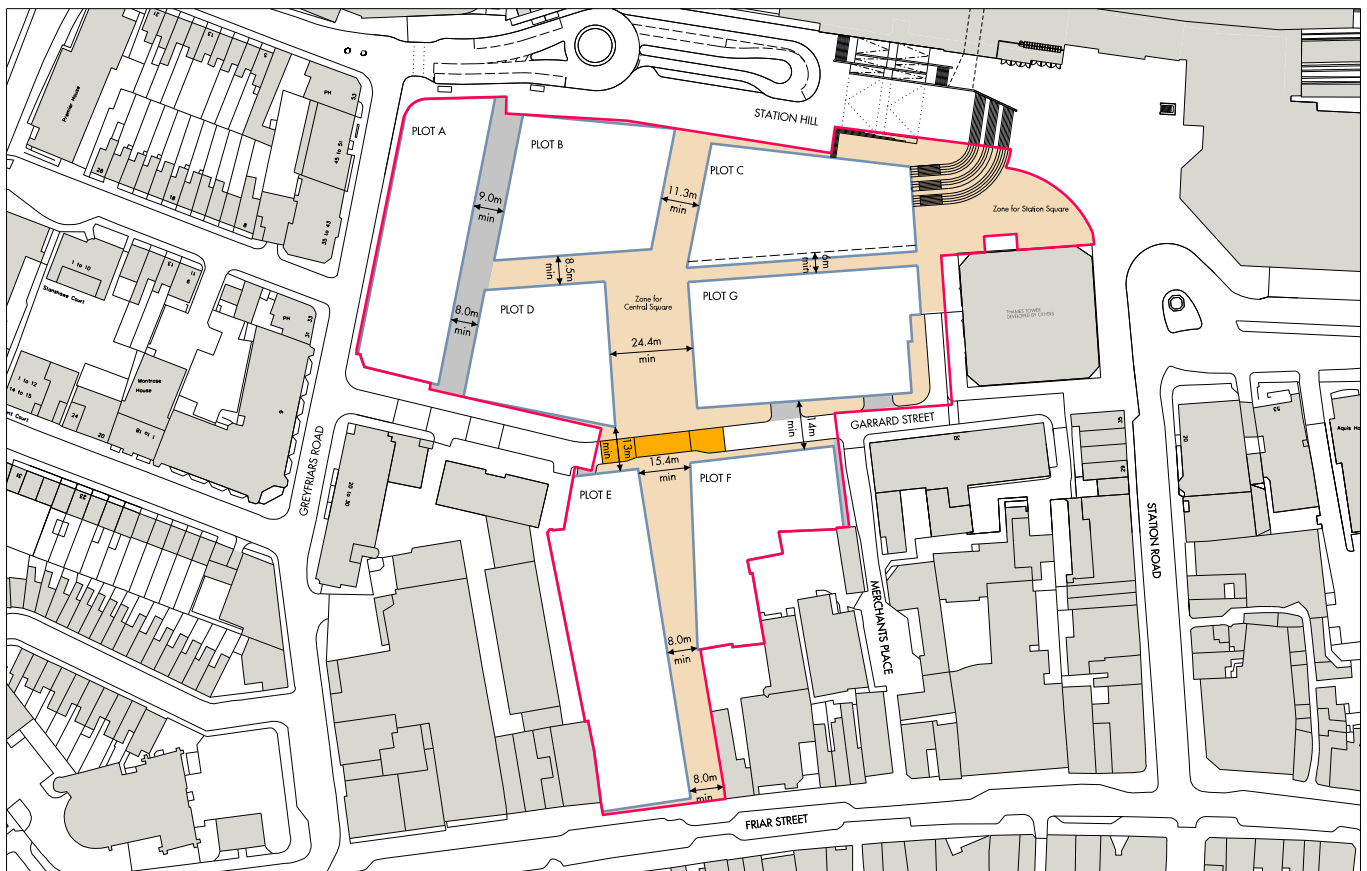
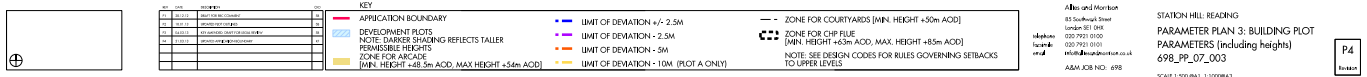
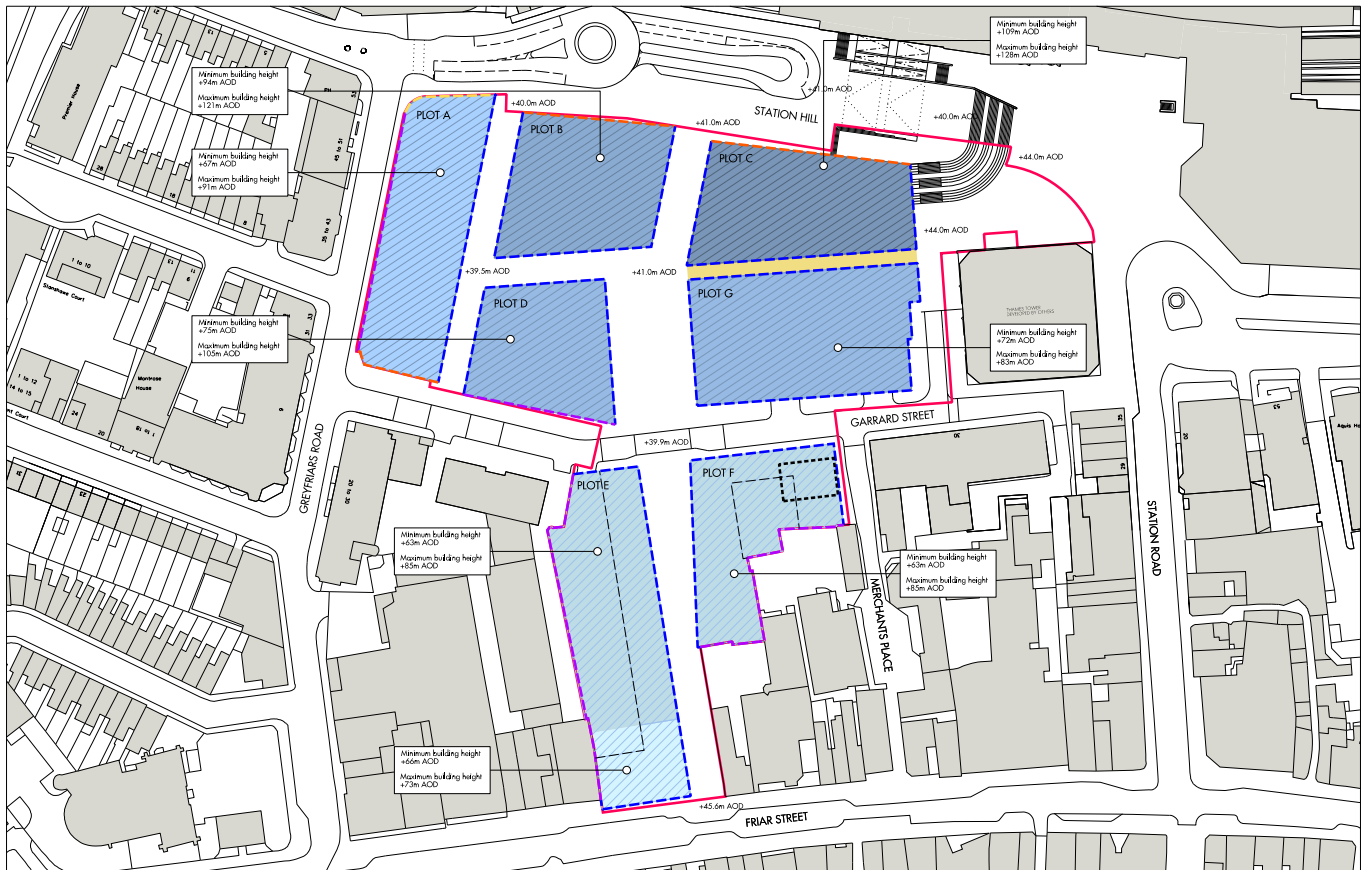


