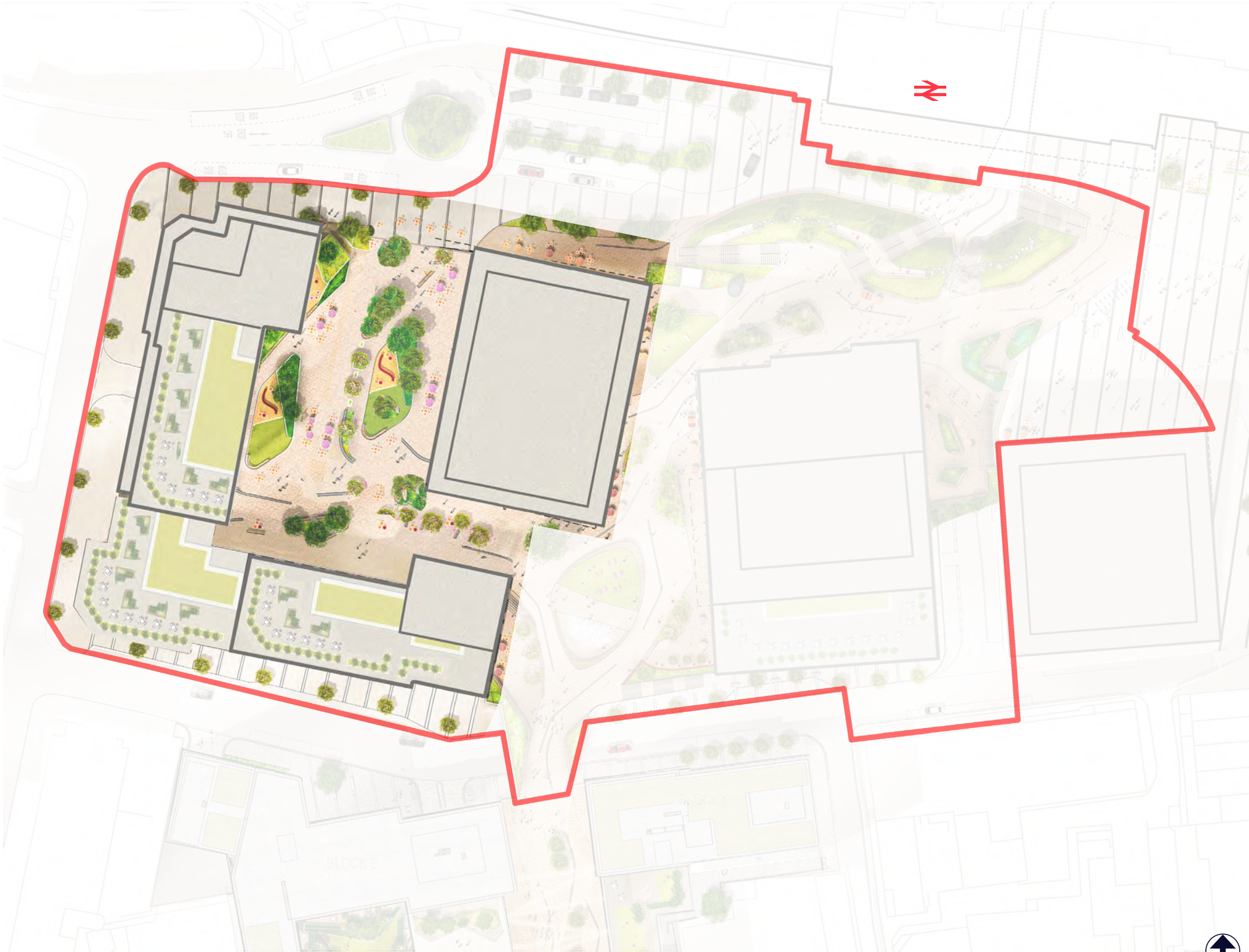


3.3.1 OVERVIEW

Option 2 provides an enhanced residential offer with a corresponding reduction in the commercial office space provided. Key elements of the scheme include:

- Up to 30% increase in residential area provided
- Reduction in commercial office space
- Reduced footprint for the commercial office building
- Increased height for residential buildings
- Increased area for Station Hill Gardens amenity space

As with all options, this version sits within the defined Maximum Parameter for Phase 3.



