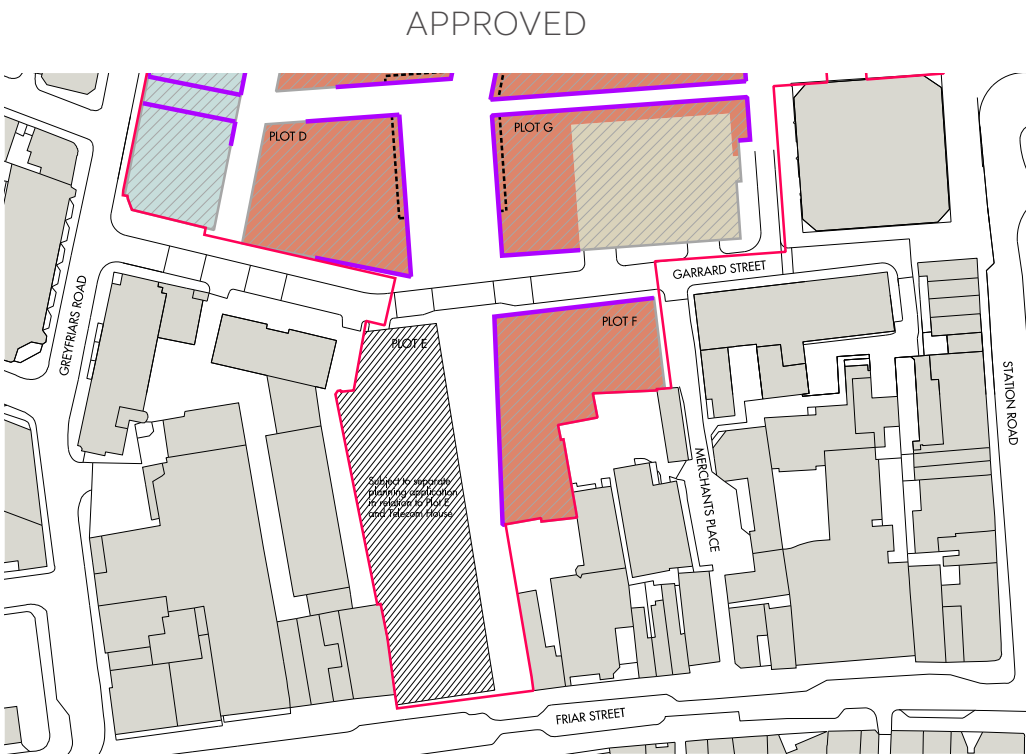


2.SCOPE OF REVISIONS TO APPROVED OUTLINE PARAMETER PLANS

Ground Floor Uses



Extract from Approved S73 Plan 6: Ground Floor Uses



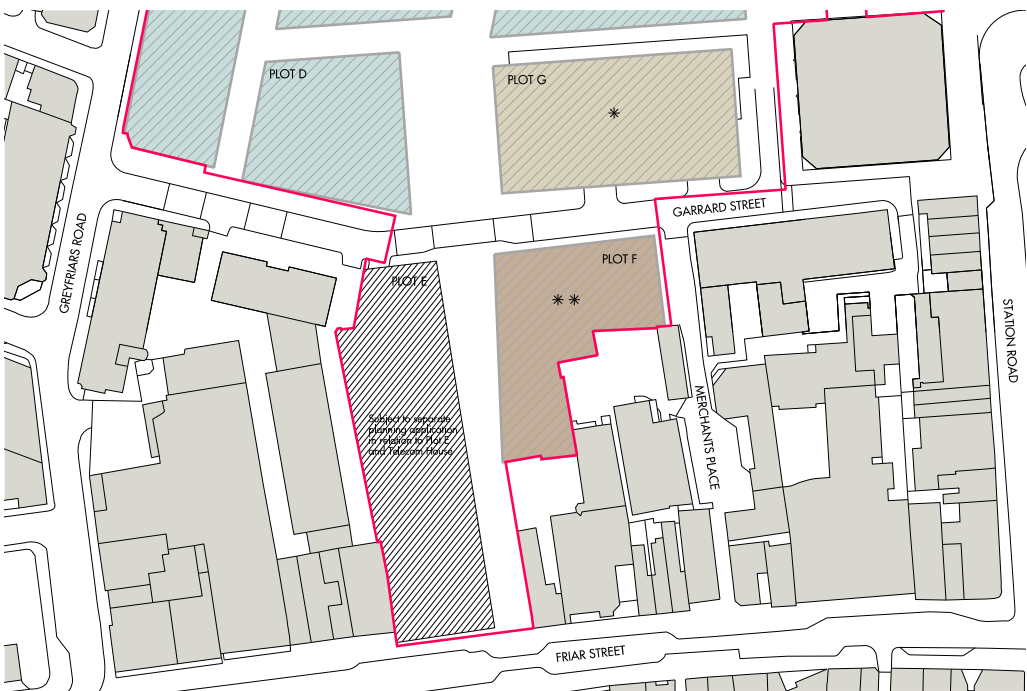
Extract from Proposed Amended S73 Ground Floor Uses

- Retail
- Residential

Comment:

- Leisure use to lower ground, mezzanine and ground floor
- Ground floor uses are now predominantly residential/retail

Upper Floor Uses



Extract from Approved S73 Plan 7: Upper Floor Uses



Extract from Proposed Amended S73 Upper Floor Uses

- Retail
- Residential

Comment:

- Leisure use no longer at first floor





3

DESIGN STRATEGY

3.DESIGN STRATEGY

3.1 INTRODUCTION

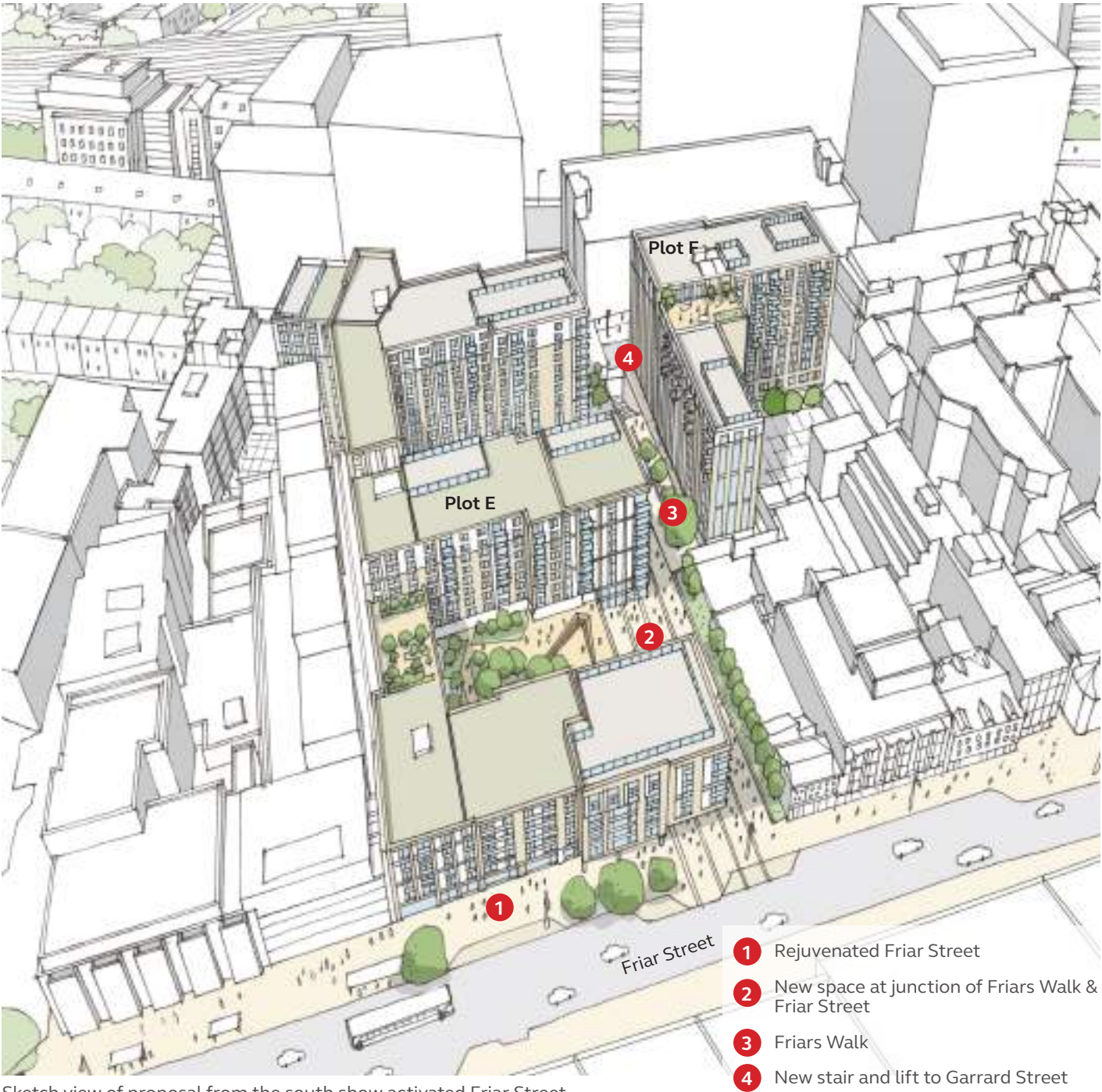
The following section demonstrates how the placemaking strategy, the site and building organisation and the architectural approach have been developed to ensure the scheme enhances the town centre and the experience of residents and the wider community. It will illustrate how the design relates to its context and the specific character of Reading.

Great Placemaking, Urban Design & Resident Experience
The proposal will be designed to meet Reading’s ambition to create a well-connected and attractive public realm that is integrated with surrounding districts, is attractive to residents, visitors and local communities and ensures that the scheme meets the Council’s objectives of delivering a landmark development.

It will deliver a Build to Rent scheme that will entice residents to stay for the long term. It will have a high-quality public realm, great amenity spaces, an independent and curated retail offer and a sense of identity that engenders pride and loyalty and which supports the creation of a sustainable community.

By reconfiguring the massing of the illustrative proposal submitted with the outline application, the new Friars Walk will feel more open and less confined; it will feel safer and provide a more attractive setting for retail, café and residential amenity. It will improve the experience of all those who pass through the space and there will be more sunlight into it and more visibility of the sky. It will be more aligned with the urban grain of the centre of Reading, with a scaled response to Friar Street and Friars Walk, and it will be more relatable to the north-south routes that link the main east-west streets in the town centre. The scale of the new courtyards within the E-footprint will have a more residential scale appropriate to the scheme.

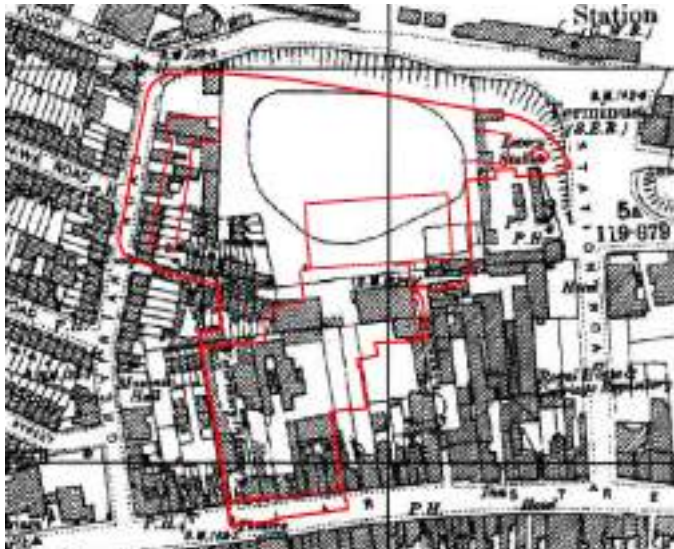
The development across the wider masterplan area will be laid out to provide pedestrian links from the train station, through the site north of Garrard Street and through Plots E & F and onto Friar Street. All of this aligns with the consented outline application. Plots E & F will have a high-quality public realm formed of a clear hierarchy of legible open spaces. These spaces will feel safe, well-lit and have attractive hard and soft landscaping. They will be addressed by architecture of the highest quality. The retail offer will give the development a distinct identity with independent outlets preferred to align with the needs of the new residents and the wider Station Hill community.



Sketch view of proposal from the south show activated Friar Street and a new Friars Walk

3.2
UNDERSTANDING THE SITE

Reading Town Centre: History
Reading was an established settlement during Saxon and Medieval times with most of its development on land now covered by the existing town centre. Prior to the construction of the railway in the 1840s, areas to the north of the site were low-lying water meadows and it is believed that parts of the northern edge of the town lay somewhere close to Plots E & F. The introduction of the railway transformed Reading, providing market access to larger urban conurbations and to the surrounding countryside. Reading developed as a strong market town and established itself as an industrial centre with agricultural-related factories producing and packaging ‘beer, bulbs and biscuits’. The town grew to accommodate factory workers and became the primary administrative town in Berkshire. The industrial base, focused along the banks of the River Kennet, declined during the 20th century and has been replaced with a mix of large-scale developments and uses including The Oracle shopping centre.



Historic Map from the late-19th century with the proposal site identified in red. Note the close knit urban grain on Friar Street. Garrard Street did not exist. The block was defined by Greyfriars Road, Station Hill, Station Road and Friar Street



Adjacent Conservation Areas
Important historic areas and urban fabric within the town centre have been recognised in conservation area designations. The closest to the site is Market Place and London Street, St Mary's Butts



Nationally Listed Buildings
There are a small scattering of nationally listed buildings within the immediate vicinity of the site



Greyfriars Church, originally built in 1311, is the most complete surviving example of Franciscan Architecture in England, according to Historic England



Reading Town Hall built in 1876 was designed by Alfred Waterhouse, one of the 19th century's leading British Architects

3.DESIGN STRATEGY

Reading Town Centre: Urban Grain & Form

The urban grain of the town centre reflects its historic development with close-grained, relatively narrow frontages to deep plots. These plots have been transformed and infilled over time and many have been consolidated to accommodate a range of larger uses, notably retail. The narrow alleys and lanes that still cut into these plots testify to its history of access and varied uses within the depth of the plan. These have added a rich texture to the town in terms of connectivity, use and grain.

The buildings south of Friar Street are generally two to three storeys high. Queen Victoria Street and West Street have higher buildings. The area bounded by these streets and Broad Street is compact and dense and transversed by narrow alleyways such as Chain Street. To the north of Friar Street the buildings are generally two storeys in height, with the Novotel rising to 14 storeys, and the refurbished Thames Tower to 15 storeys. The Council has set policy objectives for higher buildings within the Station Hill planning framework areas.



Aerial view from the north-east showing the low-lying and compact grain of the town centre in red with higher buildings towards the railway line in blue



Queen Victoria Street, the most significant of the north-south streets in the centre



Chain Street, a small, tight north-south lane through the compact centre



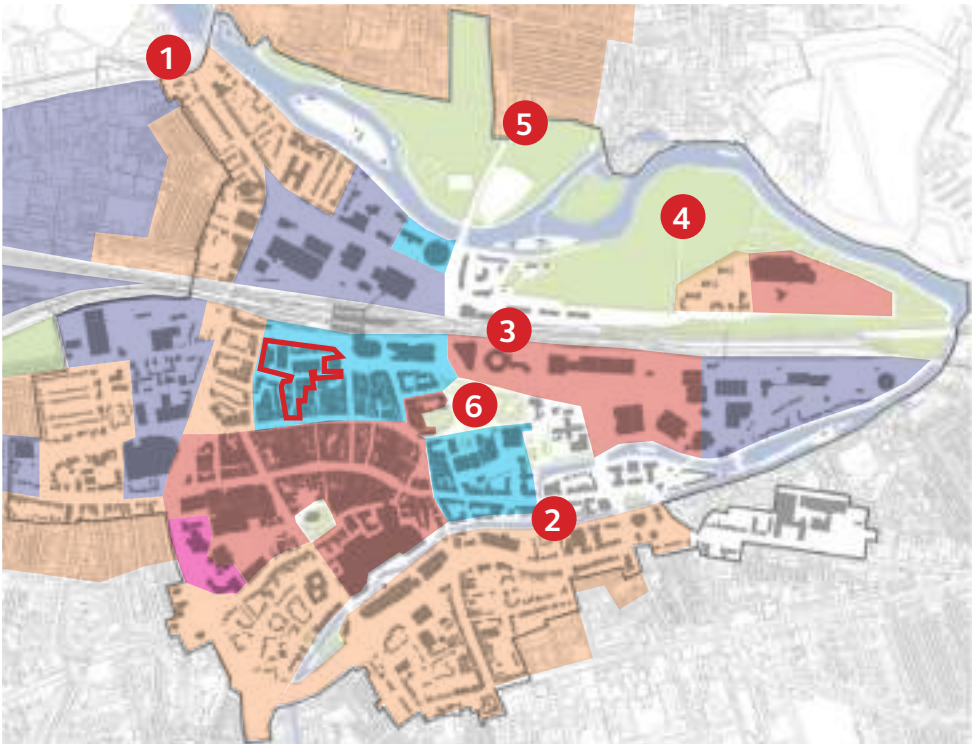
Broad Street, one of the major east-west routes

Reading Town Centre: Uses

The area close to the station is dominated by commercial, retail and car park uses. There is further retail on the streets leading to The Oracle Centre and a large retail park on Vastern Road to the north of the railway line. The area to the west of the site and further west of Caversham Road is predominantly residential terraced housing interspersed with community uses. The streets immediate to the proposal site have commercial uses with a mix of office and retail and some residential accommodation. There are large civic uses to the south-west of the site with the Town Hall to the east end of Friar Street.