Approved Parameter Plans 03 and 04

2.2 PLANNING BACKGROUND

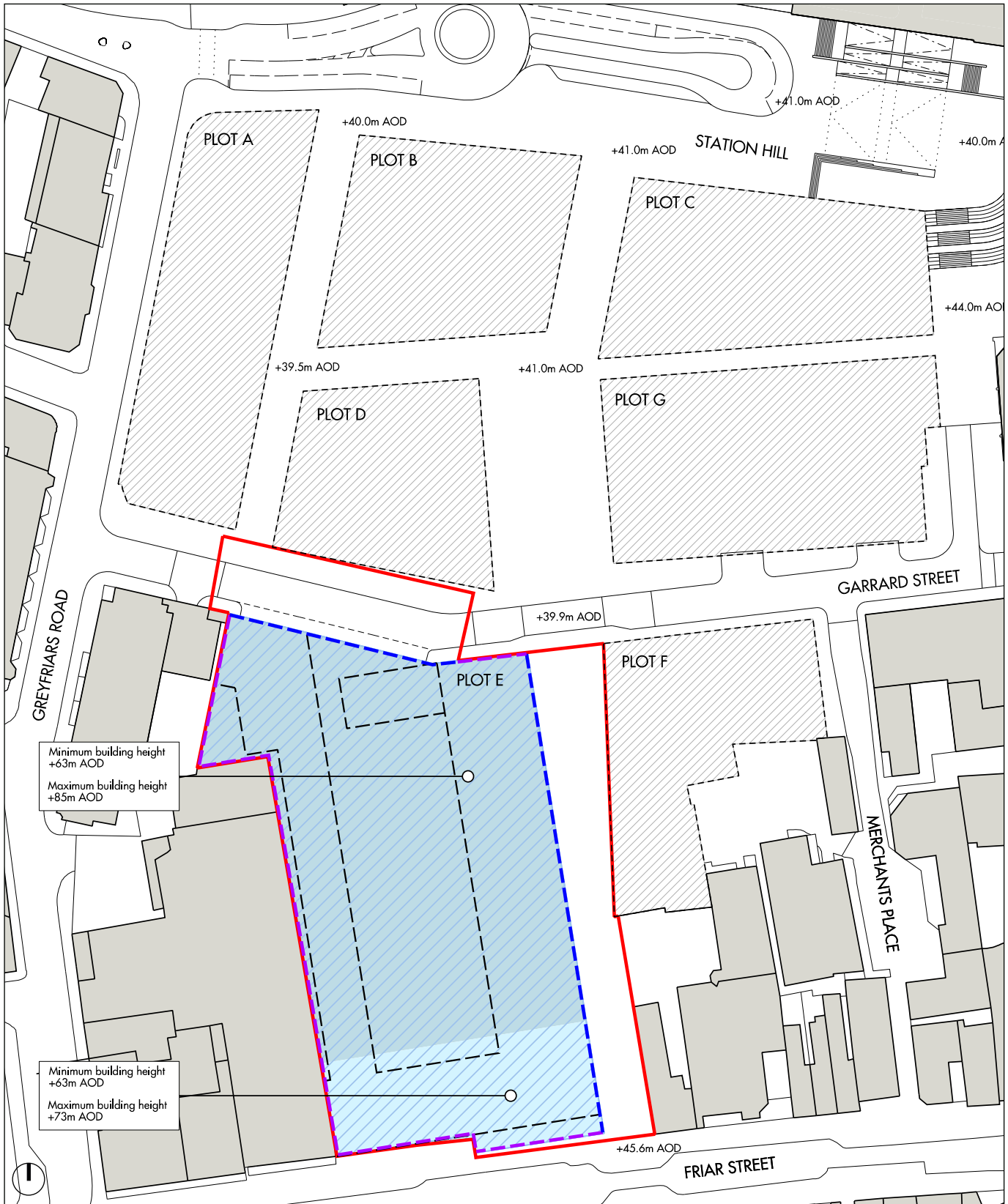
On 9 January 2015 the Applicant secured outline planning consent (application reference: 130436) for the comprehensive regeneration of Station Hill ("the SH3 Scheme"). The number of residential units and type were not fixed by the proposals, however the Development Specification sets this to be between 150 and 300 residential units, to be located within Plots E and F. Condition 5 requires the development to be built in accordance with seven parameter plans which define the building envelope (scale and layout), means of access to and through the site and other matters such as ground and upper floor uses.

Concurrently with the Outline Permission, a separate application for a temporary events venue and landscaping on the north eastern part of the Site (located on future development Plot C and part of Plot B) was submitted and approved on 20 January 2014 (application reference: 13/00459/FUL). This will integrate with the delivery programme of the SH3 proposals, and allow an attractive temporary use of the northern part of the Site prior to its development as part of the main Station Hill 3 scheme.

The Key Diagram of the Reading Borough Council Core Strategy (adopted January 2008, altered January 2015) identifies the site as falling within the central Reading area whereby the greater concentrations of housing and employment uses should be based. The diagram also notes the location of major development areas within the centre. The Core Strategy also identifies the application site as falling within the 'Station/River Project Area', whereby future uses may include housing, commercial, leisure, retail and community facilities.

The Reading Central Area Action Plan (RCAAP), January 2009), establishes the planning framework for the central Reading Area. The application site falls within the designated boundary of the RCAAP. The spatial and design strategy (Figure 5.2) identifies the application site as falling within the wider areas designated for offices, retail and leisure. The site

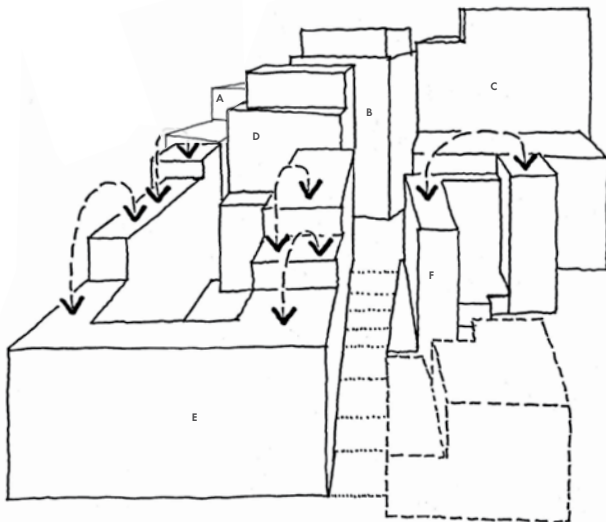
is further located within the designated Primary Shopping Centre, the Central Core and the Office Core. In accordance with the Core Strategy, the site is located within the Station/River Major Opportunity Area (Figure 6.1) which is allocated for a flagship scheme that extends the centre and provides a mixed use destination in itself, being centred on a redeveloped station and new public transport interchange.