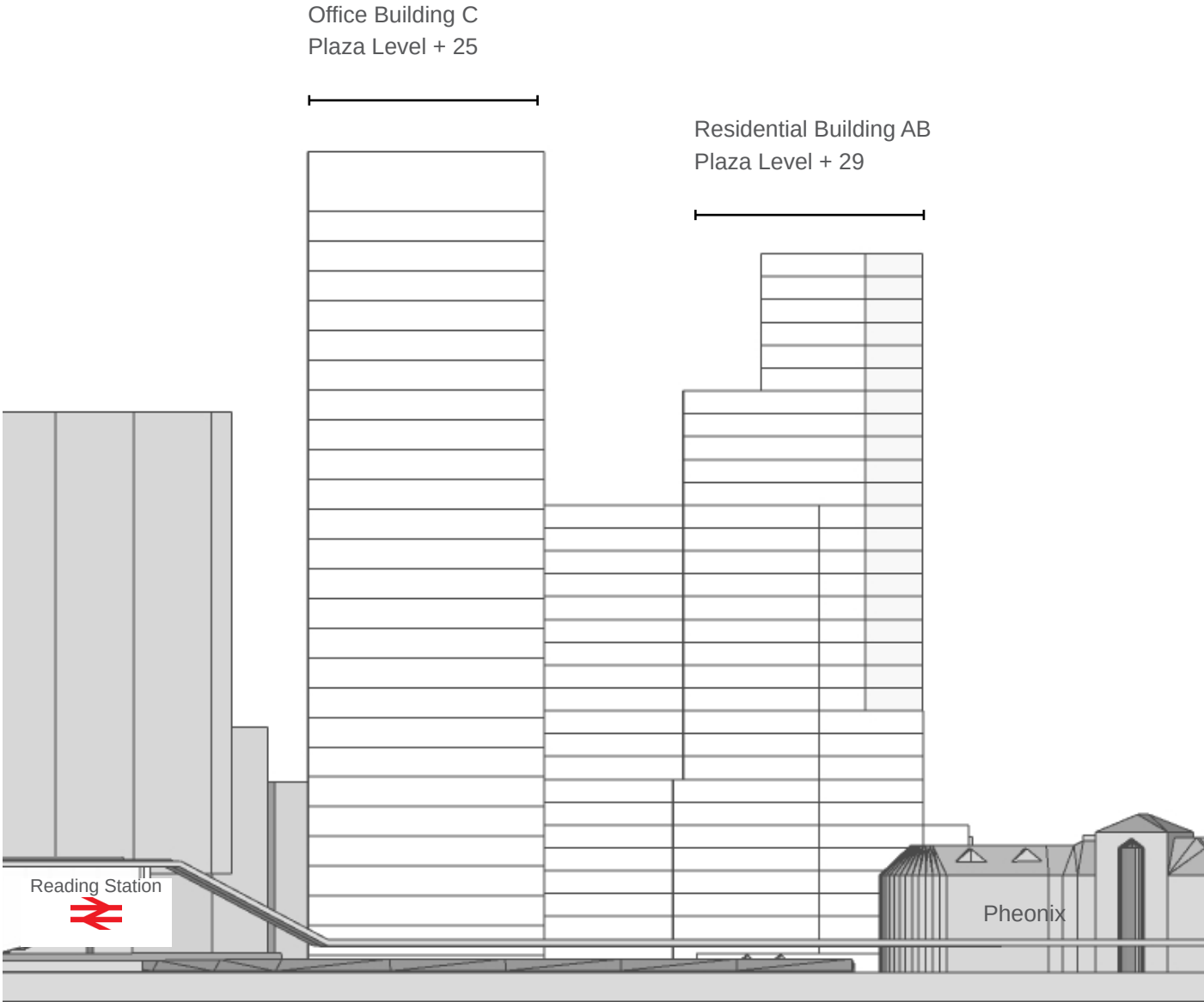
Option 2 Roof Plan



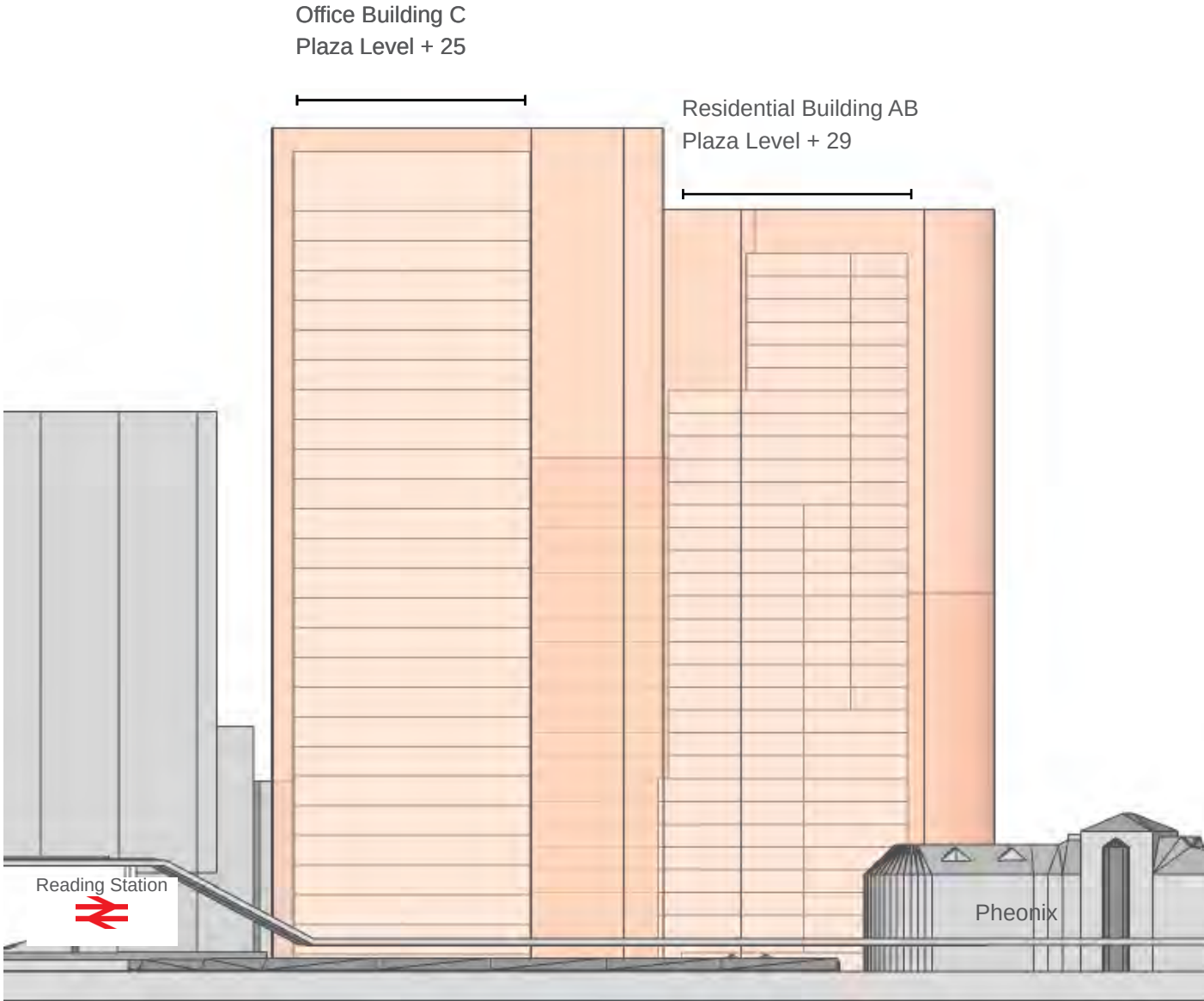
3.3 OUTLINE - OPTION 2

3.3.2 OPTION 2 AND MAXIMUM PARAMETERS

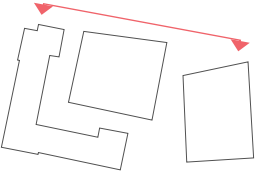
Option 2 in relation to the defined maximum parameter, viewed from the north.



