

An architectural rendering of a modern, multi-story building with a glass facade, featuring a large, open-air plaza in front. The plaza is paved with light-colored tiles and includes a circular area with several small fountains. People are depicted walking, sitting on benches, and interacting in the space. The building's interior is visible through the glass, showing various levels and rooms. The overall atmosphere is bright and modern.

# STATION HILL READING

192032/PHASE 2 STATION HILL  
PLANNING CONDITION HYB 16

MARCH 2024

**CALLISON|RTKL**  
A DESIGN CONSULTANCY OF ARCADIS

## **Planning Condition HYB 16**

No part of the Plot G building within Phase 2 shall be first occupied until a scheme to provide, maintain and manage an active frontage to the western façade of the ground floor and the southern façade of the lower ground floor of the Plot G building has been submitted to and approved in writing by the Local Planning Authority. The approved scheme shall be implemented prior to first occupation of the spaces within the building adjoining those facades and shall be maintained as approved at all times thereafter.

The following document sets out the applicant's approach to meeting the requirement of Condition HYP 16 by confirming the extent of active ground floor uses to all ground facing elevations at podium level and to Garrard Street at lower ground. It also sets out in detail the applicant's requirements of their tenants into delivering and maintaining high quality active frontages to the commercial units.

## Floor Plans



# Main Reception

## General

The main building reception is located off Station Hill Square, facing Reading Station, connecting through to a Garrard Street secondary side entrance. Both entrances will be accessible 24 hours a day with receptionists presence on the main ground floor.

This generous double height space provides an elegant contemporary setting with extensive lounge seating, touch-down tables, bar, and flexible events space for tenant use. Tenants may make full use of the reception amenities, including receiving and meeting guests, socializing, relaxation, access to food and beverage, and holding pre-agreed functions in the dedicated flexible space.

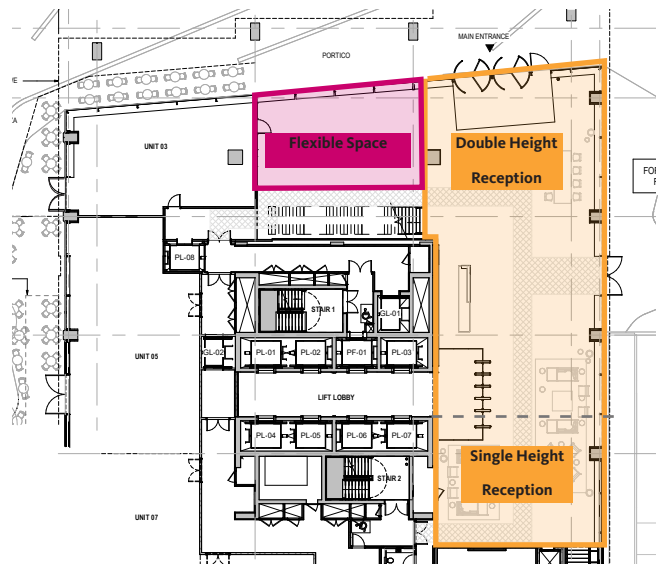
## Flexible Space

Subject to pre-agreement, Tenants may host a variety of temporary events in the flexible amenity space. Events may include displays, celebrations, presentations and talks, company events, and other suitable functions. Whist the flexible space is not used for specific events it will serve as a setaing and touch-down area.