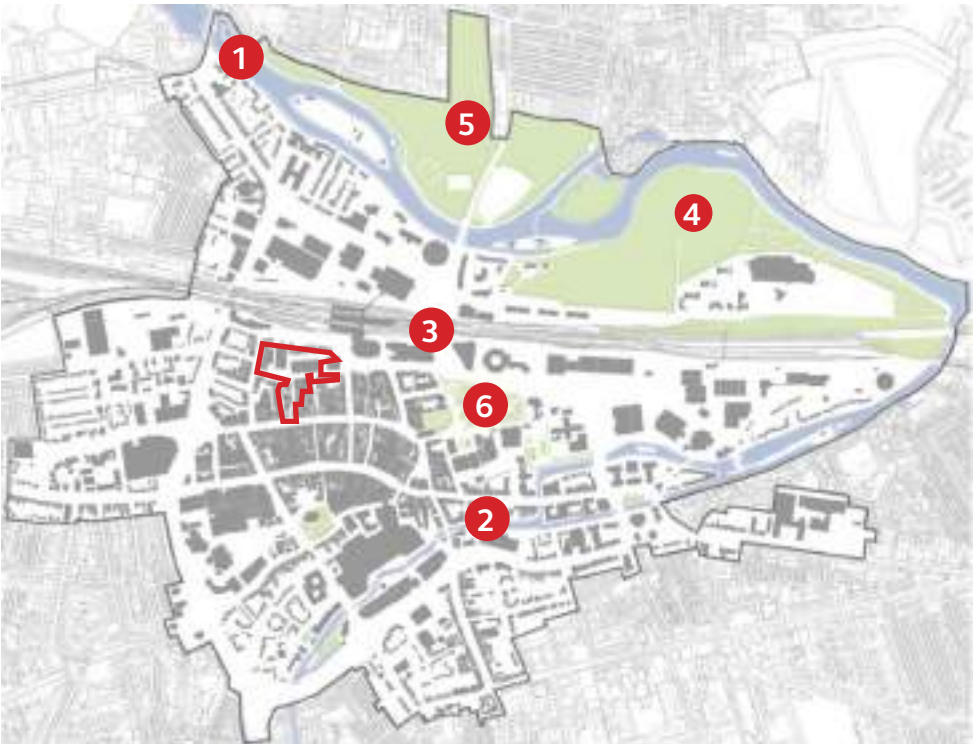
There are major outdoor recreational and amenity spaces to the north of the railway line at Kings Meadow, which lies on the south bank of the Thames and again on the north bank of the river at Christchurch Meadow. Both of these large parks are ten- to fifteen-minutes' walk from the site and have paths that skirt the river. Forbury Gardens, a more urban park, is at the east end of Friar Street which is less than ten minutes from the site. These spaces are part of the residential amenity offer for all residents within Reading town centre.

There are no water features on the site and the closest watercourses are the River Thames, approximately 500m to the north, and the River Kennet, approximately 480m to the south. The Environment Agency's floodplain map confirms that the site is not within an area at potential flood risk.



Indicative town centre uses

- Retail Core
- Secondary Retail
- Office
- Predominantly Residential



Indicative recreational open spaces

- 1 River Thames
- 2 River Kennet
- 3 Railway Line
- 4 Kings Meadow
- 5 Christchurch Meadow
- 6 Forbury Gardens



Historic view of central Reading showing industrial uses that have now given way to retail and commercial functions



The Oracle Centre which exploits the River Kennet to create open areas for food and beverage outlets



View of Thames Path leading to Kings Meadow

3.DESIGN STRATEGY

Reading Town Centre: Architectural Character

The architecture of central Reading is dominated by late-Victorian and early-20th century buildings. Though there are many examples of later structures, the urban form, scale, grain and architecture of that era provided the context for subsequent development and set the character of the town centre.

The retained architecture of that period is of a prosperous town rather than that of a confident city. It is modest in scale, relatively fine in grain, but not too fine, and is replete with local flourish and styling. It is dominated by bricks of deep orange-reds, silver-greys and a less-attractive yellow buff. These colours are frequently used together in contrasting patterns, horizontal coursing and vertical framing. Terracotta is used to decorate and embellish framing devices, pediments and arches to doorways and windows. It finds particular use as 'lanterns' in the form of raised turrets, expressive roofscapes and decorative entablatures that adorn many buildings, both small and grand.

The cumulative impacts of the orange-red brick, terracotta, the decorative motives and the use of the lanterns motif on modest scaled buildings gives Reading a special and possibly unique identity.



The Oracle overlooking the Kennet River



Sackville Street off Greyfriars Road



The Town Hall: use of red and grey in a rigorous manner



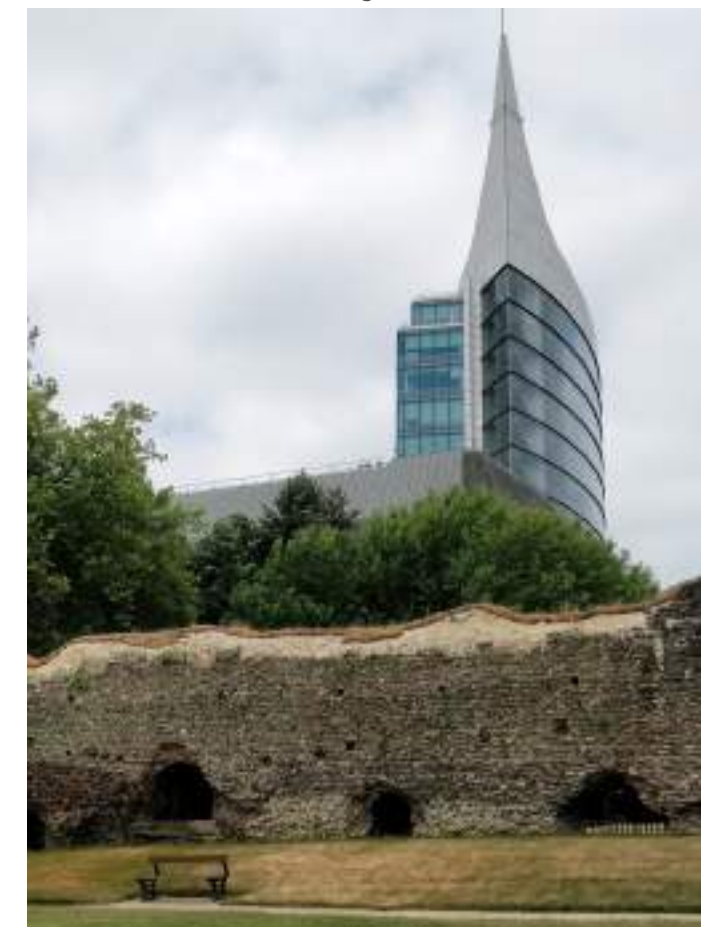
Grey brick façade Friar Street south side Queen Victoria Street



Roofscape on Queen Victoria Street



Late Victorian/Edwardian building on Friar St to the east of the site

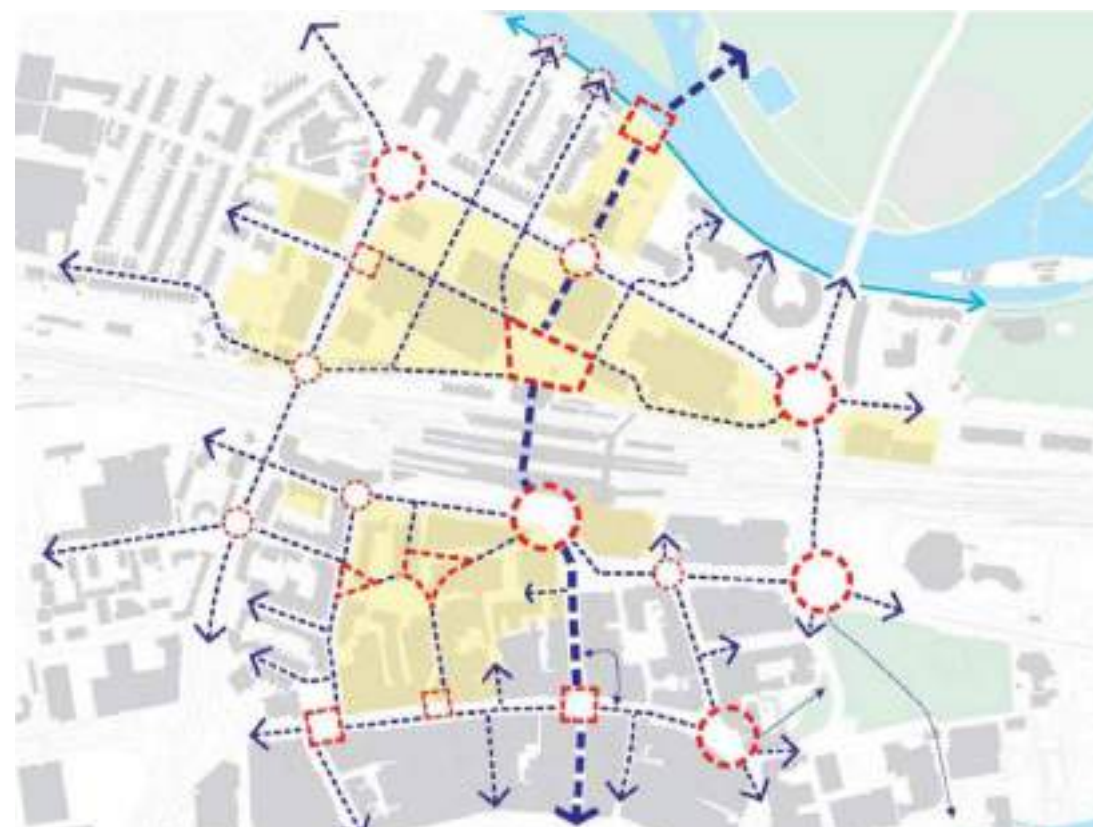


The Blade, a signature building in Reading viewed from the Abbey ruins

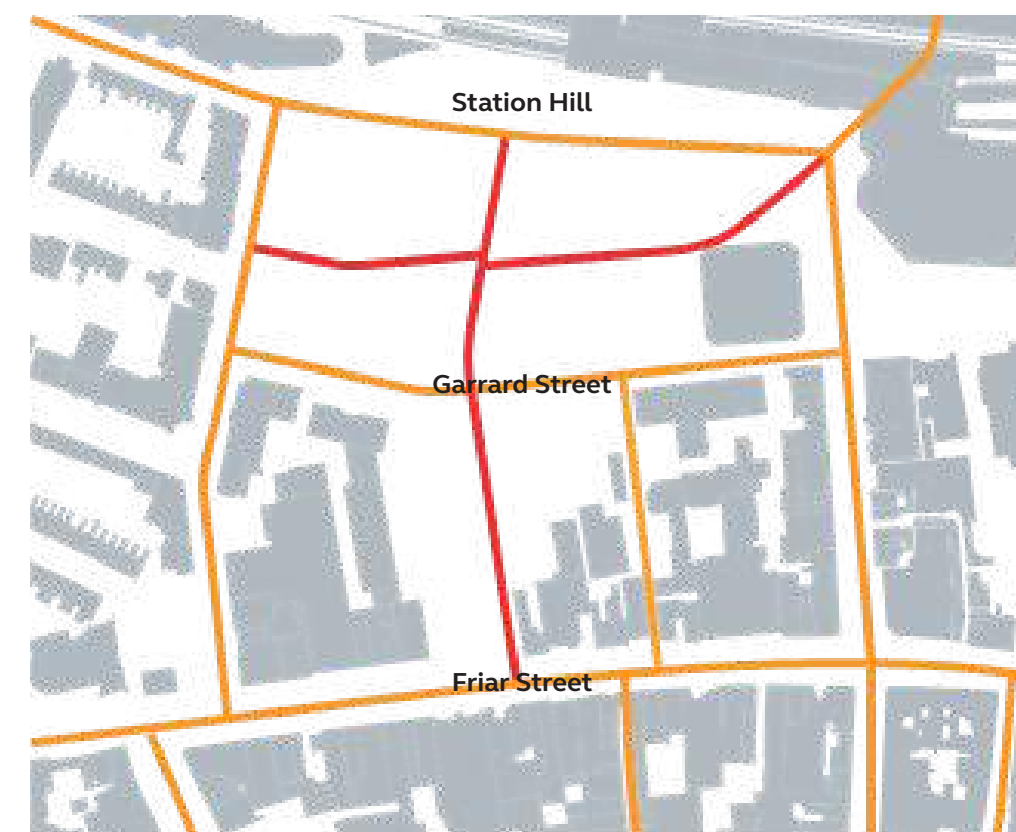
The Site: Permeability & Connections

The existing site is bound by Friar Street to the south and Garrard Street to the north. Since the closure of the Friars Walk shopping centre, the limited permeability through the site has been lost. Taken together with the site to the north of Garrard Street, the redevelopment of Station Hill presents an opportunity to increase permeability, connectivity and integration of the site into its immediate neighbourhood.

One of the key features of the Illustrative Scheme that accompanied the Outline Consented Applications was the proposed network of routes and spaces that separated the individual development plots. These provide permeability and accessibility. They are a key component of the proposal to be taken forward in this application. The consented application introduced two new routes across the site; one running east-west connecting the station to Greyfriars Road and the other running north-south to connect the station with Friar Street.



Abstract from Reading Station Area Framework emphasising that new connections are required through the area



Abstract from Consented Outline Application Design & Access Statement showing new north-south and east-west routes through the site

3.DESIGN STRATEGY

The Site: Adjacent Streets

Plots E & F are occupied by disused and dilapidated office buildings and a shopping centre where a small number of units continue to be occupied on short-term leases. The general condition of the site is poor with much of it is boarded up. The site is inaccessible to pedestrians.

Friar Street

The site's southern edge is bound by Friar Street which runs east-west and connects the residential streets located to the west with the Waterhouse-designed Town Hall and Forbury Gardens to the east. This secondary shopping street includes office space above retail and cafés uses and is generally between three- to six-storeys high with the exception of the thirteen-storey Novotel Hotel. The street has a mix of building types including some good quality late-Victorian and early-20th century buildings and a more varied selection of mid-to late-20th century façades. The street is generally level and approximately 20m wide with generous footpaths.



View of the site from Friar Street from east

Garrard Street

Garrard Street runs east-west along the northern boundaries of the site. The rear elevations of the disused shopping parade, an associated deck level car park and the rear of Telecom House overlook the street. The remaining parts of Garrard Street are fronted by a mix of buildings, including an office block recently converted to residential use and the refurbished Thames Tower. The service road to Thames Tower provides an exit from the multi-storey car park. The car park overlooks Garrard Street and a separate application has recently been approved for its demolition.

Most of the remaining buildings along this side of the street have been demolished as part of the plans to redevelop the plots between Garrard Street and Station Hill in line with the consented outline applications. Xafinity House which faces Greyfriars Road remains and this will be demolished in due course.



View of the site from Friar Street from west

Also facing Greyfriars Road and the south side of Garrard Street is the McKay Securities building. To the east of the proposal site, beyond its junction with Merchants Place, is Garrard House, a reconfigured and extended office block now in residential use. At Garrard Street's junction with Station Road there is a small vacated office. At the time of writing an application has been submitted for a hotel on the site.

Garrard Street changes significantly in level between Merchants Place and Station Hill. The street is mainly used for access to the car park and the service areas to the rear of Friar Street as well as Thames Tower. It has additional use as a taxi waiting area that gives it a predominant 'service street' character and reinforces its somewhat unsafe and inhospitable atmosphere. Redevelopment presents an opportunity to improve the character and perception of safety along the street with active frontages, good quality pavements and landscape.



View of the site from Garrard Street from east

Reading Town Centre: Socio-Economic Background

The site is located in the Abbey Ward which covers the centre of Reading. According to the 2011 Census it has a population of 12,630. This population has grown by 54% since 2001 and is young compared with the average across the borough. It has fewer children. The town centre has an ethnically diverse population with approximately 40% from Black and Asian Minority Ethnic communities. It has a high proportion of well-educated residents working in high skilled occupations with 50% holding degree-level or higher qualifications and 60% of all work in high-skilled roles such as managerial and professional occupations.

There are some 40,900 jobs in the centre, and this makes up 44% of employment within the Borough as a whole. Retail makes up the largest proportion of the jobs with a comparably high concentration of employment within the scientific and technology sector, public administration and defence sector.

The housing stock within the town centre is largely made up of flats and apartments. Private rented accommodation provides the largest proportion of the tenure split with half of households privately rented; about a quarter owner-occupied and the rest social rented and in shared ownership and intermediate tenures. The proposed development of Plots E & F will complement this mix with high-quality new homes required for the working population.