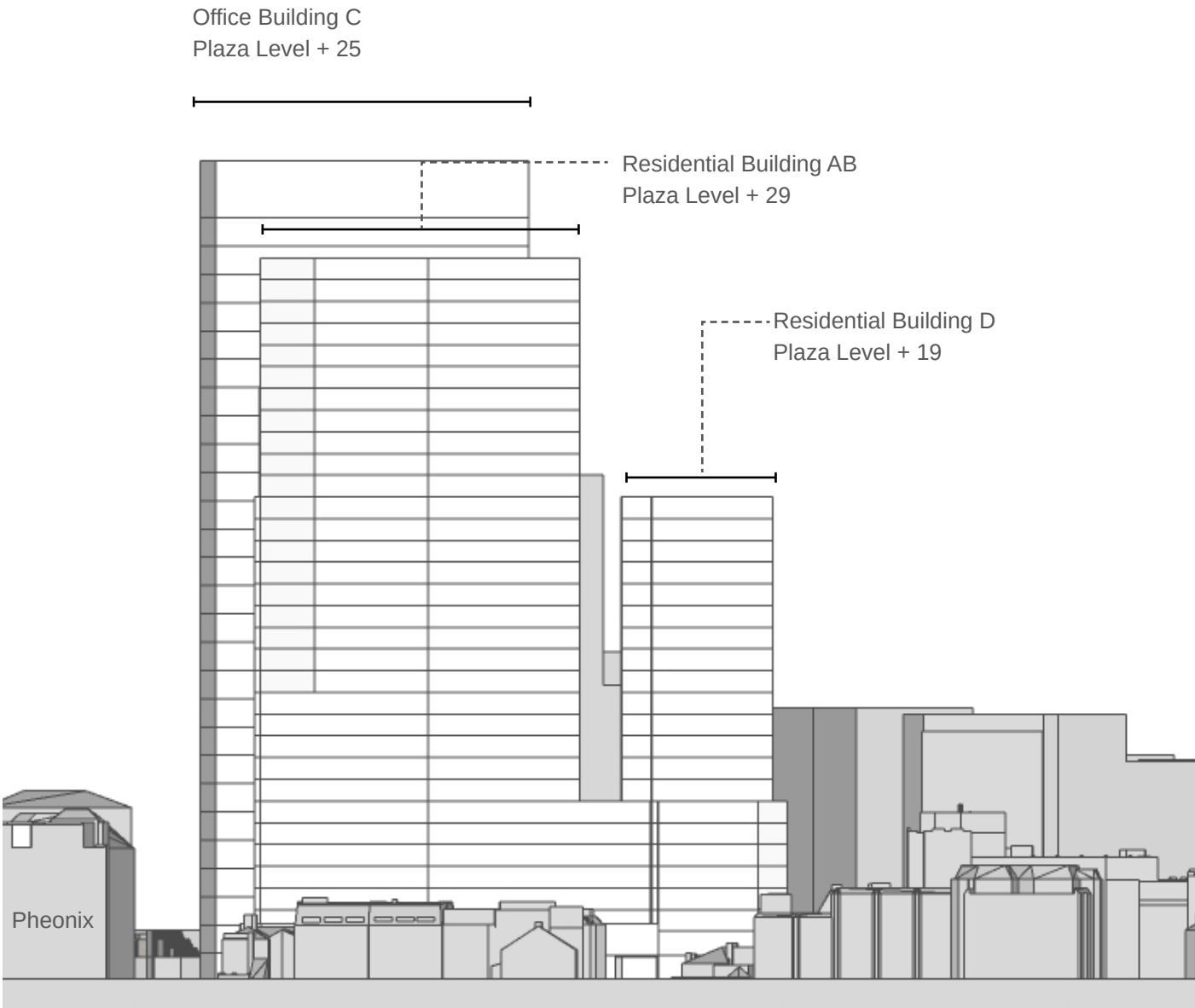
North Elevation - Option 2



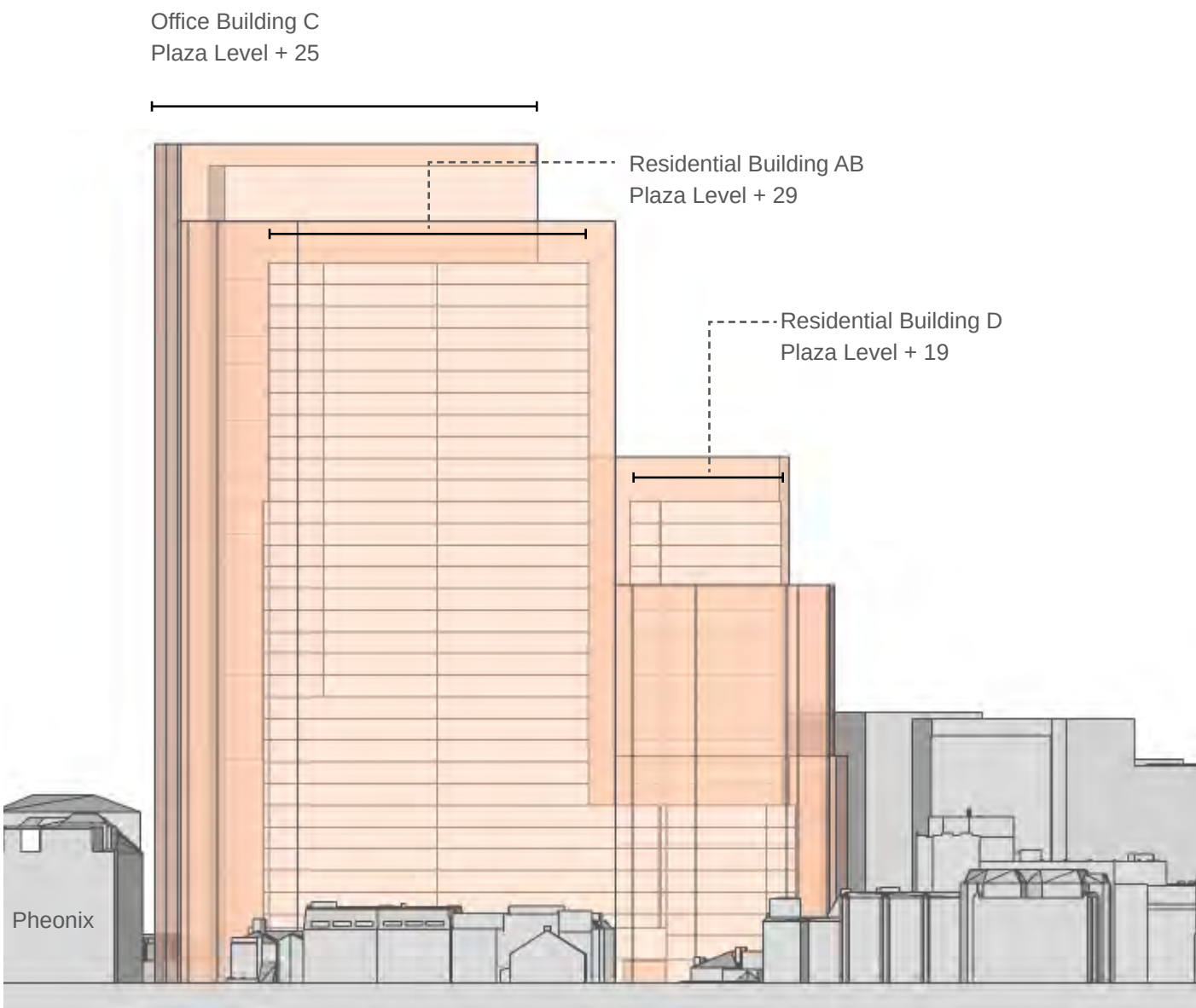
North Elevation - Option 2 with maximum parameter



