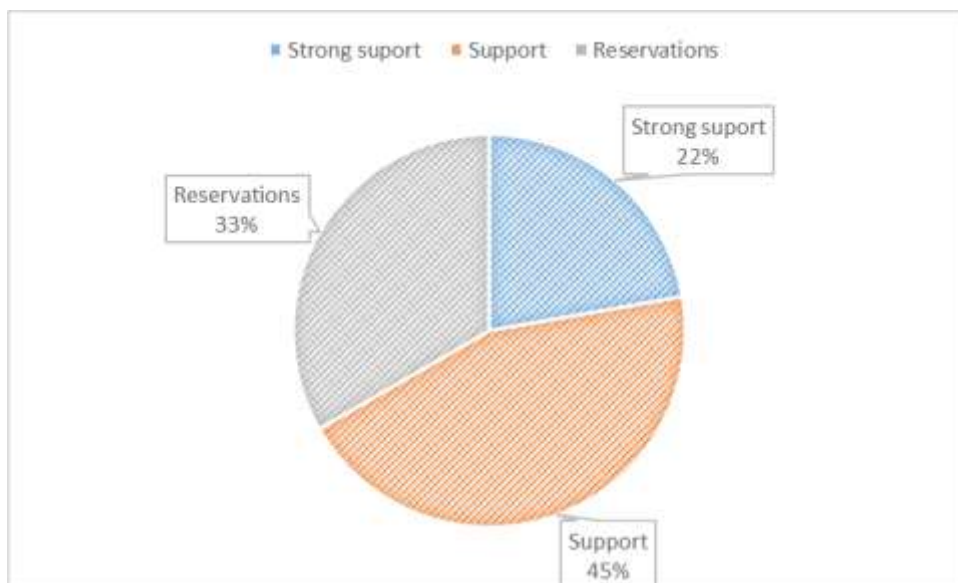
This section collates the feedback gathered from participants in the June 2019 consultation event, via the forms which were made available. A total of 32 forms were received, the majority of which were submitted at the exhibition. Of this number 7 forms were posted backs at a later date via the Freepost address.

To date the project team has also responded to 18 enquiries that have been sent through regarding the proposals to the [estatesoffice@stationhill.co.uk](mailto:estatesoffice@stationhill.co.uk) contact address, which have been summarised at the end of this section.

## 1.19 Feedback summary

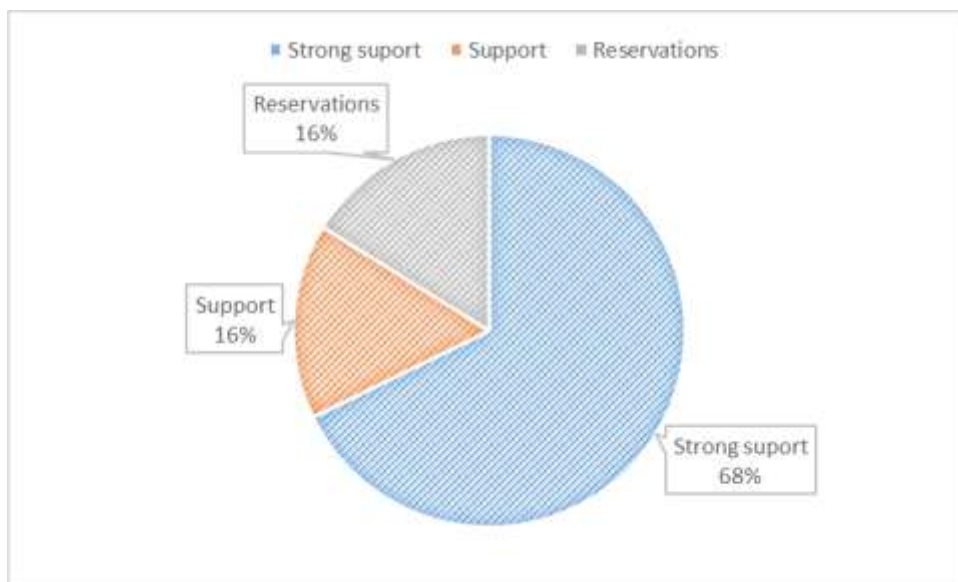
The feedback shows a strong support for the principle of development on site and the proposed mix of uses with almost 70% of respondents stating they either support or strongly support the proposals and over 70% stating that the plans are better than previous iterations of the scheme.

### QUESTION 1: Do you support the plans?



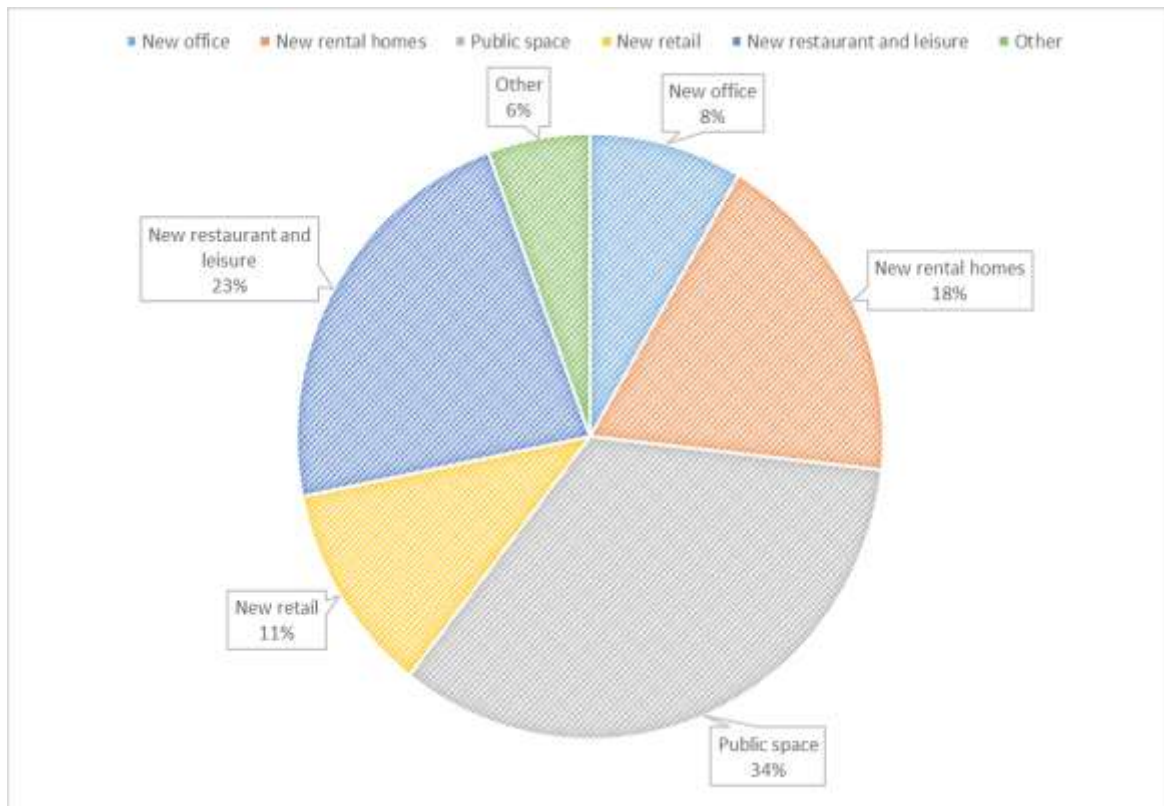
**COMMENTS:** Many people felt the proposals were an improvement on the previous plans, liked the mix of uses and expressed the desire to see prompt progress on redevelopment of the site.

**QUESTION 2: Do you support the creation of enhanced public realm, pedestrian routes and increased public spaces in and around the Station Hill site?**



**COMMENTS:** There was support for the way cycling was accommodated in the designs with one respondent commenting; *“having spoken to people here today, I am encouraged by the positive approach to cycling, the well identified through routes and the permeability of the rest of the area.”*

**QUESTION 3: Which of the different uses proposed are you most pleased to see included in the plans for Station Hill?**

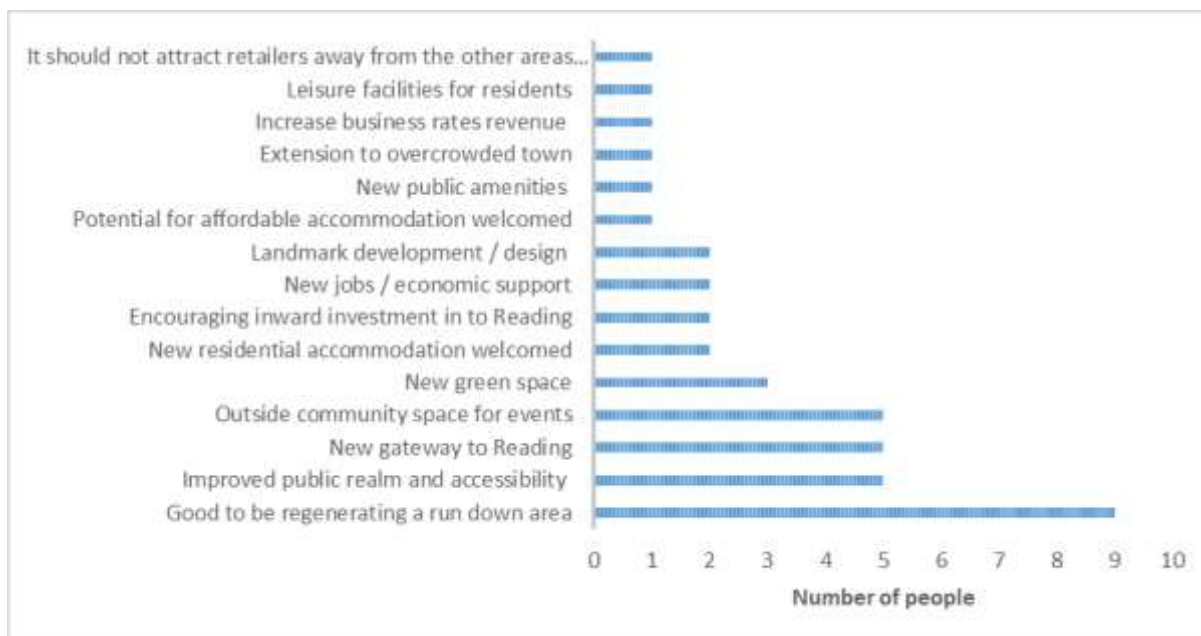


**COMMENTS:** There was clear support for the new public spaces expressed in the responses to this question, with 34% of respondents ticking they were pleased to see this use included in the plans.