3.DESIGN STRATEGY

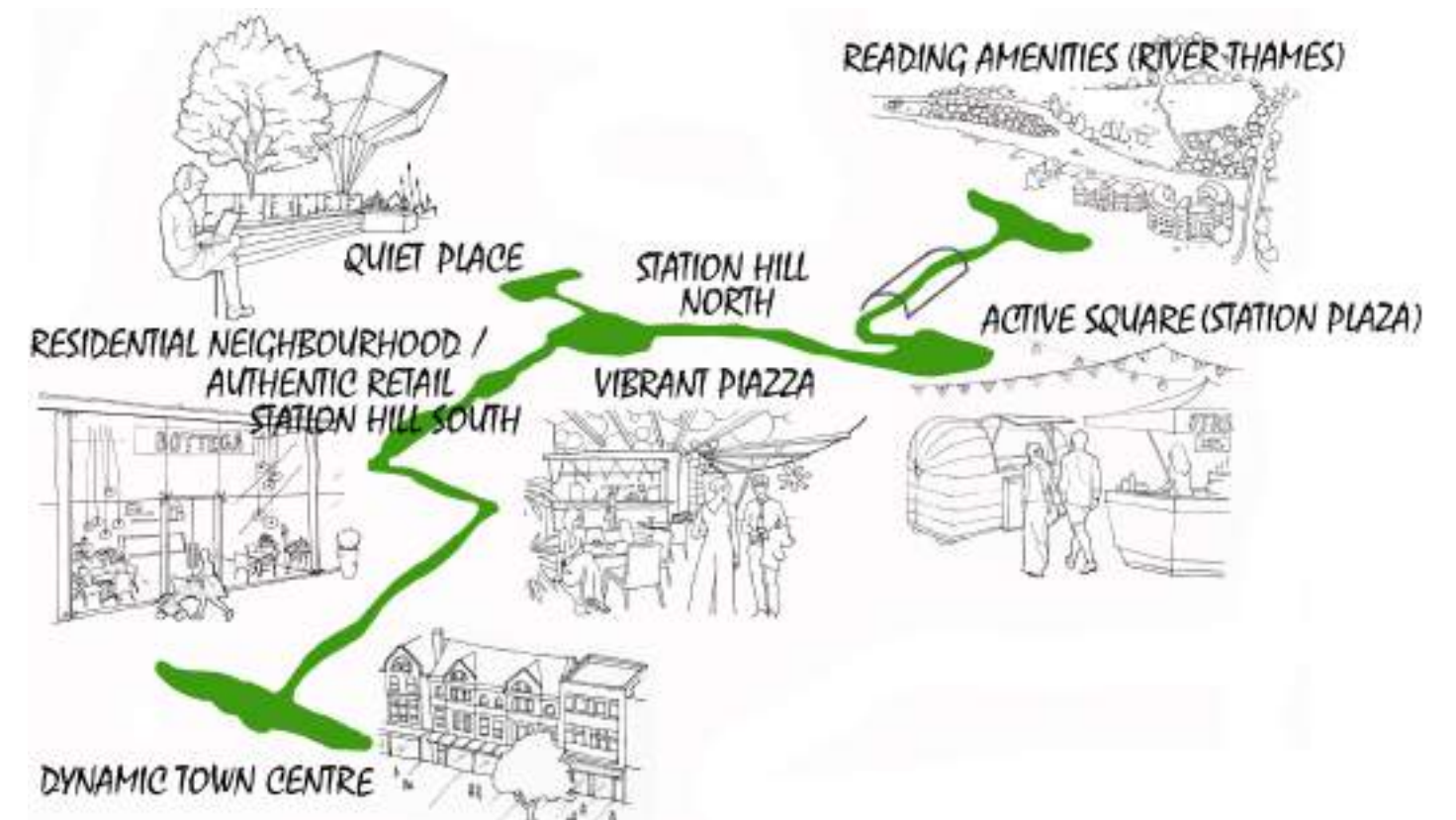


3.3 DESIGN PRINCIPLES FOR STATION HILL

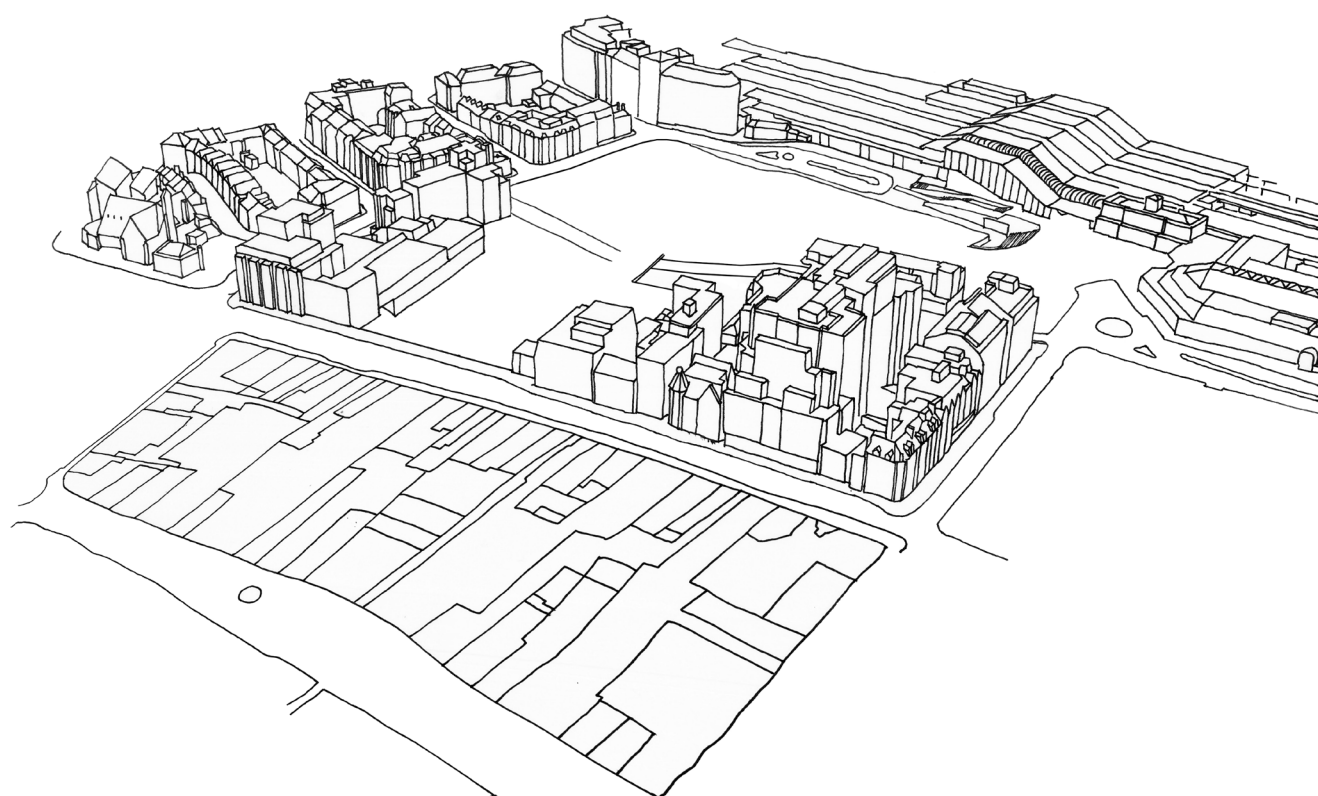
The design team has set itself a series of guideline principles for the layout of the Station Hill development as a whole and for its relationship to Reading town centre. As well as respecting the consented outline application, the proposals respond to planning policy and the Council's objectives for the town centre.

The Station Hill Project will:

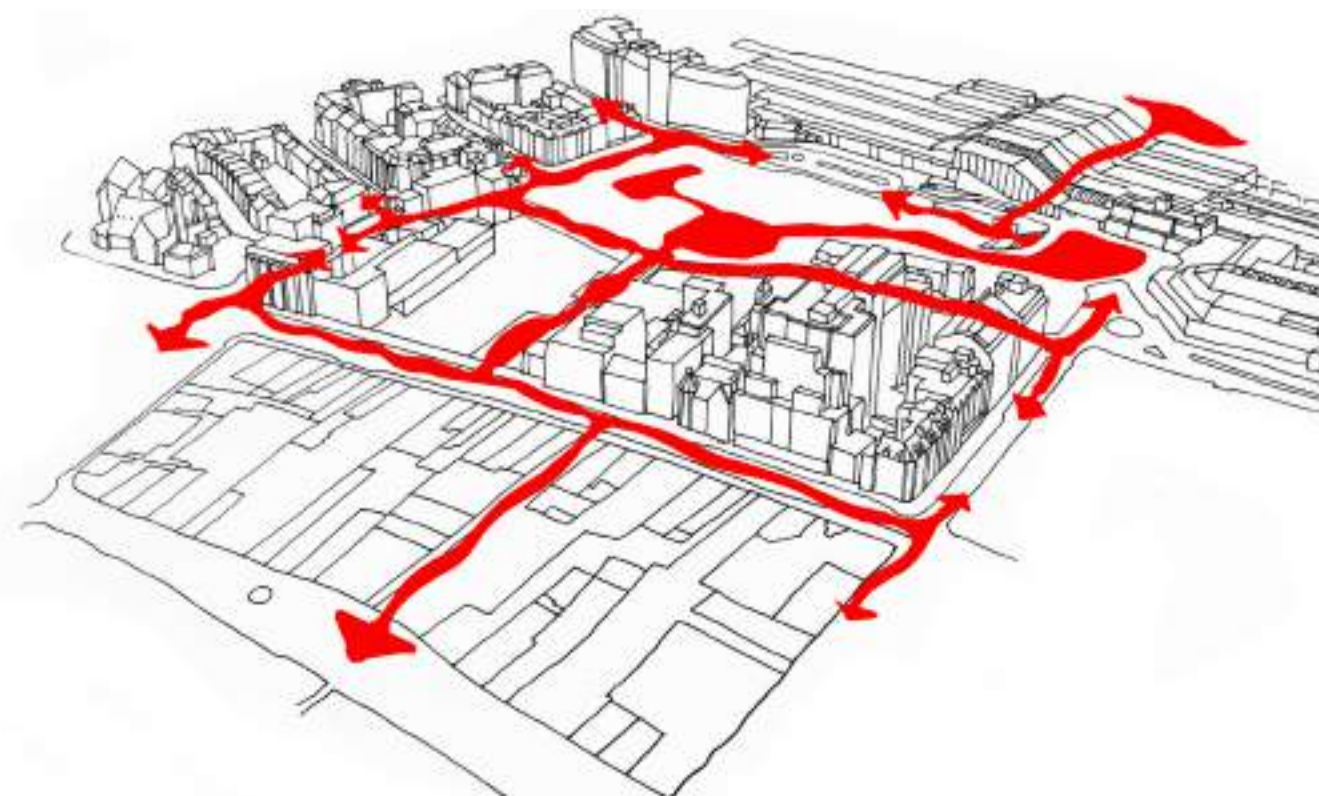
1. Deliver a new, vibrant destination in Reading
2. Introduce new routes that link adjacent neighbourhoods
3. Create places of varied characters
4. Respond to the urban context
5. Increase permeability to the surrounding areas
6. Connect different levels in the surrounding areas through the use of a raised ground level
7. Respond to the different edge conditions of the site
8. Carefully consider massing and heights



The proposal will create permeability and connectivity through the site and enrich the public realm



Sketch view of the existing site from the south-east. It suffers from poor permeability and is disconnected from the surrounding public realm. The existing buildings have a dilapidated appearance and are of poor architectural quality. The combined effects of the poor user experience and low-quality architectural environment creates a place where few people choose to pass through or stay.



By enhancing connections and permeability and providing a public realm overlooked by high-quality architecture, the area can be transformed into a place that will be attractive and integrated into its surroundings.

3.DESIGN STRATEGY

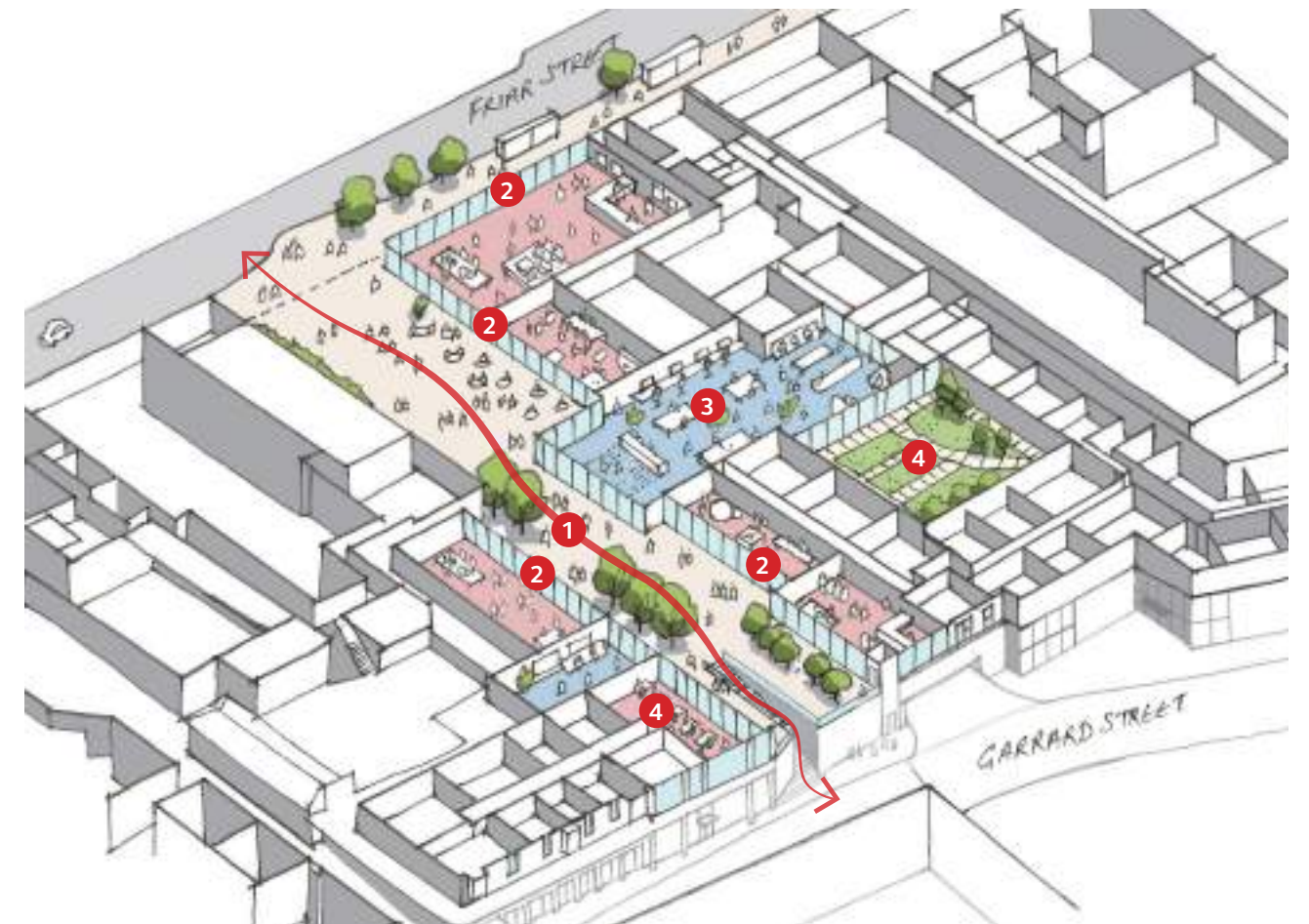
3.4 STRATEGY FOR PLOTS E & F

Working within the overall objectives for the entire Station Hill development, Plots E & F are organised and laid out to respond to the specific design requirements of a Built to Rent scheme and to create a great sense of neighbourhood and community by balancing the benefits of allocating A1-A5 and D2 uses with shared residential amenity and high-quality apartments.

Working within the scope of the consented parameter plans the design strategy of Plots E & F is to:

- 1 Use the new north-south route as a space that creates an external character area that will be a new neighbourhood space.
- 2 Provide active frontages at Friar Street, Friars Walk and Garrard Street so that residents' daily experience is pleasant, safe, positive and memorable.
- 3 Maximise the resident experience by providing a central hub for management, interaction and a day-to-day entrance location.
- 4 Provide excellent amenity spaces that become additional living accommodation for residents, where they can socialise or interact or find a quiet space that is not within their home.

5. Create high-quality homes for rent that are well-planned, well-lit and optimise aspect and orientation. Maximise the useful space within each flat with a more open-plan layout.
6. To deliver 538 units for rent with a mix of studios, one-, two- and three-bed apartments, allocated in similar proportions across each of the blocks.
7. Use a limited palette of materials, construction typologies and details that respond to Reading's unique architectural identity. Design the buildings robustly so that they weather well, are attractive to residents and are easily maintained.



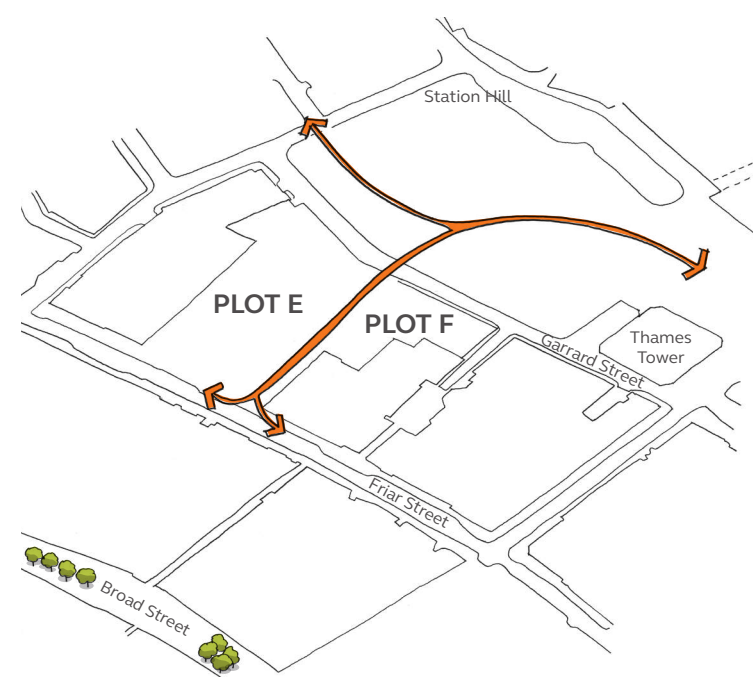
3.5 REVISED MASSING & PUBLIC REALM

The overarching objective of the proposed modifications to the Consented Outline Application is to create the highest quality residential development with excellent amenity spaces and an attractive and inviting public realm. The revised massing will deliver an enhanced Friars Walk that is level, enables more daylight penetration, with greater width and announcement of the public realm at its junction with Friar Street.

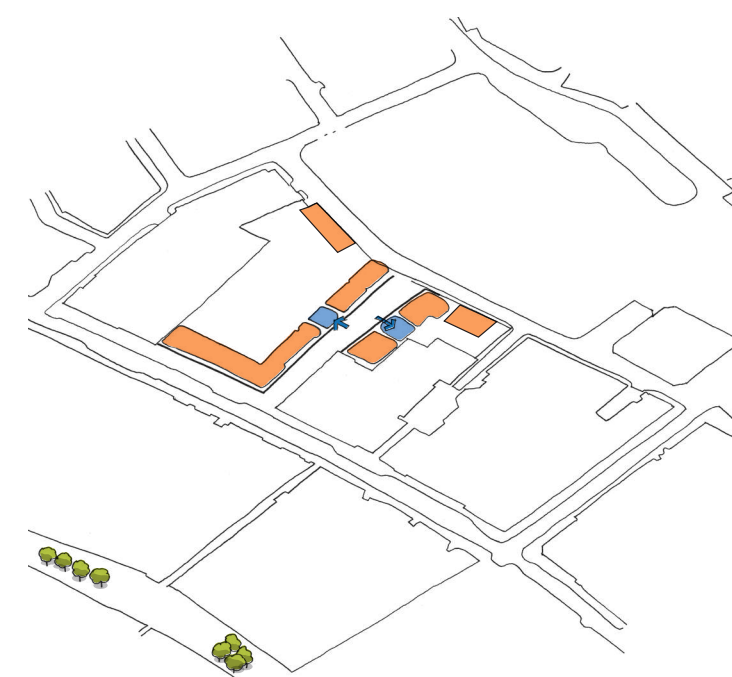
Key design developments include:

- Revised massing to meet the requirements of Build to Rent accommodation
- Two high-quality courtyards in Plot E
- A wider Friars Walk improving retail offer, resident and user experience
- An improved public realm at junction of Friar Street and Friars Walk

The following sequence of diagrams sets out the approach taken to achieve these objectives and demonstrates how the resultant massing evolved.