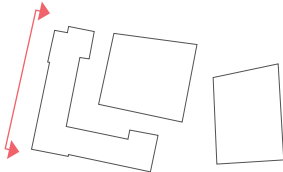
Option 2 in relation to the defined maximum parameter,
viewed from the west.



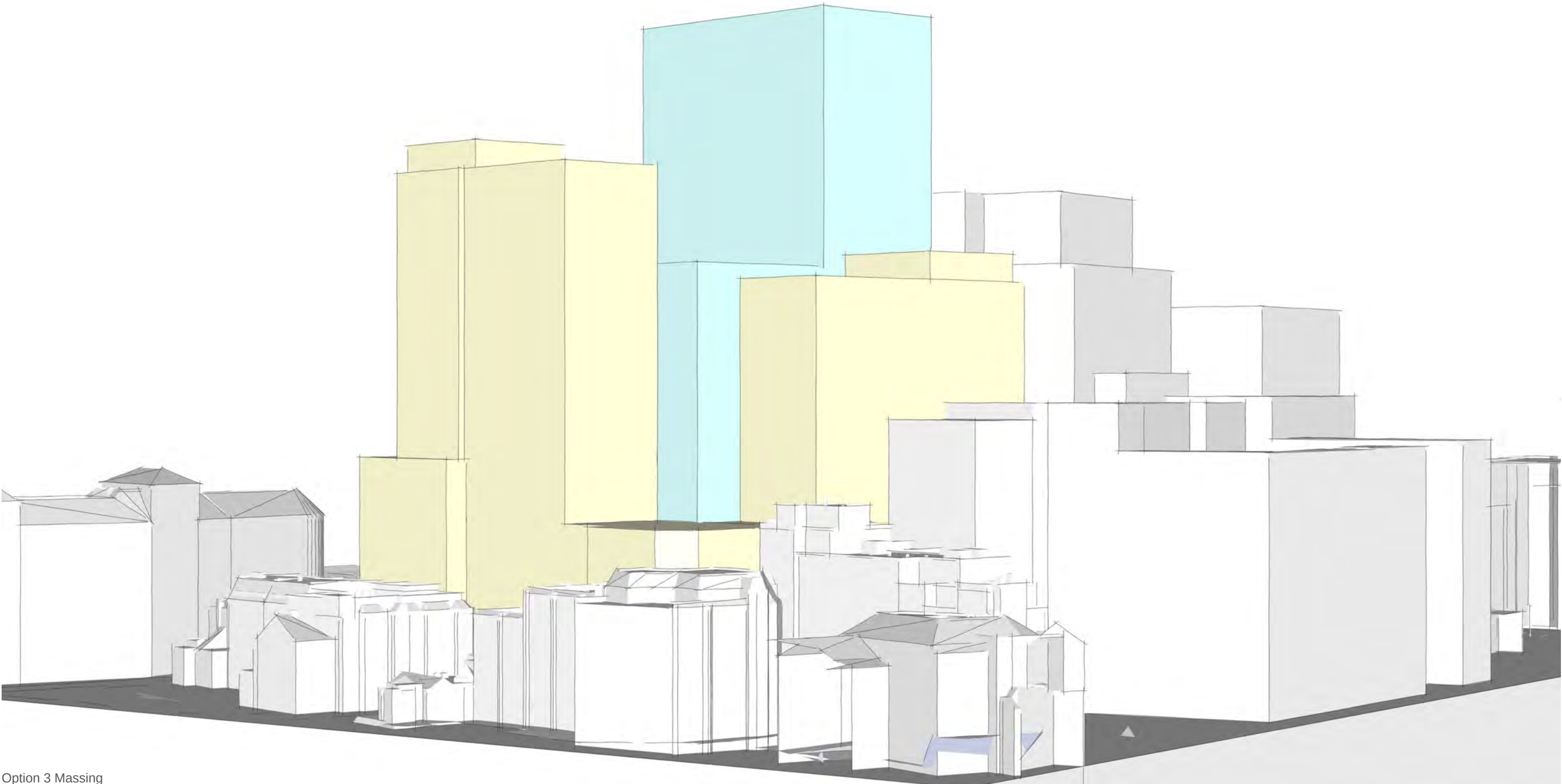
West Elevation - Option 2



West Elevation - Option 2 with maximum parameter

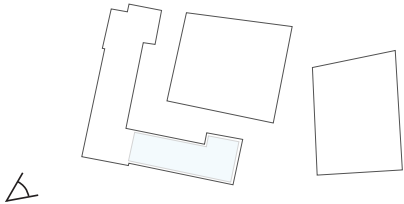


3.4 OUTLINE - OPTION 3



Option 3 Massing

- Residential / Hotel / Assisted Living Accommodation
- Commercial Office



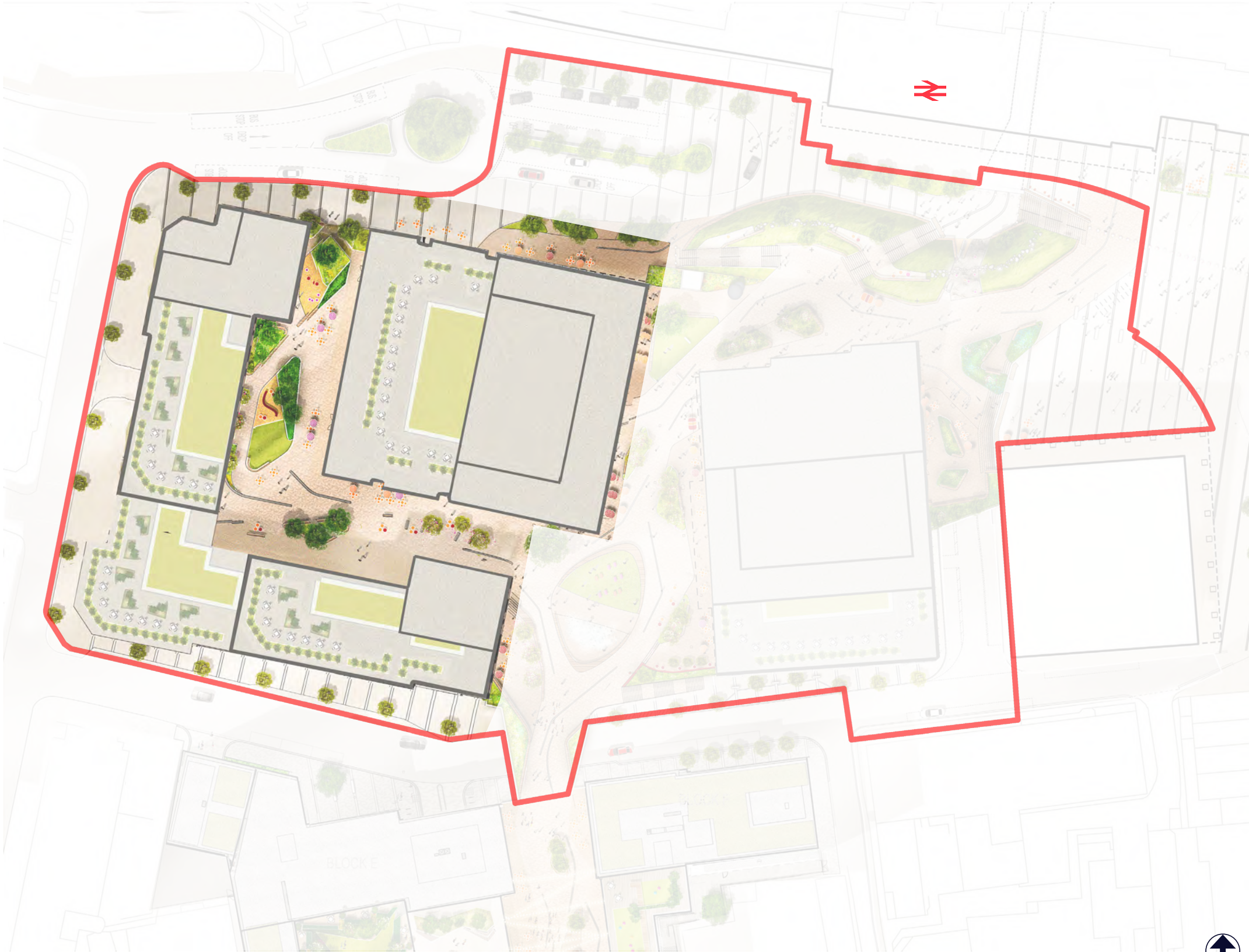
3.4.1 OVERVIEW

Phase 3 Option 3 introduces a hotel to the mix of uses. The office building is configured to accommodate more large scale occupiers. Key aspects of Option 3 include:

- Hotel offer in place of some residential accommodation
- Office building accommodating modern businesses with demand for large single floorplates
- Plaza level open spaces, and streetscape strategy as in Option 1

While the location of the hotel may change, the proposed location allows the hotel's uses to activate Station Hill Plaza. This brings a 24-hour active presence to the heart of the scheme.

As with all options, this version sits within the defined maximum parameter for Phase 3.