One respondent who ticked new offices and retail also commented it was *“important for the Reading economy to facilitate in, rather than out, commuting.”*

Two people expressed they would like to see homes for sale as well as for rent in this section of the form.

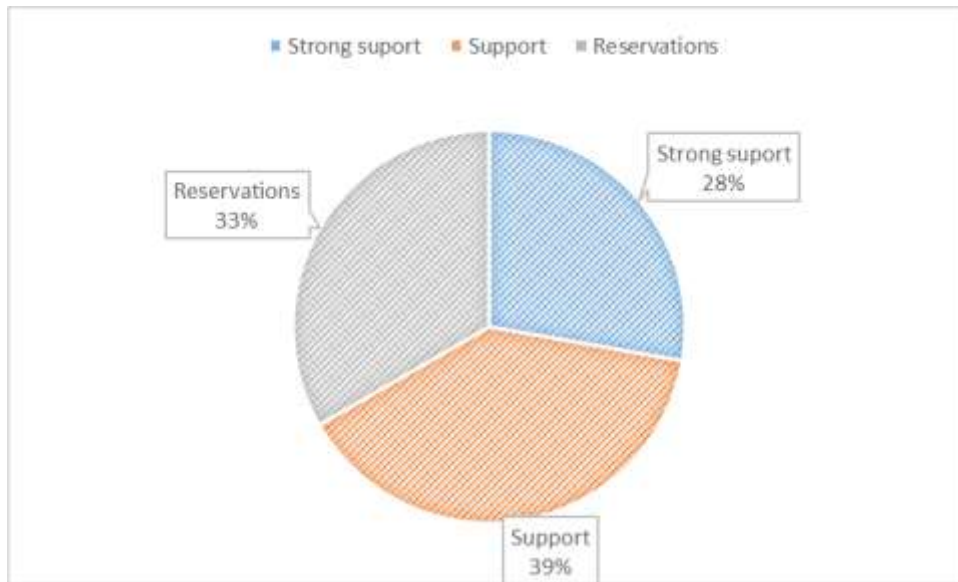
**QUESTION 4: What do you think will be the main benefits to the local community of the Station Hill proposals?**



COMMENTS: Several respondents commented the addition of new, quality public spaces as the main benefit for the local community. For example stating it will *“improve the environment and create opportunities for cultural events [as well as] open space for community use”* and also *“make use of wasted land [and provide] more green space.”*

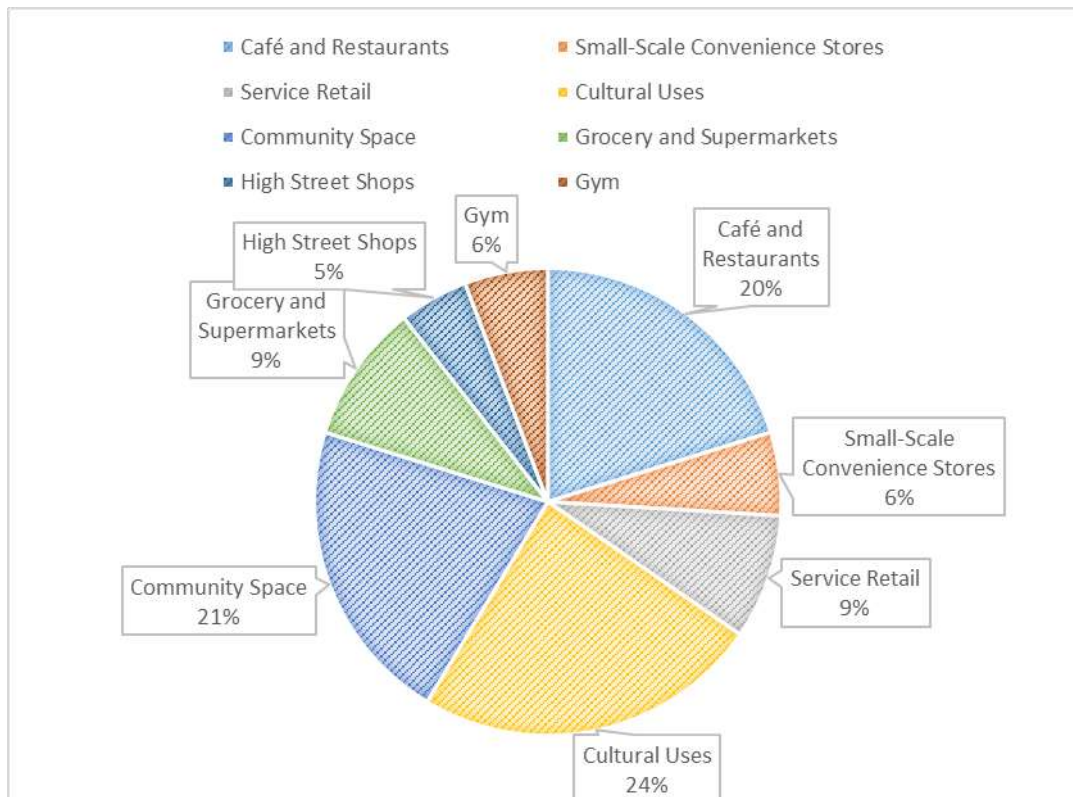
Other respondents wrote *“the upgrade of the area will increase pride in the town”* and create a *“better looking arrival to Reading”*.

**QUESTION 5: Do you feel what we are proposing is better than what has been previously discussed?**



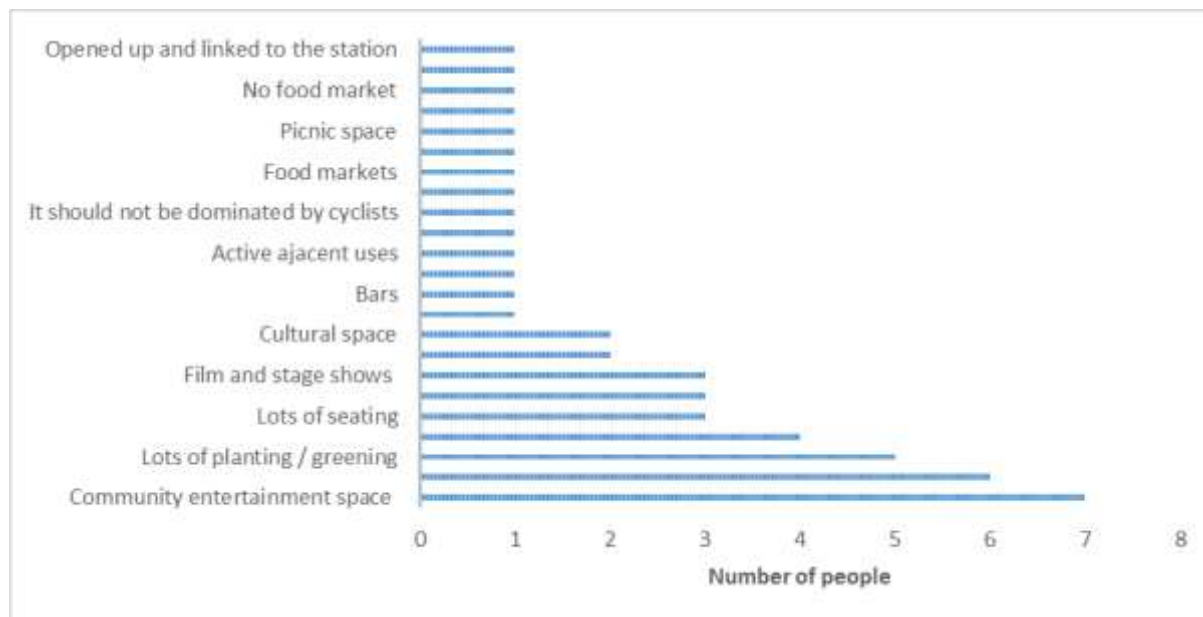
**COMMENTS:** Some respondents commented that they were not aware of previous proposals for the site, while another stated the current plans were *"a major step forward"*.