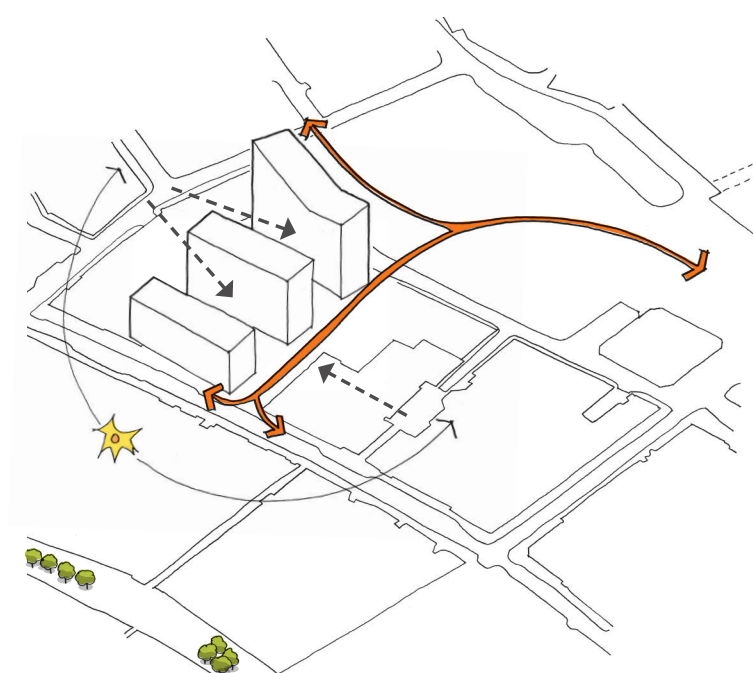


1 Well-connected and Integrated Public Realm
Plots and buildings are laid out to create the opportunity to deliver a high-quality and attractive public realm and to ensure that there is strong pedestrian permeability from the station to the town centre.

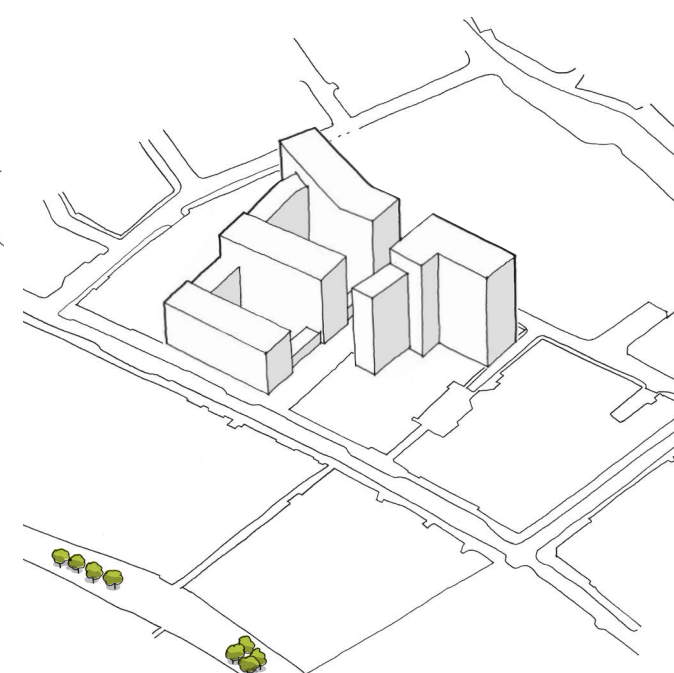


2 Active Frontage
Plots E & F are laid out to ensure that the ground floors have active frontage facing on to key walking routes.

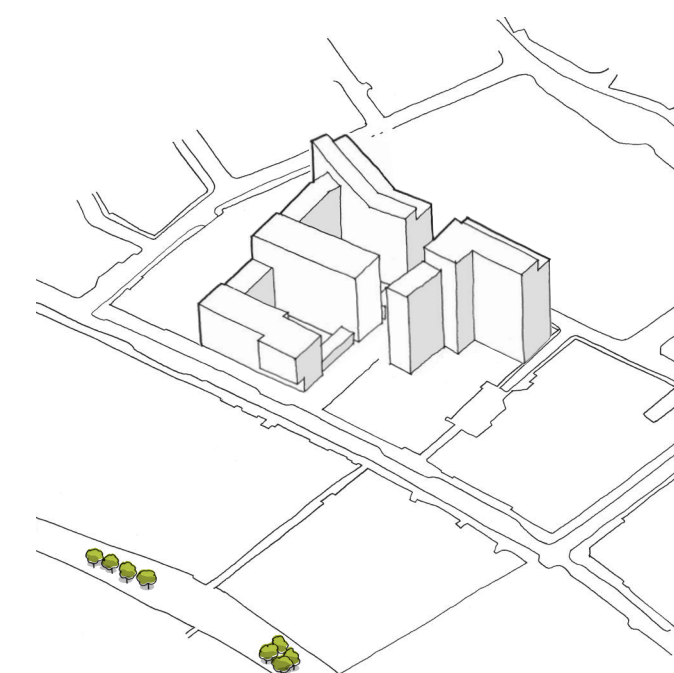
- Orange square: Retail/café frontage: Class A1-A5
- Blue square: Main entrance to the buildings



3 Light to Public Realm
The major legs of the building are set out to ensure that light reaches Friars Walk and that the new street has significant visibility of the sky. This will be a major public benefit over the previously consented scheme.



4 Block Massing
The buildings are massed to ensure that the public realm is legible and not overwhelmed by the scale of the building on Plot E. This less-overbearing arrangement provides a clear benefit to the public realm over the previously consented scheme.

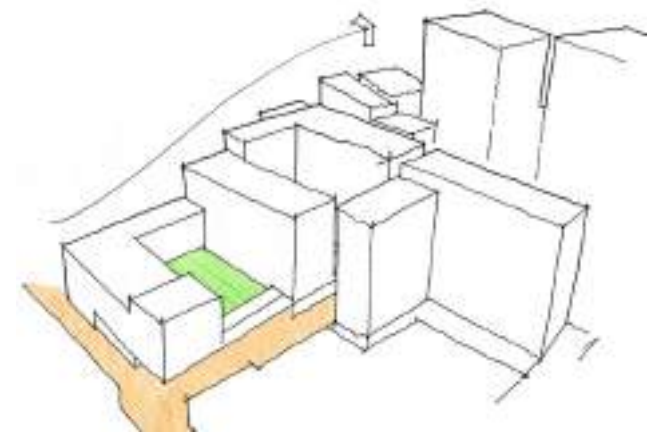


5 Block Massing Articulated
The blocks are articulated to comply with legal and neighbourly constraints and opportunities. This adds significant interest to the massing and allows for more creative architectural solutions to be brought forwards.

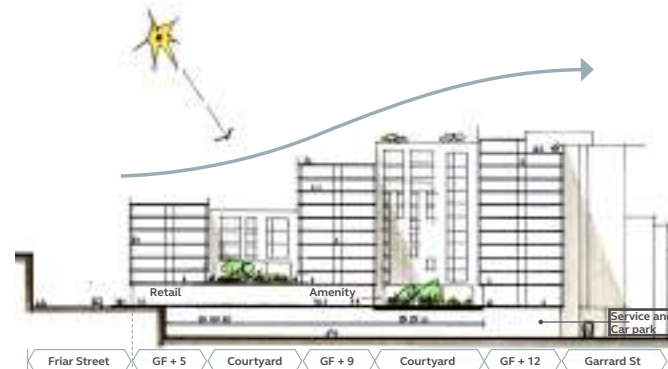
3.DESIGN STRATEGY

The consented massing has been adjusted so that:

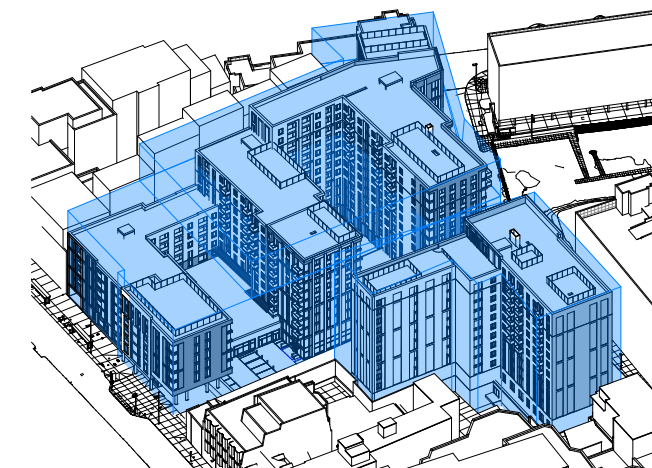
- Massing steps upwards from Friar Street to Garrard Street. It rises in compliance with the strategy set out in the consented Outline Planning Application for Plot E.
- The massing takes advantage of the profile of the site boundaries and other constraints and is articulated so that it has a good slenderness ratio and elegance of form.
- Corners are articulated to provide focal points as one approaches and walks through the site.
- The footprint of the building to Friars Walk is shifted to create variety, interest and places to dwell.
- The massing on Plots E & F sits within the consented outline parameter plans (with minor deviations).
- The proposed quantum of development will sit within the approved area of development across each of the use classes.
- The resulting form allows for active frontage to be maximised in line with the outline planning consent.



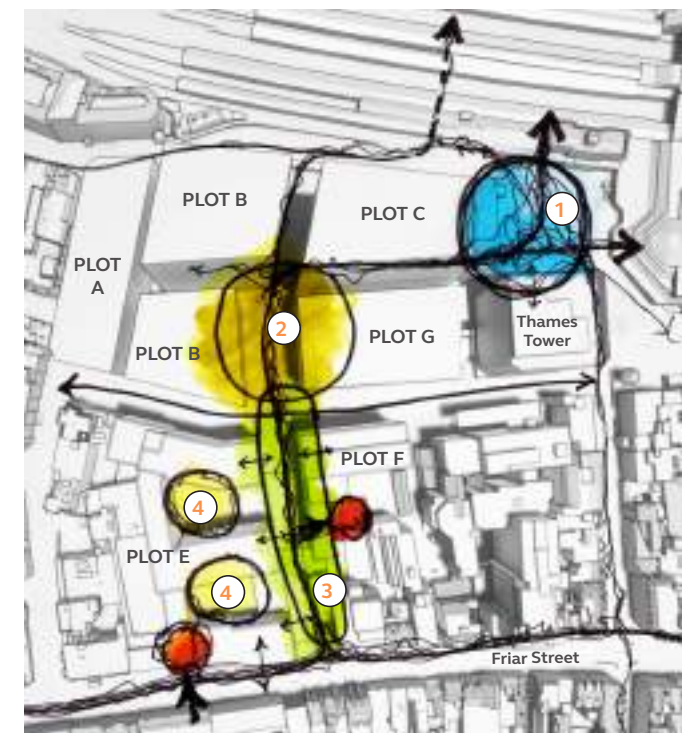
Proposed massing of the building rises from Friar Street towards Garrard Street in line with the illustrative parameter plan massing



Sketch section through Plot E showing stepped up massing from south to north



Proposed massing is generally within Consented Parameter Envelope with minor breaches noted in Section 2



Early design development sketch plan showing how a sequence of spaces will create a varied and interesting public realm and high-quality residents' courtyard.

- 1 Major plaza to south of entrance of station
- 2 New public space within the heart of the development
- 3 Friars Walk, linking the new public realm on the northern site with Friar Street and the town centre
- 4 Shared space for residents at the heart of the development



Working model showing scale of building in relation to north site parameters (development on Sainsbury's site omitted for clarity)

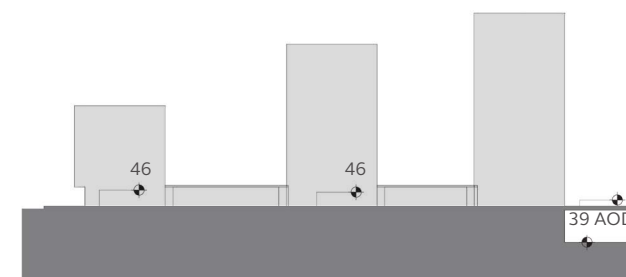
3.6 A LEVEL FRIARS WALK

One of the key design objectives is to ensure that the site is and feels permeable, that connections are enhanced and that routes are overlooked by active frontage and sustainable uses. Following a detailed review and consultation with Reading Borough Council, the proposal is for a Friars Walk that is level from Friar Street to the northern boundary of the Plots E & F sites. This will allow for:

- Ease of movement though the site and in the future onwards to Station Hill. Though this is a standalone application for Plots E and F, the scheme is being designed with sufficient flexibility that it could be linked to the northern site via a new bridge which could be delivered as part of the vision for the north site. This will span Garrard Street.
- Excellent transition from Friars Walk to Garrard Street by a wide and generous set of steps and lift.
- A level threshold to the entire length of active frontage facing Friars Walk, thereby increasing the attractiveness of available space to a wider variety of A1-A5 and D2 retailers and users. This will support the sustainability and success of the retail offer facing the street.
- The elimination of complex ramping and steps that would make passing though Friars Walk a challenge for those with mobility issues and users with prams, buggies and cycles.



Section through the illustrative proposal for Friars Walk showing changes in level from Friar Street to Garrard Street, a slope of 1:13 which would be difficult to use for less-able people



Section through the currently proposed Friars Walk showing no change in level from Friar Street to Garrard Street



Illustrative sketch of the south end of Friar Street, looking north, showing active frontage and the main entrance to Plot E at the centre of the view



Illustrative sketch of Friars Walk from the southern end of the street with Plot F to the left and Plot E to the right



Successful neighbourhood streets are level and attractively landscaped, encouraging active frontage and 'opening up and occupation'

3.DESIGN STRATEGY

3.7 CREATING AN ADDRESS & NEIGHBOURHOOD STREET

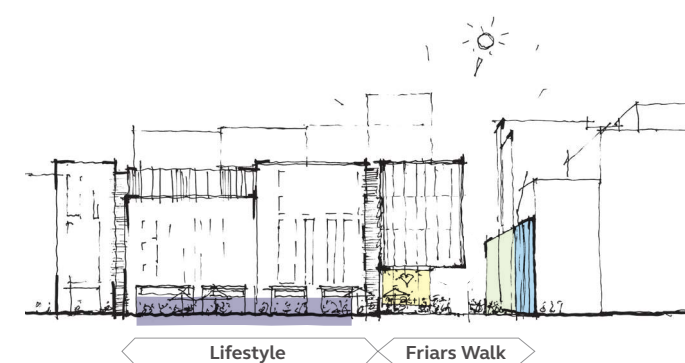
Successful Build to Rent developments have an identifiable entrance and a strong address. In terms of building organisation, the main entrance and associated management hub for Plot E is located in the central finger of the block. This places it close to Friar Street as well as to the future access point from the north. It has a close and visible relationship to Plot F.

To ensure that the entrance is visible from Friar Street and that it has a sense of destination, Friars Walk is opened out at its junction with Friar Street to create a partially-covered, welcoming space. This will be attractive, publicly accessible and fronted by active uses. It will feel open and safe in contrast to more constrained and narrow routes. It is envisaged that it will have a neighbourhood feel with a mix of small, residential-focused retail units as well as cafés. It will be a place to sit and enjoy. It will be a new neighbourhood street that will be the southern gateway to the Station Hill development. This will be one of a sequence of spaces associated with the wider development and be the front door to more than 500 homes. It will be a meeting place for the community.

It is important to the success of the development that the junction of Friars Walk and Friar Street be visible from some distance and in both directions along Friar Street. On arrival at the junction, the 'front door' of the scheme should also be visible from the street. Accordingly, the building façades at ground and first floors are pulled back on their western edges to provide clear sightlines and to create a safe and exciting neighbourhood space.



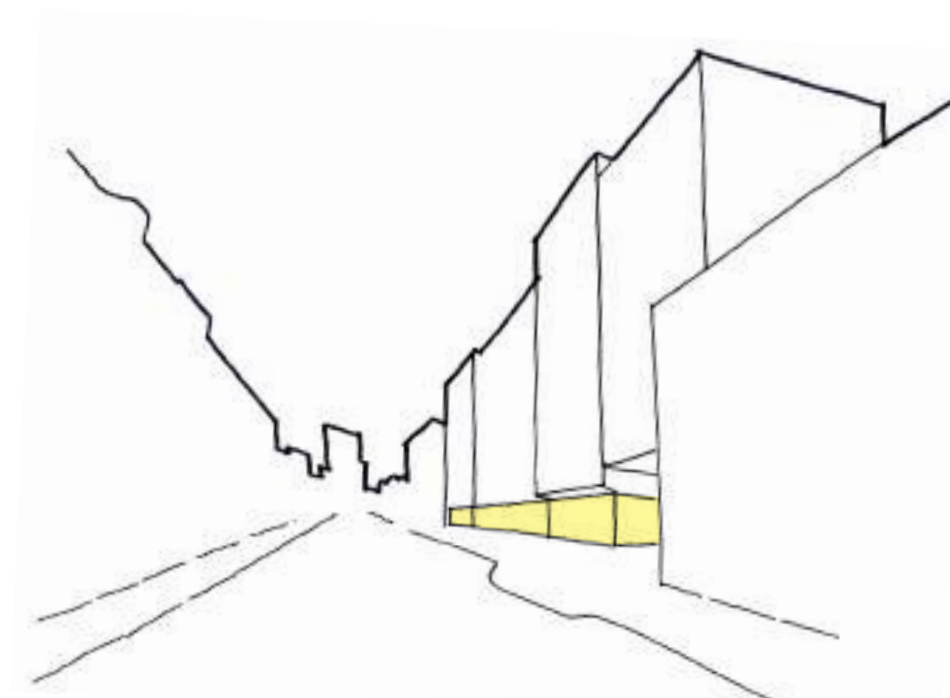
Early concept sketch exploring the potential for placemaking, active frontage and a high-quality residential entrance located on the cultural finger of Plot E



Early sketch of proposal showing the benefits of opening up Friars Walk to create an address



Early illustration of the new public space at the junction of Friar Street and Friars Walk with active frontage, high-quality public realm and visibility of the main entrance to Plot E

