

Example stakeholder briefing

ROYAL
ELM
PARK

BRIEFING: Reserved Matters
Application Phase 5 (Block 6)

August 2025



Image courtesy of Realm Communication ©2025

The next step for Royal Elm Park

Following the successful application for a mixed residential and commercial development at Royal Elm Park, reserved matters approval is now being sought for the access, appearance, landscaping, layout, and scale details linked to Phase 5 of the Hybrid Planning Permission.

Phase 5 comprises a high-quality residential development, designed to integrate seamlessly with the wider masterplan. It includes:

- A cluster of townhouses and two apartment buildings arranged into a courtyard block with undercroft car park and podium garden.
- A mix of 1-, 2-, and 4-bedroom apartments aligned to the existing planning permission.
- 82 parking spaces, supporting residents, visitors, and a shared club car scheme.
- Shared landscaped amenity spaces and pedestrian-friendly access routes.



Design:

- Contemporary design featuring generous balconies, podium gardens, and accessible layouts.
- Building heights between 3-8 storeys in keeping with the original planning consent.
- Strong environmental performance, delivering on the agreed planning permission.

Homes Delivered:

This application will deliver **84 new homes**, designed with families, professionals and key workers in mind.

Overall, the Royal Elm Park development will deliver up to 618 new homes for Reading.

Overview of the Royal Elm Park Development

Royal Elm Park is a landmark mixed-use regeneration scheme adjacent to the Select Car Leasing Stadium.

It will deliver significant housing, economic, and community benefits to Reading. The Hybrid Planning Permission, granted in 2018, sets the foundation for the phased delivery of this comprehensive masterplan, which includes:

- Up to 618 new homes, offering a broad mix of housing types and tenures.
- A range of commercial, business, service and leisure uses.
- A 246-room hotel and up to 102 serviced apartments.
- Flexible space for either office uses or a combination of office and local community space.
- Public open space, including public square and public park.
- Multi-storey parking for 616 vehicles, with dedicated conference provision.



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Frequently Asked Questions (FAQs)

When will this Reserved Matters Application be submitted?

We are intending to submit in late 2025. At present, our target is for early November.

What are the next phases of the masterplan and when will they be brought forward?

If we get reserved matters approval for this phase, we will immediately start working to bring forward applications for the remaining phases of the masterplan.

I'm worried about increased traffic levels, what assessment have you made of the likely impact?

The transport effects were studied and were submitted as part of the hybrid planning application which has been consented. The proposals include a new public transport hub for day to day use as well as enhancing public transport provision on match days.

What contribution is the developer making to affordable housing?

A Section 106 Agreement has been negotiated with Reading Borough Council, this includes a provision of affordable homes across the Royal Elm Park site.

Is there provision for local services such as schools or healthcare?

Yes. Contributions towards local infrastructure will be secured via the Community Infrastructure Levy (CIL). Over £6m in contributions is secured against the detailed part of the Hybrid Planning Permission.

How are you working with Reading Football Club and their supporters to accommodate their needs?

When outline planning consent was being sought in 2015, we held multiple meetings with representatives from Reading Football Club (RFC) and its supporters network Supporters Trust at Reading (STAR). For Phase 5, we will send STAR a briefing and invite them to the VIP reception at the Public Exhibition on the 2nd October 2025.

During the original planning application, we successfully worked with RFC and STAR to address the following issues:

Garden of Remembrance: RFC's Garden of Remembrance will be retained and enhanced as part of a new landscaped park within the scheme.

Matchday traffic: Events at Royal Elm Park will have free local public transport to site for events included in the entry fee. There will be additional shuttle buses to Reading Town Centre as well as additional local matchday services. The development will also create a new high-capacity bus interchange on site to allow simultaneously boarding of shuttle buses to Reading Town Centre and local services. Additional areas for away supporter and regional coaches will also be provided. There will be separate areas and access routes for car parking and taxi facilities, up to 500 cycle parking spaces and a new pedestrian access for those using Green Park Rail Station.

Stadium capacity expansion: The development has been designed to be compatible with future stadium expansion, with supporting technical assessments already undertaken.

Accessible parking: There will be good provision of accessible parking onsite, in line with Reading Borough Council Standards.

Invitation to the Exhibition for local leaders

ROYAL ELM PARK PLANNING EXHIBITION

VIP RECEPTION

RFC Prop Co is delighted to invite you to a VIP Reception, launching the public exhibition for the next phase of the Royal Elm Park development.

