

3.1 THE PLANNING APPLICATION APPROACH

3.1.2 OUTLINE SCHEMES

Three illustrative, or outline development, options have been prepared to provide Reading Borough Council with an indication of the type of development that could come forward on the Phase 3 site. It should be noted that these options are illustrative only and are for the purposes of the assessment of the planning application.

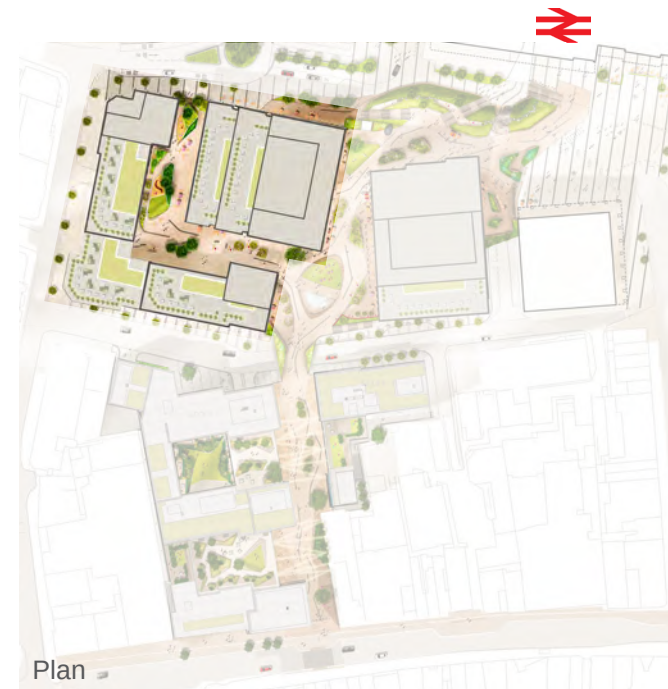
Option 1 will be described more extensively than Options 2 and 3. Option 1 will demonstrate one possibility for building massing. All options share a common approach in terms of vision for townscape, streetscape and creation of public realm.

The three options are as follows:

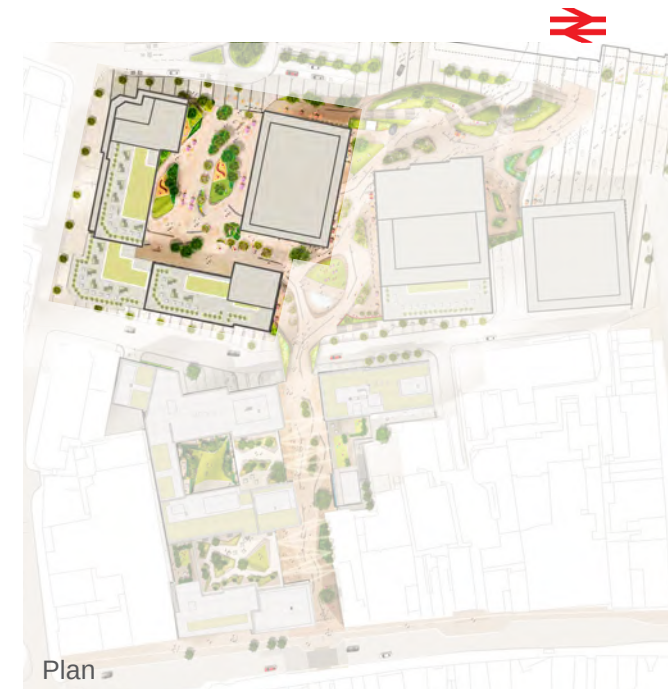
- **Option 1:** This option provides a balanced offer of commercial office space and residential use. The commercial office allows for a range of floorplate sizes to come forward.
- **Option 2:** This option reflects an increased demand for residential space with a corresponding reduction in commercial office space.
- **Option 3:** This option reflects an increase in the mix of uses across the site with a hotel function included along with residential and commercial office space.

It should be noted that the development that ultimately comes forward will be based on future market conditions and may vary from these options, provided the design meets the requirements set by the parameter plans, the design code and respective approved documents.

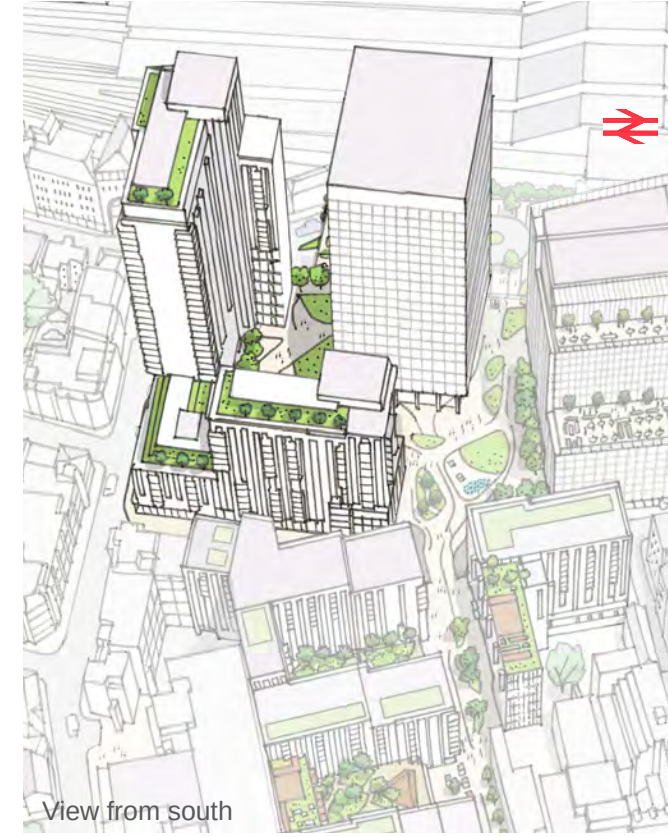
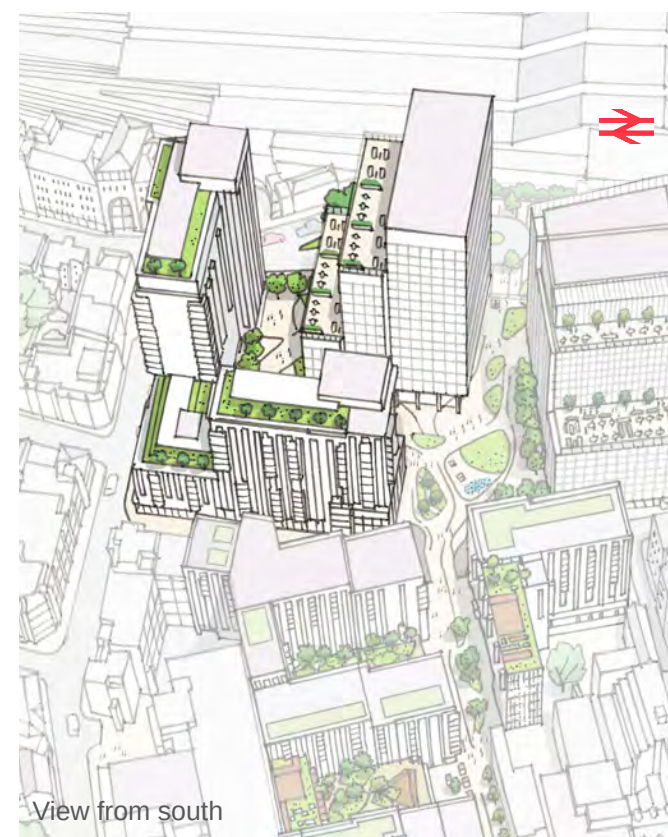
OPTION 1 OUTLINE SCHEME