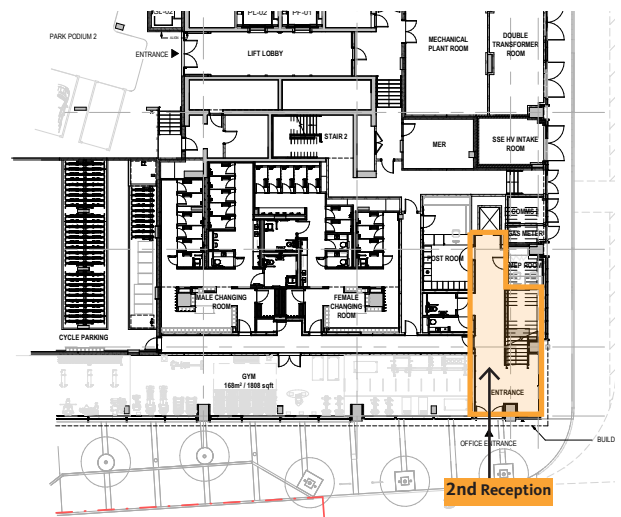
-  Flexible Amenity
-  Reception space



Main Entrance Perspective



Enlarged Ground Floor Plan



Enlarged LG Level Plan

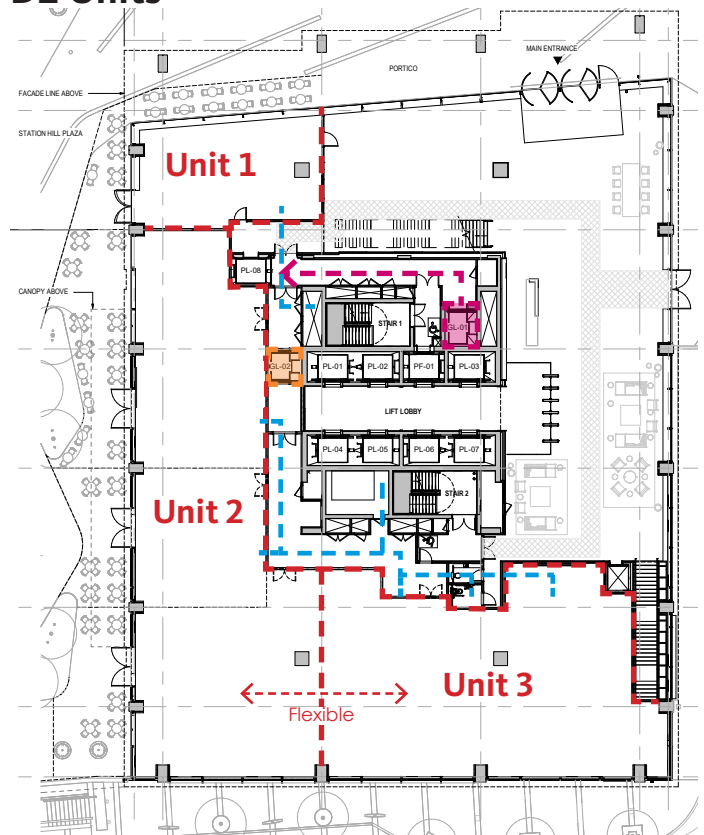
## Ground Floor Class A1-5,B1 and D1 and D2 Units

### Permissible uses

The outlined Ground Floor area can only be used for Class A1-5, B1 and D1-2 uses.