Plot E and Telecom house Parameter Plan 3 : building plot and height

3 DESIGN APPROACH AND PARAMETERS

3.1 HEIGHT AND SCALE

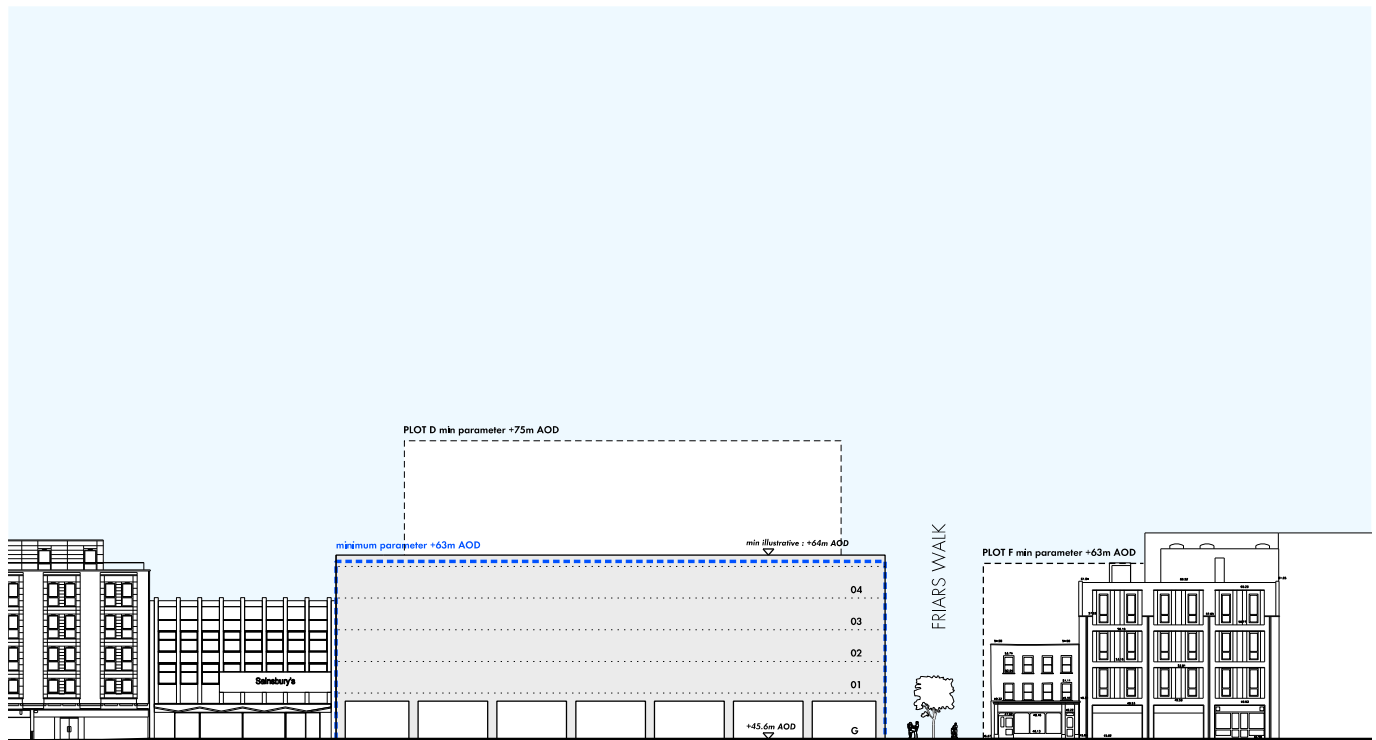


Buildings cascade from high to low diagram

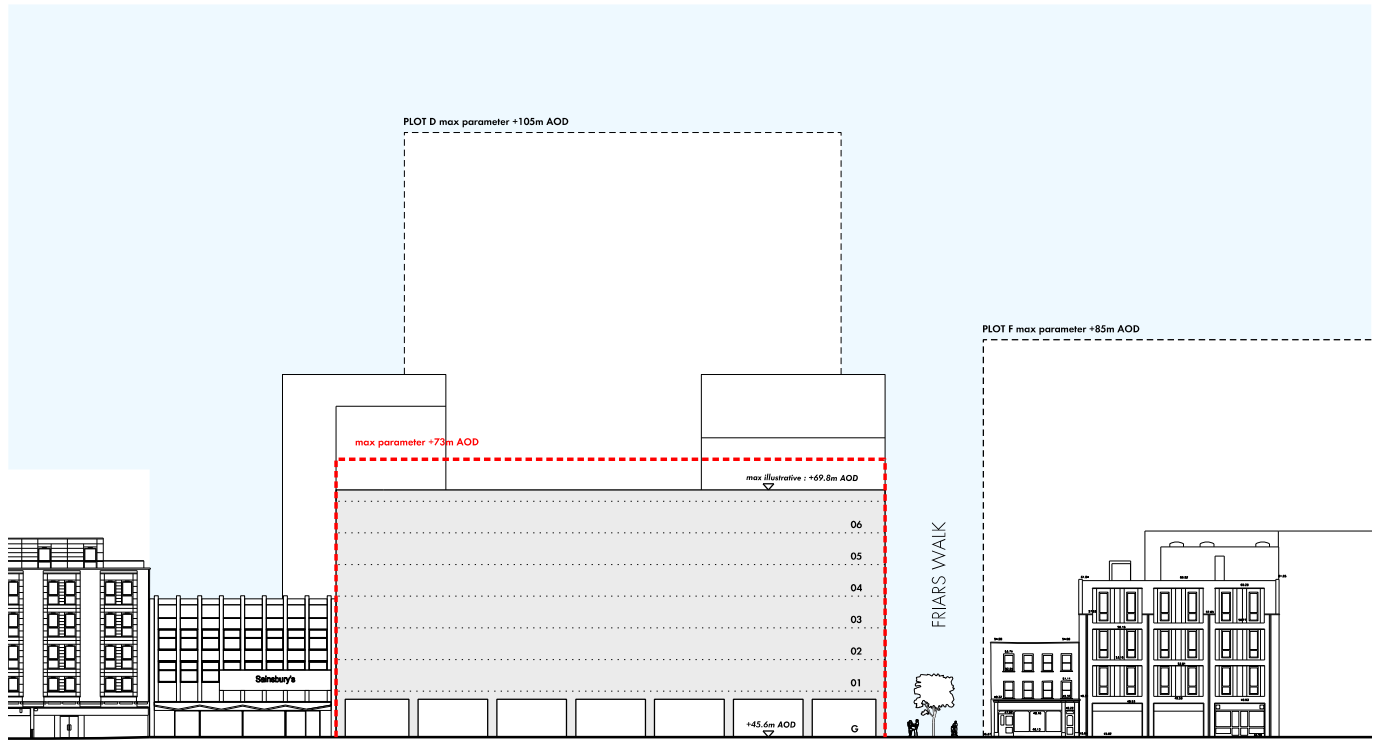
The height and scale of the proposed residential development of Plot E of the SH3 approved scheme will reflect the cascade in overall heights for the individual buildings from a highest level at the northern edge on Station Hill adjacent to the station to the lowest level at the southern edge fronting onto Friar Street. Within Plot E itself the building form will step down in height from its northern edge on Garrard Street opposite the taller commercial building on Plot D to produce a series of terraces that can be utilised for amenity space for the occupiers.

key

-  Development plots
-  Limit of deviation of - 2.5m
-  Limit of deviation of +/- 2.5m
-  Zone for potential courtyard
-  Plot E and Telecom House Application boundary



Plot E Friar Street elevation - minimum height parameter with minimum illustrative scheme sitting above

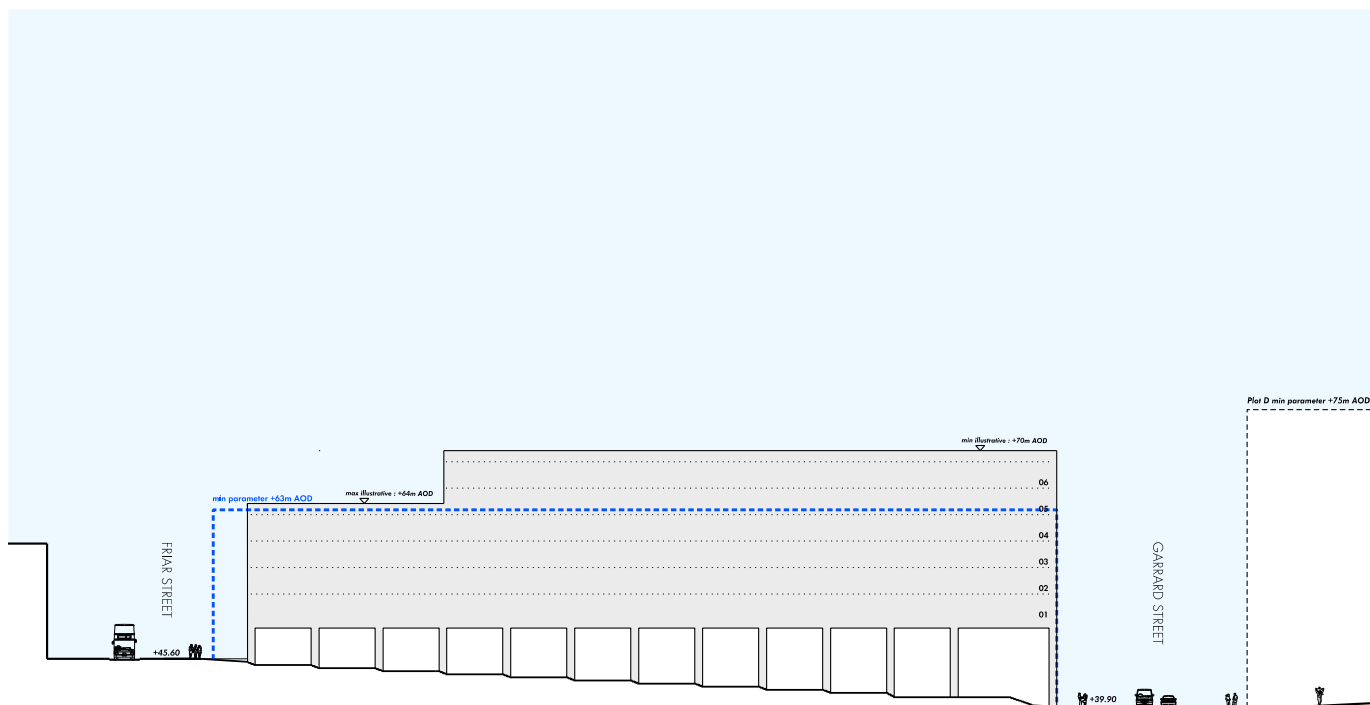


Plot E Friar Street elevation - maximum height parameter with maximum illustrative scheme sitting below

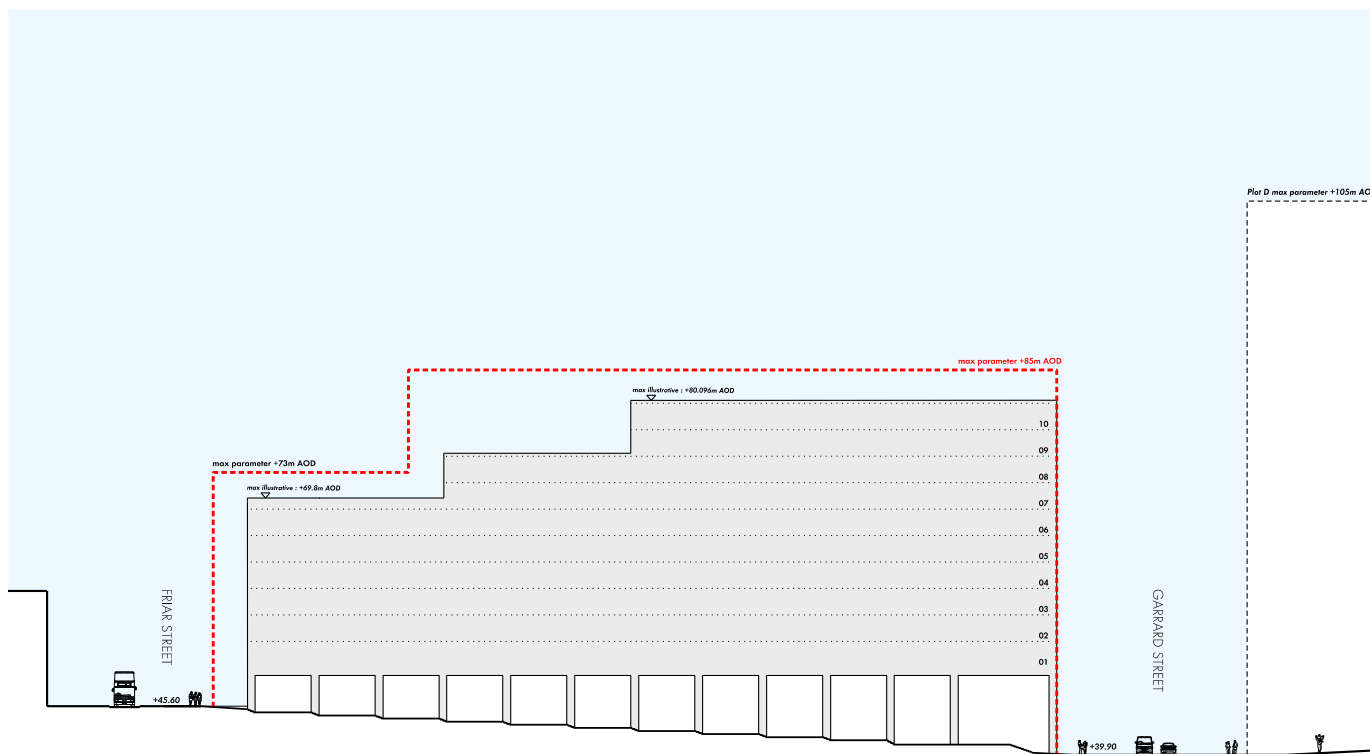
Minimum and maximum heights

Friars Street

The range in the height for the elevation facing onto Friar Street requires a design that is complimentary to the scale of the existing and variable built context that surrounds it. The minimum number of storeys to achieve this is approximately ground plus five upper storeys, set at +63.00m AOD, and the maximum is approximately ground plus seven storeys, set at +73.00m AOD.