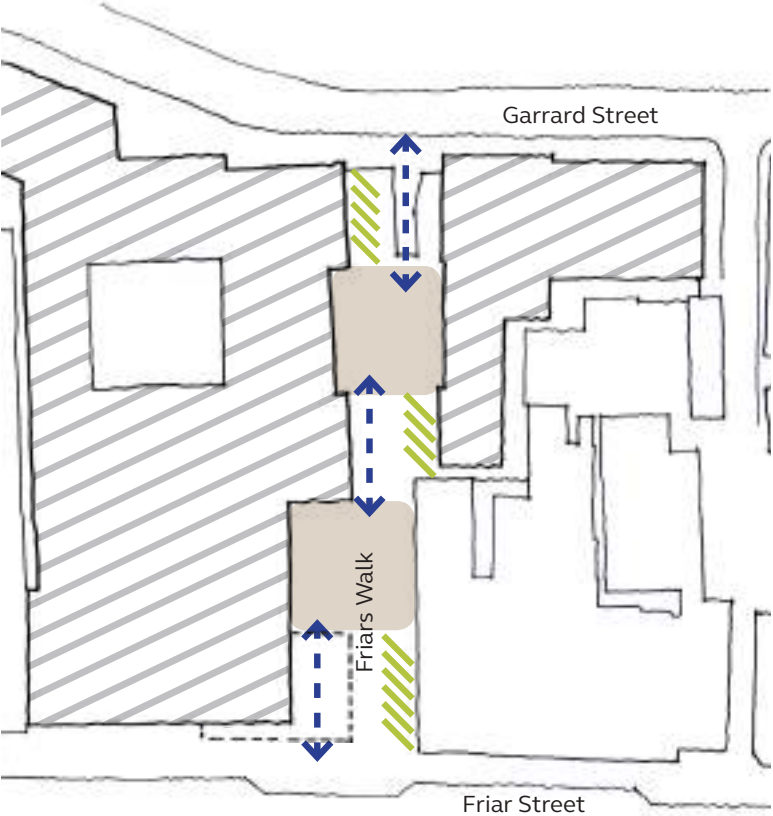


As its immediate neighbour to the east is forward from the face of the application site by 3m, a narrow opening to Friars Walk would be concealed on approaching from this direction. By widening Friars Walk at this point, the junction will be visible



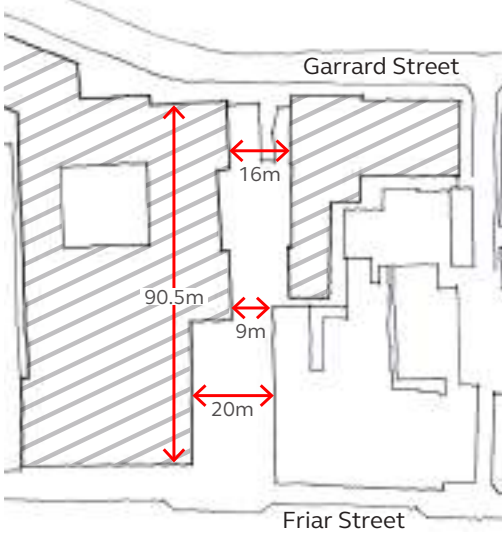
From the west the prominent blank flank wall of the neighbouring building acts as a poor landmark for the entrance to the development. By widening Friars Walk at ground and first floor levels and through careful landscaping the entrance will be more visible and attractive. It will act as the southern portal to the Station Hill development

3.DESIGN STRATEGY



Friars Walk will be a street defined by the uses that overlook it as well as its role as a key north-south route. The footprint of Plots E & F at ground floor with its mix of uses, residential entrances, amenity and retail, allow for the creation of interlinked zones of street activity and soft and hard landscape.

- Concierge/amenity
- Neighbourhood retail/café
A1-A5 Plot E : A1-A5 -D2 Plot F
- Area to accommodate 'spill' from adjacent shopfronts
- Soft landscaped
- A leisurely route



Plan of Friars Walk setting out width and length at key points



Church Street, Burlington, Vermont: a pedestrian priority street with different character zones including a wide-mouthed junction with a main vehicular route. The street accommodates a variety of uses, functions and activities across different seasons



Ham Yard, Soho: a tightly-designed and welcoming small street with cafes, hotel and residential entrances

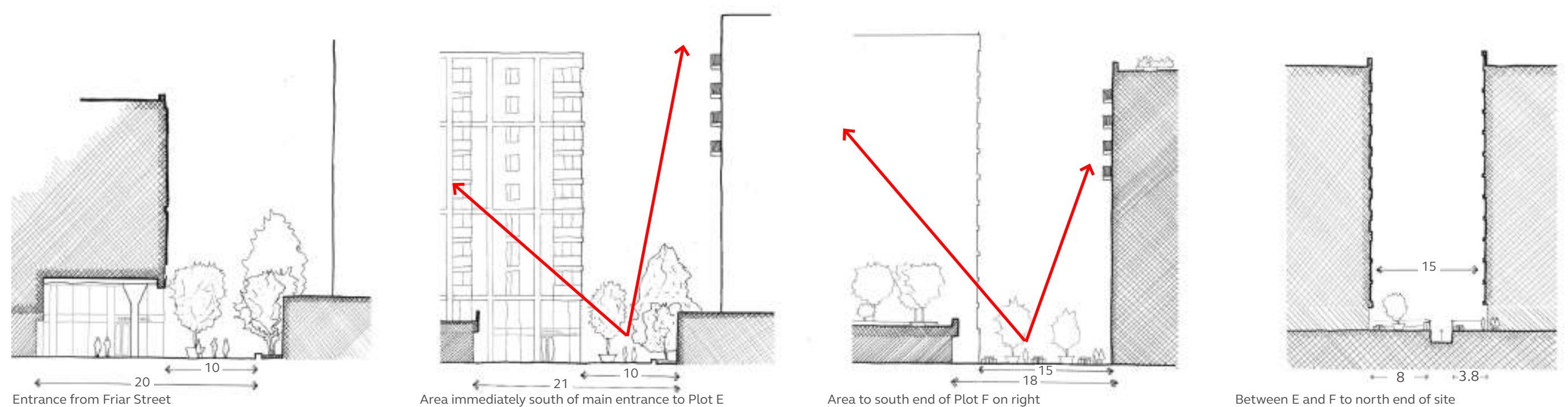


It is envisaged that neighbourhood uses will spill onto the street



3.DESIGN STRATEGY

3.8 FRIARS WALK: PEDESTRIAN ENVIRONMENT



The diagrams are a sequence of sections taken through Friars Walk that illustrate the relationship between the open space of the new street and the surrounding buildings. These show that the experience varies as one moves through the space, with the width varying to accommodate different uses and for future possibilities for neighbourhood activities, such as small scale markets, eating out, fairs and entertainment.



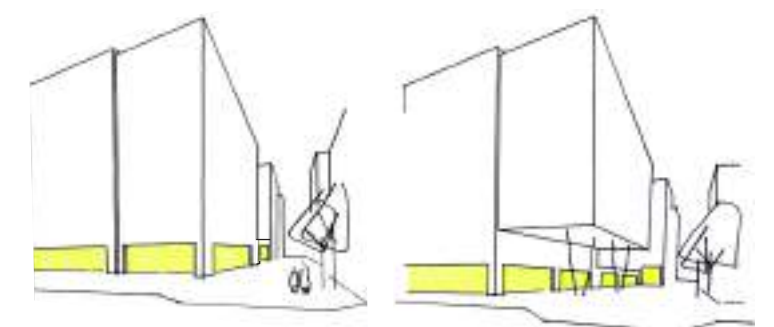
Maidstone, Kent: covered arcade parallel to a pedestrian street



New Square, London: a modern undercroft with eating space adjacent to an open walkway



Southwark: dramatic undercroft signals a special place in the local urban hierarchy

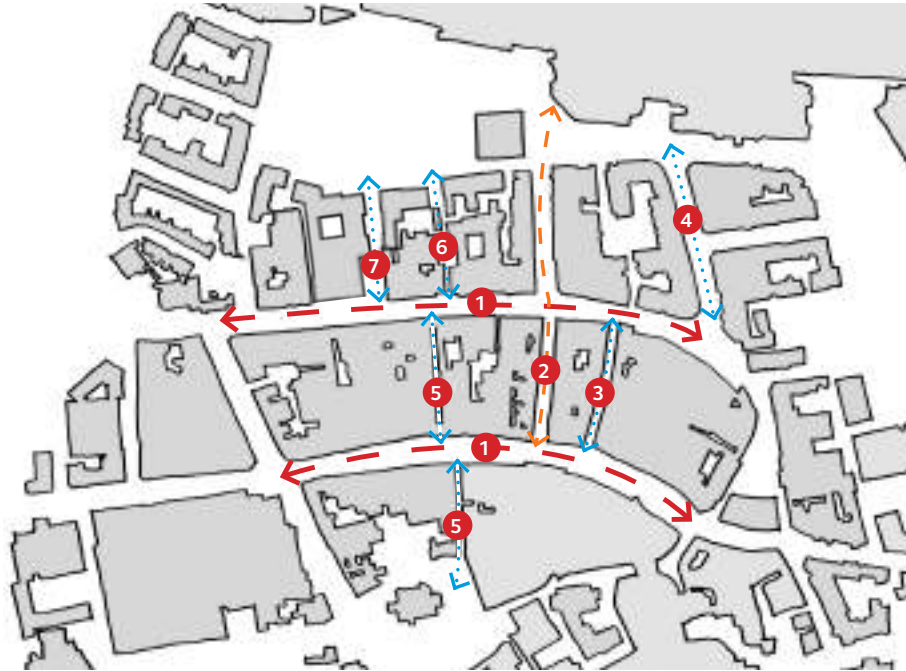


In developing the design for the junction of Friars Walk and Friar Street, the form of the building was carefully considered. The sketch on the left illustrates Friars Walk with a relatively narrow width and consistent line. Visibility of the shopfronts and the main entrance to Plot E is limited. By opening up the street width, the 'front door' can be seen from Friar Street and retail offer will be more visible. This will support a more sustainable retail strategy.

3.DESIGN STRATEGY

The proposal and the design for Friars Walk builds on and reinforces the network of pedestrian priority north-south routes in Reading and their relationship with the major east-west arteries.

As noted earlier, Broad Street and Friar Street provide the main structuring routes within the town centre, between the railway line and the Kennet. They channel significant levels of pedestrian and vehicular movements whilst the north-south routes provide diversity of choice and environments for pedestrians to access the town centre from the station.



- 1 Friar Street and Broad Street – major east-west routes
- 2 Queen Victoria Street
- 3 Cross Street
- 4 Blagrove Street
- 5 Union Street and Chain Street
- 6 Merchants Place
- 7 Friars Walk

The character and quality of these routes vary significantly:

1. The narrow lanes of Chain Street and Union Street are approximate 2m wide and fronted by intimate small retail and other uses and housed in low two-storey, flat-fronted buildings. Their character could be described as quaint.
2. Queen Victoria Street, in contrast, is grand and formal and overlooked by a mix of commercial and residential uses above ground floor retail. Its intensely articulated and orange/red-coloured architecture lends preeminence to this north-south route amongst those used to access the centre.
3. Running parallel to Queen Victoria Street is the quieter Blagrove Street. This has a more traditional town centre feel, with its mix of mid-to-late 19th and early-20th century architecture and contemporary office blocks. It terminates at the listed Town Hall. It has wide pavements and is relatively grand in scale though not as formal as Queen Victoria Street.



4. Between Garrard Street and Friar Street to the east of the application site is Merchants Place, a steeply inclined route faced with a mix of buildings that vary in scale, height and massing. Close to Friar Street it widens significantly from 8m to 16m and narrows again to a passage leading out to Friar Street. Though slightly down-at-heel it has the potential to be an attractive place with minor improvements to its landscape.

Whilst the above assessment is not exhaustive, it illustrates that the character of the north-south routes varies considerably. These streets do not have a consistent urban layout or organisation, nor do they have set architectural parameters that define them. Each has its own qualities that reflects its uses, history and architectural styles. This is what makes walking through Reading so interesting. The proposal for Friars Walk will make a further contribution to this network of spaces with its larger scale buildings, varied width, sub-areas and high-quality landscape. It will be an enjoyable place to pass through and dwell in.



3.DESIGN STRATEGY

3.9

FRIARS WALK: TRANSITION TO GARRARD STREET

The design team has worked closely with Reading Borough Council to ensure that the transition from Friars Walk to Garrard Street is accessible and attractive. A lift has been introduced for those with disabilities or for those who wish to move from level to level without climbing. The lift will be public but maintained by the building operator. It will also be used for moving goods from Garrard Street to Friars Walk. In addition, a wide set of steps is provided and this has a footprint that tapers out towards Garrard Street ensuring strong sightlines between both levels.

The walls either side of the stair will highlight the moment of arrival, with the wall to the west side of the stair having the potential to be used as an art wall, or alternatively designated for attractive lighting. At Friars Walk, a balustrade and soft landscaping will be visible from the lower level. The ensemble will enrich Garrard Street.

The setting out of the stair allows for a bridge to span Garrard Street and to link Friars Walk with the north site in the future. This would be primarily be a pedestrian bridge, set out to allow service and emergency vehicles to use it.



Illustrative sketch of the south end of Friar Street, looking north, showing active frontage and the main entrance to Plot E at the centre of the view



Indicative section through the stairs showing how it will be pitched and will have wide half-landings to ease movement



Proposed view of the stair from Garrard Street



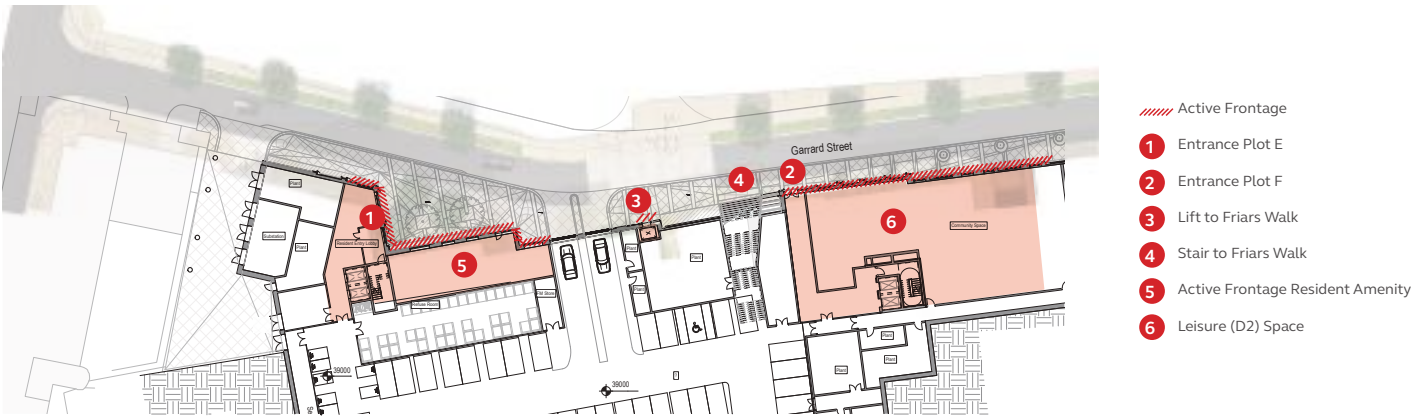
Sketch illustrating the proposed stair from Friars Walk to Garrard Street

3.10
GARRARD STREET: PEDESTRIAN
ENVIRONMENT



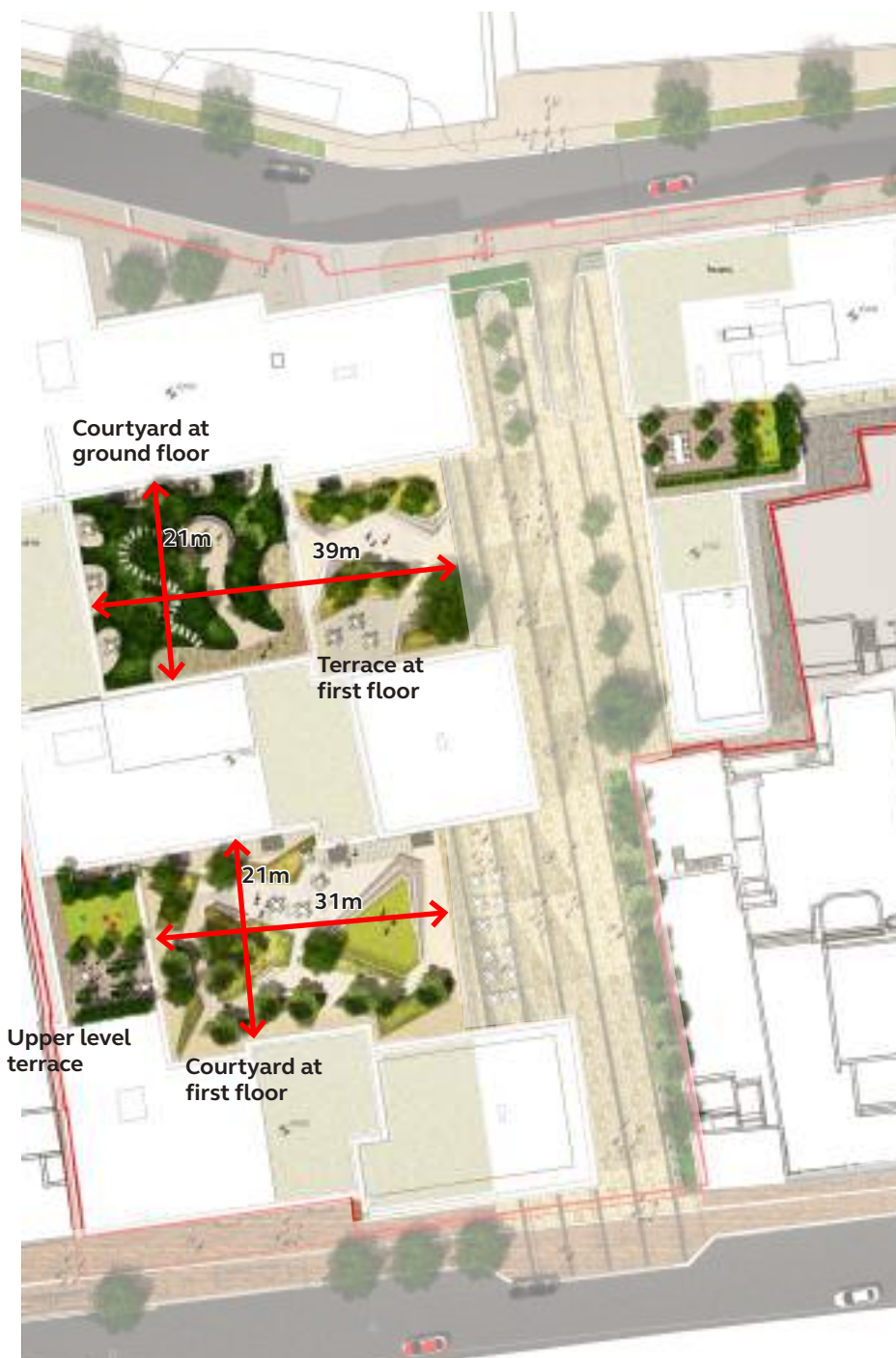
In developing the proposals for Garrard Street, the design team has balanced the extent of the active frontage with access to the car park and service zones. Plant space has been moved into the depth of the plan and service doors repositioned so that residents' entrances and active uses are prominent.