2 October, 2025 | 12.30 PM - 1.30PM
Directors Suite | Select Car Leasing Stadium

A light buffet lunch will be served

RSVP: HELLO@ROYALELMPARK.CO.UK



Press Notice for the Public Exhibition



Press Release

Royal Elm Park’s Next Phase: Public Invited to View New Housing Plans

Public Exhibition: 2nd October 2025 | 2pm–6pm | Select Car Leasing Stadium

Reading residents are invited to attend a public exhibition to learn more about the next phase of the Royal Elm Park development. The event will be held at the Select Car Leasing Stadium on the 2nd October from 2pm to 6pm.

The exhibition will showcase the reserved-matters proposal for Block 6, the first stage of new residential housing, within the wider redevelopment project. Attendees will have the opportunity to view the plans, speak directly with the project team, and provide feedback ahead of the formal planning submission in November.

Much-Needed Homes for Reading

Hybrid Planning Permission was granted for the site in 2018, following comprehensive consultation and assessment. This application includes a high-quality mix of 84 apartments and townhouses set within landscaped surroundings and attractive green spaces. This proposal forms part of a wider commitment to deliver up to 618 new homes at Royal Elm Park, helping to meet the urgent need for housing in Reading.

Part of a Major Redevelopment Vision

Royal Elm Park is a transformative development surrounding the Select Car Leasing Stadium. It will deliver a new community with homes, green space, and a vibrant mix of business, leisure, hospitality, and public uses – all brought forward in phases as part of a long-term plan.

The scheme is designed to support economic growth, improve local amenities, and create new opportunities for residents, football supporters, and visitors.

Improving Local Transport Connections

Events at Royal Elm Park will have free local public transport to site for events included in the entry fee. There will be additional shuttle buses to Reading Town Centre and a new high-capacity bus interchange on site. There will be separate areas and access routes for car parking and taxi facilities, up to 500 cycle parking spaces and a new pedestrian access for those using Green Park Rail Station.

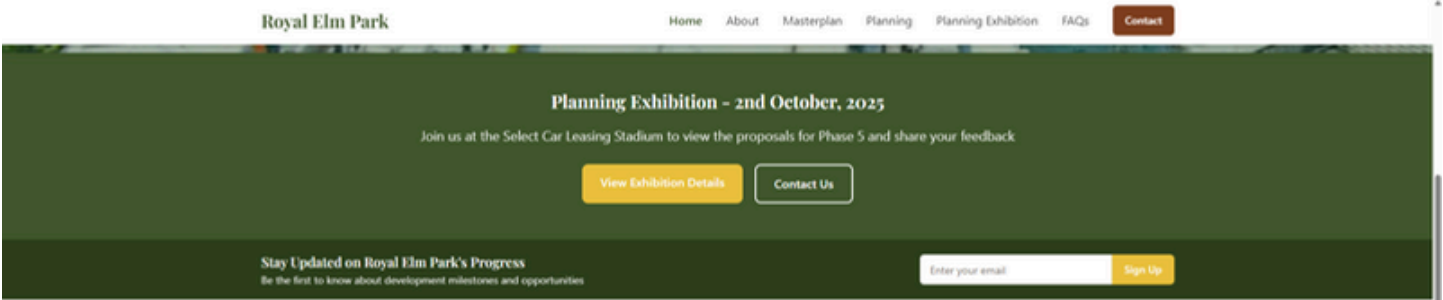
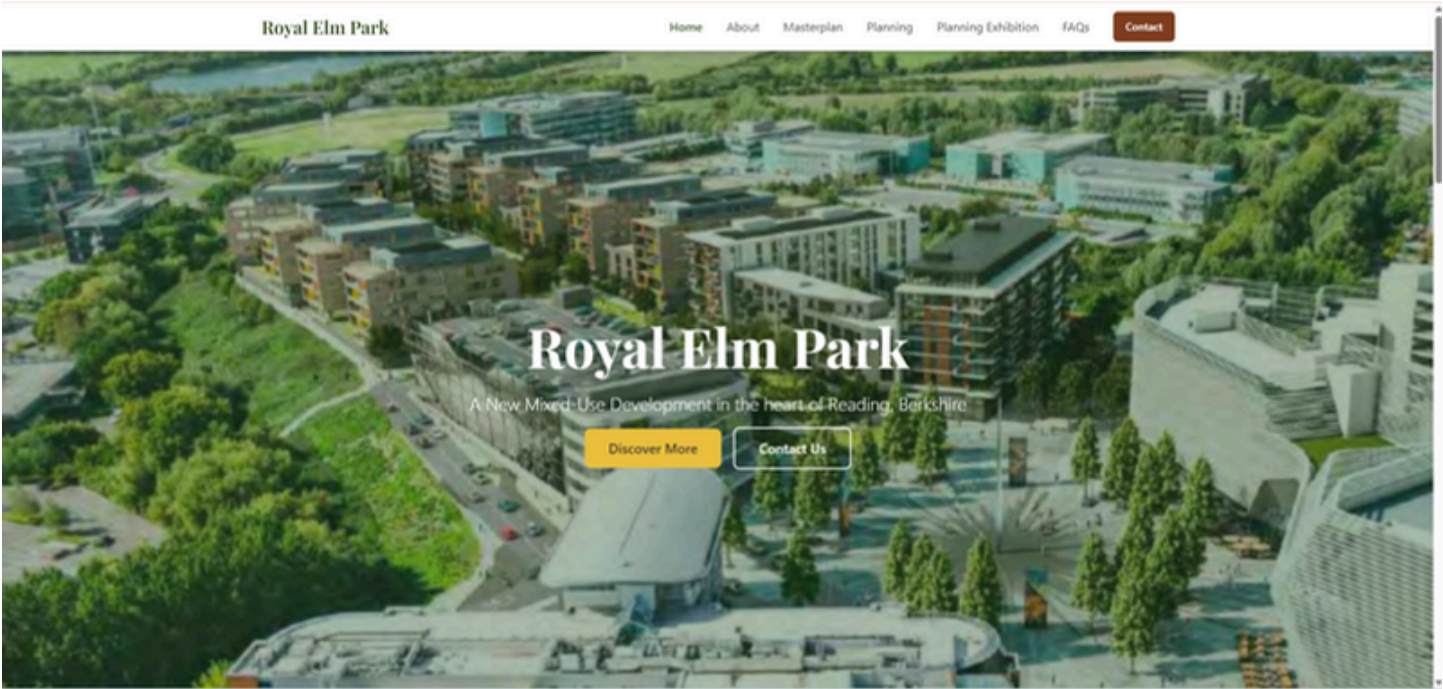
Reading Football Club’s Garden of Remembrance, an important and valued space, will remain in its current location and will benefit from future enhancements guided by families and supporters.