**QUESTION 6: What kind of retail, leisure and community facilities would you like to see included?**



COMMENTS: two respondents added additional suggestions of a “*bicycle kitchen*” and a “*health centre*” in this section.

### QUESTION 7: How would you like to see the public space used?



COMMENTS: most of the comments focussed on public and community events in the open spaces. Suggestions for the type of uses included food festivals, open air theatre and film screenings and pop-ups. One respondent *“welcomed the proposed intensive plantings”* and another suggested *“lots of green spaces for events”* in the scheme.

**QUESTION 8: Any other comments?**

- Two respondents raised the issue of car parking spaces for the public or new residents and whether enough were included
- Two respondents were concerned about safety and suggested commitment to a police presence in the evenings to ensure the area stays safe
- One respondent believed the development should encourage Reading's evening economy
- It was mentioned the design should correlate with that of Thames Tower to unify the cityscape
- One respondent was interested in the public art strategy
- Two respondents wanted more information about the renewable energy strategy
- One respondent asked about the inclusion of roof gardens in the office space and whether this was an option
- Other suggestions included more facilities for commuters - i.e. public toilets / information point / tourist office and more facilities for buses and taxis
- One respondent asked the project team to consider the impact of views from the town square, however two felt the design could be higher
- One respondent requested an effort be made to keep the occupiers of the retail and leisure space independent rather than national chain brands
- One respondent asked for more affordable housing
- Several asked about the management of the public space - one respondent stated this would be key to its success
- Concerns were raised from one respondent about daylight / sunlight and the ability to have green planting given the building heights
- It was seen as positive to redirect taxis away from Garrard Street

## Evaluation and conclusions

### 1.20 Introduction

This section outlines how the feedback has been interpreted and the measures put in place to ensure the scheme responded to the comments received. This meets the requirement set out in Reading's SCI:

*“Developers or prospective applicants will be expected to prepare a public report of community involvement for submission with a significant or sensitive planning application (as defined in this SCI), detailing the extent of the community involvement exercise carried out, reporting all views and responses and indicating the actions or changes that have been carried out or that it is proposed are carried out in order to meet the views and concerns raised by the community involvement. Where no actions or changes are proposed, the report should explain why this is the case.”*

### 1.21 Responding to feedback

#### 1.21.1 Transport

In response to engagement with RBC and the community, a strategy to improve the development and local environment for cyclists was reviewed. The development has been designed to take advantage of its close proximity to Reading's designated on-street cycle routes which surround the site (such as Garrard Street, Greyfriars Road and Station Hill), proposing to provide access to secure cycle parking for employees and residents directly from these streets, while also proposing visitor cycle parking within the surrounding public realm.

Discussions with RBC highlighted their aspiration to enable cyclists to use the Reading Station underpass as a traffic-free route from Station Hill to Vastern Road to strengthen the north-south connection to the River Thames and Caversham. The landscape strategy for the development has been designed to accommodate cyclists within a shared footway or cycleway along Station Hill, connecting users of the subway to Greyfriars Road. A wheeling ramp has also been accommodated within the stairs adjacent to the subway to the Station Square to support cyclist desire lines.

Along Greyfriars Road the development proposes to deliver an enhanced commuter cycle route accommodating both a northbound and southbound designated cycle lane. Appropriate cycle warning road markings and signage is proposed along Garrard Street to promote this route to cyclists and warn drivers of the presence of cyclists. Additionally, these roads benefit from proposed traffic calming measures with the tightening of a junction radius and a pedestrian crossing proposed across Garrard Street to help slow vehicles and improve cycle safety.

As an extension to the north-south connection with the subway, cycle access through the site will be allowed, with the landscape strategy developed to enable slow, cautious and

considerate cycling through the scheme but acknowledging that faster commuting cycling will be encouraged to utilise the enhanced routes on Station Hill, Garrard Street and Greyfriars Road.

#### **1.21.2 Energy**

Following discussions with RBC and the local community, a programme to enhance and improve the scheme's energy strategy has been reviewed. The development will endeavour to use low carbon technologies for its own energy generation. The energy generated on site will also be decentralised, which would provide the opportunity to export or share any energy surplus or excess with the wider network.

Furthermore, the façade of Building G within the proposals will now benefit from increased solidity with the inclusion of spandrels.

#### **1.21.3 Events, culture and community uses**

The feedback from the consultation has demonstrated the appetite locally for Station Hill to become a new civic focal point for the town. A key element of helping to deliver this is the emerging placemaking strategy, which will be developed in partnership with local community stakeholders as the project progresses. At the same time, flexibility has been built into the design to future proof the future scheme and enable it to be used by the local community over the longer term.

Although the placemaking strategy is still in the early stages, the team met with Reading Museum on Monday 9 September 2019 to discuss how heritage can be incorporated into the future scheme as one of the ways it will reflect Reading's unique identity. This is an ongoing workstream and through the placemaking strategy we will continue to work with the local community to develop plans for the public art and a community events programme for the future scheme.

#### **1.22 Conclusion**

This SCI aims to demonstrate the applicant pursued a wide-reaching and proactive approach to engagement with the local community and other key stakeholders. The preceding pages set out the various ways this was achieved and the level of feedback that has been gathered throughout the consultation process. This exercise has shown there is a clear desire amongst various groups in the local Reading community to see a quality redevelopment take place on this site, after many years of delays.

We want to continue to work to ensure local stakeholders are kept up to date with our plans and provide further opportunities for the wider public to be made aware of the latest proposals. We will be holding a drop-in information forum event in Autumn 2019 to show the final designs for Station Hill that are submitted to RBC as part of this application. The Information Forum will be open to anyone to drop in to view the submitted scheme, see how feedback gathered during the consultation has been incorporated into the design and ask any questions to representatives from the technical design team. We will also publicise this planning application via a press release issued to local media following submission to RBC.

Beyond this, the applicant wants to continue to build strong community and local relationships through the post-application process. In particular, we will continue to seek to engage and partner with the local community as part of the ongoing and emerging meanwhile and placemaking strategies for the site as the project progresses.

## Appendices

### Appendix 1 – Press advert for the exhibition

# STATION HILL

## Transformative Station Hill development - have your say...

### when

Friday 14th June  
4.00pm – 8.00pm  
Saturday 15th June  
10.00am – 1.00pm

### where

The Biscuit Tin,  
40 Station Hill,  
Reading, RG1 1NF



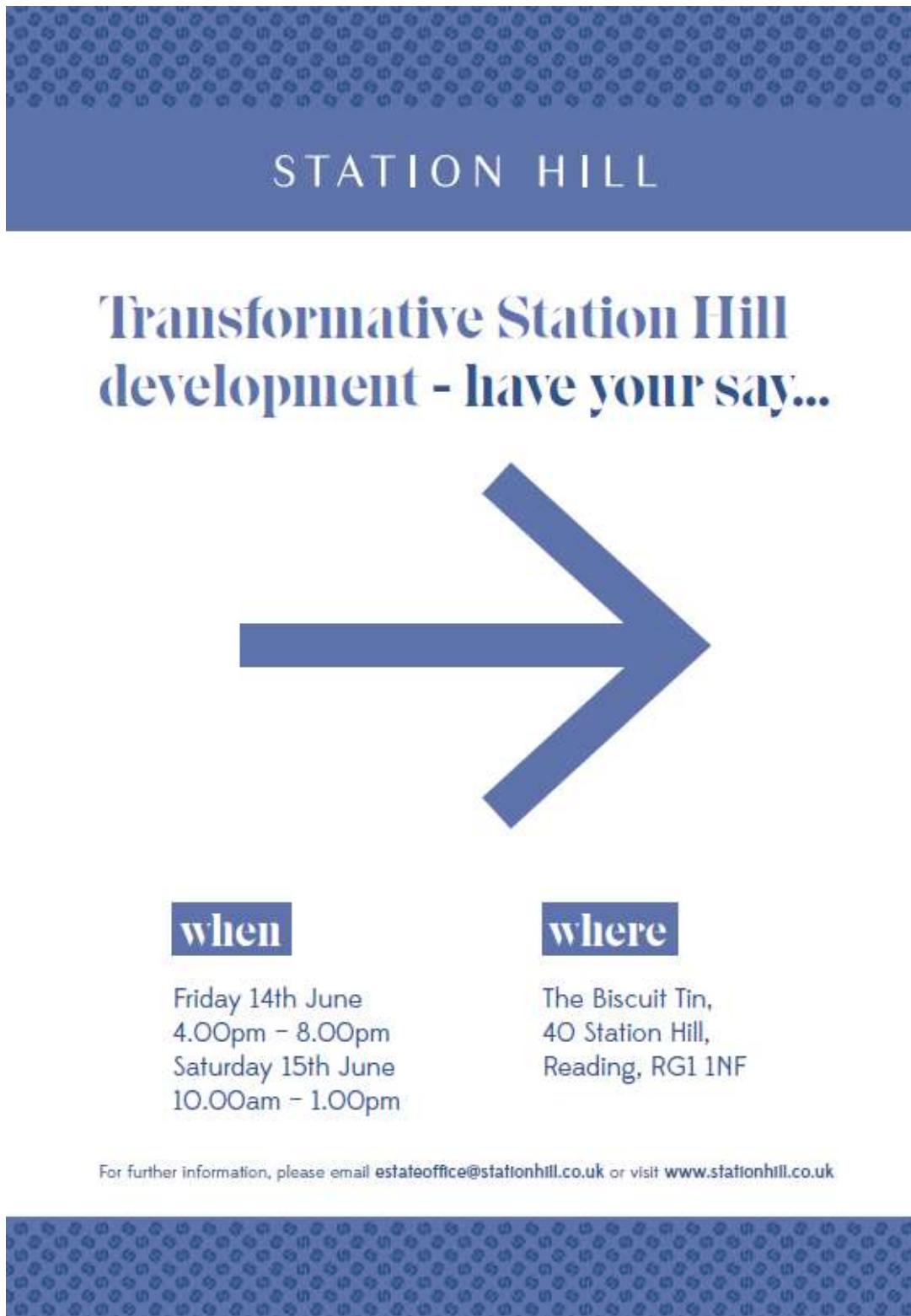
Our ambition for Station Hill is to deliver a best in class regeneration project that will create the new gateway Reading deserves. As a truly mixed-use development, it will become a new town quarter, which fuses contemporary living, working, leisure and open community space.