Plot E Friars Walk elevation - minimum height parameter with minimum illustrative scheme sitting above

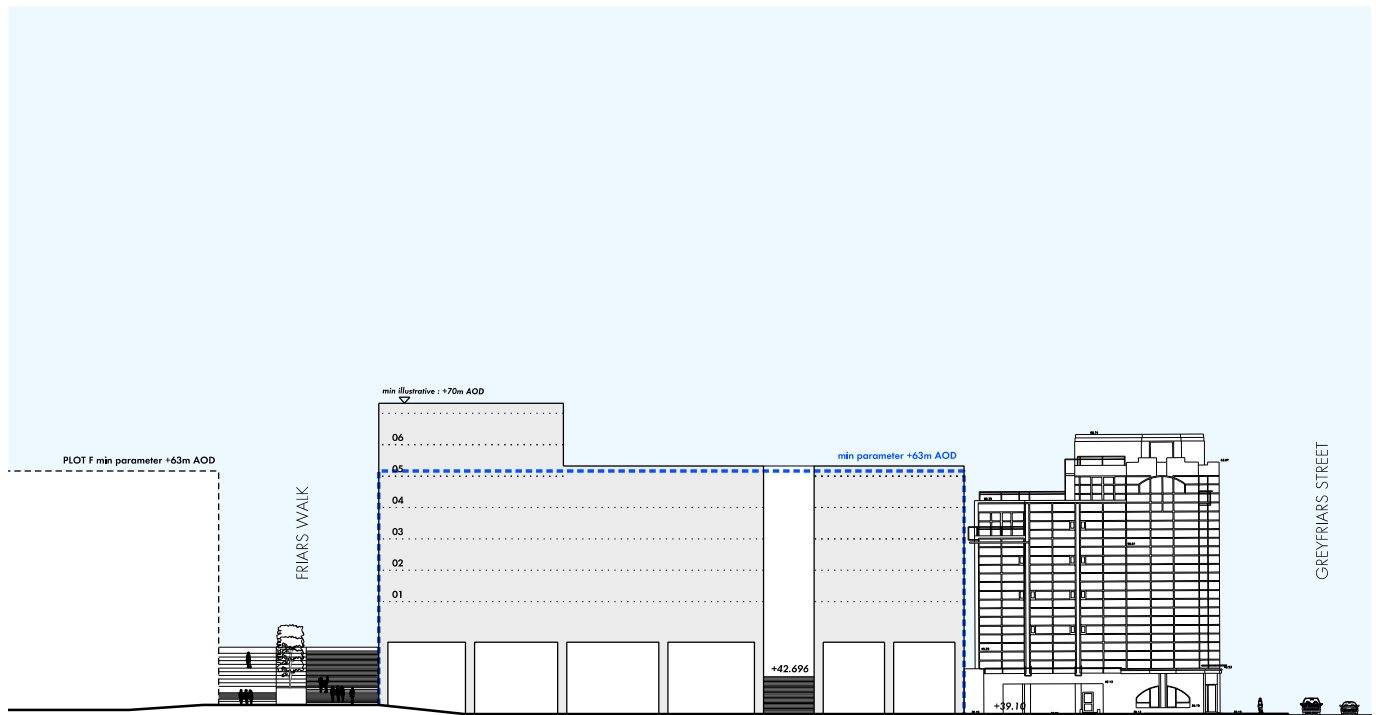


Plot E Friars Walk elevation - maximum height parameter with maximum illustrative scheme sitting below

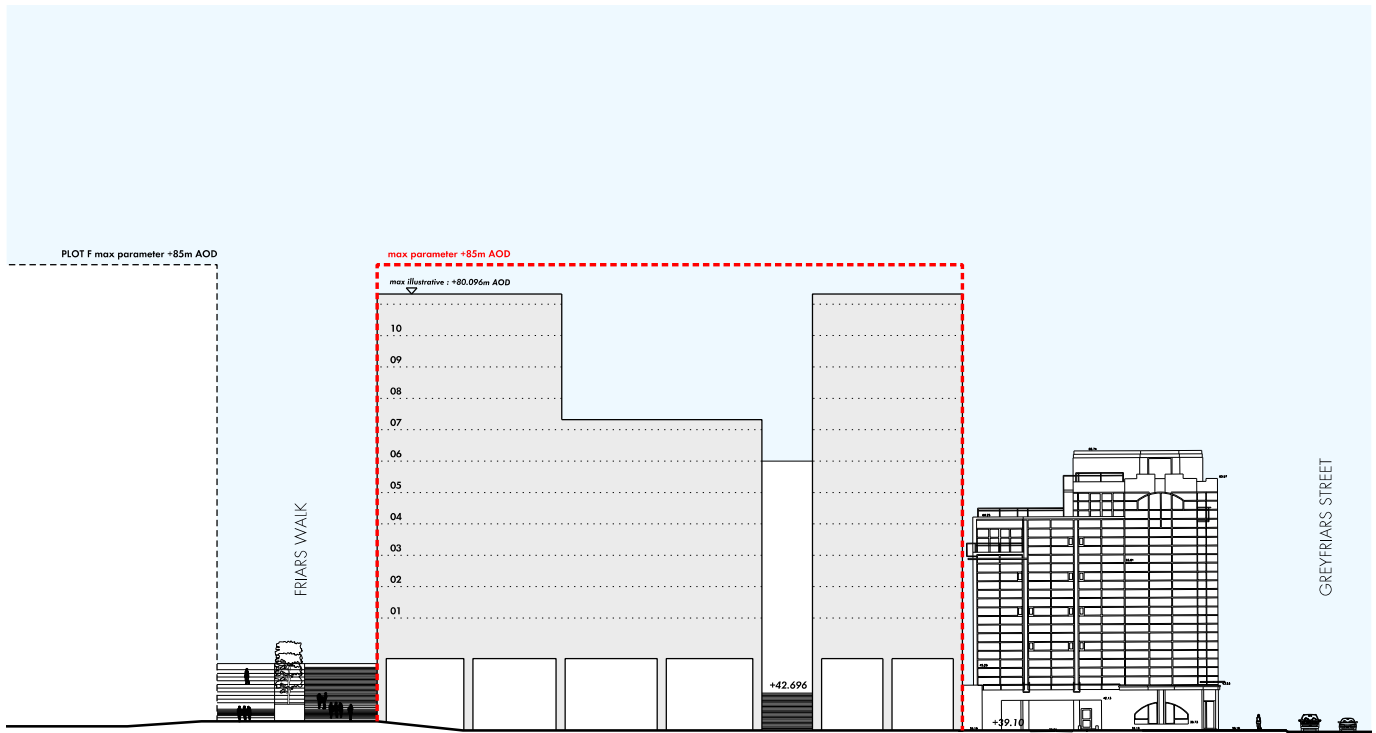
Minimum and maximum heights

Friars Walk

The ground level between Friar Street and Garrard Street which becomes apparent as the result of providing a new connection called Friars Walk is approximately 5.5 metres. The difference in the levels is reconciled by the introduction of a series of steps and ramps to provide pedestrian access between the two streets. The range in the height for the elevation facing onto Friars Walk allows a design to emerge that recognises the step up in overall heights between this plot and those of the commercial buildings to the north, in particular Plot D, as well as providing buildings of a similar height to those on the opposite side of Friars Walk within Plot F of the consented SH3 scheme. At the southern end the minimum number of storeys is approximately ground plus five upper storeys, set at +63.00m AOD, and a maximum of approximately ground plus seven storeys, set at +73.00m AOD, and at the northern end the maximum is approximately ground plus ten storeys, set at +85.00m AOD.