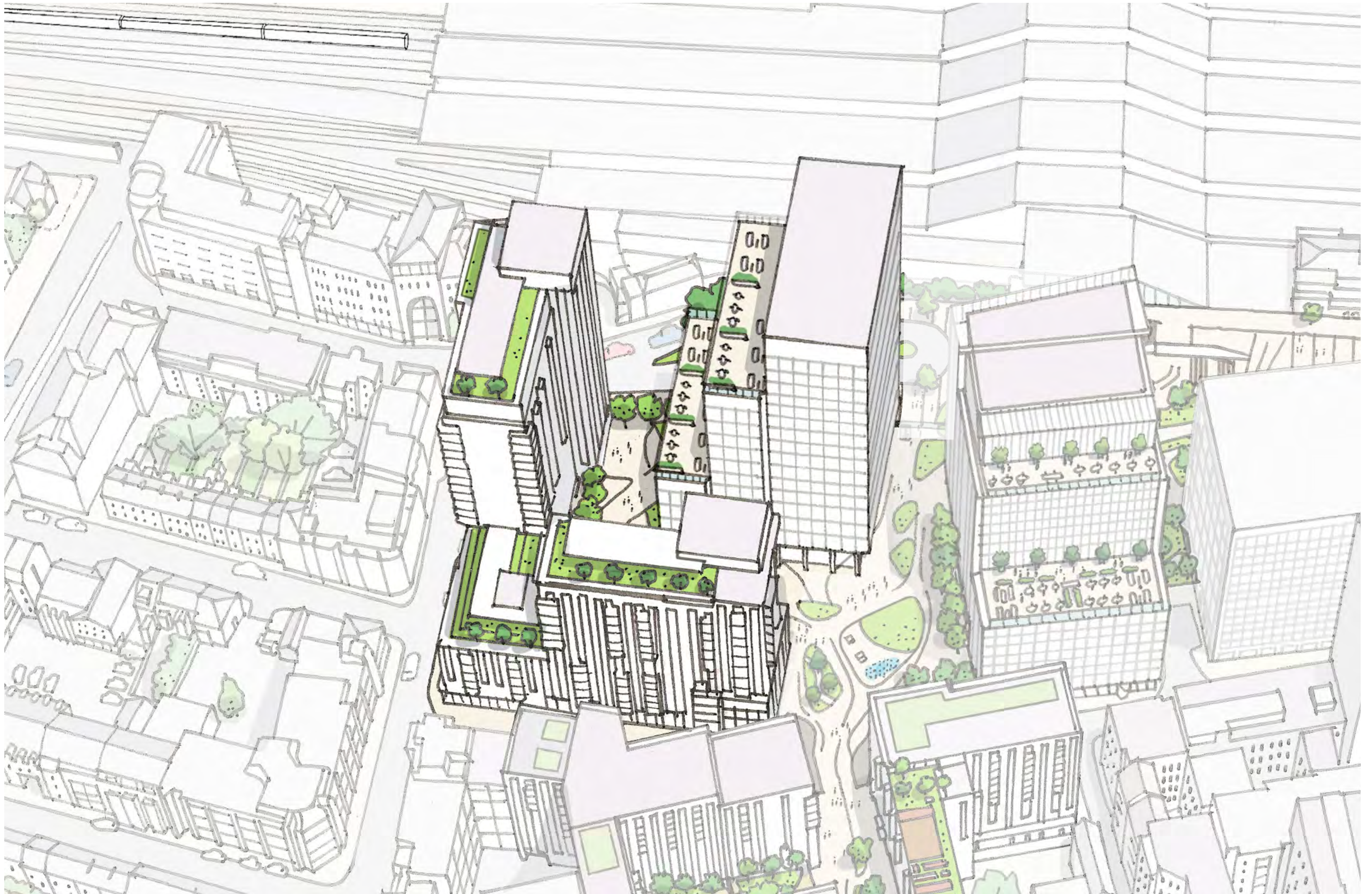


OPTION 2 OUTLINE SCHEME



OPTION 3 OUTLINE SCHEME





Illustrative View of Phase 3

3.2.1 ROOF PLAN

Option 1 of the outline scheme provides a balance between office and residential uses on the site.

The outline scheme's retail and amenity spaces contain and complement the public realm created in the detailed scheme. The scheme also aims to introduce additional amenity spaces for residents at Plaza Level and Roof Level in the form of terraces.

At street level, the outline scheme engages with the distinct character of Station Hill, Greyfriars Road and Garrard Street.

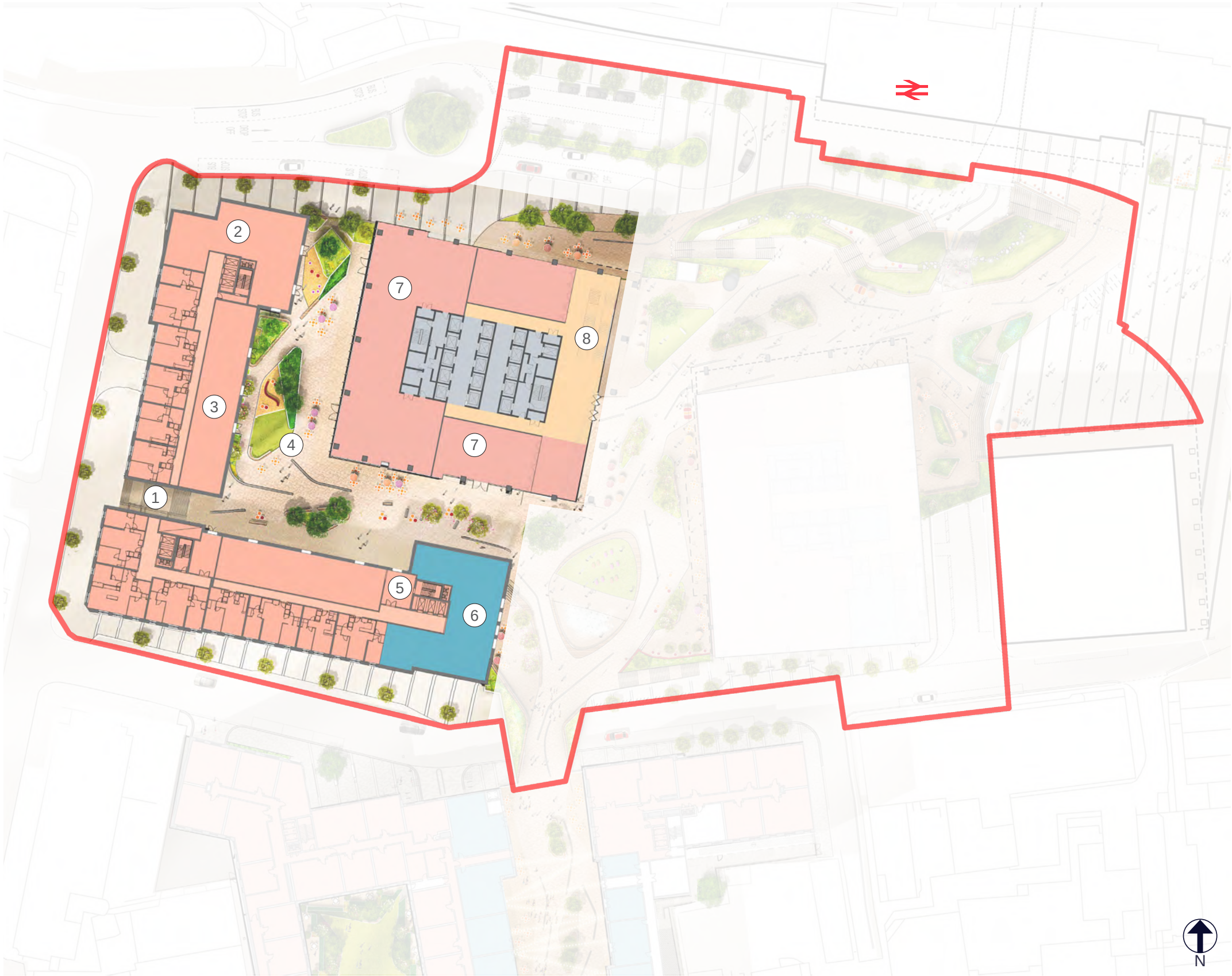
- ① Plot A residential roof terrace
- ② Plot B residential roof terrace
- ③ Station Hill Gardens
- ④ Plot D residential roof terrace
- ⑤ Plot C office amenity terraces