We recognise the importance of the local community and invite you to attend an exhibition to provide feedback on the next phase of development proposals at Station Hill.

For further information, please email [estateoffice@stationhill.co.uk](mailto:estateoffice@stationhill.co.uk) or visit [www.stationhill.co.uk](http://www.stationhill.co.uk)

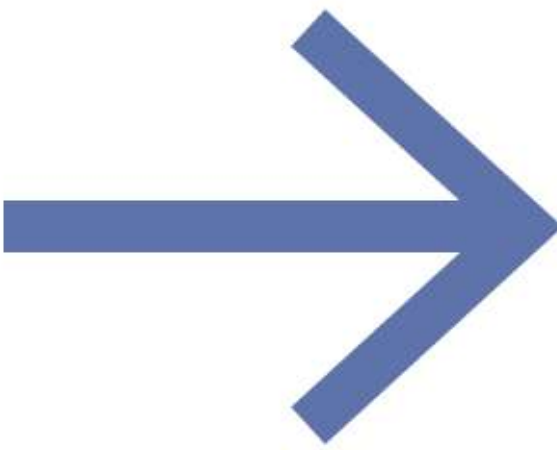


## Appendix 2 – Poster for the exhibition



STATION HILL

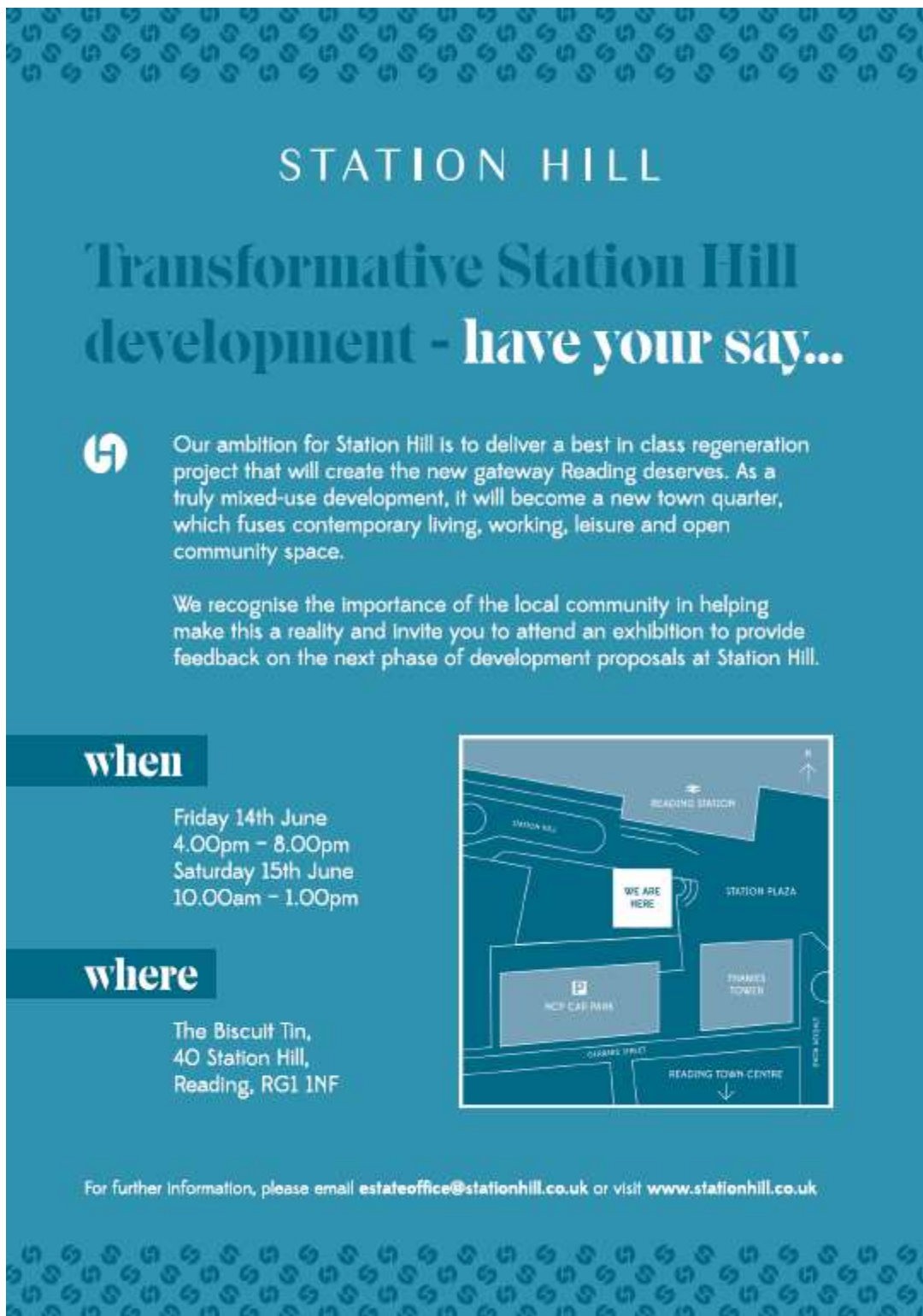
# Transformative Station Hill development - have your say...



| when                                                                          | where                                                    |
|-------------------------------------------------------------------------------|----------------------------------------------------------|
| Friday 14th June<br>4.00pm – 8.00pm<br>Saturday 15th June<br>10.00am – 1.00pm | The Biscuit Tin,<br>40 Station Hill,<br>Reading, RG1 1NF |

For further information, please email [estateoffice@stationhill.co.uk](mailto:estateoffice@stationhill.co.uk) or visit [www.stationhill.co.uk](http://www.stationhill.co.uk)

## Appendix 3.1 – Flyer for the exhibition



**STATION HILL**

# Transformative Station Hill development - have your say...

 Our ambition for Station Hill is to deliver a best in class regeneration project that will create the new gateway Reading deserves. As a truly mixed-use development, it will become a new town quarter, which fuses contemporary living, working, leisure and open community space.

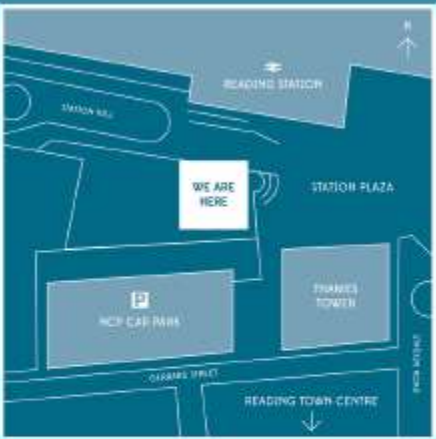
We recognise the importance of the local community in helping make this a reality and invite you to attend an exhibition to provide feedback on the next phase of development proposals at Station Hill.