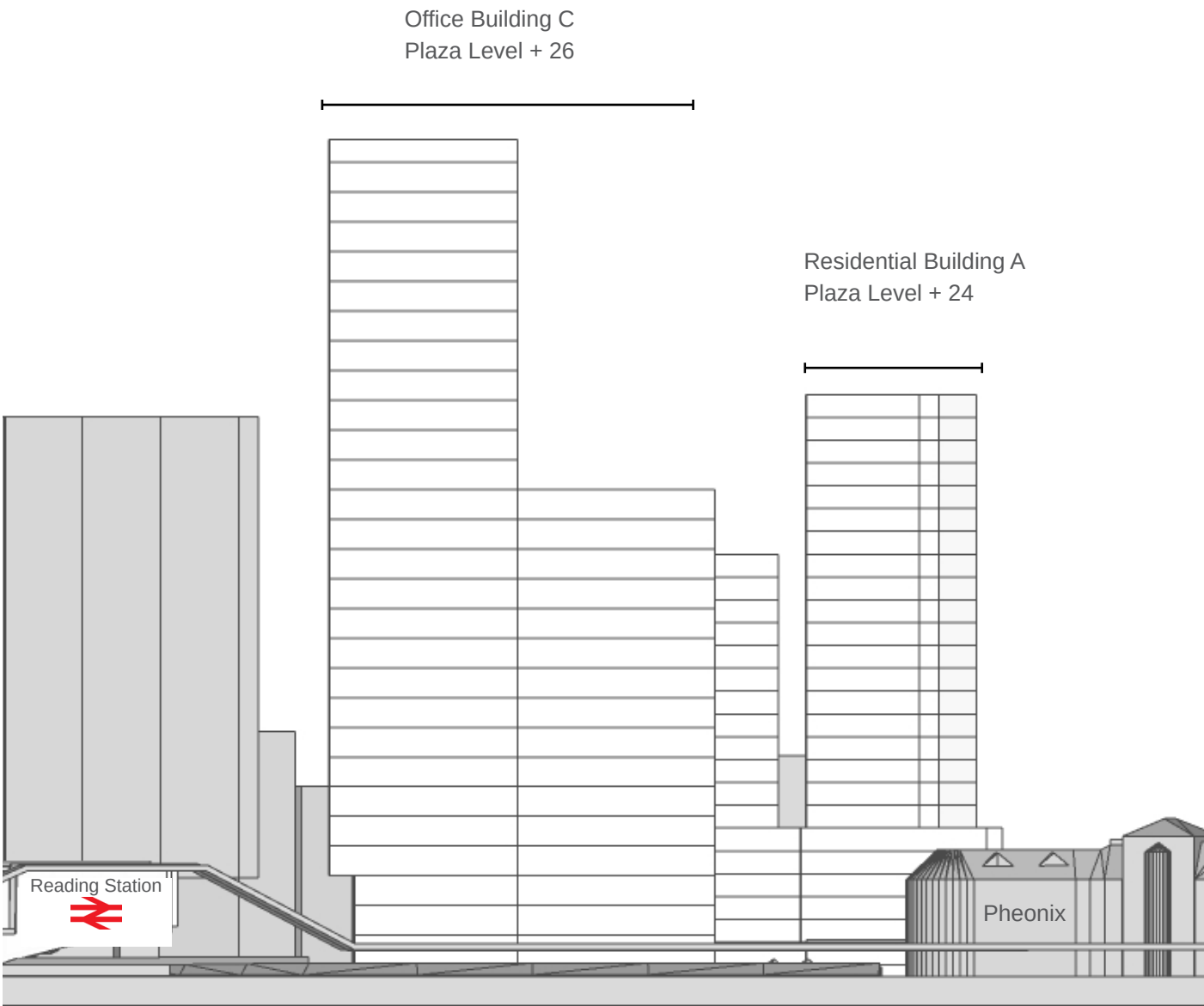


Option 3 Roof Plan

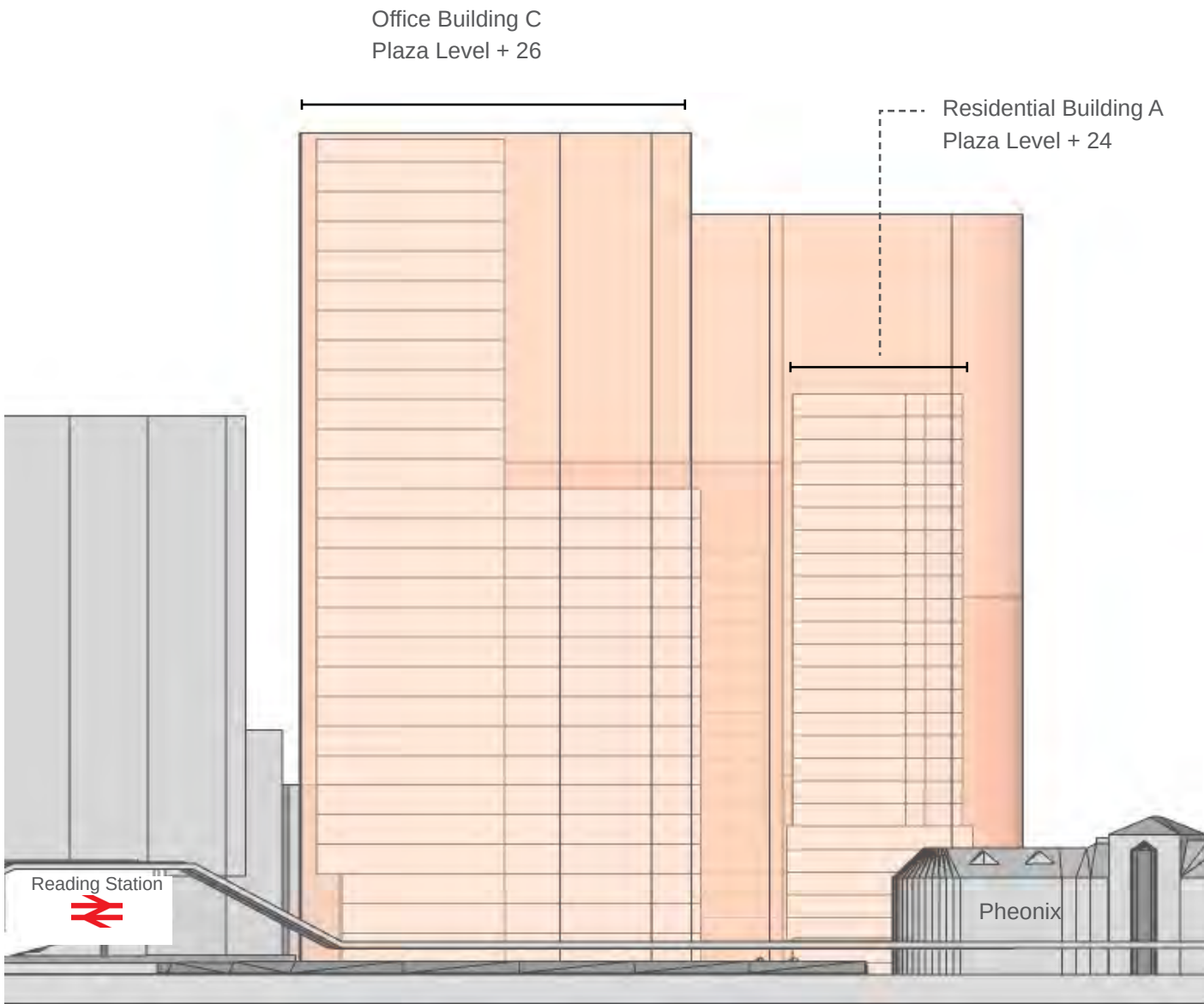
3.4 OUTLINE - OPTION 3

3.4.2 OPTION 3 AND MAXIMUM PARAMETERS

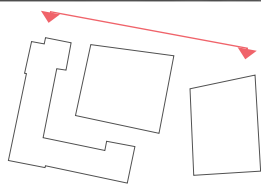
Option 3 in relation to the defined maximum parameter, viewed from the north.