3.2 OUTLINE - OPTION 1

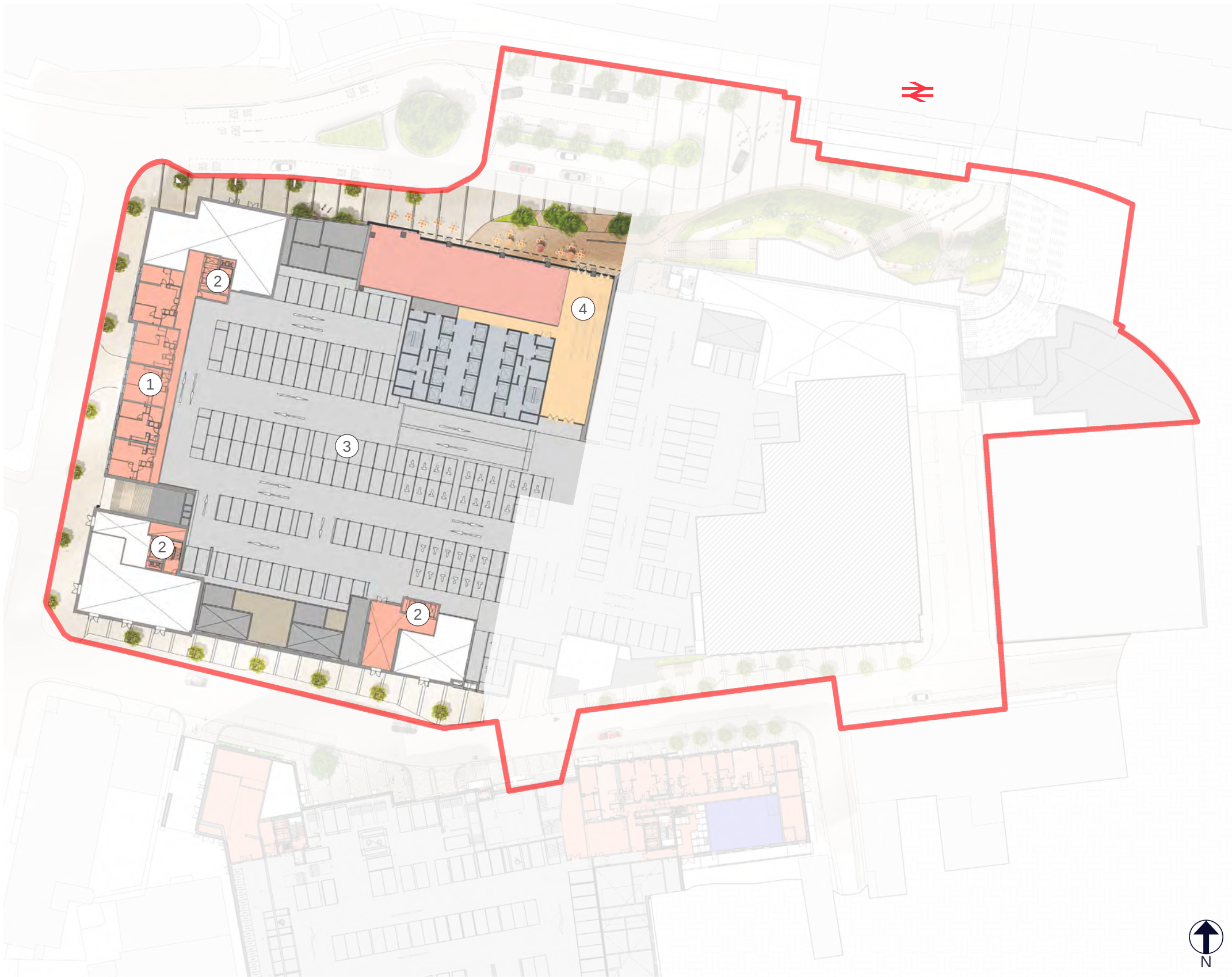
3.2.2 PLAZA LEVEL (LEVEL 00)

- ① Public access from Greyfriars Road to Station Hill Gardens via stairs and lift
- ② Plot A residential lobby/amenity with access from Station Hill Gardens
- ③ Residential amenity
- ④ Station Hill Gardens
- ⑤ Plot D residential lobby/amenity with access from Station Hill Gardens
- ⑥ Retail and/or food and beverage units activating Station Hill Plaza
- ⑦ Plot C amenity space
- ⑧ Plot C lobby



3.2.3 STATION HILL STREET LEVEL (LEVEL -01)

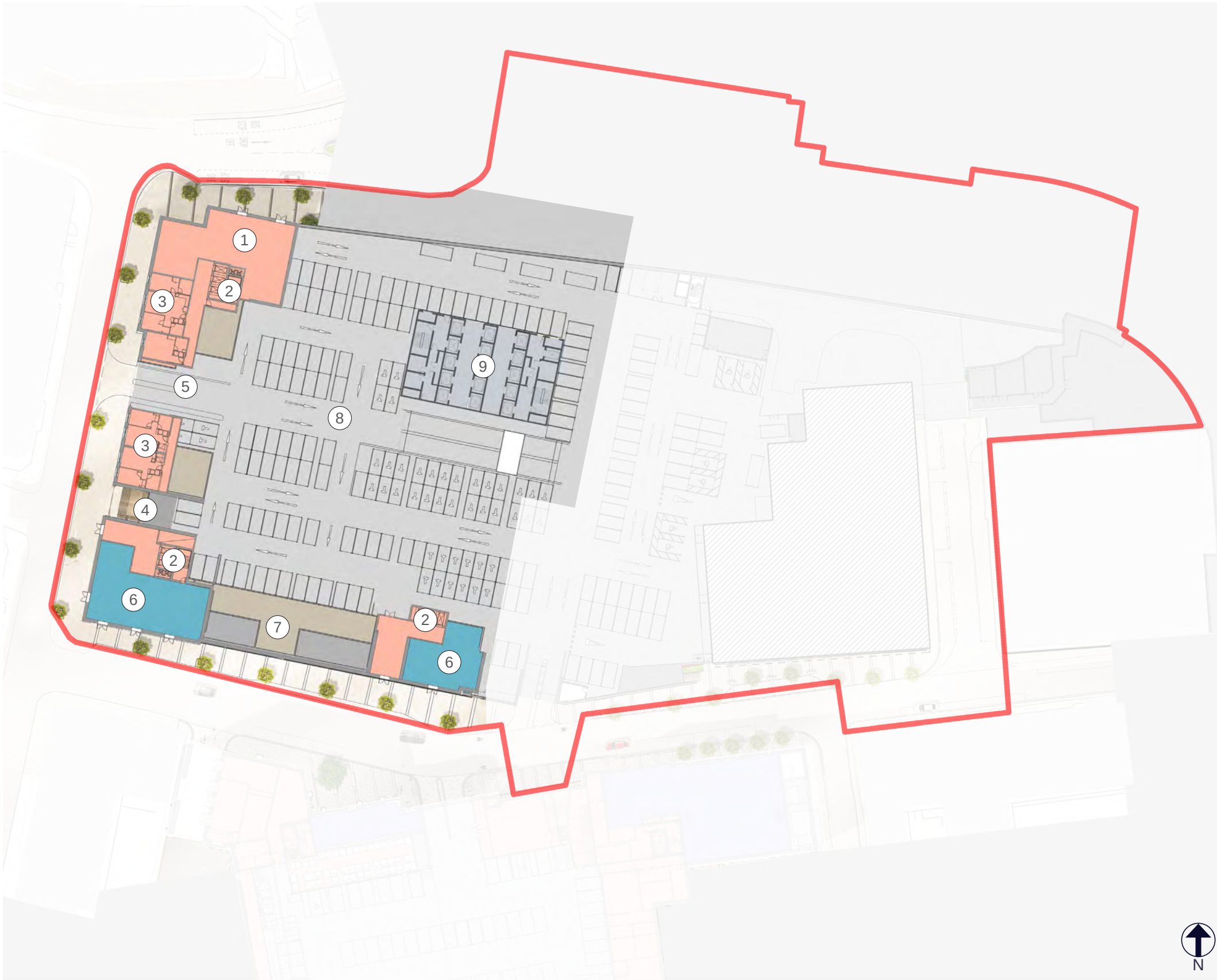
- ① Greyfriars Road duplex units
- ② Residential lobby access from parking
- ③ Parking
- ④ Plot C lobby access from Station Hill



3.2 OUTLINE - OPTION 1

3.2.4 GARRARD STREET LEVEL (LEVEL -02)

- ① Plot A residential lobby with street access
- ② Residential lift and stair
- ③ Greyfriars Road duplex units
- ④ Public access to Station Hill Gardens
- ⑤ Parking Access via Greyfriars Road
- ⑥ Street level Retail/Commercial/Restaurant
- ⑦ Bicycle store and workshop
- ⑧ Parking
- ⑨ Plot C lift lobby / core



3.2.5 BASEMENT LEVEL (LEVEL -03)

The extent of basement under Phase 2 is part of the outline application and could be brought forward with the rest of the Phase 3 development.