Active frontage now dominates the street and exceeds both the parameter plans and the illustrative proposals whilst the extent of blank and louvred façades has been minimised.



3.DESIGN STRATEGY

3.11 RESIDENT COURTYARDS



Part plan showing landscaped courtyards and terraces and on Plot F terraces



View of northern courtyard designed as a contemplative green space



View of southern courtyard with a strong social focus

Lincoln's strategy is to deliver best-in-class Build to Rent residential experience supported by a high-quality management, amenity provision and back of house functions including the delivery of a high-quality, semi-public realm for residents to enjoy. This includes two landscaped courtyards at the rear of the development which are overlooked by the main tenant-facing functions as well as by many of the homes at the upper levels. Each of these courtyards has a distinct identity related to a quiet and more active use programme and this is set out in detail in the landscape section of this document. In addition there are roof terraces on both blocks and these provide space for more socialising and gym-related activities.



Sketch view of amenity space towards courtyard



Daylight/sunlight diagram of proposed scheme on left and consented illustrative proposal on right, showing improvement to scheme





Sketch view of residential courtyard from east

3.DESIGN STRATEGY

3.12 BUILDING FUNCTIONS & ORGANISATION

The buildings will be laid out and designed to help create a community. There will be a strong focus on shared external and internal amenity spaces which will be set out in a clear and organised way.

There will be a single and identifiable 'front door' on Plot E to Friars Walk opening into a welcoming lounge, complete with concierge service, post room and the building manager's office. This will be the management hub for both Plots E & F, though Plot F will have its own entrances and amenity space including a rooftop lounge that opens onto a south-facing roof terrace.

On Plot E a strong emphasis is placed on creating a strong relationship between the internal amenity areas and the courtyards. The perimeter of the site at ground floor is edged with retail and community spaces.

Main Entrance, Concierge & Lounge

The front doors will have a strong impact with the main entrance area to Plot E accommodating a greeting space/concierge and lounge. It will be in part a space that accommodates residents and visitors whilst also including leasing and management spaces. A concierge will be open 24hrs and will provide secure access.

Lobby & Circulation

Lincoln's focus is on creating 'places for people to live' with amenity space arranged for programmed events that encourage interaction between residents which will underpin tenant retention. On-site staff will work to deliver high-quality management and to develop a strong social atmosphere. As such, flexibility and adaptability are key requirements in the interior design of these spaces.

Parcel & Post

Parcel and post rooms will be adjacent to the main entrances with access for major deliveries provided at the lower level from the service yard off Garrard Street with secondary deliveries though the main entrance of Plot E.

Resident Lounge

To activate the lobby and enhance the residential environment, small break-out areas with tables and chairs will be provided. The layout of the tables and chairs will allow privacy for numerous residents using them at the same time. These flexible spaces could also provide for leasing discussions with potential tenants. Set back from the main lobby, these spaces will be used to activate the corridor routes from the lobby to the lift cores.



3.13 ENHANCEMENTS TO PLOTS E & F

The major design alteration to the illustrative proposal from the Consented Outline Application to RMA Proposal is the change from a single, visually-enclosed courtyard to two separate, eastward opening courtyards in Plot E.

Benefits of the revised proposal include:

- Better quality public realm and placemaking
- The new Friars Walk has more daylight and greater visibility of sky
- It will feel more open, spacious and attractive than the approved scheme
- The residential courtyards will be less inward-looking and provide greater visibility of the sky and wider context
- The revised plan creates an active retail/amenity-fronted north/south street and east street

In addition, the scheme is less monolithic in form and allows for greater articulation of mass and the creation of varied and interesting architecture:

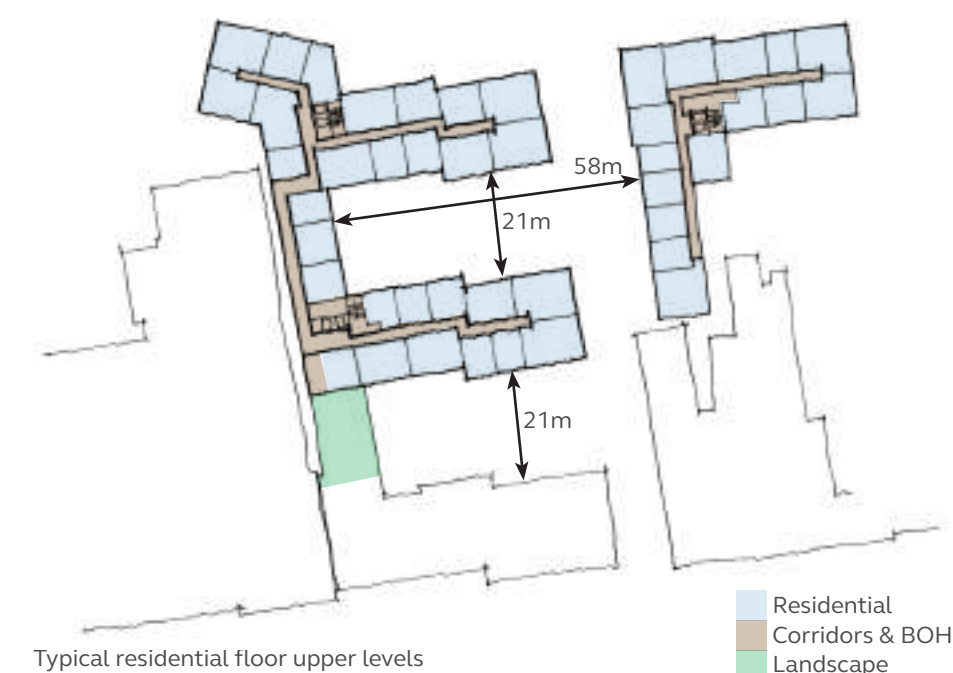
- It is organised and planned to create a strong sense of community
- It is easily managed for the benefit of residents
- It creates a successful interface with the western party wall condition
- It will be developed and let on a phased basis
- The new Friars Walk has more daylight and greater visibility of sky
- The residential courtyards will be less inward-looking and provide greater visibility of sky and wider context

3.14 PLACEMAKING & BUILDING A COMMUNITY (BUILD TO RENT MODEL)

Design Outcomes

The proposal is to provide open-planned, ergonomic, practical and comfortable apartments with good daylight, aspect and visual amenity. To achieve this the development will minimise the number of apartment layouts so that there is a clear range of unit sizes and typologies available to residents. This will ensure that the offer, marketing and take-up is clear for potential tenants, allowing them to upsize, downsize, choose aspect, view, specification and furniture, etc. This also enables clear operating and maintenance strategies around bathrooms, kitchens, wardrobes, utility cupboards, carpets, etc. which is key for managing an estate of the scale proposed. The outcome of this strategy is that typical apartments constitute about 70% of the units and remaining atypical apartments, laid out in the corners and cores of the buildings, make up the other 30%. Window sizes will be maximised to ensure all apartments have good daylight and located to ensure that visual amenity and privacy are maintained. However, it is recognised that not all units will achieve the BRE guidance in terms of daylight and sunlight. The compromise on this is a consequence of meeting wider design objectives.

Residential units are organised around wide corridors with access to three major stair and lift cores. The maximum length of the corridor is within the maximum means of escape distances and have been reviewed by fire engineers and against the Building Regulations. The organisation of residential units around corridors in this way is particular to the build-to-rent residential model. The reduced number of corridors and lobbies allows for the highest quality of management and maintenance. The consolidation of the lift and stair cores into fewer groups than in a for-sale residential model ensures that most residents have quick and easy access to the main amenity and concierge hubs. This ensures that residents get to know the staff and have the opportunity to build relationships with other tenants. It creates, over time, a stronger sense of belonging and identity with the development than would be normal in a for-sale scheme. This layout is seen as key to the success of the scheme at Station Hill.



3.DESIGN STRATEGY

3.15 ELEVATION STRATEGY

Façades & Elevations

Plots E & F will together constitute a large-scale development in the centre of Reading and will have significant regenerative impacts. To ensure that all of the scheme's potential benefits are realised, the design has been focused on the overall form of the building and how it can create a great public realm. The strategy for this has been set out in the previous section.

The following sections set out how the form is articulated to reflect the uses of the buildings and how those uses engage with the public realm. It will further illustrate how the architectural expression of the buildings have been developed and how it relates to the particular context that is Reading.

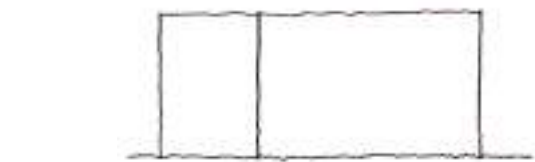
- The architectural objectives are to ensure that the design is:
1. Context specific. It should relate to the historic and neighbourhood context of the town centre whilst acknowledging the emerging larger scale developments to the north of the site.
 2. A scaled response. The design of the buildings, their uses and elevations should work at: the human scale at street level; a building scale at neighbourhood level; and a city scale when viewed and experienced from further afield.
 3. Uniquely Reading. In relating the architecture of the buildings to the form, materials and detailing that give Reading its unique identity, whilst still delivering buildings that have design integrity, are firmly rooted in the 21st century and Reading's own vision for its future. The design should reinterpret and appropriate the concept of 'lantern' used in the historic architecture of the town (see page 34) and develop a brickwork expression that references historic colour combinations and framing devices to windows and doors, in a new and exciting way.

The following images show the strategy for breaking down the massing on Plots E & F so that each block has a more legible scale and relates to the surrounding context. This picks up on strategies used throughout Reading that place a vertical emphasis on what are, in essence, horizontal blocks:



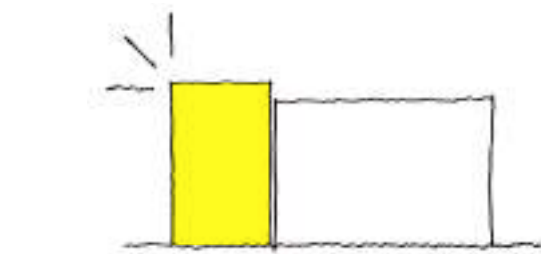
Block elevation

Massing of a typical wing of Plot E.



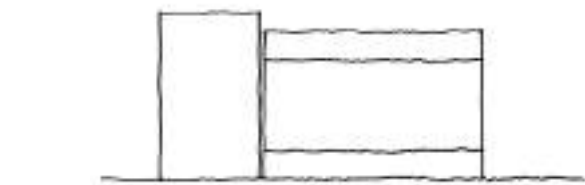
Block elevation broken into horizontal & vertical components

By introducing a strong vertical break the emphasis is changed to a more vertical one, creating greater opportunity for architectural articulation and elegance in the elevations.



Vertical component emphasised - The Lantern

This vertical strategy can be further enhanced by raising the roofline on parts of the buildings to create points of interest and focus. These points have been placed to create moments in the massing of the buildings and within the wider public realm. These raised elements have the potential to infuse the buildings with interest and excitement and a number of options for developing this strategy were explored prior to setting on the final proposals. This presents an opportunity to develop a contemporary lantern form that references to historic forms used in the town centre.

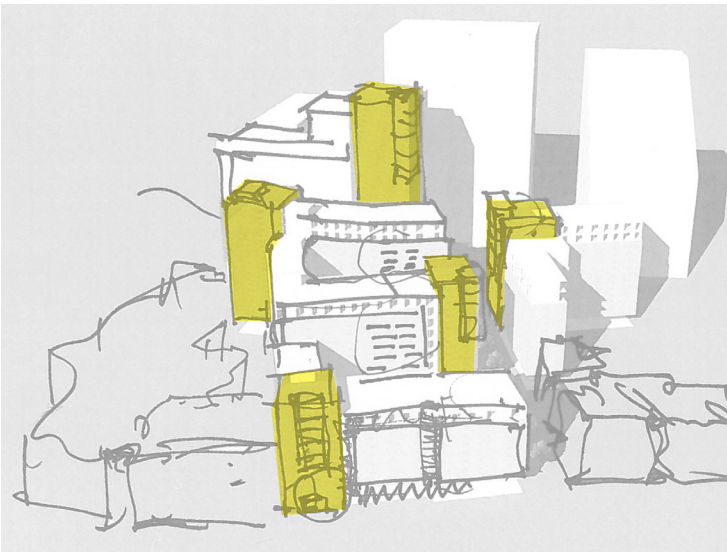


Horizontal component divided into base, middle and top

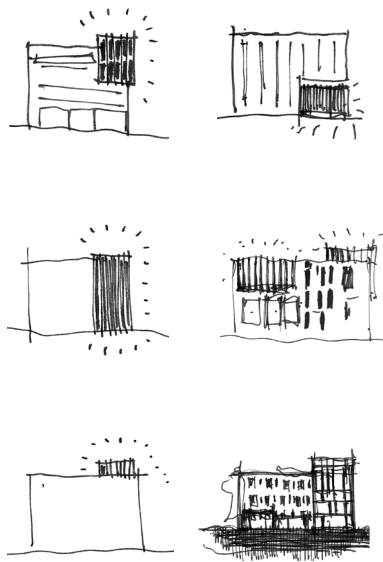
Adjacent to these point of emphasis, the more horizontal parts of the buildings are divided into a classic format of base, middle and top. The base can be adjusted in different parts of the site to relate to the scale of its immediate context, or the roofline of the city. These parts of the buildings will be quieter in expression, with clearly organised elevations and well-mannered expression.



The early sketches show how these points of interest, or 'lanterns', can be placed to reinforce the Consented Outline Application's illustrative strategy of having stepped blocks as ascending from Friar Street towards the site north of Garrard Street



Initial sketch of the lantern concept that has guided the design of the scheme, illustrating how these can be used to mark significant moments within the development and the townscape



Studies of options for locating lanterns on different parts of the building

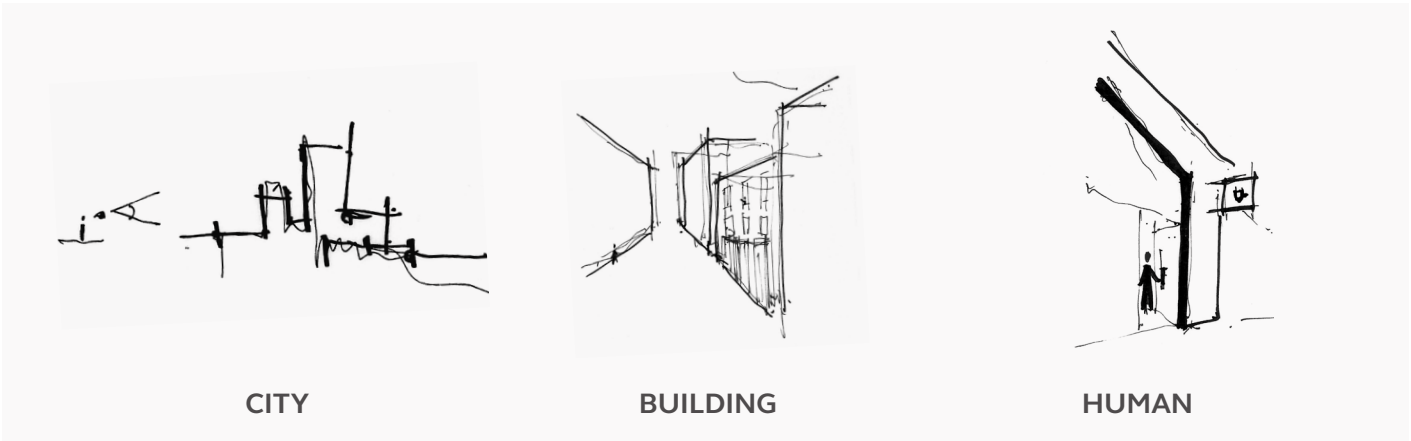
The Base

CITY

BUILDING

HUMAN

How the building works at city scale, the neighbourhood scale and at street level



CITY

BUILDING

HUMAN



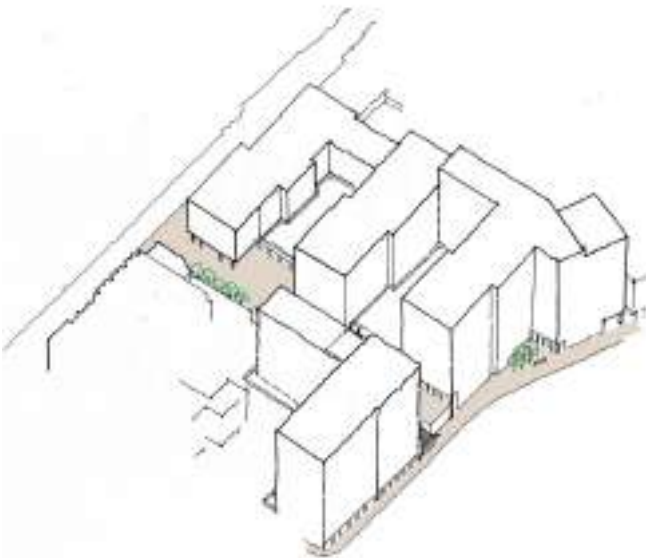
3.DESIGN STRATEGY

The following sequence of diagrams explain how the architectural strategies set out on the previous pages have been developed in relation to each part of the two buildings and how they specifically relate to the wider strategies for setting the buildings in their immediate context.



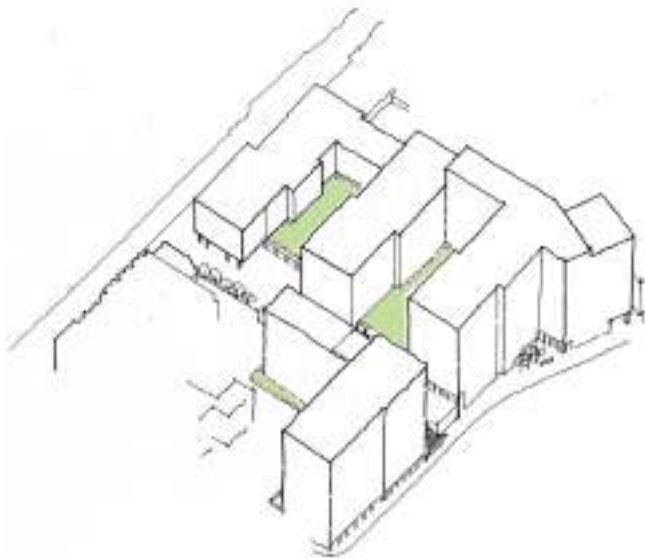
Active frontage at street level: Stone-coloured cement-based cladding

- 1. The lower floors of the buildings accommodate uses that will ensure that the scheme has active frontages with close-grained and neighbourhood-scaled 'shopfronts' to Friar Street and Friars Walk. On Garrard Street, significant effort has been made to place street fronting activity onto the façades and to express this at an appropriate scale to the heights of the two blocks, with two- and three-storey arcaded elevation at street level.