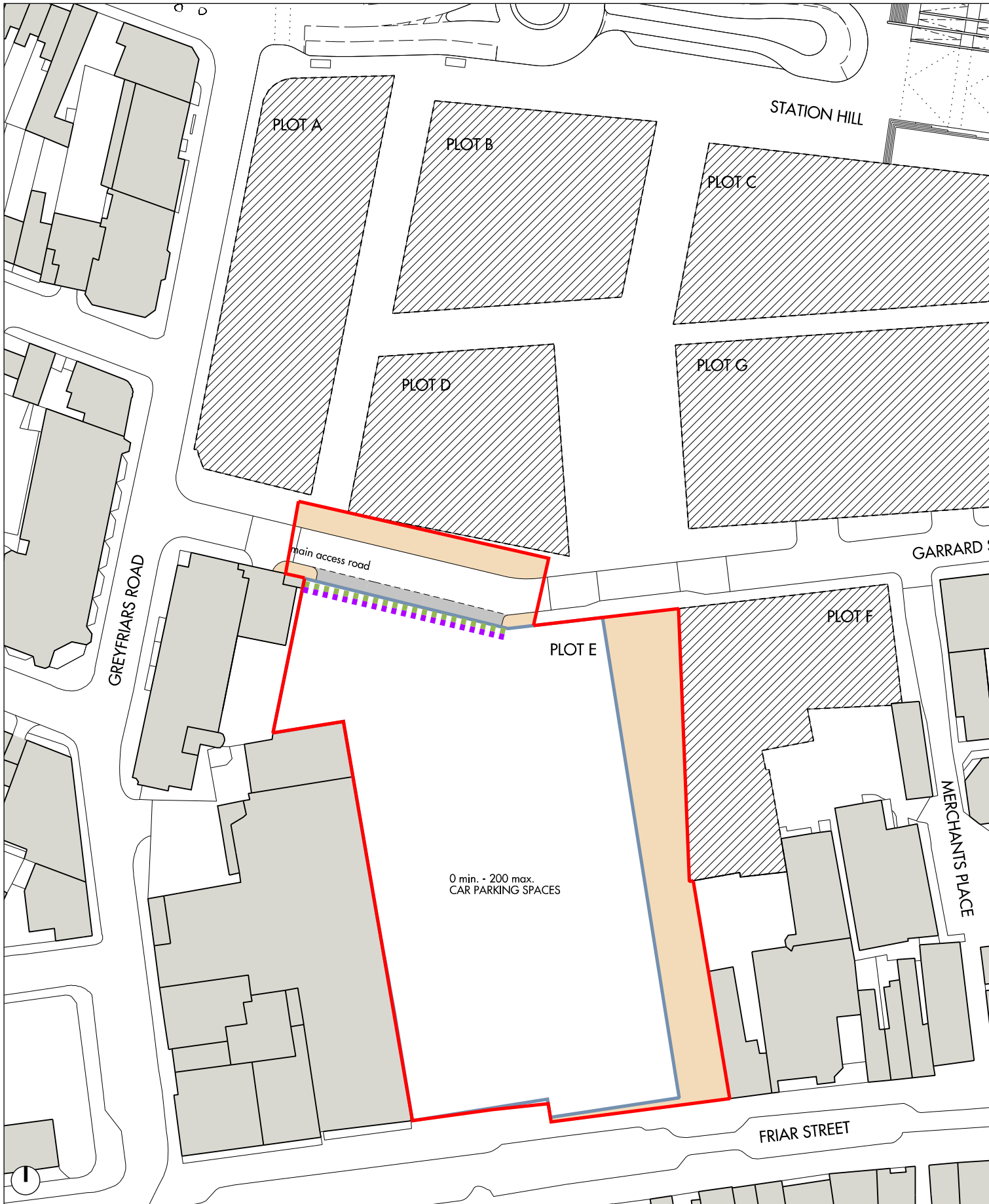
Plot E Garrard Street elevation - minimum height parameter with minimum illustrative scheme sitting above



Plot E Garrard Street elevation - maximum height parameter with maximum illustrative scheme sitting below

Garrard Street

The range in the height for the elevation facing onto Garrard Street Street requires a design that mediates between the scale of the existing and the proposed new built context of the consented SH3 scheme immediately adjacent to it. The minimum number of storeys to achieve this is approximately ground plus five upper storeys, set at +63.00m AOD, and the maximum is approximately ground plus ten storeys, set at +85.00m AOD.



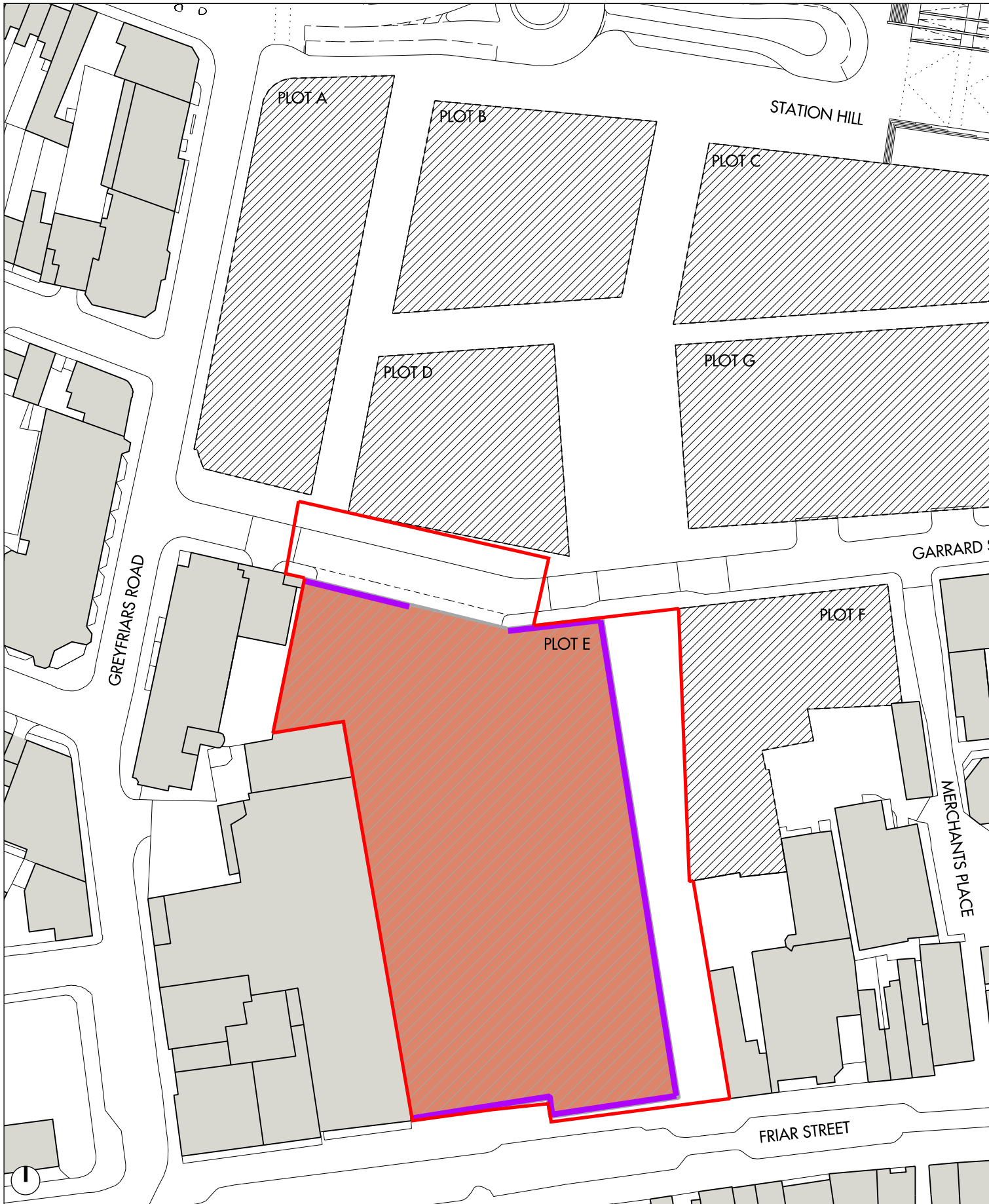
Plot E and Telecom House Parameter Plan 05: Access routes



3.2 SERVICE ACCESS AND CAR PARK

The service access for the entire development and the car park should be located to the north of the plot, on Garrard Street. The opening should combine the entrance to the car park and the service yard for the retail units into a consolidated section of the facade in order to keep the disruption to the length of active frontage to a minimum.

- key
- Development plot
 - Pedestrianised zone
 - Shared pedestrian and servicing area
 - Zone for car park access
 - Zone for service access
 - Plot E and Telecom House Application boundary



Plot E and Telecom House Parameter Plan 06 : ground floor uses



3.3 ACTIVE FRONTAGES

The design intent is to maximise the length of facade at the ground floor level that is active. The two principal activities that produce this are retail, and residential entrances. The parameter plan indicates retail frontage forming the majority of this on Friar Street, Friars Walk, and a return along Garrard Street. Residential entrances should be located at ground floor level within the facades of the Friar Street and Garrard Street frontages, and through an opening in the Friars Walk facade into the internal courtyard.

key

	Predominantly retail uses at ground floor
	Active frontage zone
	Plot E and Telecom House Application boundary

PROPOSED PLOT E/TELECOM HOUSE FLOORSPACE

USE (Use Class)	PROPOSED	
	New Minimum	New Maximum
Retail and related uses A1-A5	1,000 sqm	7,000 sqm
Leisure	-	-
Residential	20,000 sqm	34,000 sqm
Office	0	0
Car parking	0 spaces	200 spaces

PROPOSED SH3 FLOORSPACE INCLUDING TELECOM HOUSE SITE

USE (Use Class)	PROPOSED	
	New Minimum	New Maximum
Retail and related uses A1-A5	6,000 sqm	13,500 sqm
Leisure	-	2,200 sqm
Residential	26,000 sqm	41,500 sqm
Office	69,000 sqm	122,000 sqm
Car parking	550 spaces	1,000 spaces
Back of house	1,000 sqm	3,200 sqm

3.4 AMOUNT AND DISTRIBUTION OF USES

The proposed use for the plot is predominantly residential, with retail use at the ground floor level. The slope of the site between Friar Street and Garrard Street allows a quantum of additional retail accommodation to be inserted into the plan at a mezzanine level.