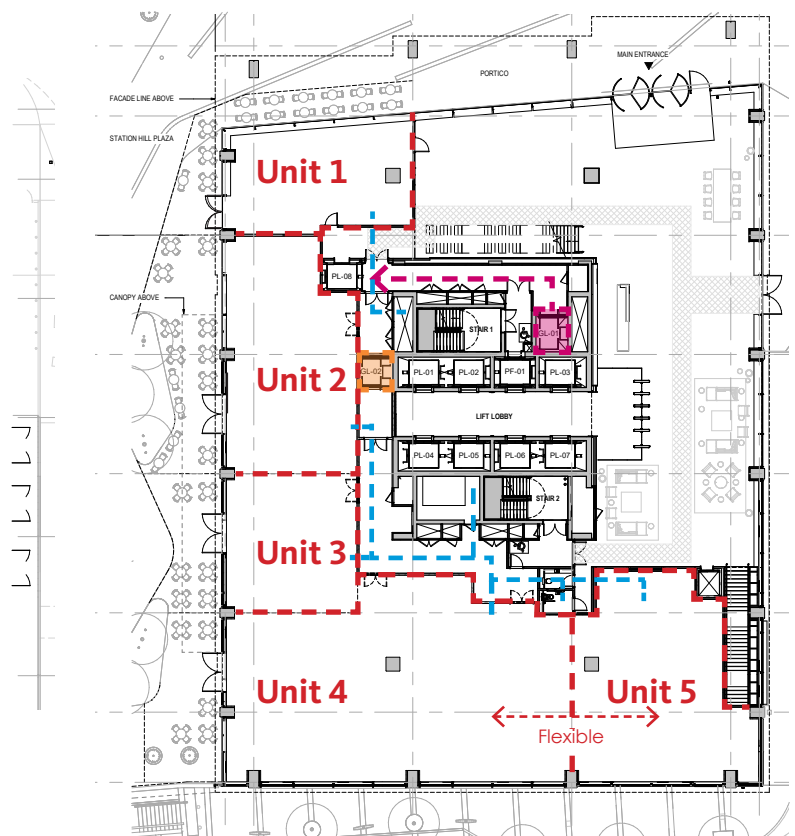
### Possible division

The area will divide in up to 5 units. A BoH corridor and Retail Goods Lift is provided to serve the retail tenants. All tenant storage should not be located on the facade, which would deactivate the facade and areas behind the glazing.