High-quality public realm: Concrete paving and planting

- 2. The public realm is a key component of the architectural strategy. Working closely with the landscape architect and the lighting consultant, the design ensures that the uses facing the public realm relate closely to the landscape strategies. The detail of these strategies is set out in Section 7 of this document.

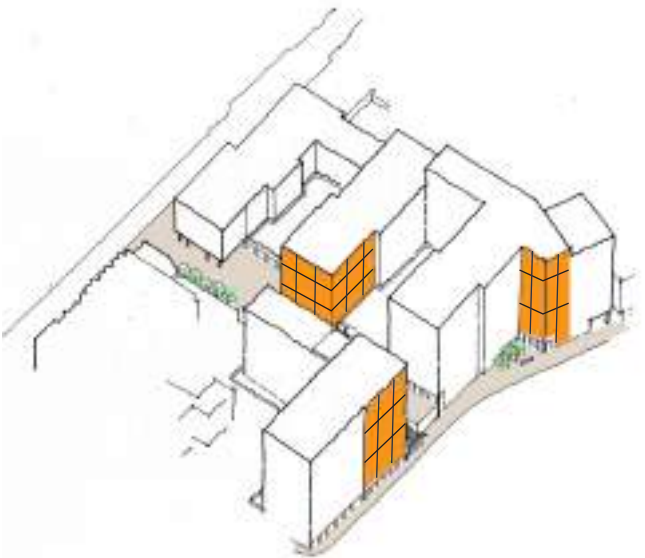


Soft landscape dominated courtyards

- 3. Within the development are a number of landscaped courtyards and roof terraces. These will be amenity spaces for residents and, in addition, will provide visual interest and enjoyment; they become the 'fifth elevations' of the buildings. Again the detail of these is set out in Section 7 of this document.

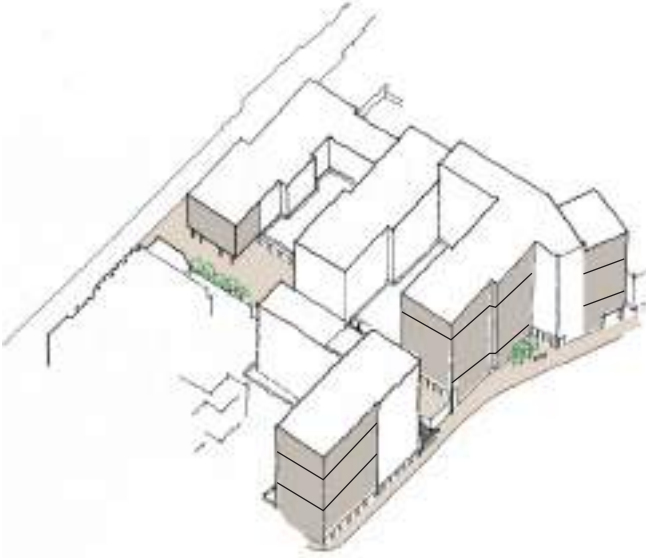


Grey brick, red brick, render and local precedents



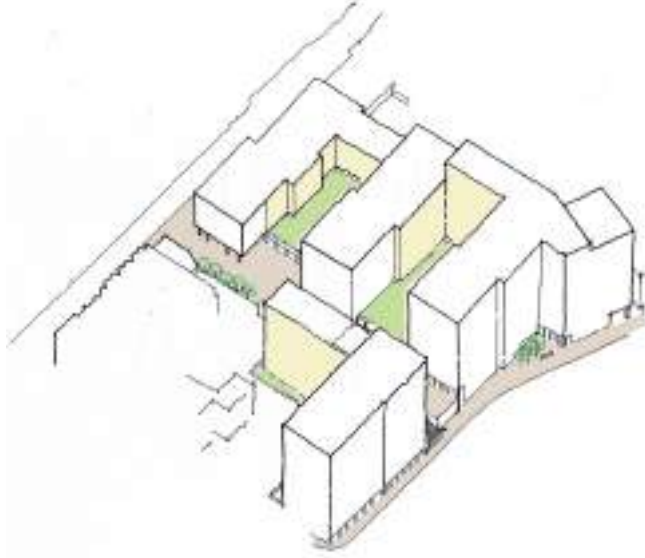
Lanterns: Stone coloured cladding & metal panels

- 4. The large-scale vertical lanterns/jewels give particular emphasis to key moments in the buildings - major entrances and corners - and act as urban markers. The lanterns will be lightweight in appearance, with a grid or lattice structure encapsulating lighter material finishes.



Brick to Friar and Garrard Streets

- 5. The outward walls of the background buildings will have a more modest expression, clad in brick and divided into base, middle and top stratifications. Windows will be organised into clearly-expressed rows with visual interest provided through articulation of detail and material.



Soft, light coloured render to courtyards

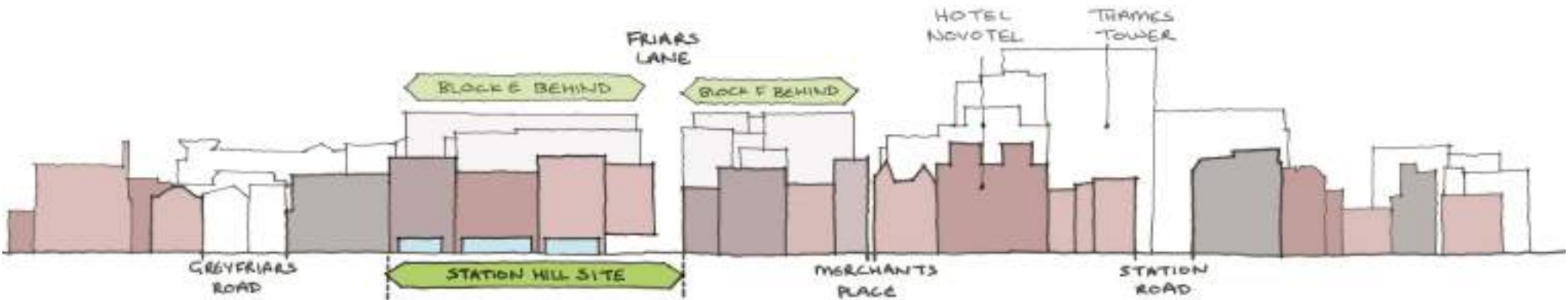
- 6. The courtyard facing elevations will be predominantly rendered in response to the need to maximise reflectivity and to provide a softer and more residential appearance into these domestic courtyards. Again, interest will be provided through the use of contrast in texture, finish and detail.

3.16
ARTICULATED MASSING

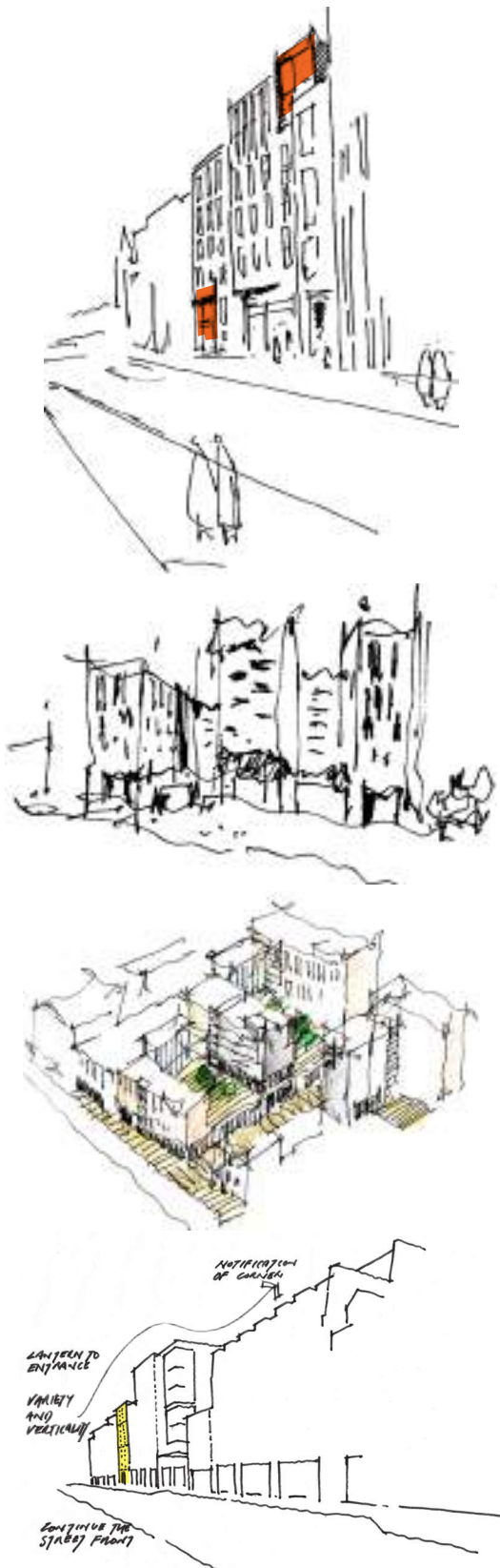
As the scheme was developed options were explored as to how the massing could be further adapted to create visual interest and relate more granularly to the surrounding streets.



Bird's eye view from the south east showing how the massing has been broken down into more scaleable and legible parts. The use of contrasting materials, colours and textures reinforce this strategy



Strip elevation of north side of Friar Street with the proposal site highlighted. The length of the latter elevation is broken down vertically and the roof line articulated to ensure the development relates to the scale and the grain of the street



Early sketches that tested how the massing of the building could be broken down to relate to the context

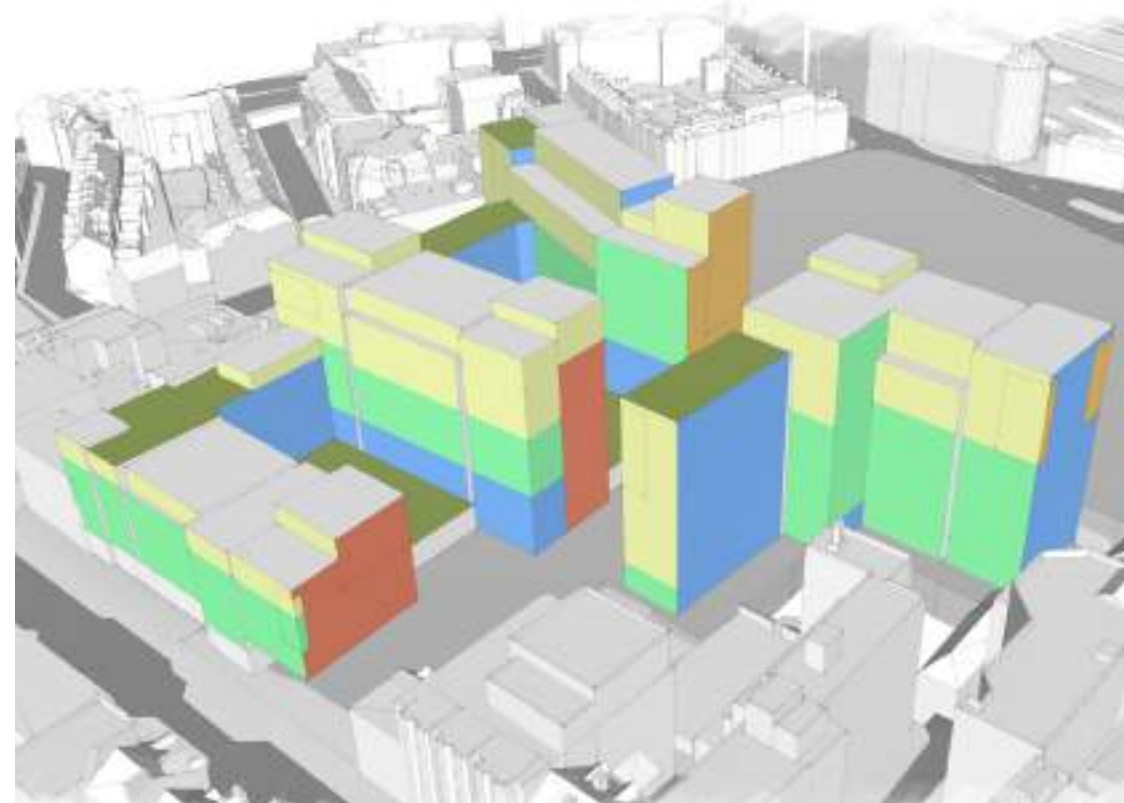
3.DESIGN STRATEGY

3.17 FAÇADE ORGANISATION & DESIGN DEVELOPMENT

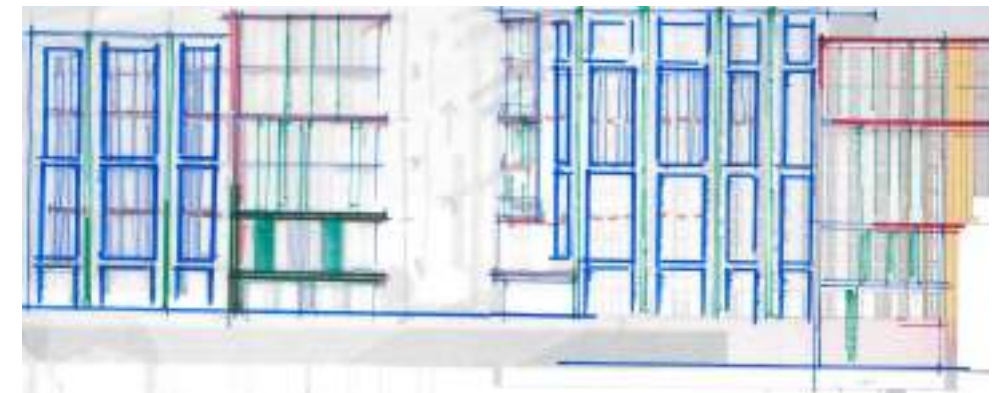
The façades of each elevation will be organised to:

- Reflect how the residential units behind have been stacked to deliver well-organised, efficient and elegant plans and elevations
- Express amenity spaces as different from residential
- Maximise the quality of daylight and sunlight reaching each apartment. Window sizes vary from top to bottom and in relation to orientation
- Reflect the specific circumstance of each apartment in relation to the buildings' orientation and aspect including: direction, visibility of streets, courtyards, skyline, longer distant views, etc.
- Maximise the number of balconies including Juliet balconies

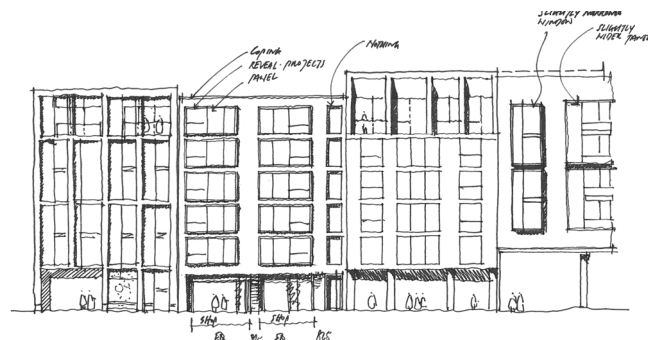
The design synthesises the various organisational strategies and design objectives into a coherent architectural strategy for each of the buildings. This strategy formed the basis for further exploration of opportunities to express interest, variety and delight through the refinement of detail and articulation.



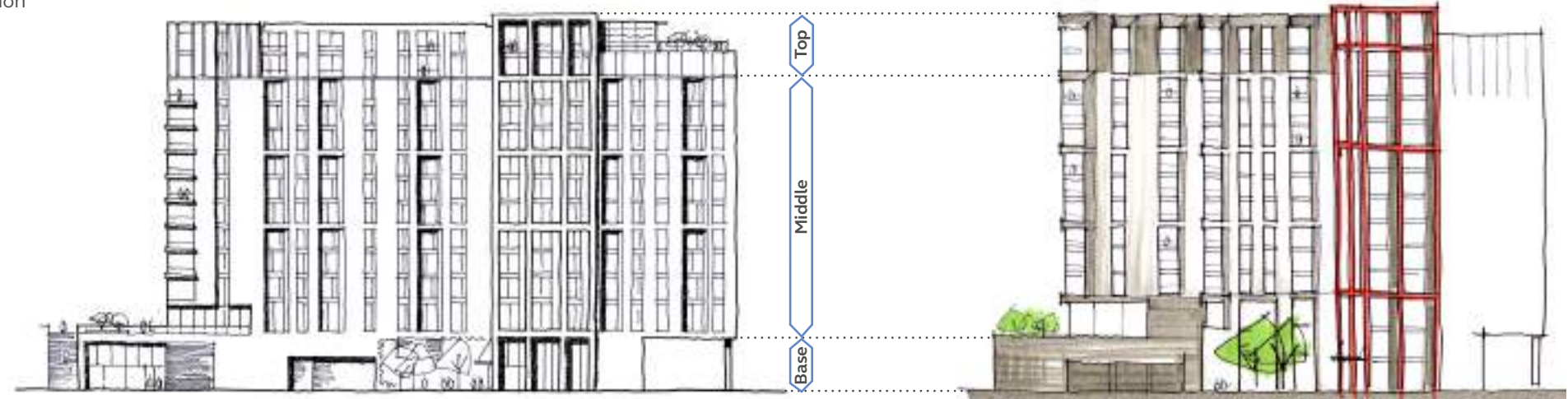
Study of the different conditions within the building which can be reflected in the organisation of windows, finished and details. Yellow highlights south facing façades with long distant views; light green south-facing façades with more constrained views; etc. Each condition suggests different approaches to fenestration



Early study of how new solid and void could be organised



Study of the Friar Street elevation and opportunities for articulation



Study of Plot E to Garrard Street showing base, middle and top



Sketch reflecting stacked internal organisation and emerging ideas for use of colour and framing of windows

3.DESIGN STRATEGY



Friar Street from south side of street looking north toward the proposal site



Friars Walk looking south



Garrard Street looking toward Plot E from east

3.DESIGN STRATEGY

3.18 MATERIALS & FINISHES

Central Reading has an interesting mix of modern and traditional buildings, with the character of the central area defined by the building stock of the late-19th and early-20th centuries with the predominant use of red, grey and buff-coloured bricks and sandstone coursing and pilasters. The proposal works with a similar palette with red bricks fronting Friars Walk and greys to Garrard Street. A sandstone colour is used on the lantern frame with metal infill providing detail and interest. Red brick will be used to provide detail and interest within the grey brick façades.