**when**

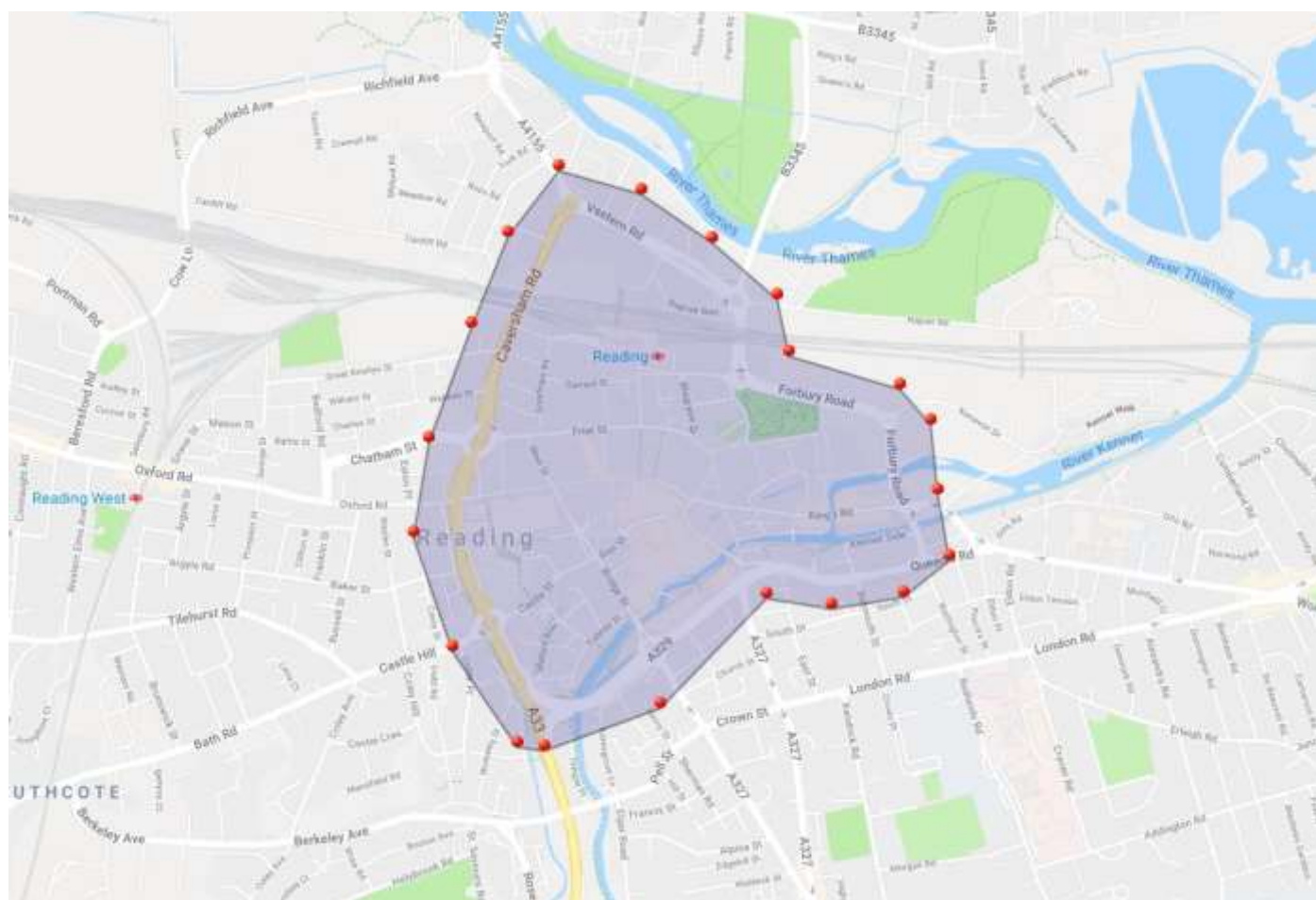
Friday 14th June  
4.00pm – 8.00pm  
Saturday 15th June  
10.00am – 1.00pm

**where**

The Biscuit Tin,  
40 Station Hill,  
Reading, RG1 1NF



For further information, please email [estateoffice@stationhill.co.uk](mailto:estateoffice@stationhill.co.uk) or visit [www.stationhill.co.uk](http://www.stationhill.co.uk)



**Appendix 5 – flyers distributed by professional promotional staff outside Reading Train Station**



#### **Appendix 4 – Invitations to local councillors and local stakeholder(s) groups**

Dear \_\_\_\_\_,

#### **Re: Station Hill redevelopment – invitation to view proposals 5-7pm, Thursday 13<sup>th</sup> June**

On behalf of Lincoln MGT, I am pleased to extend an invitation to preview the next phase of the development proposals for Station Hill, ahead of the wider public consultation exercise.

Station Hill is a transformative project creating a new connection and destination with substantial investment in public space, landscaping, and greatly improving pedestrian accessibility. The mixed-use proposal balances the commercial and housing need of Reading, by fusing residential, office, leisure and retail uses around open community space and enhanced public realm.

The preview session seeks your engagement and feedback on new proposals for Station Hill, and will be held at 'Biscuit Tin' located on site at Station Hill on **Thursday 13<sup>th</sup> June at 5-7pm**, where you can meet with the Lincoln MGT team.

If you are unable to attend, a more publicly hosted consultation for local residents and businesses will take place at the same venue on:

- **Friday 14 June 4pm – 8pm**
- **Saturday 15 June 10am – 1pm**

We look forward to meeting with you.

If you have any questions or comments, or are unable to attend, then please do contact us at [estateoffice@stationhill.co.uk](mailto:estateoffice@stationhill.co.uk) or visit our consultation website at [www.stationhill.co.uk](http://www.stationhill.co.uk) for more information.

Kind regards,

---

#### **Follow-up invitation ahead of exhibition**

Dear \_\_\_\_\_,

We are just emailing to follow up on the invitation that we shared with you earlier this month to attend a preview exhibition of our proposals for Station Hill **tomorrow evening between 5.00pm-7.00pm**.

Should you be unable to attend this session, the public exhibition will be open during the following days and times:

- Friday 14 June - 4.00 pm – 8.00 pm
- Saturday 15 June - 10.00 am – 1.00 pm

The exhibition will take place in The Biscuit Tin, 40 Station Hill, Reading RG1 1NF.

Please do let us know if you have any questions or queries.

Kind regards,

---

## Appendix 5 – Press release

### PRESS RELEASE



#### TRANSFORMATIVE STATION HILL DEVELOPMENT – HAVE YOUR SAY

**DATE** – The next step towards the regeneration of Station Hill is due to take place this week, when the site's owners, Lincoln MGT, host a public exhibition event to display the latest plans for the project.

The public exhibition will take place between 4.00pm - 8.00pm, Friday 14 June and 10.00am – 1.00pm on Saturday 15 June in The Biscuit Tin, 40 Station Hill, Reading RG1 1NF. Everyone is invited to view the proposals and discuss the plans with members of the project team.

The consultation event follows the start of demolition works on site earlier this month, demonstrating Lincoln MGT's commitment to delivering this project. Once complete, Station Hill will deliver crucial new routes linking the station to the town centre, over 1,000 new homes, high-quality office accommodation for approximately 8,000 employees, a hotel, plus 100,000 sq ft of new restaurants, bars and other leisure facilities. All of these uses will be knitted together via exceptional landscaping and new public spaces, including a new pocket park and public square with the capacity to host community events.

**Alex Aitchison, Director of Development at Lincoln Property Company UK, comments on behalf of the joint owners:** "Since acquiring the site last summer we have worked in partnership with Reading Borough Council to work up proposals for a best in class development. Station Hill represents one of the most exciting regeneration projects in the south east and a key step in Reading's wider growth trajectory. We have a unique opportunity to deliver a mixed use scheme of exceptional quality, which fuses residential, office, leisure and retail uses around enhanced landscaping and public realm."

"We are pleased with the positive feedback we have received to date through the pre-application process with Reading Borough Council, and now seek to extend our consultation to the wider community and stakeholders. We recognise the importance of working with the local community in order to achieve this and look forward to discussing the plans with local people."

Lincoln MGT brings together the combined resources of the two companies, with Lincoln's extensive expertise in development delivery, alongside MGT Investment Management's experience in investment management.

For more information, please contact Danielle Dove and Freddie Rosen at Redwood Consulting: [danielle@redwoodconsulting.co.uk](mailto:danielle@redwoodconsulting.co.uk) / [freddie@redwoodconsulting.co.uk](mailto:freddie@redwoodconsulting.co.uk) / 0207 828 5553

Notes to editors

**Exhibition details**

The public exhibition will take place in The Biscuit Tin, 40 Station Hill, Reading RG1 1NF.

- Friday 14 June - 4.00 pm – 8.00 pm
- Saturday 15 June - 10.00 am – 1.00 pm

As a member of the media and stakeholder in the area, we value your opinion in this process. We therefore invite you to a media preview on Thursday 13 June between 5.00 pm – 7.00 pm. Interviews are available on request.

**Lincoln Property Company**

Founded in 1965, Lincoln Property Company is one of the most respected real estate developers, investors and managers in the US and Europe. It is:



- The No.1 ranked developer in the US
- The second largest Build to Rent operator in the US
- Lincoln provides focus, performance, consistency and stability to its communities, clients and employees. It has dedicated local offices with 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.
- Lincoln is privately held and one of the largest real estate companies in the United States with more than 8,000 employees
- Lincoln has developed more than 212,000 apartment units and currently manages 190,000 units making it one of the largest managers of multi-family / Build to Rent properties in the US, with best-in-class operational expertise

**MGT Investment Management**

MGT is a pan-European real estate investment manager focused on long-term growth opportunities. Our thematic investment approach is analytical, data driven, and guided by understanding real estate market segmentation and macro demographic trends. This robust, rigorously researched investment methodology incorporates bespoke modelling of population, productivity, economic, employment, education, housing and transport data.

Technological innovation combined with the rapid pace of social change is having a disruptive impact on real estate use. This, in turn, presents challenges and opportunities for investors. In this increasingly complex and interconnected world, our approach to thematic investing is attractive to long-term investors seeking to tap into the growth stories of the future. MGT is based in London with associated offices in Berlin. MGT's principals, having previously worked together at Europa Capital, have been actively involved in investing more than €11 billion in European real estate since 1995.



Appendix 6 – Article in Reading Chronicle (04.06.2019)

# THE READING CHRONICLE

## Reading's Station Hill development - have your say

By Olivia Gantzer | [@oliviagantzer](#)  
News Reporter



Station Hill development

**RESIDENTS will be given the chance to have their say on plans to develop 1,000 new homes in Station Hill next week (June 14 - 15).**

The site's owners, Lincoln MGT, will host a public exhibition event to display the latest plans for the project.