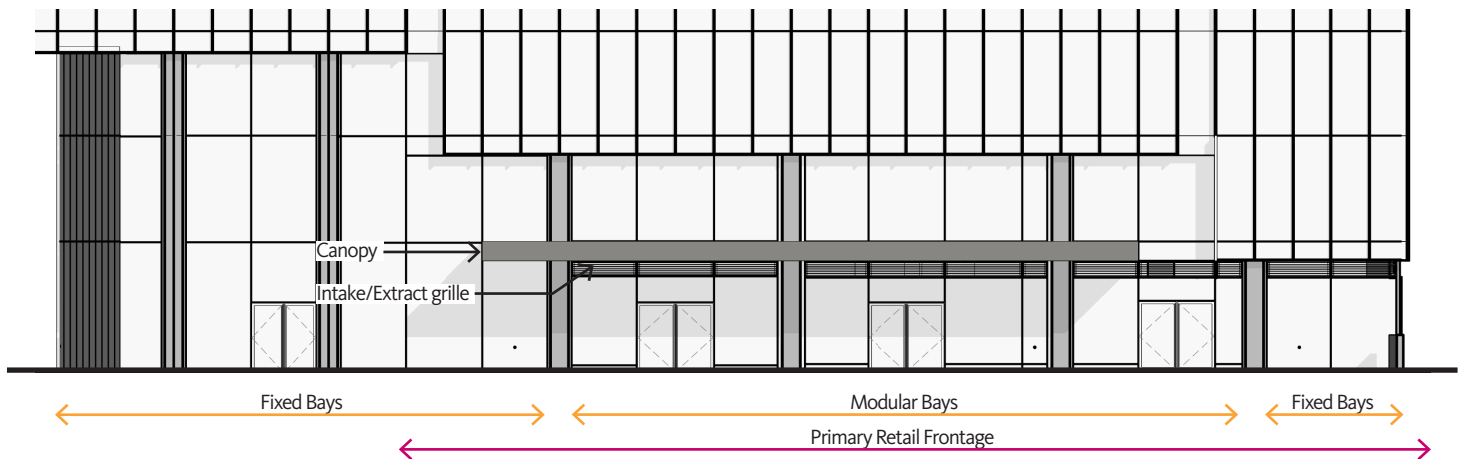


Indicative retail unit division - 3 units

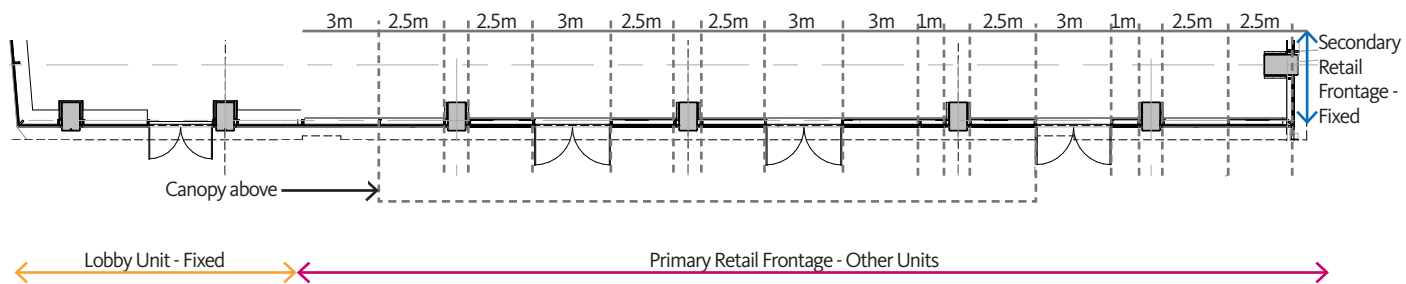
- Unit division
- Duct routes
- Current Retail Goods lift
- Retail Goods lift