- ① Vehicle circulation ramp
- ② Public access via lift and stair
- ③ Thames Water sewer and exclusion zone
- ④ Base of building cores



3.2 OUTLINE - OPTION 1

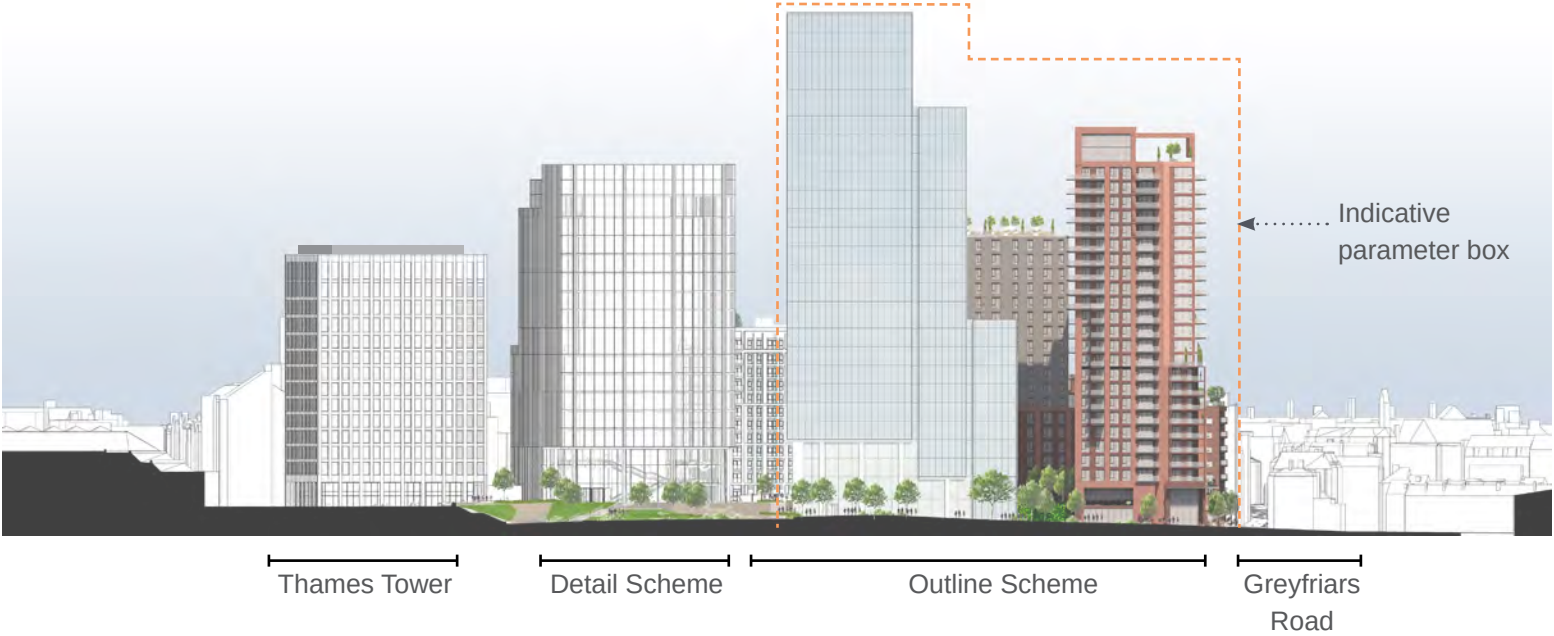
3.2.6 TYPICAL UPPER LEVEL

- ① Plot A residential typical upper level
- ② Plot B residential roof terrace
- ③ Plot C office roof terrace
- ④ Plot D residential typical upper level
- ⑤ Plot C office typical mid-level