### [READ ABOUT THE READING STATION HILL PLANS HERE](#)

The public exhibition will take place between 4pm - 8pm on Friday, June 14 and 10am - 1pm on Saturday, June 15 in The Biscuit Tin, 40 Station Hill, Reading.

Everyone is invited to view the proposals and discuss the plans with members of the project team.

Appendix 7 – Article in GetReading (05.06.2019)

# getreading

## Watch demolition of Reading eyesore begin

Telecom House is being pulled down as part of the Station Hill development

SHARE       COMMENTS

By [Lucy Thorne](#) Publisher  
14:54, 4 JUN 2019 | UPDATED: 11:22, 5 JUN 2019

Enter your postcode for local news and info

Enter your postcode

Go

In  Your Area



Demolition of one of [Reading's](#) worst eyesores is finally underway.

The work is part of the major Station Hill project to demolish the derelict Friars Walk shopping centre and Telecom House to make way for hundreds of homes, offices, restaurants and bars.

The inside of Telecom House in Garrard Street has been exposed as contractors McGee pull the building apart bit by bit.

**Appendix 8 – Article in the Thames Tap (04.06.2019)**



Alan Bunce

Monday, June 17, 2019



## New Station Hill plans revealed

New plans for Reading's Station Hill development show two thirds more public space, a landmark office building opposite the station and parking on two levels below the site.

Lincoln MGT which submitted plans for 538 apartments and a number of retail units on the south of the site around Friars Walk earlier this year, plans to apply for the next phase in the Autumn. Plans were revealed at a public consultation last week.

Appendix 9 – Coverage on BBC South Today (14.06.2019)

**BBC**  
SOUTH TODAY



## Appendix 10 – Article in Reading-on-Thames (17.06.2019)

# READING-ON-THAMES

## STATION HILL 4 REVEALED – LET’S GET ON WITH IT

June 17, 2019 | [Reading-On-Thames](#) | [localn.mps.reading.station.hill](#)



We had Sir John Madejski's original Station Hill plans, then Station Hill 2, and SH3. The latest developers' failures behind by ditching the numeric suffix. Thankfully they've also avoided named alternatives, like *Vi* it simple – not *Station Hill Goes Forth*, or *Station Hill – The Goblet of Fire*, just plain old *Station Hill*. And in fact *Station Hill – The Prisoner of Azkaban* is that they're saying *Expelliarmus* to Garrard St car park and installing 'Hill' altogether. Unique, of course, to the novels of the Station Hill series is that nothing actually **ever** has storeys. But without going over the top, I feel we might have captured the golden egg at last. Welcome to *Edition*.

## Appendix 11 – Social media coverage



**Get Reading** 19 June at 00:41

It has been a few years.



GETREADING.CO.UK  
**Station Hill developers told to 'get on with it' as designs go on show**

23 9 comments 4 shares

Like Comment Share

Most relevant

Write a comment...

Sean Corrigan "Historic Friar Street" - Yes, since the turn of the

**Links**

**How to have your say on 1,000 new homes at Reading Station Hill**  
RESIDENTS will be given the chance to have their say on plans to develop 1,000 new homes in Station Hill next week (June 14 - 15).  
readingfronicle.co.uk  
4 Jun · 30 shares

**Station Hill developers told to 'get on with it' as designs go on show**  
The developers have released the latest designs for the huge scheme.  
getreading.co.uk  
19 Jun · 31 shares

**Lincoln MGT acquires Station Hill site in Reading (GB)**  
Lincoln MGT, a joint venture between Lincoln Property Company and MGT Investment Management, has acquired Station Hill, a ...  
europe-nr.com  
12 Jun 2019 · 2 shares



**A. Person** @rdpresident · Jun 16  
Replying to @ReadingOnThames @MGTInvestment  
if only it had a bowling alley 🎳  
any indication of timescales for this marvel? Will it take so long that it will need updating when it is built?

**ReadingOnThames** @ReadingOnThames · Jun 16  
First phase to start construction next summer and complete by end of 2022. So hopefully quite quick!

**Jamie Gorman** @OfficeGorman · Jun 17  
Replying to @ReadingOnThames @MGTInvestment  
Do we know the floors yet? Love the plans but very disappointed by the lack of height. We really could do with a signature building on the site.  
@ReadingOnTh

**Thames Top** @ThamesTop · Jun 14  
So, is Reading ready for Station Hill? That's the big question crowd at the unveiling of this mega scheme with the ambition of Kings Cross and urban vision of Spinningfields. Reading - wake up - this is good news! @LincolnPopCo @SLHreads @SLUK @CanhamRTG

**ReadingOnTh**  
Looks like also

**Jamie Gorman**  
Not too mind the Balde and floors anyway, building on St

**Ian Anderson**  
Replying to @  
The underground something a bit may yet come

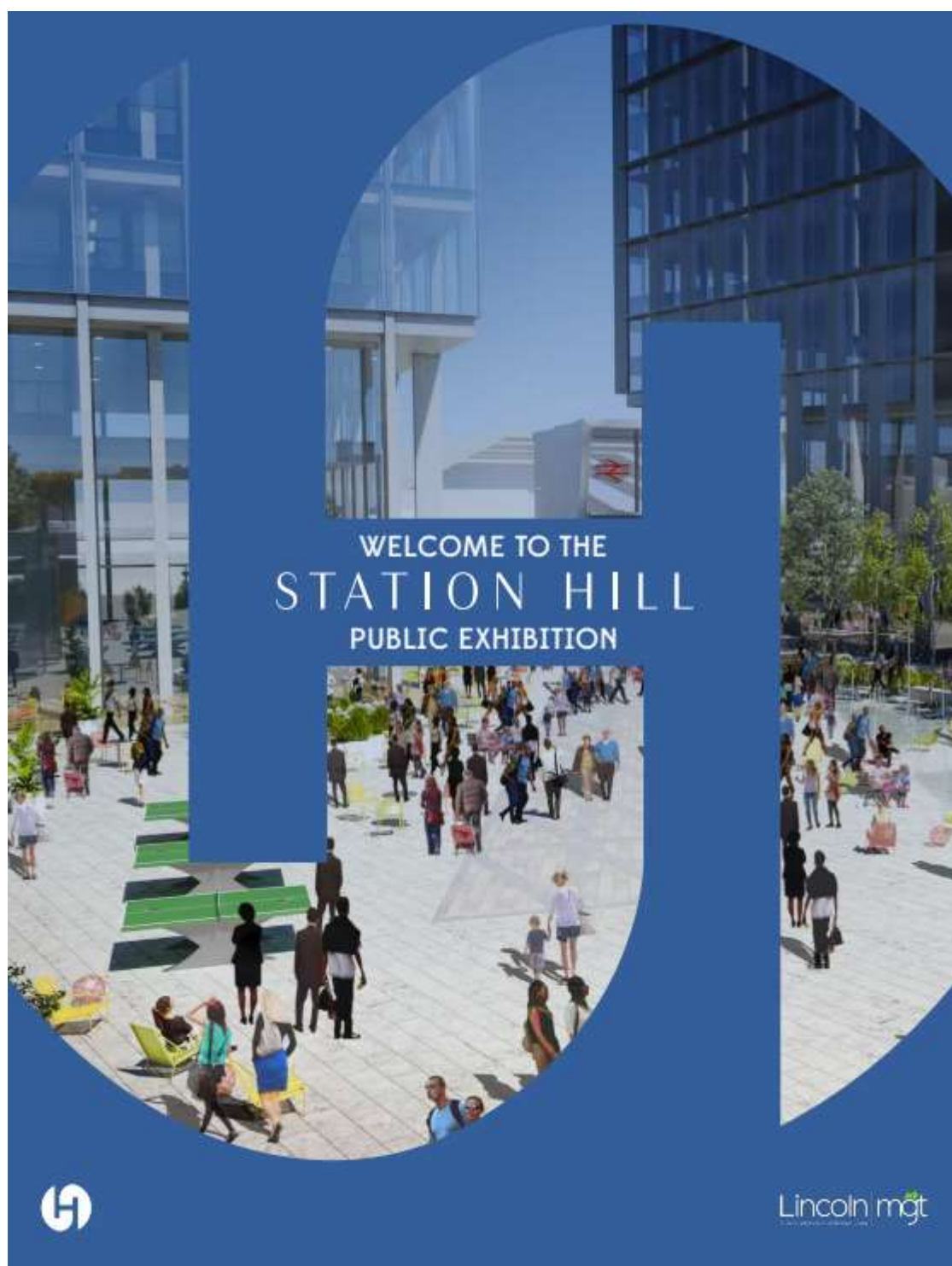


**Ian Blake** @ianblake1 · Jun 14  
The future of Station Hill in Reading presented earlier at Reading Real Estate Network. Ambitious, exciting and long overdue... [#StationHill](#) [#Reading](#) [#InvestmentPlanning](#)



**Ian Blake on LinkedIn:** "The future of Station Hill in Reading presents..."  
June 14, 2019: Ian Blake posted images on LinkedIn  
linkedin.com

**Appendix 12 – Exhibition boards (Public exhibition, 13-15 June)**





Lincoln MGT is the joint venture company responsible for delivering the Station Hill development. It brings together the combined resources of the two companies with extensive experience in investment and delivery of significant projects.

Since acquiring the site in June 2018, Lincoln MGT has worked with Reading Borough Council to develop a renewed vision for Station Hill.