Indicative retail unit division - 5 units

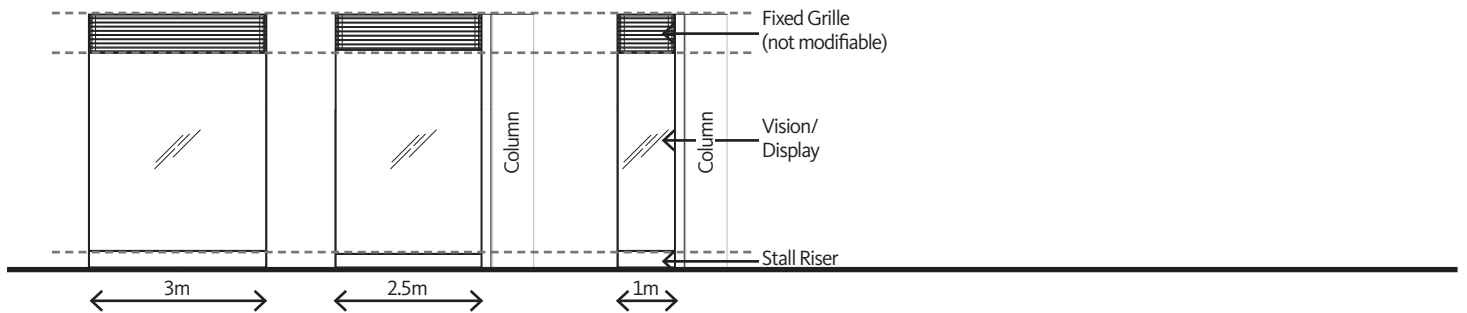


### West Facade Elevation- Zones/Bays



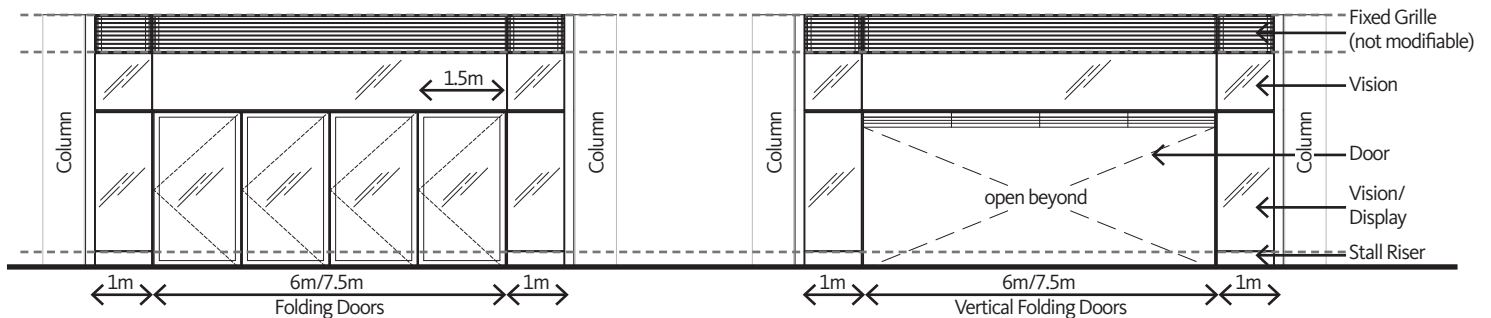
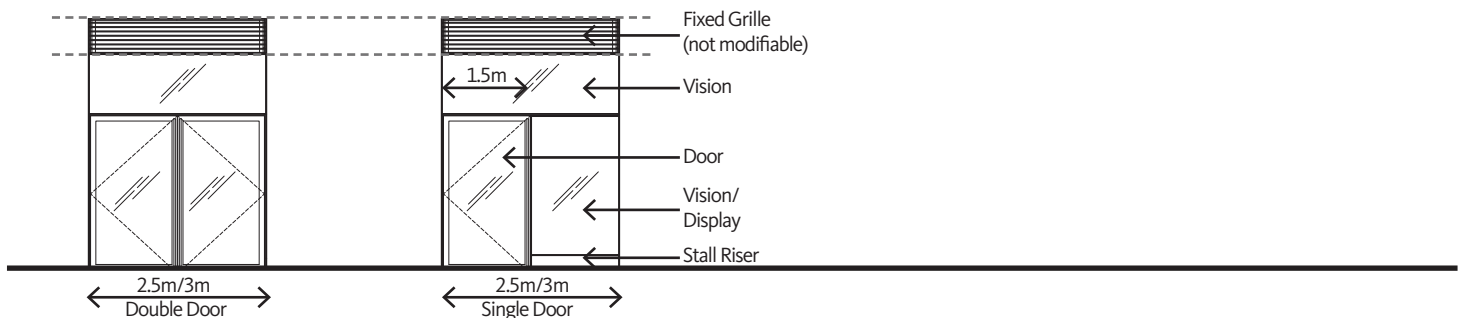
### West Facade Plan - Zones/Bays

Note: All dimensions are approximate and tenant to site verify dimensions.



### Facade 'Kit of Parts' - Panels (vision/display windows)

Note: All dimensions are approximate and tenant to site verify dimensions.

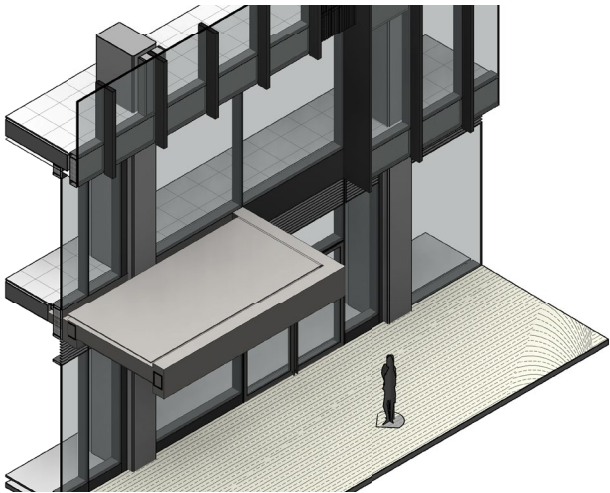


### Facade 'Kit of Parts' - Doors

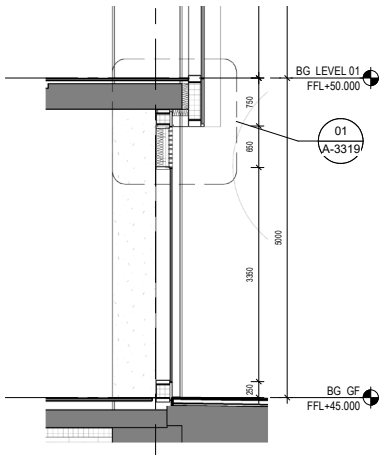
Note: All dimensions are approximate and tenant to site verify dimensions.