4 THE ILLUSTRATIVE SCHEME

The illustrative scheme shown on the following pages is one interpretation of the Parameters. It is not for approval, but shows how the Parameters can deliver a scheme which has shown design principles.

The detailed design of the scheme will be developed in due course with approved layout as reserved matters.

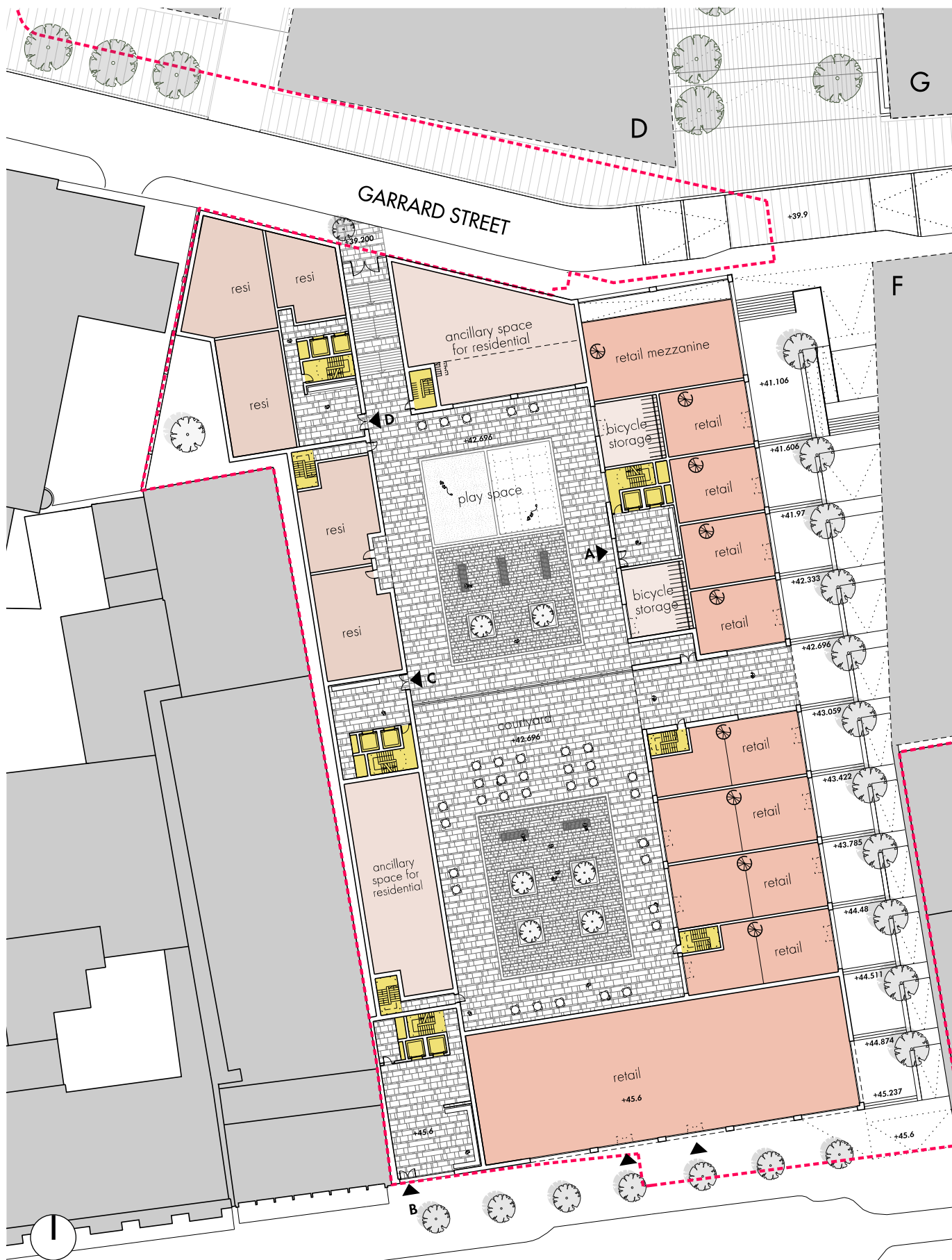
4.1 GENERAL LAYOUT

The illustrative scheme for Plot E shows approximately 283 homes, in buildings whose height ranges from six-storey on Friar Street rising to a maximum of twelve storeys facing onto Garrard Street.

The ground floor of each plot is shown as predominantly comprising of retail on Friar Street and Friars Walk, with ancillary service areas and residential entrances making up the remainder of the facades at this level. Principal residential entrances are located on Friar Street and Garrard Street, which allows drop off from the street leaving Friars Walk for predominantly retail use. An additional entrance mid way along Friars Walk gives access to a new courtyard, within which are additional residential cores arranged around shared amenity space.

Additional amenity spaces are shown at roof level in a series of terraces stepping up in height towards the north, and in the form of private balconies for each home.

-  SDRL land ownership boundary
-  communal servicing/storage/plant
-  retail
-  retail storage/plant
-  residential storage/plant
-  residential entrance/cores



Illustrative ground floor plan

Ground floor

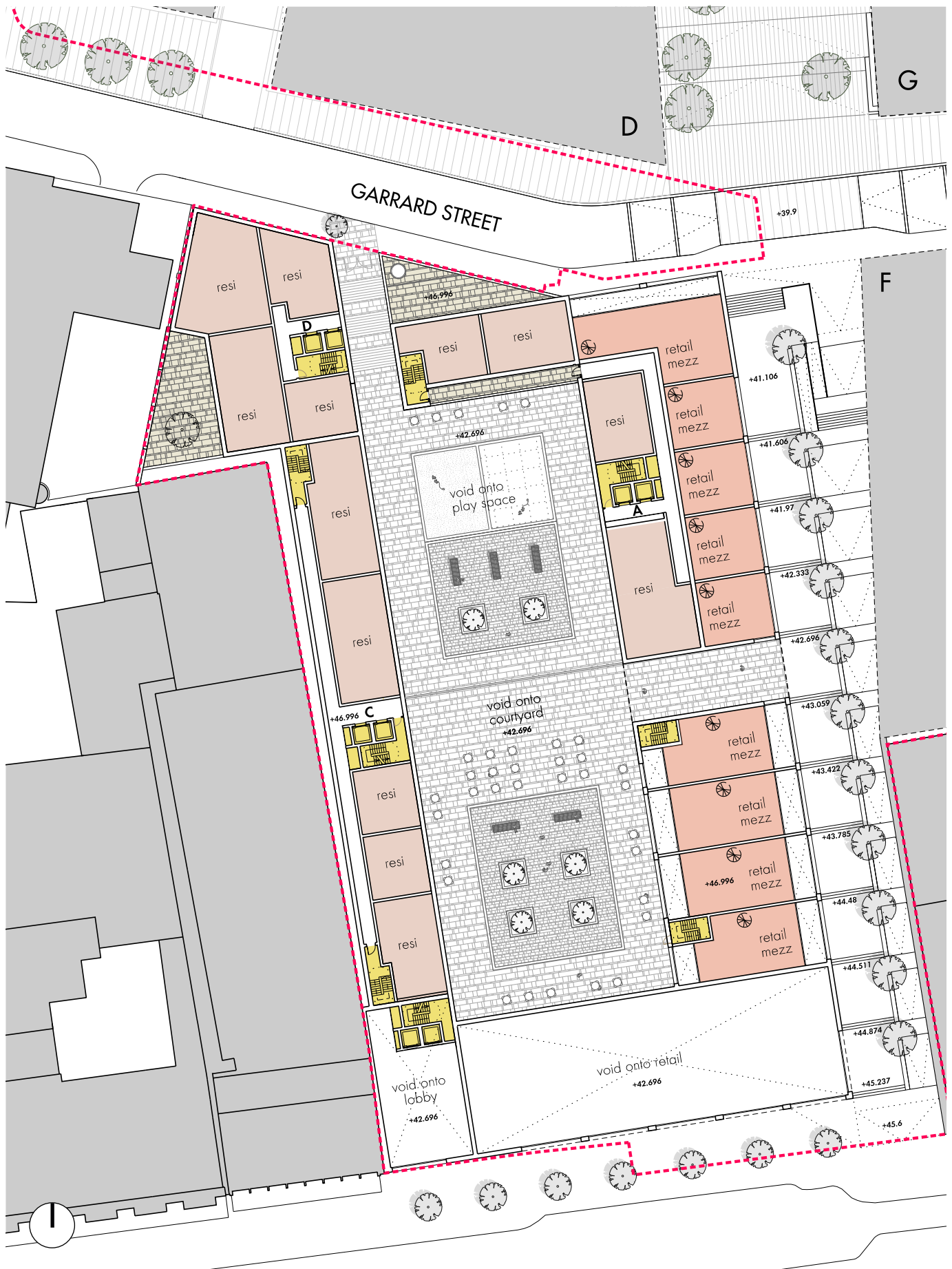
The ground floor plan for the illustrative scheme describes the overall layout although elements of it are set at different levels. A principal residential entrance (opposite B) is located at the western end of the block facing onto Friar Street at the highest level. A second principal entrance (opposite D) is located on Garrard Street at the lowest level, while cores A & C (see opposite) are accessed from the courtyard, which is set at the mid-point level of Friars Walk.