#### LINCOLN PROPERTY COMPANY

Lincoln is privately owned and provides focus and performance, consistency and stability to its construction, clients and employees. We have dedicated local offices with management teams that know their communities.

We have a track record in pushing the boundaries of style, innovation and innovation to deliver and sustain successful developments.

#### A TRACK RECORD

Founded in 1965, Lincoln Property Company is one of the most respected real estate developers, investors and managers in the US and Europe.

- Top 2 owned developer in the US
- The second largest Build to Rent operator in the US
- 22,000 residential units and 600,000 sq ft commercial developed to date
- 400m sq ft of office residential and commercial assets owned or managed
- 750,000 sq ft of office space currently under management
- More than 8,000 employees in 450 office worldwide

#### BUILD TO RENT: LINCOLN'S OFFER

- High quality apartments built to specifically cater for the needs of renters
- On-site maintenance and professional management team
- On-site security
- A very visible, supervised and institutional standard that residents can rely on on a daily basis
- Amenities - Managed communal courtyard and rooftop gardens and leisure spaces
- Long-term interest in the building and local environment from the landlord
- Affordable housing opportunities throughout the scheme

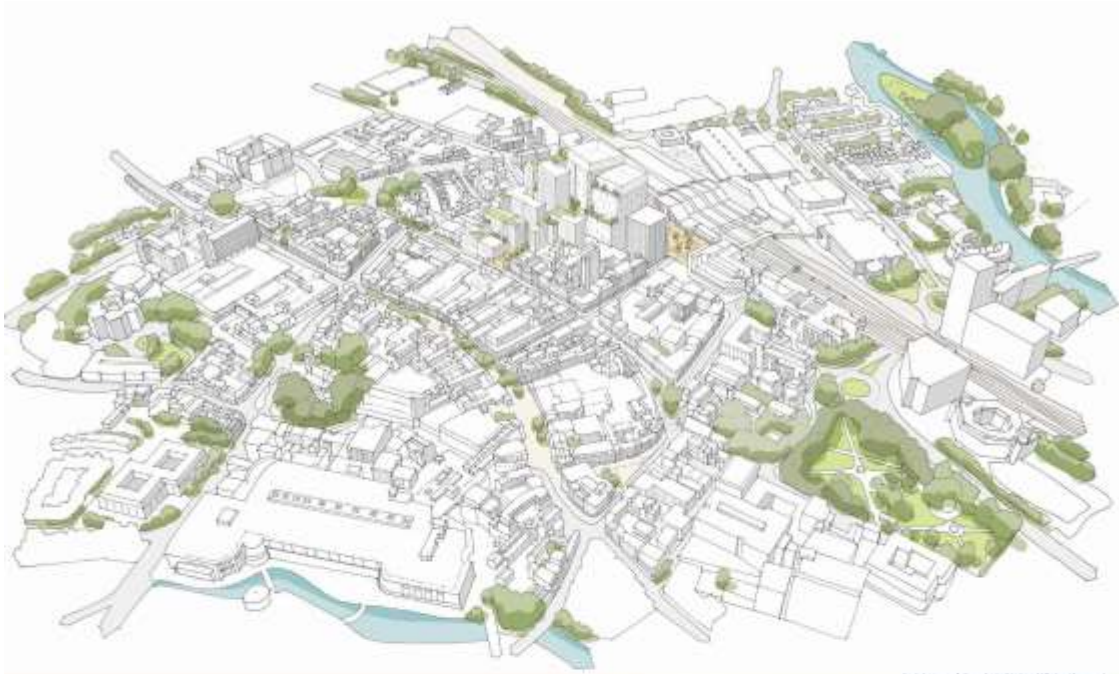
#### MGT

MGT is an independent real estate investment management company with a current focus on the Build to Rent asset class in the UK and Europe.

We are long-term investors dedicated to sustainable growth opportunities in the UK and Europe, both originating and actively managing real estate for institutional and private investors.

Since 1995 we have been working together for more than a decade, with investments in European real estate totaling €10 billion.





Aerial view of the whole Station Hill development

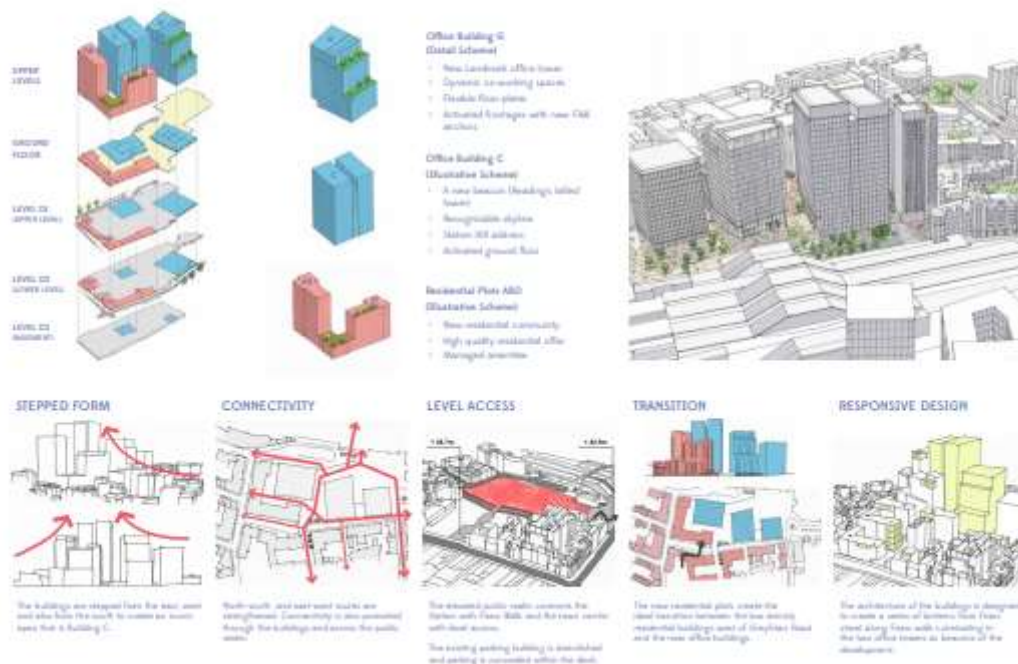
## A Connected Town

We see Station Hill as an integral and connected part of Reading, enhancing its permeability, creating an active town centre loop and delivering a new and ambitious, city scale skyline. This is a new community, a new destination and a place where people will want to be and to be seen.





## The Development





## Welcome to Reading

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 *reimagined* 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 a visible vibrancy and civic pride. It will encourage residents and visitors alike to explore a new route into the town.





View looking West across Station Square

## Station Square

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 HR 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 through the south of the station to the interior of the scheme.



View looking South from the Station



Market Park - Channel Park



## 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. One that supports a new community, not just for visitors but for the thousands of residents and employees who will frequent it daily.





View looking South through main Plaza

## Station Hill Plaza

Our plaza can be adapted for a wide range of public events creating a new cultural and economic facility for Reading, active throughout the year. The site's edges are supported with multi-level commercial space delivering permeability and a central focus. The square extends to the south with views through to Filton Street and Reading's historic core.



Entertainment



Play



Experiences



Food



## Friars Walk

Friars Walk delivers an intimate retail thoroughfare with independent retailers, local heroes and carefully selected anchor brands, creating a new and distinct retail experience for Reading. Human scale, domestic shops create a calm and pleasant place to browse and relax. Station Hill Square and Friars Walk will become the preferred choice of pedestrian route through Reading town centre.





## Garrard Street

We have totally reimagined Garrard Street, paying careful thought to its activation and integration into the whole of the Station Hill experience. Buildings connect to it at ground level, interacting with the street and its connection between Friars Walk and Station Hill square, creating one seamless public realm from north, south, east and west.





## Greyfriars Road

Greyfriars Road has a residential scale. A green street with front doors and active frontages, a place to greet your neighbours and welcome your guests. It provides an important pedestrian route from the west side of the site and we consider it key to the permeability of the scheme.





## Station Hill

Station Hill itself will soon become a major drop off 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.