Activation Requirements

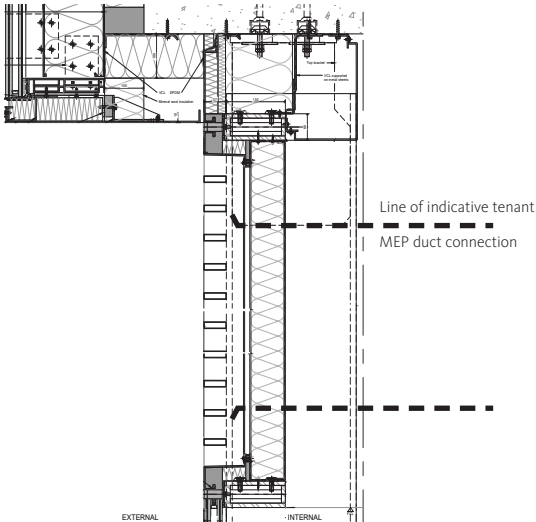
Display windows shall be activate with displays and or views through to the inside of the unit. They shall not be blanked-off.



Retail Facade AXO



Retail Facade section



Retail facade grille connection detail



Indicative Tenant Signage Zones (Top - West Facade and bottom - Garrard St. facade)

Indicative sign reference

## Signage and Graphics

Zoning for signage

- Stall risers
- Display windows
- Over-door signage panels / spandrels
- Blade/Flag signs
- Glass manifestation
- Any signage and graphics restrictions / guidelines

No signage on grilles, columns, canopy, etc. other than the areas outlined below. All materials, colours, extents of signage to be landlord approved.

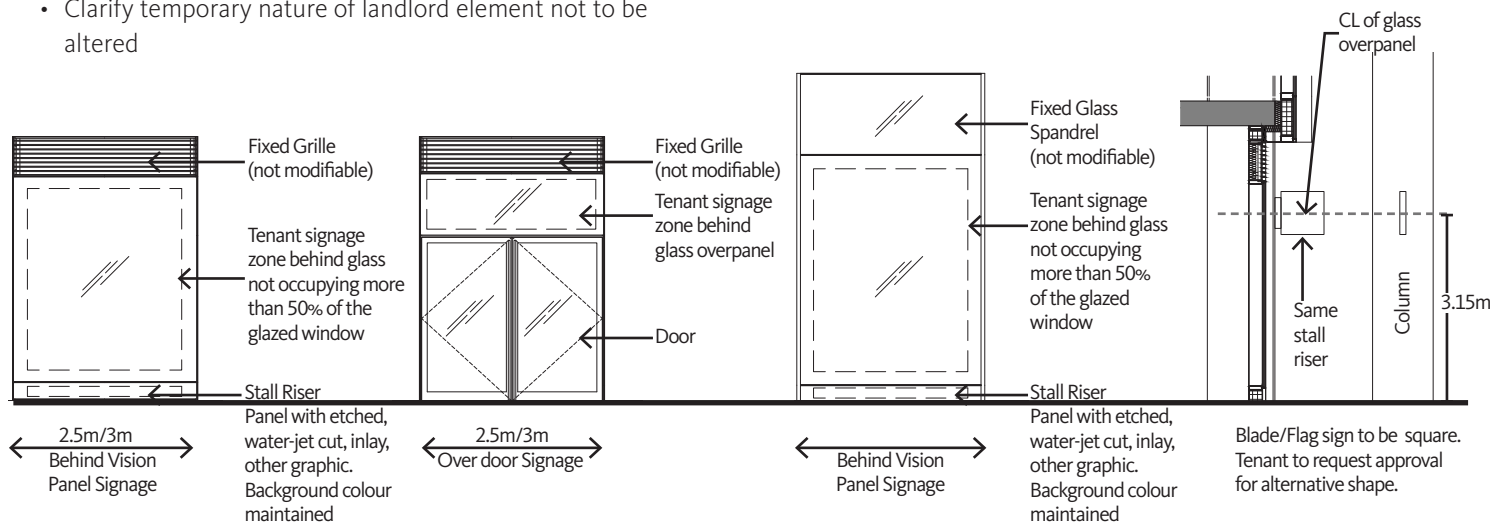
Blade/Flag signs to be back lit, illuminated signage, with glass or powder coated aluminium sign to landlord approval.