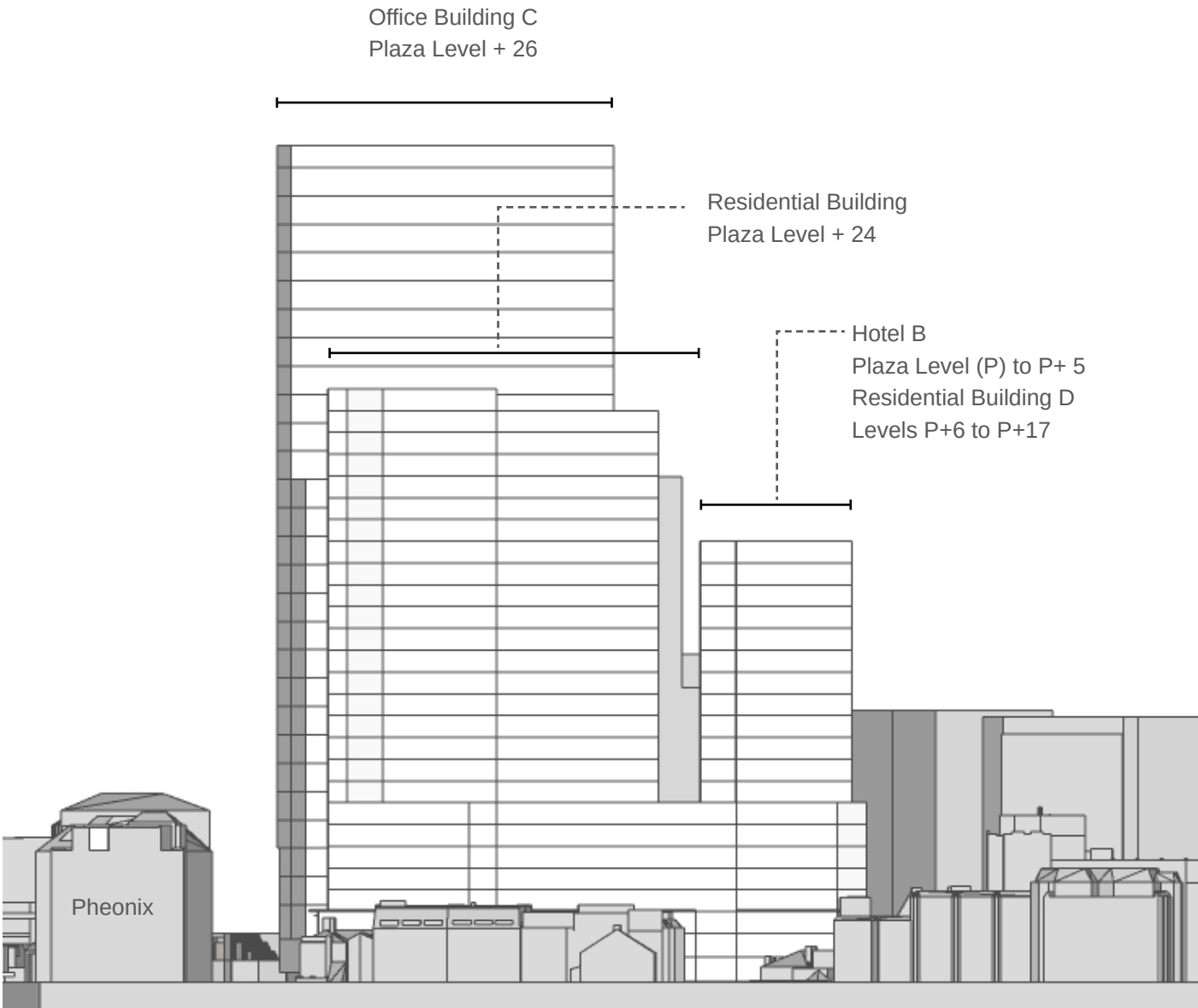
North Elevation - Option 3



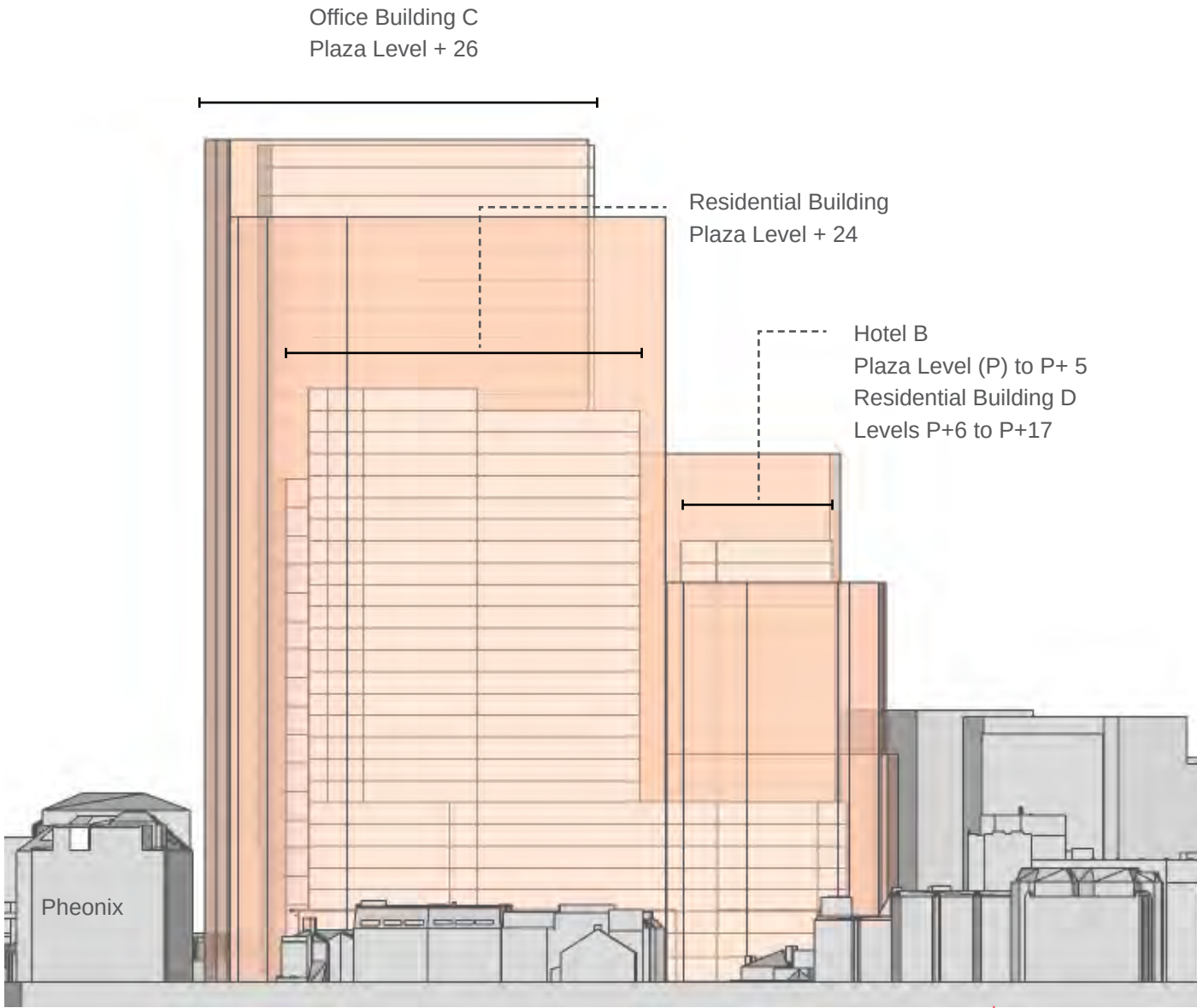
North Elevation - Option 3 with maximum parameter



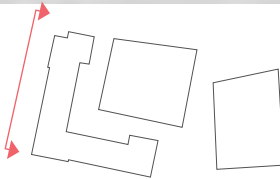
Option 3 in relation to the defined maximum parameter,
viewed from the west.



West Elevation - Option 3



West Elevation - Option 3 with maximum parameter

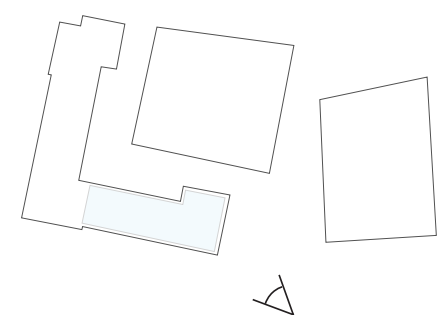


3.4 OUTLINE - OPTION 3

3.4.3 STATION HILL PLAZA HOTEL

The hotel is located an the heart of Station Hill, adjacent to Station Hill Plaza.

Easily accessible from Reading Station, the hotel brings 24 hour activation to the Plaza.





SECTION 4 SUPPORTING REPORTS

SECTION CONTENTS

SECTION 4 - SUPPORTING REPORTS

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4.1

LANDSCAPE AND PUBLIC REALM

4.1 LANDSCAPE

4.1.1 CONTEXT AND SCOPE

Introduction

LDA Design was commissioned by Lincoln to provide landscape design proposals for the public realm of Phase 2 and 3 of the Station Hill development. For this hybrid application, Phase 2 is detailed and Phase 3 is illustrative. This section describes our landscape proposals within the planning boundary for these external areas and includes site analysis, design inspiration and approach, and a description of landscape proposals through:

- Landscape and public realm design principles
- Illustrative plans
- Key views and sections
- Access and furniture strategies
- Hard landscape material palette
- Soft landscape material palette
- Biodiversity strategy
- Play strategy

The design philosophy for the landscape and public realm for Station Hill is to provide a vibrant, multifunctional place where the landscape provides a connection between people and place, in line with LDA Design's 'First Life' approach.

Key

- Planning Application Boundary



Phase 2/3 Location Plan

Site Location