## Delivering the Vision – Phase 1

|                                                                                         |                                                                                                      |                                                                                                   |
|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <b>Extensive</b><br><small>TIME FOR MORE<br/>ACTIVE FRONTAGE</small>                    | <b>250,000</b> <small>SQ FT</small><br><small>TIME FOR MORE<br/>OFFICE SPACE WITH PARKING</small>    | <b>30,000</b> <small>SQ FT</small><br><small>TIME FOR MORE<br/>LIFESTYLE LED GROUND FLOOR</small> |
| <b>1.6 Acres</b> <small>APPROX</small><br><small>TIME FOR MORE<br/>PUBLIC REALM</small> | <b>538</b><br><small>TIME FOR MORE<br/>BUILD TO RENT &amp; AFFORDABLE<br/>HOMES WITH PARKING</small> | <b>2,500</b><br><small>TIME FOR MORE<br/>JOBS</small>                                             |



### KEY DATES

|       |      |                                                                                                   |
|-------|------|---------------------------------------------------------------------------------------------------|
| June  | 2018 | Finalise S16                                                                                      |
| March | 2019 | Submit RMA for Phase 1 to 538 apartments                                                          |
| March | 2019 | Start PR Planning on North Site                                                                   |
| June  | 2019 | Public Consultation                                                                               |
| Sept  | 2019 | Develop Car Park                                                                                  |
| Sept  | 2019 | Submit Hybrid Application                                                                         |
| Sept  | 2020 | Start on site - Phase 2                                                                           |
| Oct   | 2022 | First office building completed<br>Phase 1 - c.538 Apartments completed<br>Public Realm delivered |

- New public realm linking from the station to Frise Street
- Signature designed HQ office building c.250,000sqft
- Meanwhile uses to the new public realm



## Station Hill Completed

### Gateway

TIME FOR MORE  
READINGS NEW FRONT DOOR

450-600k SQ FT

TIME FOR MORE  
OFFICE SPACE WITH PARKING

50,000 SQ FT

TIME FOR MORE  
LIFESTYLE LED GROUND FLOOR

2 Acres APPROX

TIME FOR MORE  
PUBLIC REALM

1,000-1,200

TIME FOR MORE  
BUILD TO RENT & AFFORDABLE  
HOMES WITH PARKING

4.5-6k

TIME FOR MORE  
JOBS





## THANK YOU FOR PARTICIPATING



Please feel free to ask us any questions and fill out the feedback form. If you need any help with filling the form out someone from our team can assist you.

Below is as a link to the public exhibition website and contact details for further inquiries

[www.stationhill.co.uk](http://www.stationhill.co.uk)

[estateoffice@stationhill.co.uk](mailto:estateoffice@stationhill.co.uk)



Lincoln mgt  
COMMERCIAL & RESIDENTIAL

## Appendix 13 – Consultation feedback form



www.stationhill.co.uk

# Station Hill Questionnaire

Name:

Address:

Email:

Tel No:

Age: ☐ 0-15 ☐ 16-30 ☐ 31-45 ☐ 46-60 ☐ 61-75 ☐ OVER 75

1. Do you support the plans we are exhibiting today for Station Hill?

- ☐ STRONGLY SUPPORT ☐ HAVE RESERVATIONS  
Please explain why
- ☐ SUPPORT

2. Do you support the creation of enhanced public realm, pedestrian routes and increased public spaces in around the Station Hill site?

- ☐ STRONGLY SUPPORT ☐ HAVE RESERVATIONS  
Please explain why
- ☐ SUPPORT

3. Which of the different uses proposed are you most pleased to see included in the plans for Station Hill? (Please tick as appropriate)

- ☐ NEW OFFICE ACCOMMODATION ☐ NEW RETAIL
- ☐ NEW RENTAL HOMES ☐ NEW RESTAURANTS AND LEISURE FACILITIES
- ☐ NEW AND INCREASED PUBLIC SPACES ☐ OTHERS  
Please explain why





www.stationhill.co.uk

4. What do you think will be the main benefits to the local community of the Station Hill proposals?

5. Do you feel what we are proposing is better than what has been previously discussed?

- ☐ STRONGLY SUPPORT
 ☐ HAVE RESERVATIONS  
 Please explain why
 ☐ SUPPORT

6. What kind of retail, leisure and community facilities would you like to see included?

- ☐ CAFÉ AND RESTAURANTS
 ☐ COMMUNITY SPACE  
☐ SMALL-SCALE CONVENIENCE STORES
 ☐ GROCERY & SUPERMARKETS  
☐ SERVICE RETAIL  
 (dry cleaners, bicycle repair shop etc.)
 ☐ HIGH STREET SHOPS  
☐ CULTURAL USES
 ☐ GYM

7. How would you like to see the public spaces used?

8. Any other comments:





www.stationhill.co.uk

☐ Please tick this box if you **DO NOT** want to be kept up-to-date with the proposals

Once you have completed this feedback form please drop it in the box provided. If you would like to take more time to consider your responses, please ask one of the team for a freepost envelope or send the letter direct to:

FREEPOST RTHR-RBUS-CTGY,  
Redwood Consulting,  
49 Greencoat Place,  
London, SW1P 1DS

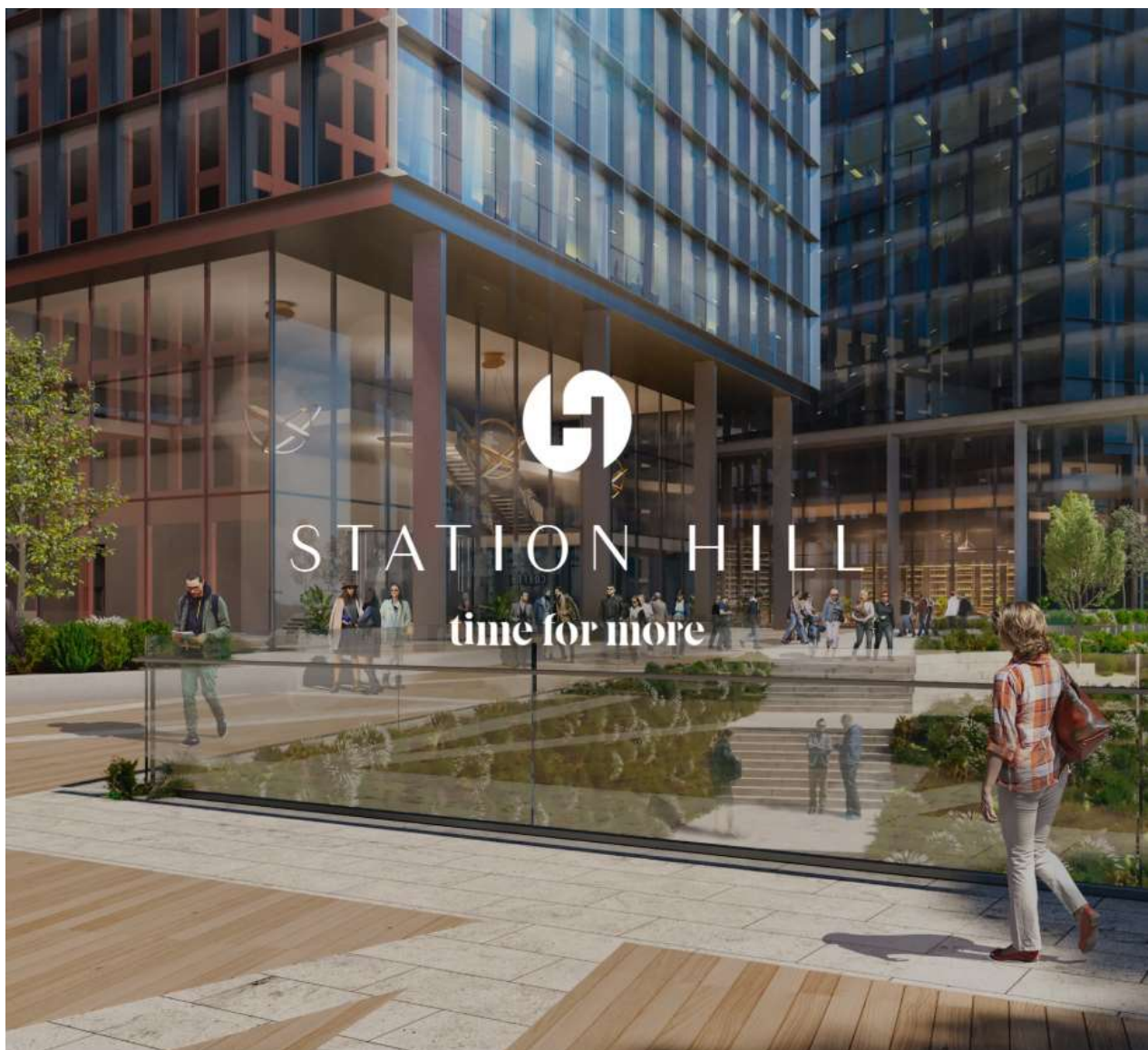
Email:

Website:

Your comments will be analysed by Redwood Consulting on behalf of LincolnMGT. Copies might be made available, in due course, to the local planning authority so your comments can be noted. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Redwood Consulting in accordance with the Data Protection Act 1998, will be used solely in connection with the consultation process and subsequent planning application(s), and, except as noted above, will not be passed to any third parties.



**Appendix 14 – Consultation website (Public exhibition, 13-15 June)**  
<http://stationhill.co.uk>



# have your say...

THE BISCUIT TIN, 40 STATION HILL, READING RG1 1NF  
FRIDAY 14TH JUNE 4.00PM – 8.00PM | SATURDAY 15TH JUNE 10.00AM – 1.00PM

Our ambition for Station Hill is to deliver a best in class regeneration project that will create the new gateway Reading deserves. As a truly mixed-use development, it will become a new town quarter, which fuses contemporary living, working, leisure and open community space.

We are committed to working with our immediate neighbours, and the wider Reading community, to achieve our goals for Station Hill and are holding a public exhibition.

## downloads

[EXHIBITION MATERIALS](#)[FEEDBACK FORM](#)[ESTATEOFFICE@STATIONHILL.CO.UK](mailto:ESTATEOFFICE@STATIONHILL.CO.UK)

A DEVELOPMENT BY

LINCOLN  
PROPERTY  
COMPANY

mgt

OFFICE

JLL  
Lambert  
Smith  
Hampton

LEISURE / RESTAURANTS / RETAIL

Distrkt.

RESIDENTIAL

allsop