Join the Conversation

Residents are encouraged to attend the exhibition, learn more about the proposals, and share their views. A virtual exhibition and digital feedback form will also be available via the project website: www.royalelmpark.co.uk

ENDS

For media enquiries, please contact:
Owen Edwards
07780022062
hello@royalelmpark.co.uk



A Landmark Development

Royal Elm Park represents a transformative mixed-use development next to the Select Car Leasing Stadium, bringing new homes, green spaces, and community facilities to the area. Phase 5 is now progressing with reserved matters approval for 84 new homes.

 Up to 618 new homes Broad mix of housing types and tenures.	 Multi-storey parking for 616 vehicles	 A 246-room hotel Plus up to 102 serviced apartments.
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Transforming Reading's Future

Spanning 15.47 hectares of brownfield land, Royal Elm Park is a landmark mixed-use development adjacent to the Select Car Leasing Stadium.

It will deliver significant housing, economic, and community benefits to Reading.

With planning consent secured and development phases carefully planned, this landmark project will create a new standard for integrated living and business environments in the heart of Berkshire.



Why Royal Elm Park

Discover what makes this development truly exceptional



Why Royal Elm Park

Discover what makes this development truly exceptional



Mixed-Use Development

Combining residential, commercial, and hospitality spaces in one landmark location.



Community Focus

Creating a vibrant community with shared spaces and world-class amenities.



Prime Location

Strategically positioned between Reading Town Centre and the M4 corridor.



Phased Development

Carefully planned phases ensuring quality delivery and community integration.

Ready to Learn More?

Explore our masterplan, discover world-class amenities, and find out how Royal Elm Park can be part of your future.

Online Exhibition Feedback Form (paper and large print versions were also available at the exhibition)

Please give us your feedback ×

Please fill out your details to validate your comments

Name *	Address
Enter your name	Your address
Postcode	Email *
RG2 0FL	your@email.com
Phone number (optional)	
Phone number	

How would you rate the overall development plans?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

1 = Poor, 5 = Excellent

Do you have any comments about the overall development plans?