## Canopy

- Clarify need as wind mitigator
- Clarify temporary nature of landlord element not to be altered



West Facade Perspective



## Indicative Tenant Signage Zone - 'Kit of Parts'

Note: All dimensions are approximate and tenant to site verify dimensions.



Example of Retail signage zones



# Feature Lighting

## Typical Retail Lighting Design Elements

### External Facade Signage

Illuminated signage is a very common method of advertising the store and the brand after dark. It can contribute to the tapestry of light, adding interest and definition to the overall vista.

The retail design concept proposes that all main store signage should be formed of individual brand lettering, similar to the adjacent images. This will be mounted to a feature metal surround, with a warm tone finish.

The use of halo back lighting to signage is recommended wherever possible. This is a discreet, subtle and elegant way to highlight brand logos and signage formed of individual letters, which is invisible during the day.

Other forms of signage lighting are permissible, such as homogeneous backlit signage, but the intensity of the light source must be in keeping with the surrounding environment, and not overpowering. It is recommended all signage is installed with dimming functionality, to allow the intensity of the output to be balanced with the surrounds.

Signage which is not internally or halo lit can be lit from other light sources. Any external fixture dedicated to signage lighting must ensure the light output falls only on the surfaces surrounding the signage, and does not create discomfort glare for any users of the space or occupants of neighbouring properties.

It is recommended that all signage is lit with a warm white colour temperature, which will sympathetically emphasise the materiality and texture of the feature metal surround. Signage utilising coloured lighting is strongly discouraged. Any request for colour temperatures outside of the warm white range, or coloured signage must be submitted to the Landlord for approval.

**Retail: Visual Merchandising and Window Displays** The following recommendations are made:

- Conceal lighting as much as possible from direct view, so as not to detract from the impression of the scene or the merchandise on display and minimise potential glare or discomfort to passing pedestrians or external viewers,
- Light should be optically controlled to focus on the display items, giving accent, contrast and emphasis to the merchandise.



**Examples of back lit lighting**

- Lighting solutions should be flexible enough to accommodate seasonal and promotional changes in the display design and format. Lighting track, with track mounted projectors, interchangeable optics and on board dimming potentiometers are ideal for this application, allowing the position, aiming, output intensity and beam distribution to be specifically tailored to each type of display,
- In general, warm white colour temperatures (2700 K – 3000 K) should be used. The use of coloured lighting is not encouraged, and any requirement for coloured lighting should be submitted to the Landlord for review and approval prior to implementation,
- Where items such as fine jewellery are displayed, there may be a requirement for cooler colour temperatures within very selected displays, such as vitrines or glass display cases. The use of other colour temperatures should be limited to the specific area of display and is subject to prior approval from the Landlord
- Spill lighting outside of the window displays should be minimised as much as possible. No light sources should be directed outwardly, unless for specific decorative use where direct view of a light source, or back lighting to an outward facing surface is used. Direct view luminaires and backlit surfaces should be used very selectively, and only where the lighting can be dimmed to a suitable level so not to overpower other lighting elements,
- The over-lighting of display windows is discouraged, and the light intensity of a display should not become detrimental to the overall lit effect of the development and surrounding landscape areas.