The design of the façades and the use of the materials has been considered in relation to three scales:

- The human scale at street level
- The building scale to be seen from the immediate neighbourhood
- The city scale to be visible from the wider area and dominated by the built form and roofscape

Bay study, developed during the design phase, of part of elevation to Friar Street with a lantern with a lantern adjacent to a brick façade:

- 1 Stone coloured grid to lantern
- 2 Contrasting metal infill
- 3 Brick to the main façade with vertical panels detailed to provide interest and variety



Bay study of part elevation to Garrard Street



Studies of lantern used during design development to assess articulation of façades



Precedent images illustrating how the lantern detail could be developed

3.19
INTEREST & VARIETY

Detail & Reading

As noted above the architecture of central Reading is dominated by late-Victorian and early-20th century buildings with brick colours of deep orange-reds, silver-greys and a less attractive yellow buff. These are frequently used together in contrasting patterns, in horizontal courses and vertical frames. Terracotta is used to decorate and embellish many framing devices, pediments and arches to doorways. It finds particular use in the raised turrets, lanterns and entablatures that adorn many buildings, both small and grand of this era.

Without defaulting to pastiche, the design of Plots E & F takes inspiration from the context to focus interest and variety of detail within key areas of each prominent façade, and in those areas that are particularly visible or related to the historic context, including:

- 1. Façade organisation: most façades are layered into a base, middle and top with distinguishing material finish and detail.
- 2. Windows: depending on location, aspect and orientation, window surrounds have been detailed to introduce variety, interest and surprise. Side panels pick up on colours used across the town centre but are given a contemporary interpretation. Windows to Friar Street have metal frames and differently-coursed brickwork. Courtyard windows have a more domestically-scaled frame and red brick is used as a contrasting detail on the grander elevations to Garrard Street.

- 3. The ‘lantern’ has been detailed to express and highlight their uniqueness within the building and in reference to the use of similar motifs in the architecture of central Reading.
- 4. Ground floor retail fronts are more granular in detail and intimate in scale and allow for adaption by the tenants.
- 5. The ‘oversail’ and stair to Garrard Street: the soffit and columns and wall to the stair have an additional level of detail to create interest and variety.



Images of local architecture that has been inspirational in developing the design



Bay study showing use of different colours from base to middle and contrasting to floor as a framing detail



Bay study of elevations to courtyard with framing grouping bedroom windows, balconies and contrast of colour providing variety and interest

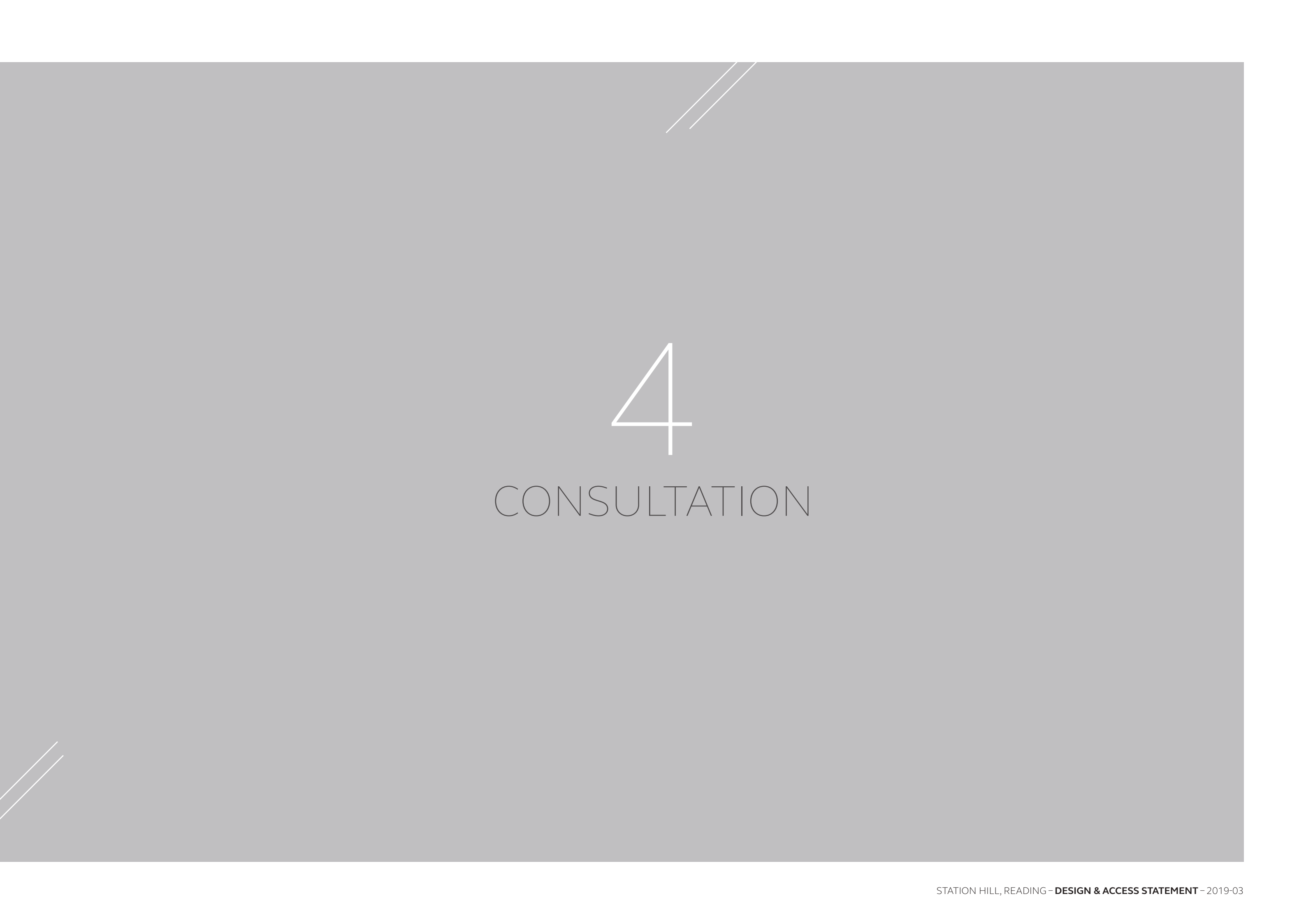


Study of metal detail to lantern



Study of retail bay to Friars Walk with metal surrounds and signage





4

CONSULTATION

4.CONULTATION & ENGAGEMENT ON DESIGN

4.1 READING BOROUGH COUNCIL

The Section 73 and RMA consented outline applications on which the applications addressed in this Design & Access Statement were subject to extensive consultation. In developing the proposals for Plots E and F, a range of options were considered with a view to deliver a scheme that meets the brief, the accommodation requirements and responds positively to its context. The client and the design team have engaged with a range of stakeholders, including the statutory authorities, utility companies, Reading Borough Council, the local people and interest groups.

An iterative design process has been undertaken at the pre-application stage with the local planning authority, including its planning officers, with meetings held at various stages during 2018 and 2019. Officers’ comments and input are reflected in the developed design. Key design meetings included:

- Pre-application meeting 1: 26th March 2018
- Pre-application meeting 2: 25th June 2018
- Pre-application meeting 5: 28th August2018
- Pre-application meeting 6: 9th October 2018
- Pre-application meeting 8: 28th November 2018
- Pre-application meeting 9: 17th December 2018
- Pre-application meeting 10: 10th January 2019

Separate consultation meetings were held with Thames Valley Police and the Highways Departments.

A final design review was held on 17th January 2019.

4.2 DESIGNING OUT CRIME

The high-level aim of the security design for Plots E & F is to provide appropriate and proportionate security risk mitigation measures that allow residents and users to not only be, but feel, safe and secure. A formal security risk assessment was undertaken in order to determine the security requirements across the Station Hill development. This approach has provided a robust, auditable methodology to identify the security risks posed and subsequent treatment measures. This was completed at masterplan level and the defined strategies applied. Throughout the process, there has been engagement with both internal and external development stakeholders. The Thames Valley Police Designing Out Crime Officer has been consulted by Hoare Lea Security with the architect, in addition to consultation with the Police’s Counter Terrorism Security Adviser. A fuller report is included in the statement.

5.3 ACCESSIBILITY

One of the objectives driving the design has been the desire to make development truly accessible to all pedestrians, residents and users with mobility issues. The details are set out in Section 6. The reorganisation of Friars Walk so that it is level, the creation of level thresholds to external spaces and the provision of disabled units has been the realisation of this strategy. The applicant has engaged with the local authority who have recognised and commented on access to the development. The policies that have guided the design include the Current NPPF 2018, Reading’s Core Strategy and Part M of the Building Regulations. The policy and regulatory framework has been adopted and issues, such as the change in level between Friars Walk and Garrard Street, addressed by the provision of a public lift to be operated by the development management.

4.4 DESIGN COMMENTARY

During design development, the consultation and engagement process with the local authority and their design advisors enabled design review and feedback as the scheme was matured. All comments were carefully considered and incorporated where meeting the overarching objective of providing an exemplar Build to Rent scheme. The applicant and the design team firmly believe the design meets the aspirations, great placemaking, and is in line with the longer term vision for Reading.

This Design & Access Statement sets out the rationale for the design submitted and addresses the key themes noted during the course of the pre-application process. These themes included but were not limited to:

1. The relationship with the context, in particular the emerging proposals for the site north of Garrard Street, as these would inform the design of the public realm and the links to the south site. This document addresses these in Section 4.
2. The design of the public realm to Garrard Street was subject to extensive engagement with the council across a number of departments. The proposals respond positively by extending active frontage and minimising service frontage and reducing the number of crossovers and service access points. In addition, this document sets out how this elegant building fronts the street. The detail design of the façades and the strategy for base, middle and top is also illustrated.

3. The design strategies for Friars Walk and the need to make the case as to what type of place it would be and how the proposed form and width are appropriate. The case for the submitted scheme is set out in Section 4 as is the reasoning for the undercroft on Friar Street.
4. A need for a full landscape strategy; this is included within the submission.
5. The scale, form, height and massing, and the daylight and sunlight reaching the courtyards and individual flats was addressed. A full daylight/ sunlight report is submitted for review by the council’s consultants and this will demonstrate that the scheme achieves good quality outcomes that are appropriate to its context.
6. The design and layout of Build to Rent accommodation and the differences between it and for-sale flats, notably the organisation of cores and corridors. This is addressed in Section 1 of this document.
7. Architectural expression, the use of materials and detailing and its relationship to the architecture of Reading. This is set out in Section 4 of the document and illustrated in the submitted drawings.

4.CONULTATION & ENGAGEMENT ON DESIGN



Lincoln Property Company

Build to Rent and what it will deliver

This Business Plan Application is for Plots E & F which already have Outline Consents that define the parameters for development. These consents were supported by illustrative proposals and design codes from which the BPA takes direction. Addressing concerns together of delivering a best in UK Build to Rent development, these proposals identify further opportunities for great placemaking and improved design.

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 with a track record in the UK.

- The second largest Build to Rent operator in the US
- 225,000 residential units and 130m sq ft commercial developed to date
- 400m sq ft / 370m residential and commercial assets leased or managed
- 190,000 Build to Rent units currently under management
- 7,300 employees in 450 offices worldwide

Privately owned

Lincoln is privately owned and provides focus and 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.

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, experienced and institutional landlord that residents can talk to on a daily basis
- Peace of mind through secure long-term tenancies
- Amenities - Managed, communal courtyard and rooftop gardens and leisure spaces
- Long-term interest in the building and local environment from the landlord
- Tenants who bring energy, culture and spending power to Reading
- Affordable housing properly patrolled throughout the scheme
- The workforce of the future for the many modern businesses located in Reading



Station Hill

Planning Policy

The proposals for Plots E & F will enhance the town centre by realising the long-term objectives of the Council to deliver a significant quantum of new homes and employment space at Station Hill and to improve connectivity through the area whilst delivering a safer and more vibrant public realm. These objectives have been set out in a suite of policy documents and the Outline Consents.

Planning Policy for Plots E & F

Key Policy Documents

- Development Control Regulations
- Reading Town Centre Framework
- Reading Central Area Action Plan (RCAAP) 2020
- Reading Station Area Framework
- Reading T&L Buildings Strategy

Reading Borough Local Development Framework

Station Hill South Planning & Urban Design Brief

Emerging Planning Policy

2017 Pre-submission Local Plan

Policy D11C (Station Hill & Friars Walk)

- A mix of uses at a high density
- Residential and offices
- Enhanced connectivity through the site
- A mix of uses and spaces
- Footways and cycle routes
- Edge of the site to be transitional serving central design treatment

Planning History

2016 Reading Borough Outline Consent (Plot E1 & E2)

- 10,000 sq m of development
- 10,000 sq m residential (525-100 units)
- 10,000 sq m office
- 10,000 sq m retail
- 10,000 sq m leisure

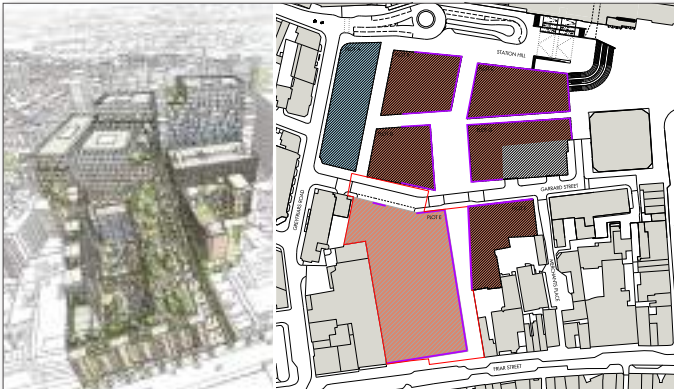
2015 Outline Consent

2016 Reading Borough Outline Consent (Plot F1 & F2)

- 10,000 sq m of development
- 10,000 sq m residential (471 units)
- 10,000 sq m office
- 10,000 sq m retail
- 10,000 sq m leisure

2016 Reading Borough Outline Consent - Plot F

- 10,000 sq m of development
- 10,000 sq m residential (471 units)
- 10,000 sq m office
- 10,000 sq m retail
- 10,000 sq m leisure



Station Hill

E + F Consented Outline Application

The Outline Consents for Plots E & F were accompanied by illustrative proposals, design codes, design and access statements and supporting information. This Business Plan Application will build on the objectives set out in those documents, adapting the design to the needs of the Build to Rent market in Reading and exploring opportunities to enhance placemaking.

Design Objectives Set by the Outline Application

The Design Codes set guidance on the design, layout, composition, use of material and architectural character of proposed buildings and spaces across the site. Overall, the proposals seek to provide the framework for a series of buildings and spaces that work successfully in their own right and facilitate the site's integration into the wider town centre.

1 A Vibrant and Enjoyable Place

The proposals seek to create a vibrant and enjoyable place for the community to live and work. The design codes set out the principles for the design of the buildings and spaces across the site. The proposals seek to provide the framework for a series of buildings and spaces that work successfully in their own right and facilitate the site's integration into the wider town centre.

2 A Well Connected and Accessible Area

The proposals seek to create a well connected and accessible area for the community to live and work. The design codes set out the principles for the design of the buildings and spaces across the site. The proposals seek to provide the framework for a series of buildings and spaces that work successfully in their own right and facilitate the site's integration into the wider town centre.

3 A Place to Live and Work

The proposals seek to create a place to live and work for the community. The design codes set out the principles for the design of the buildings and spaces across the site. The proposals seek to provide the framework for a series of buildings and spaces that work successfully in their own right and facilitate the site's integration into the wider town centre.

4 A Sustainable Development

The proposals seek to create a sustainable development for the community. The design codes set out the principles for the design of the buildings and spaces across the site. The proposals seek to provide the framework for a series of buildings and spaces that work successfully in their own right and facilitate the site's integration into the wider town centre.

5 An Urban Form of High Quality

The proposals seek to create an urban form of high quality for the community. The design codes set out the principles for the design of the buildings and spaces across the site. The proposals seek to provide the framework for a series of buildings and spaces that work successfully in their own right and facilitate the site's integration into the wider town centre.

6 Diversity and Human Scale

The proposals seek to create a diversity and human scale for the community. The design codes set out the principles for the design of the buildings and spaces across the site. The proposals seek to provide the framework for a series of buildings and spaces that work successfully in their own right and facilitate the site's integration into the wider town centre.

Design Parameters, Daylight / Sunlight & Codes

The design codes set out the principles for the design of the buildings and spaces across the site. The proposals seek to provide the framework for a series of buildings and spaces that work successfully in their own right and facilitate the site's integration into the wider town centre.



Station Hill

Proposed Form

The overarching objective of the proposed modifications is to create the highest quality residential development with excellent amenity spaces and an attractive and meeting public realm. The revised proposal will deliver an enhanced Friars Walk that is level, enables more daylight penetration, with greater width and amenity of the public realm at its junction with Friar Street.

Key design developments include:

- Revised massing to meet requirements of Build to Rent accommodation
- Two high quality courtyards at Plot E
- A wider Friars Walk improving retail offer and experience
- An improved public realm at junction of Friar Street and Friars Walk

Placemaking and Massing Strategy

The revised massing of the buildings is designed to create a more human scale and to improve the public realm. The revised proposal will deliver an enhanced Friars Walk that is level, enables more daylight penetration, with greater width and amenity of the public realm at its junction with Friar Street.

Residential scaled courtyards

The revised proposal includes two high quality courtyards at Plot E, which will provide a more human scale and improve the public realm. The revised proposal will deliver an enhanced Friars Walk that is level, enables more daylight penetration, with greater width and amenity of the public realm at its junction with Friar Street.

Design Parameters, Daylight / Sunlight & Codes

The design codes set out the principles for the design of the buildings and spaces across the site. The proposals seek to provide the framework for a series of buildings and spaces that work successfully in their own right and facilitate the site's integration into the wider town centre.

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