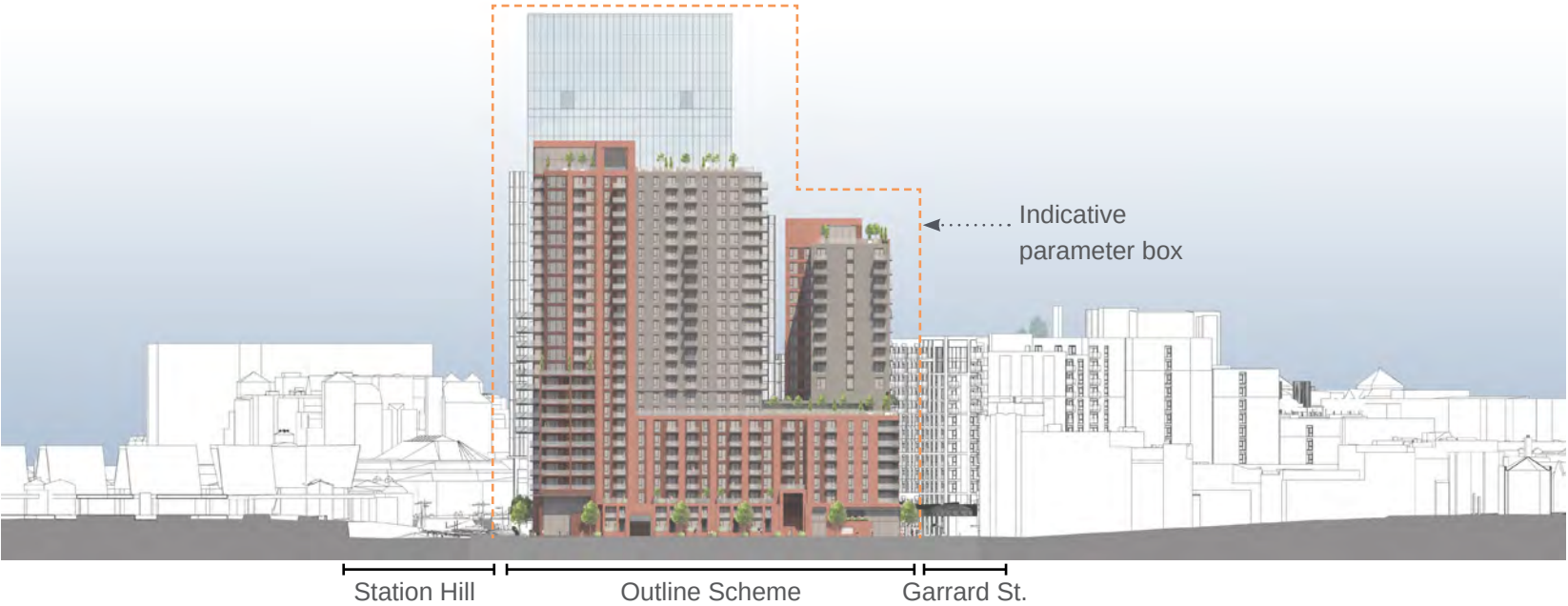


3.2.7 SITE ELEVATIONS

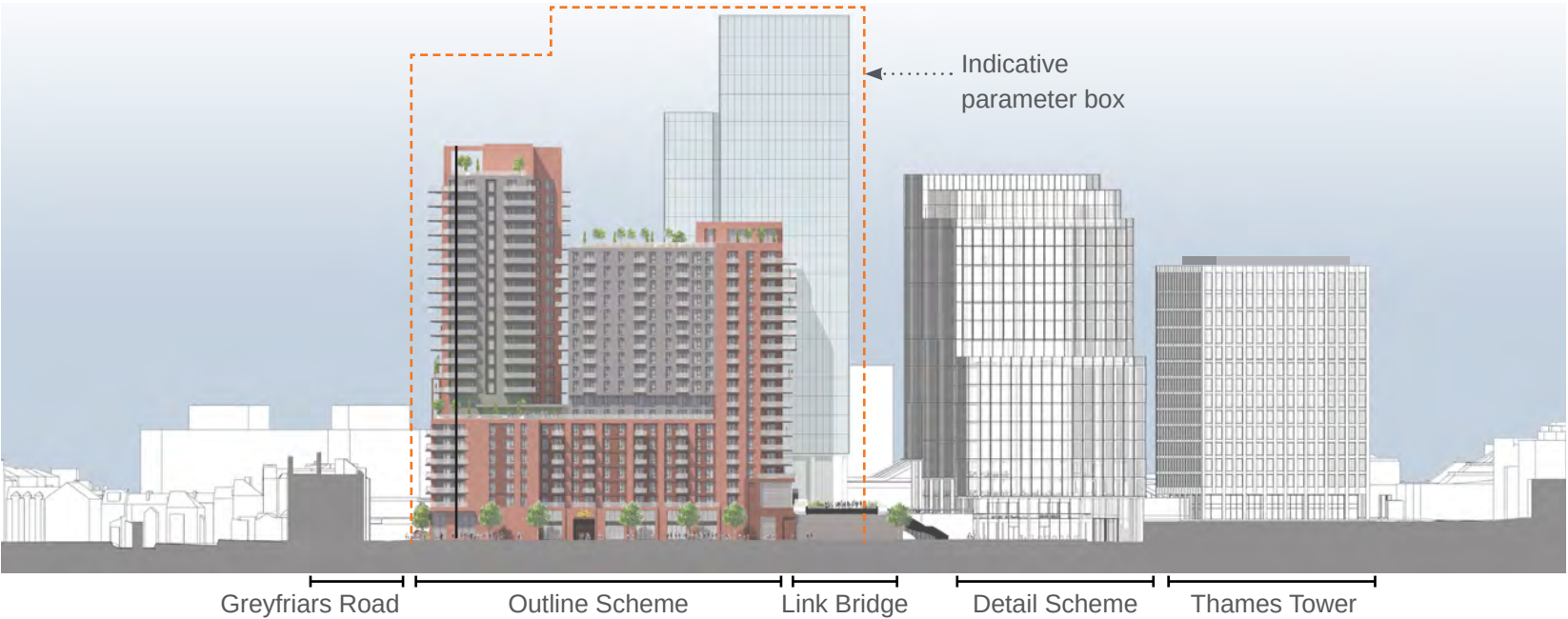
North Elevation



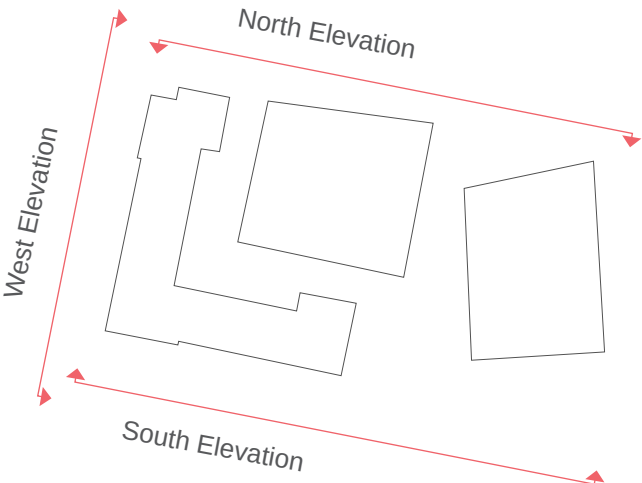
West Elevation



South Elevation



3.2 OUTLINE - OPTION 1



3.2 OUTLINE - OPTION 1

3.2.8 STREETScape

The existing streets that bound the site have their own distinctive character & scale. The proposed building uses and facade treatments will work to improve the character, and increase the level of activation on these streets.

The outline scheme will also interface with the western edge of Station Hill Plaza, which will be delivered in Phase 2. Animating that elevation with lobbies, amenities and food & beverage offers is key to the successful activation of Station Hill Plaza.

Station Hill
Station Hill is a front door to Reading and the southern edge of a vibrant transport hub. The commercial office building, Plot C, is located closest to the station entry area offering direct access and clear visibility from the station. The office lobby and amenity spaces span from Station Hill to the Plaza level to provide access on both levels.

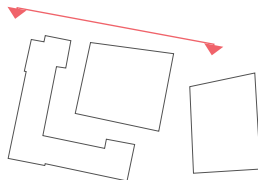
Station Hill Garden sits between the office building and resident lobby and amenity at the corner of Greyfriars Road.

Greyfriars Road
Greyfriars Road is a mix of pubs, small scale commercial office space and residential with the scale of buildings reducing to the west. Responding to this, the outline scheme anchors the street corners with the resident lobby and amenity space to the north and potential retail or food and beverage to the south. Between these corners are duplex residential units with doors opening onto the street. Direct stair access up to Station Hill Gardens at plaza level is also provided on Greyfriars Road.



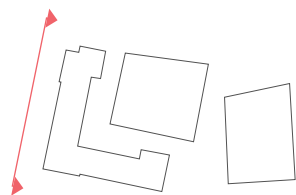
Pocket Park Office Lobby / Public Amenity Space Station Hill Gardens Residential Lobby and Amenity

Station Hill



Station Hill Residential Lobby Parking Access Residential Street Access Duplex Units Stair Access to Station Hill Gardens Retail / Restaurant Garrard Street