The courtyard is divided into two parts. The southern half is open to the public and is served by the retail through units on Friars Walk. The northern part is separated by a screen where a shared garden and children's play space for the residential occupiers is provided. From the corner of the courtyard a staircase leads down to Garrard Street. This is gated for the security of the residents. Residential duplexes and ancillary residential spaces make up the remaining accommodation that forms the edge to this part of the courtyard.

Retail units wrap around the courtyard with their principal frontages facing onto Friar Street, Friars Walk and Garrard Street. On Friars Walk the public space is set out in a series of steps and landings coincident with the finished levels of the individual units, with a ramp along one side providing step free access to each.

The entrance to the residential car park is located under the courtyard at the lower level on Garrard Street. Adjacent to this is a service dock for vehicles servicing the retail units, as well as refuse collection for both the residential and retail occupiers. The remainder of this space is occupied by ancillary stores and plant rooms.

-  SDRL land ownership boundary
-  retail
-  residential flat
-  residential entrance

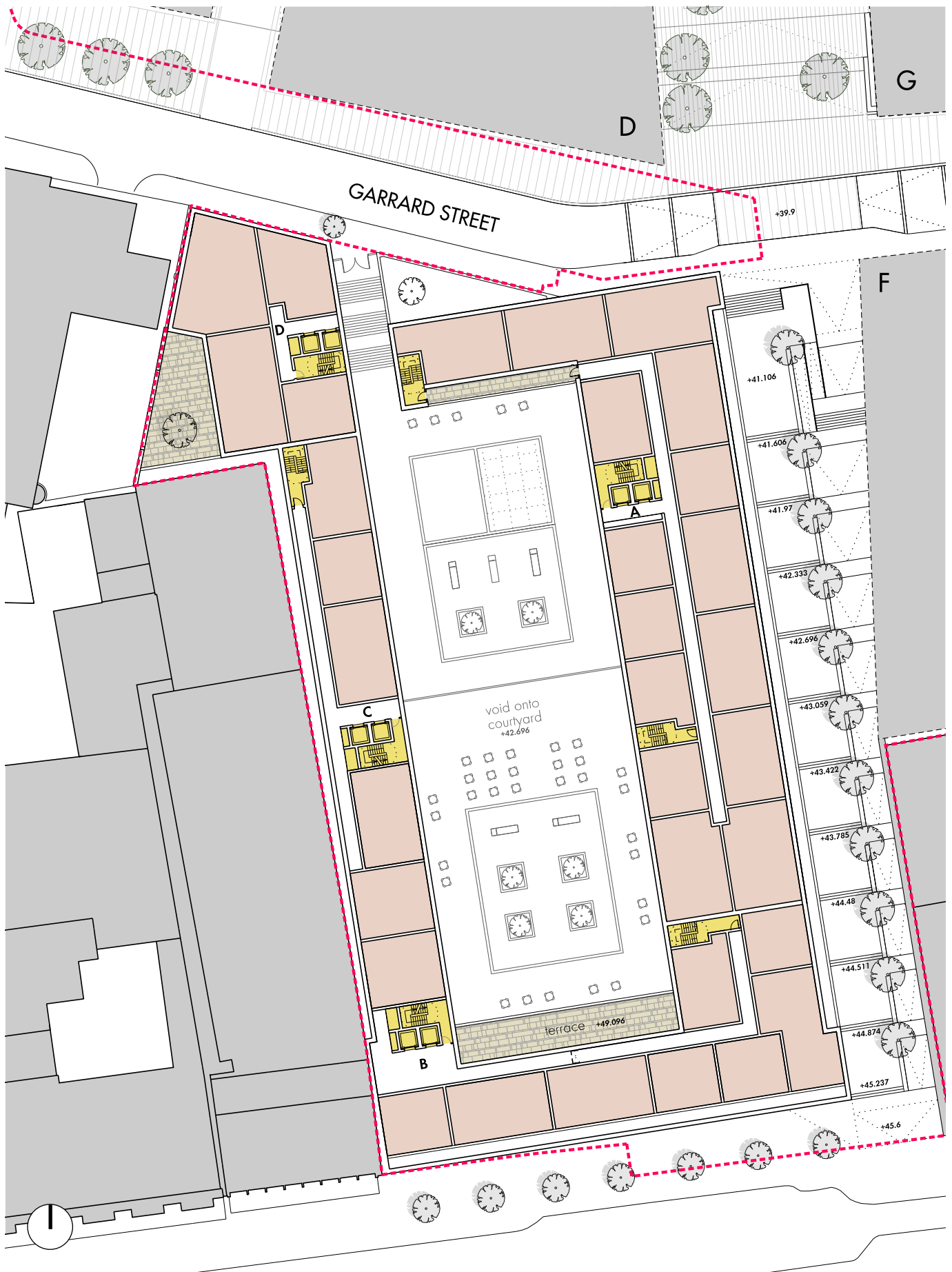


Illustrative mezzanine floor plan

Mezzanine floor

In the illustrative scheme on the first floor level is informed by the height of the retail ground floor at the highest part of the site on Friar Street. In order to maintain a consistent floor level for the residential floors above this, the fall in the ground level down to Garrard Street allows a mezzanine floor to be inserted above the ground, but below the first floor. This either contains the upper floor of a residential duplex unit accessed from the courtyard below, a single level lateral residential unit, or the upper part of the retail units along Friars Walk.

-  SDRL land ownership boundary
-  retail
-  residential flat
-  residential entrance

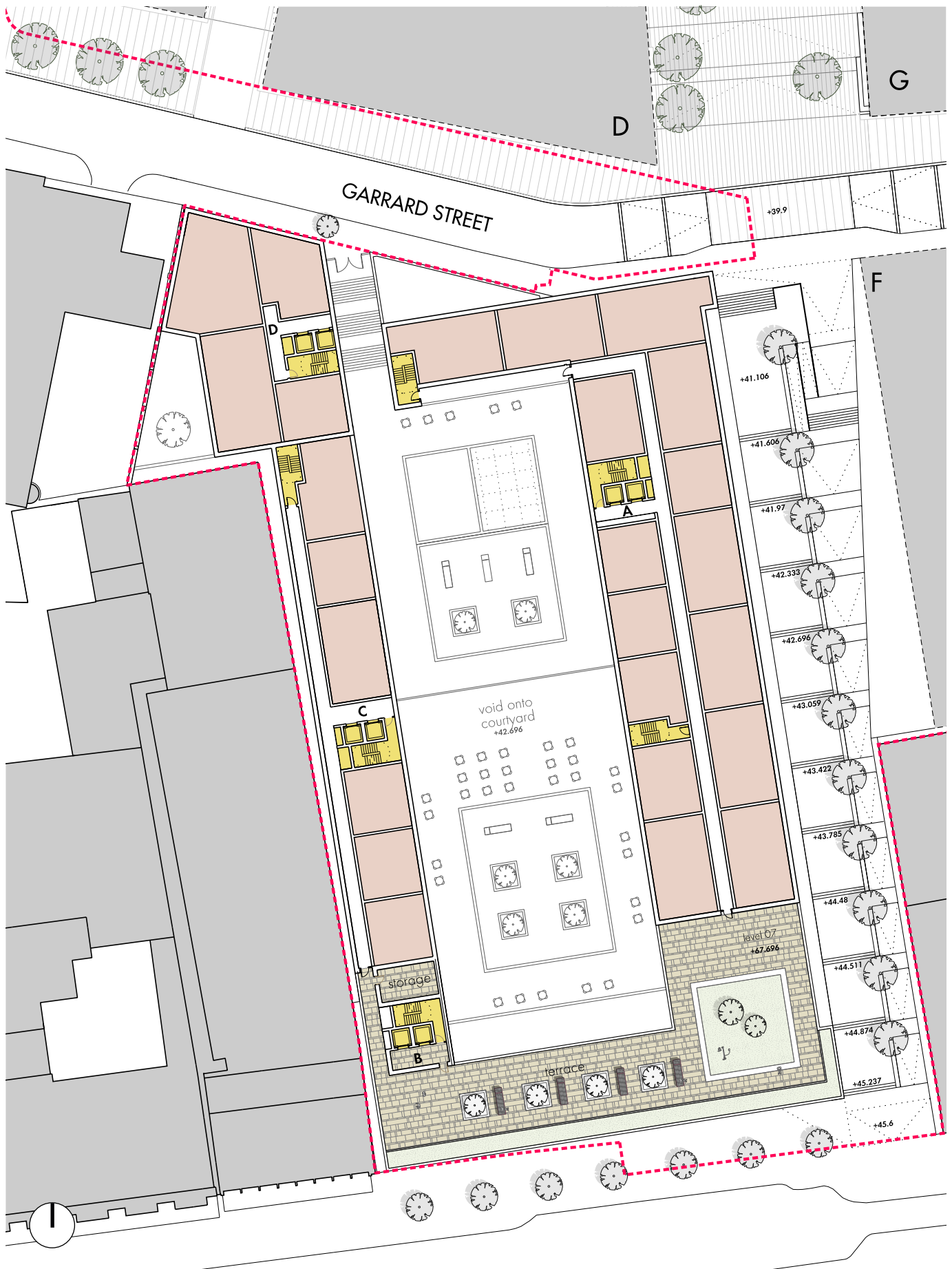


Illustrative first - sixth floor plan

Typical floor

The typical floors contain residential units in a mixture of one and two bed homes clustered around the four lift and staircase cores, and accessed via central corridors. Typical plan arrangements for each type are illustrated under section 4.3 of this document.