On a scale of 1-5, 1 being the lowest, 5 being the highest, how would you rate the design and appearance of the Royal Elm Park development?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Is there anything you would like to add to your score?

On a scale of 1-5, how would you rate the access and transport connectivity?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Is there anything you would like to add to your score?

Additional comments...

On a scale of 1-5, how would you rate the landscaping and green spaces?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Is there anything you would like to add to your score?

Additional comments...

On a scale of 1-5, how would you rate the layout and scale of the development?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Is there anything you would like to add to your score?

Additional comments...

General Questions

What do you think are the main benefits of this development?

Share your thoughts on the main benefits...

Do you have any other comments or suggestions?

Any other thoughts or suggestions...

Cancel

Submit Feedback

Appendix B

Designs for the Public Exhibition



Discover the phases of Royal Elm Park



Key

	Detailed and outline application boundaries		Phase 4 - Royal Elm Square & Royal Elm Gardens (Phase 1)
	Phase 1 - Multi-Storey car park		Phase 4a - Access to Green Park
	Phase 2 - Access roads and Transport Interchange		Phase 5 - Residential and Royal Elm Gardens (Phase 2)
	Phase 3 - Mixed-use commercial; Exhibition Centre, retail, sports & recreation, hotel, serviced apartments and car park		Phase 6 - Residential and Royal Elm Gardens (Phase 3)
	Phase 3a - Block 7		Phase 7 - Residential

Developing Phase 5 of the Masterplan



Royal Elm Park's masterplan creates a landmark destination for Reading.

Initial permission was granted in 2018. This proposal is a Reserved Matters application for the access, appearance, landscaping, scale and layout of Phase 5, the first stage of residential development in the outline part of the scheme.

Phase 5



The masterplan incorporates sustainable design principles with modern architectural excellence.



The layout maximizes connectivity while maintaining distinct zones for residential, commercial, and hospitality use.



It creates spaces that enhance both the natural environment and urban landscape.



Spotlight on Phase 5 (Block 6)

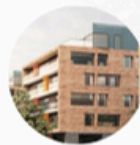


The Reserved Matters application includes provision for:

- 84 new homes consisting of a mix of townhouses and apartments
- The first part of Royal Elm Gardens
- Residential courtyards
- A landscaped edge
- Connections into the wider scheme
- On-street and undercroft parking provision



Understanding reserved matters



This type of planning application sets-out the outstanding details that were not part of the original hybrid permission.

This includes access, appearance, landscaping, layout and scale.



Appearance, Layout and Scale



The residential development has been designed to balance functionality with aesthetic appeal. The materials chosen are both attractive and durable.

- Contemporary design featuring balconies, podium gardens, and accessible layouts.
- Building heights between 3-8 storeys in keeping with the original planning consent.
- Strong environmental performance, delivering on the agreed planning permission.
- The primary material will be brick (a robust high quality, durable material which is easy to maintain).
- The colour palette consists of earth tones that complement the broader colours of the masterplan, while also establishing a distinct identity for this area.
- Brick will also be used across the wider Royal Elm Park, leading to a cohesive and unified design.

Access



The proposals will provide:

- Pedestrian access to the existing pedestrian/cycle ramp and steps to Green Park, Green Park Rail Station & A33 bus services
- Link to the planned on-site transport hub
- Dedicated residents cycle stores with space for 92 bicycles
- Visitor cycle parking
- 82 parking spaces including accessible bays & 2 Car Club bays
- EV charging for all cars

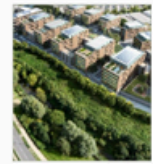
Key

1. Courtyard entrance from eastern block
2. Courtyard entrance from western block
3. Private entrances from south east townhouses

Landscaping

The Block 6 design has 3-character areas.

- **Royal Elm Gardens** is a unique, high-quality park that prioritises views around the site. Blending sustainable urban drainage features with natural play, the park offers an experience that changes across the seasons.
- **The Residential Courtyard** offers a peaceful and secure space that blends privacy with community. The large format outdoor board games, and tranquil shade are designed to encourage play, urban foraging and relaxed enjoyment.
- **The Mews Street** provides important visual links and physical connections between Royal Elm Gardens and wider south Reading. The street prioritises comfortable pedestrian and vehicle movement and features lush rain garden planting.



Feedback and next steps

Scan the QR code or complete a feedback form to give us your views on the plans.



- 1 Oct 2025 Finalise reserved matters proposals
- 2 Nov 2025 Submit application to Reading Borough Council