Greyfriars Road

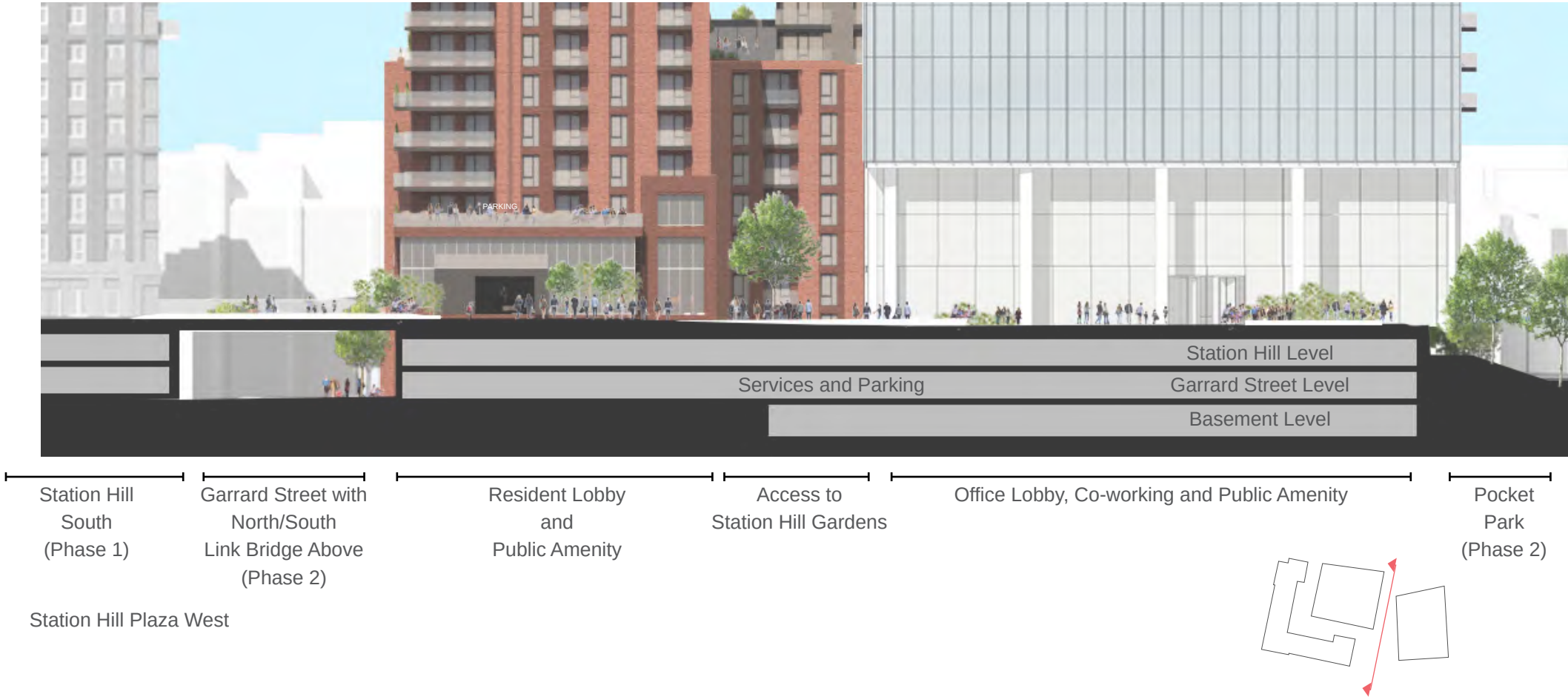


Garrard Street

Garrard Street will be transformed by the outline scheme. Whilst still providing service access to the development, there is the potential for amenities, retail and/or food & beverage uses at the corner of Greyfriars Road and Garrard Street. Bicycle store and services will be located here, as well as street-level residential entry points.

Station Hill Plaza West

Station Hill Plaza will be completed by the outline application with public amenity, residential lobby, commercial office lobby and co-working/office amenity space. Station Hill Gardens will be accessible to the public via the Plaza.



3.2 OUTLINE - OPTION 1

3.2.9 PUBLIC & RESIDENT AMENITY

New amenity spaces will be located at various levels and with different aspects throughout Phase 3.

Station Hill Gardens

Located between the outline scheme office and residential buildings, Station Hill Gardens provides a quieter place for residents and the public. Residential and office lobbies and amenity spaces line the perimeter of the garden.



Illustrative View - Station Hill Gardens – Plaza Level



Mood image



Mood image

Greyfriars Terrace

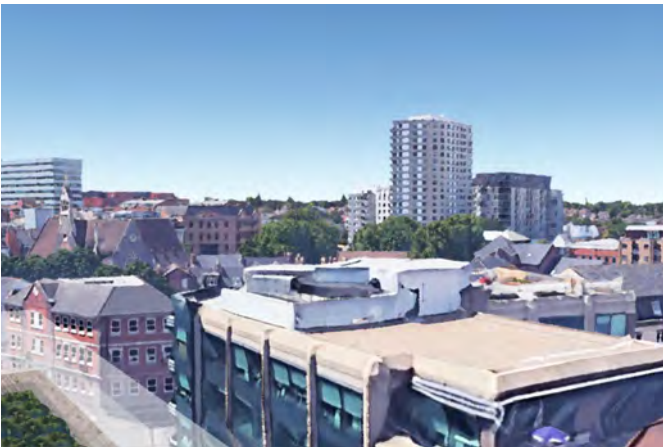
Located on the 6th storey of the residential building on the southwest corner of the site, Greyfriars Terrace offers resident amenity space with views across the rooftops of Reading.



Illustrative View - Mid Level Resident Amenity Terrace



Mood image



Approximate view from terrace to the southwest

Thames View Terrace

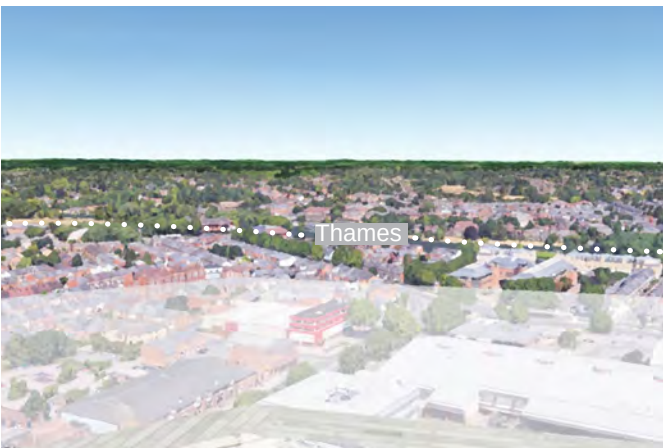
Located on the highest level of the residential building at the north-west corner of the site, the Thames View Terrace offers resident amenities and views to the north and west of Reading and the Thames Valley beyond.



Illustrative View - Upper Level Resident Amenity Terrace



Mood image



Approximate view from terrace to the north-west

3.2.10 PLOT C OVERVIEW

Plot C is conceived as a 350,000 sq ft of Grade A office building forming part of the wider Station Hill North Phase 3 Outline Planning Application. The illustrative design of this building is shown in context with the detailed design of One Station Hill.

The two office buildings will sit alongside each other, between them forming a gateway into the development and Reading town centre beyond. They should read as a visually conjoined pair, brother and sister building, with C as the taller sibling applying the same key design principles as the lower levels of One Station Hill to derive the latter's form and configuration. In response to its particular location, the stepped morphology of C is set perpendicular to that of One Station Hill so that the bulk of the building is reduced against Plots A, B and D, and directs the flow of people through the newly formed gateway. Facade typologies are carried over from One Station Hill, maintaining vertical fins over the east and west facades.

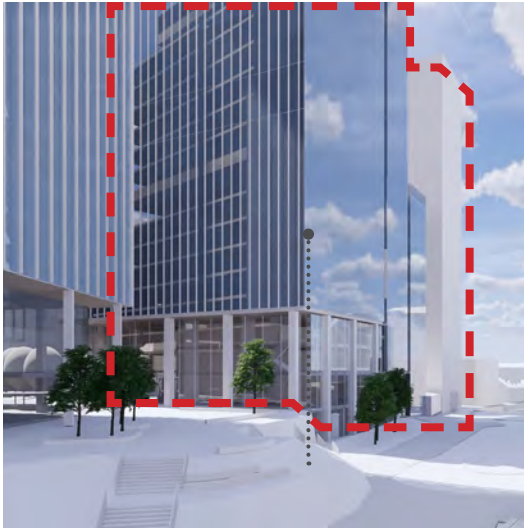
Like One Station Hill, Plot C could also seek to express a set-back 3 storey (ground plus 2 storey) glass box hub enhancing the gateway experience by extending the Reading 'lounge' to Plot C. Similarly, the first three floors of C could consist of a co-working hub and offer a wide range of amenities.

Like One Station Hill, Plot C's mass is articulated as three blocks 'stepping' down to street level at Station Hill (across from the Station Hill taxi rank).