-  SDRL land ownership boundary
-  residential flat
-  residential core

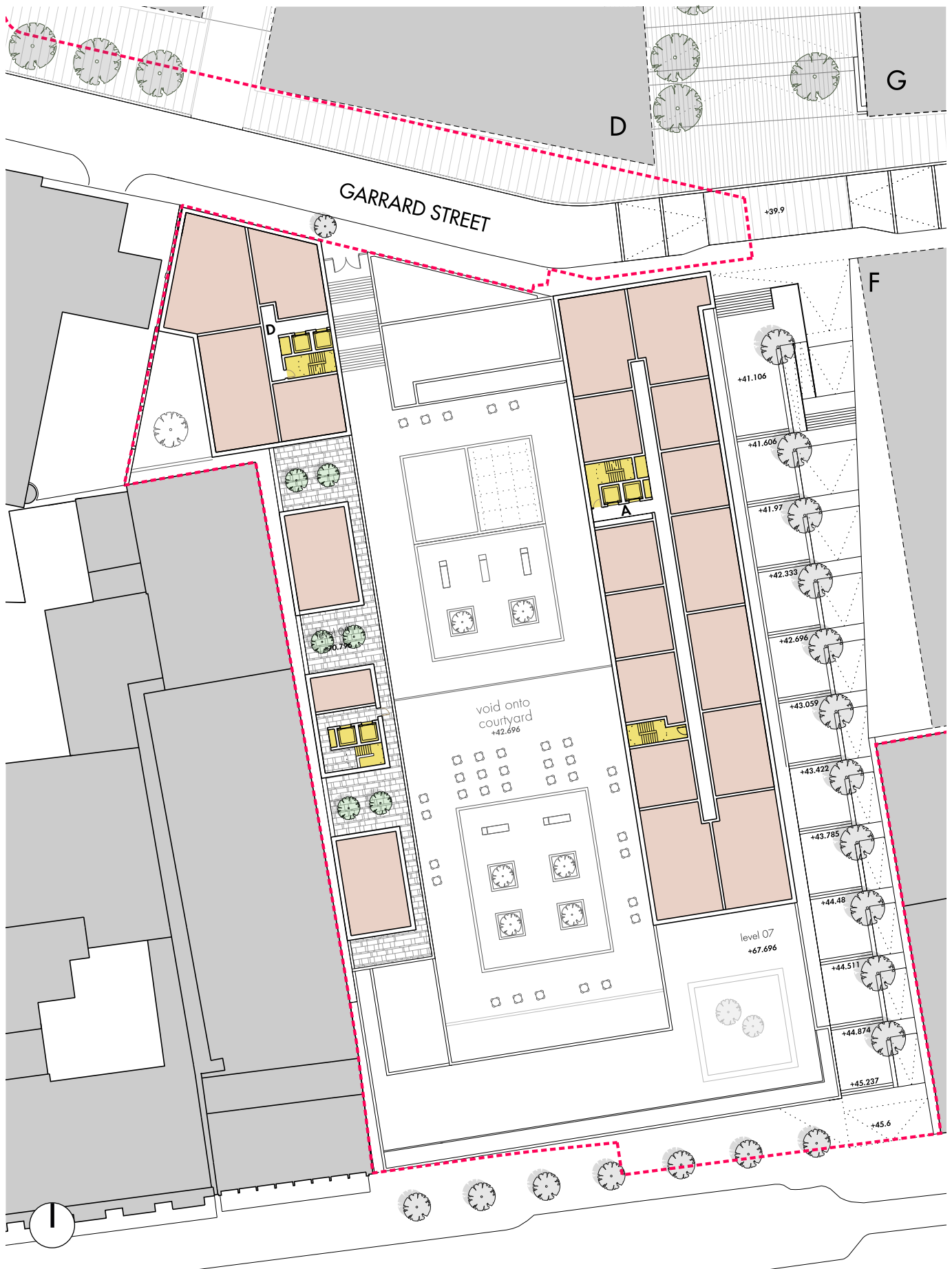


Illustrative seventh floor plan

Seventh floor

At this floor the form of the building sets back to produce one of a number of communal roof terraces with a combination of hard and soft landscape that is accessible by stair or lift from one of the cores.

-  SDRL land ownership boundary
-  residential flat
-  residential core



Illustrative eighth floor plan

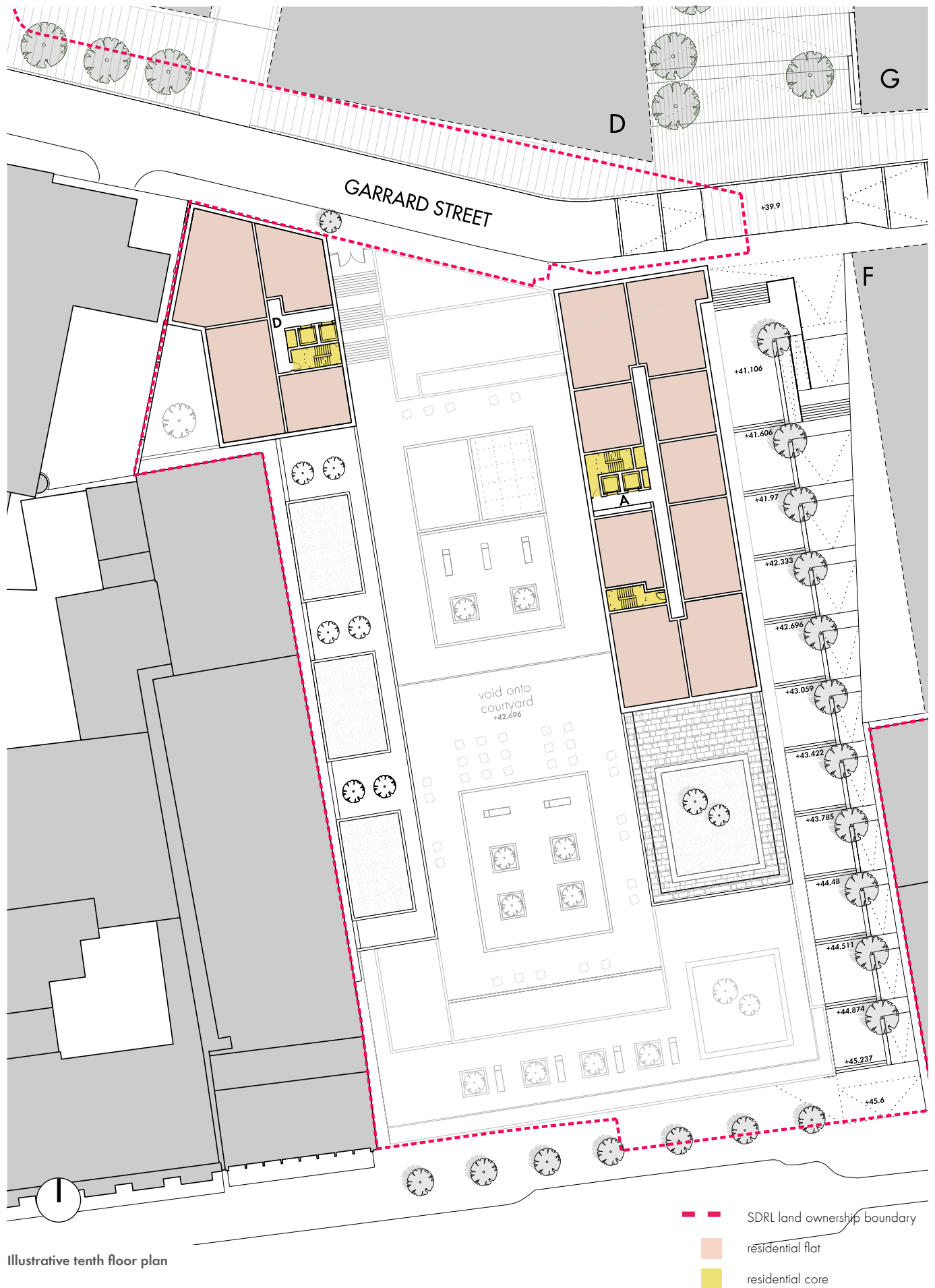
Upper floors

At the eighth and ninth floors terraces are introduced. At the eighth these are shown as private to the individual residential units to the west of the courtyard, at the ninth and at the roof to the tenth floor they are communal to the two floors in the eastern block.

-  SDRL land ownership boundary
-  residential flat
-  residential core



Illustrative ninth floor plan



Illustrative tenth floor plan