The diagram opposite shows the masterplan and phase boundaries of the development area, centrally located between the train station and the town high street.

Phase 2 of the development is adjacent to the main train station entrance and the existing station plaza, and extends down to Garrard Street. Phase 3 is bound by Phase 2, Station Hill, Greyfriars Road, and Garrard Street.

As the new gateway to Reading, careful thought has been given to the design of the public realm so that it is welcoming and inviting, and the existing and proposed spaces are sensitively integrated to create a single place.



4.1 LANDSCAPE

4.1.2 INSPIRATION

Reading's Claim to Fame

Reading has long been an important commercial centre. In the 18th and 19th century it became known for the 3Bs; brewing, biscuits, and bulbs with companies such as Suttons, Huntley & Palmers and H & G Simmonds Brewery located near to the development site. There is arguably a 4th 'B' of brick-making with S & E Collier having a big impact on the city. More recently, Reading has become a tech hub: Microsoft picked Reading for its UK headquarters.

In different ways these industries provide inspiration for the design of both buildings and landscape - from a contemporary re-use of bricks; the articulation of signature motifs of the biscuit tins within the public realm; to the idea of a special 'Station Hill' seed mix from Sutton Seeds.

Including reference to this history through the use of materials and plants provides an extra layer of detail and site specificity to the project - and aims to interest and delight both locals and visitors to Reading. These historic trades could also be used to evoke a quality from which to draw inspiration about the kind of place we aspire to create in the centre of Reading. Beer relating to social and leisure; bulbs to beauty and seasonality; biscuits to community and hospitality.