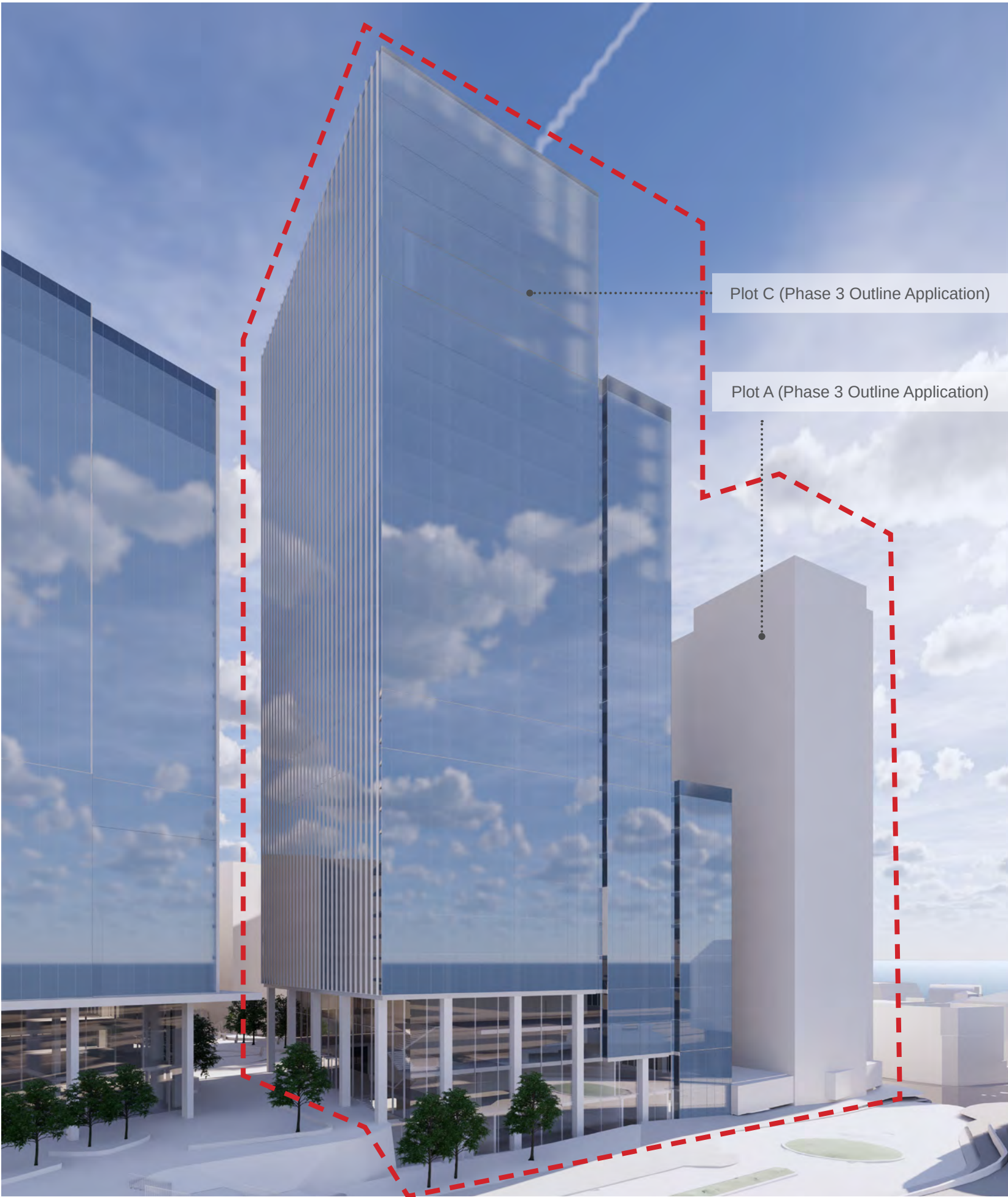
Plot C could offer a number of on-site amenities including terraces on level 9 and 20, a dedicated cycle hub, gym and food & beverage/retail space at Ground and Lower Ground.

Building overview

- 22 floors
- 32,500 sqm Class A office space
- 1,450 sqm A1,A2,A3,A4,A4,D1orD2
- 413 cycle spaces
- 42 showers
- A target of BREEAM Excellent



Plot C (Phase 3 Outline Application)



3.2 OUTLINE - OPTION 1

3.2.11 THE BUILDING IN CONTEXT

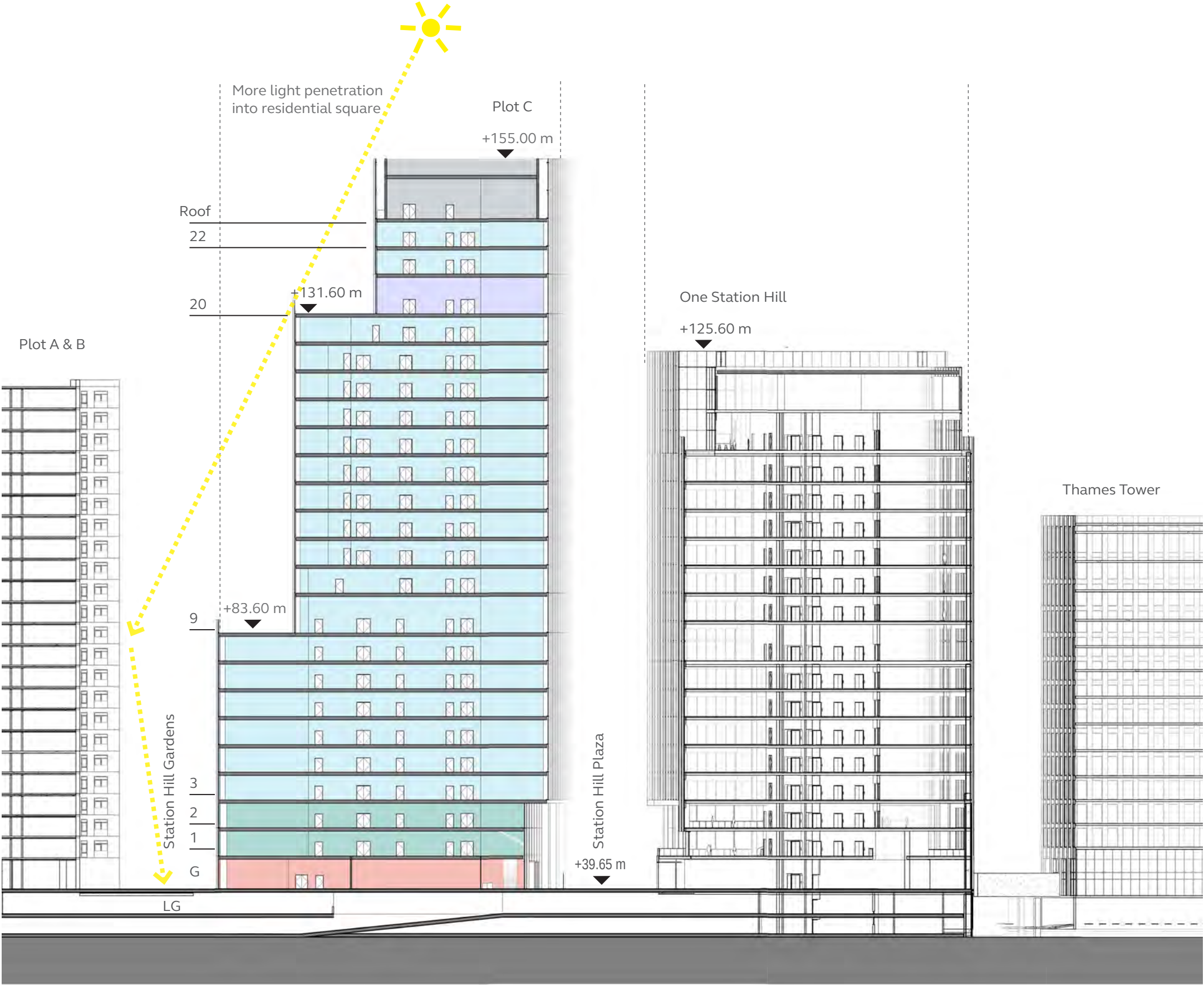
The podium will be extended over Phase 3 so that Plot C would effectively stand over a newly raised grade, partially straddling over the northern side to fall to the level of the bus station at existing grade. Like One Station Hill, Plot C has a Ground and Lower Ground Level as described in the above section.

The first two office floors could be given over to co-working offices or collaboration zones for a potential single office building user.

Like One Station Hill, Plot C could have a variety of office floor sizes so that the building thins upwards creating terraces at levels 9 and 20. These could be premium floors with additional height potentially including amenities for building users.

At +155m AOD, Plot C would be the highest building in Reading making it a landmark structure visible across the town and beyond.

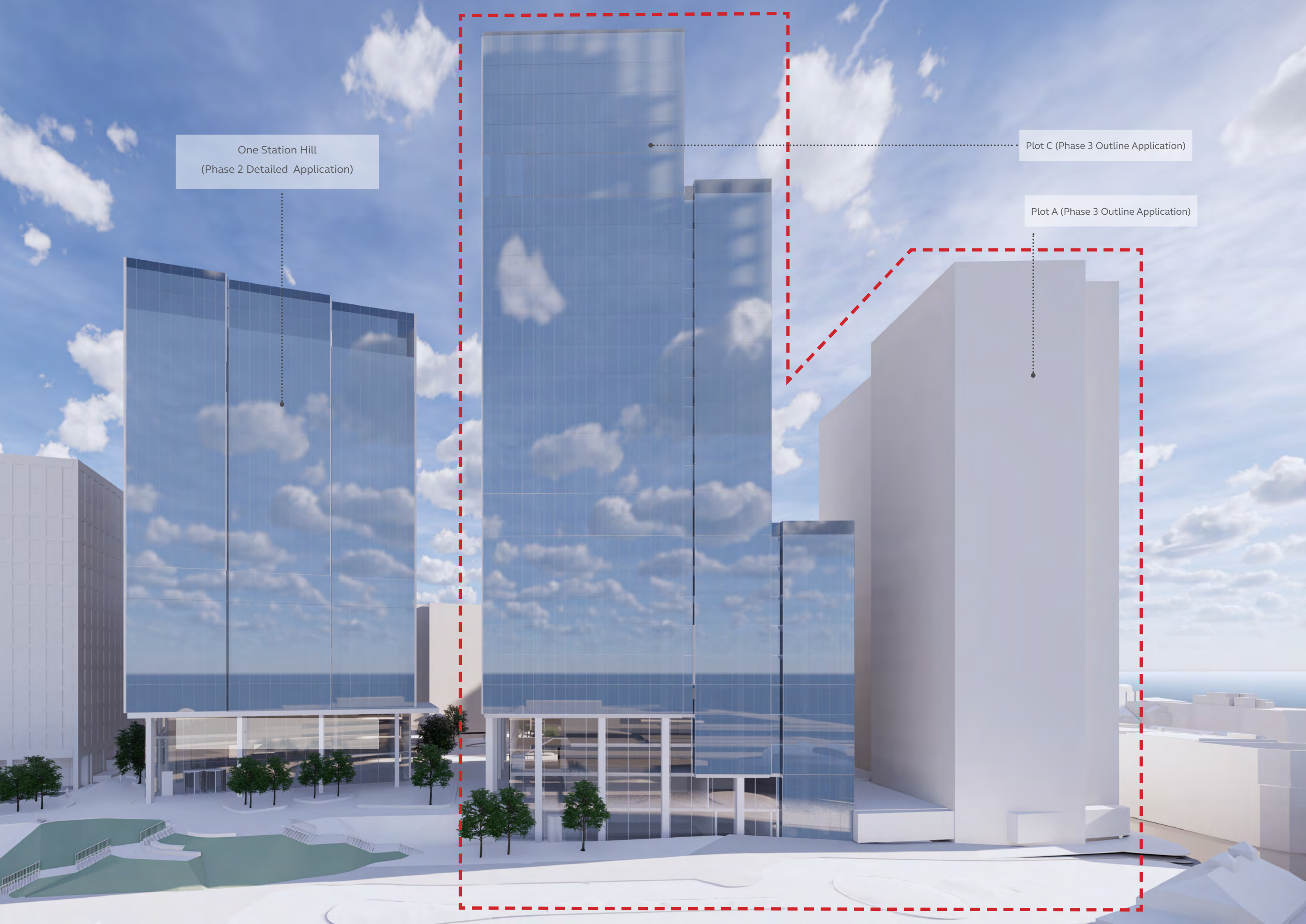
- Amenity
- Office & Terrace
- Office
- (Co-Working) Office
- Entrance/ Lobby/F&B and Retail
- B.O.H.



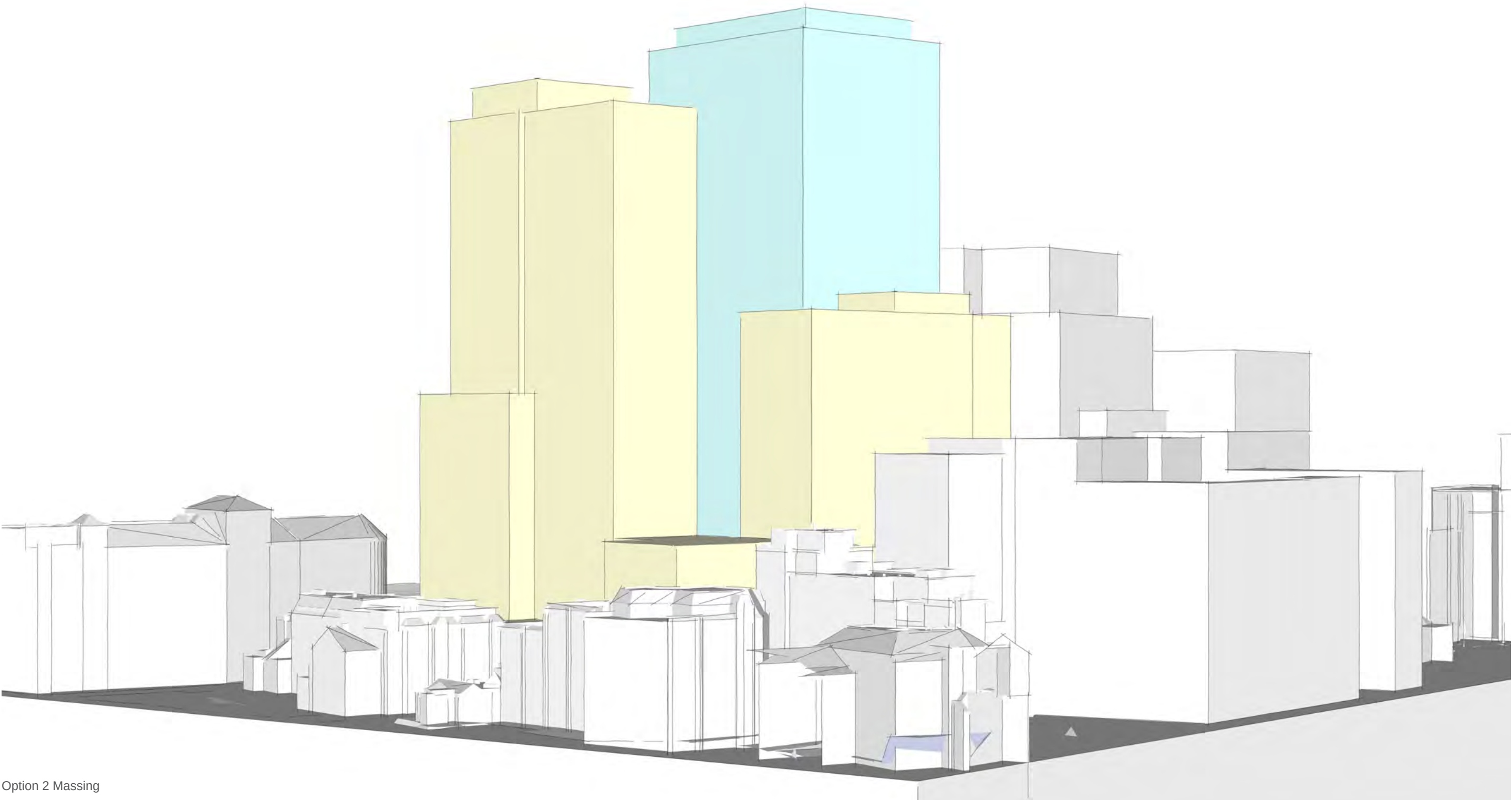
One Station Hill
(Phase 2 Detailed Application)

Plot C (Phase 3 Outline Application)

Plot A (Phase 3 Outline Application)



3.3 OUTLINE - OPTION 2



Option 2 Massing

- Residential / Hotel / Assisted Living Accommodation
- Commercial Office

