

7. Proposed Scheme

7.1 Masterplan

The proposed scheme brings forward a critical piece of the Station Hill framework, reinforcing the strategic connection between Reading Station, Friar Street and the wider town centre. The arrangement of Plots AB and D is structured to define and activate a generous podium-level public realm, conceived as a continuous civic landscape that supports movement, social interaction and legibility across the site. Built form, massing and active frontages are carefully orchestrated to frame key routes and spaces, including Station Hill Gardens and Garrard Street, ensuring strong permeability, clear wayfinding and a coherent townscape that responds to both local street conditions and longer-distance views.

The podium operates as the social and spatial heart of the scheme, integrating public routes, community infrastructure and mixed-use activation in line with the wider masterplan and Section 106 objectives. A layered approach to access separates servicing and residential functions from public movement, while step-free connections stitch together street, podium and plaza levels to create an inclusive and accessible environment. Collectively, the scheme balances density with openness, using landscape, active uses and carefully defined building edges to deliver a robust, legible and adaptable piece of city-making that reinforces Station Hill as a connected, mixed-use urban district.



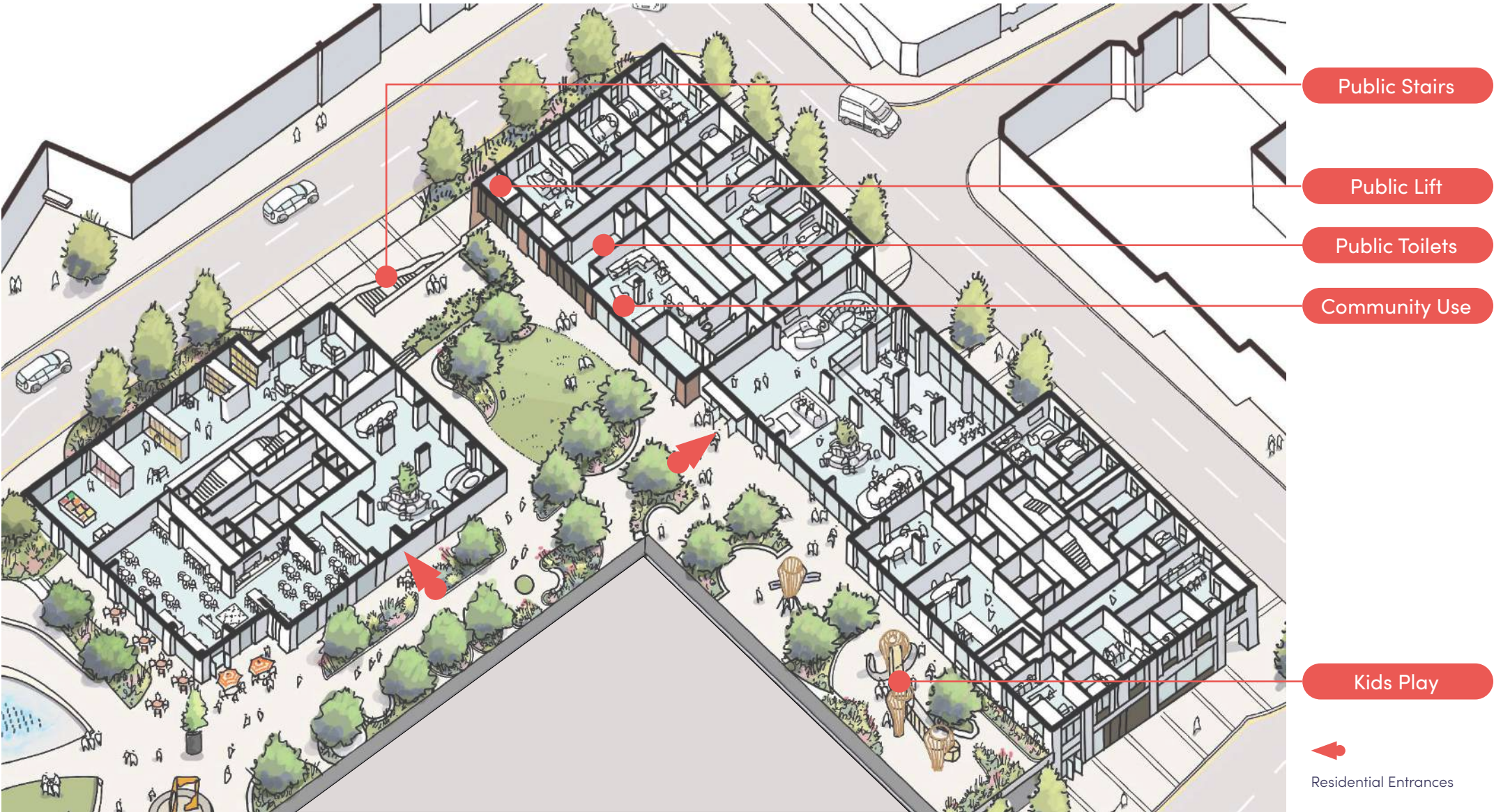
7.2 Podium Layout

7.2.1 Podium Access and Uses

At podium level, the integration of public lifts, community use space and public toilets is framed as a cohesive response to the Section 106 obligations, ensuring these requirements are delivered as a positive and legible part of the public realm rather than standalone provisions. The public lifts are located on key pedestrian desire lines, providing step-free access between street, podium and plaza levels in accordance with inclusive access commitments secured through the S106, and reinforcing the podium as a genuinely public and permeable layer within the masterplan.

The community use space is positioned alongside these primary building entrances and movement routes to maximise visibility, accessibility and day-to-day usability, directly supporting the S106 objective of delivering meaningful community infrastructure within Station Hill.

The adjacent public toilets are discretely yet clearly integrated within this same podium zone, ensuring convenience for visitors while maintaining a high-quality architectural expression. Collectively, these S106 elements are composed as a unified civic cluster, strengthening the social function of the podium and embedding planning obligations into the placemaking and architectural logic of the scheme.



7.2.2 Street Level (Level P2)

Level P2 aligns with Greyfriars Road, Station Hill and Garrard Street and establishes the lower street condition of the development. The design maximises active frontage to create a vibrant and engaging streetscape that supports pedestrian movement and strengthens permeability across the site. This approach enhances the public realm and reinforces the arrival sequence into Station Hill.

Compliance with the Building Safety Act has required clear separation between podium and lower floors for Plots A/B and D. This requirement has shaped the plan arrangement, since significant plant and services must be accommodated at the lower levels. Plots A/B and D have been developed independently, with each plot incorporating its own plant, circulation, refuse, parking and cycle storage. This ensures phased delivery can be achieved while allowing independent Building Safety case and submissions to the Building Safety Regulator for Gateways 2 and 3.

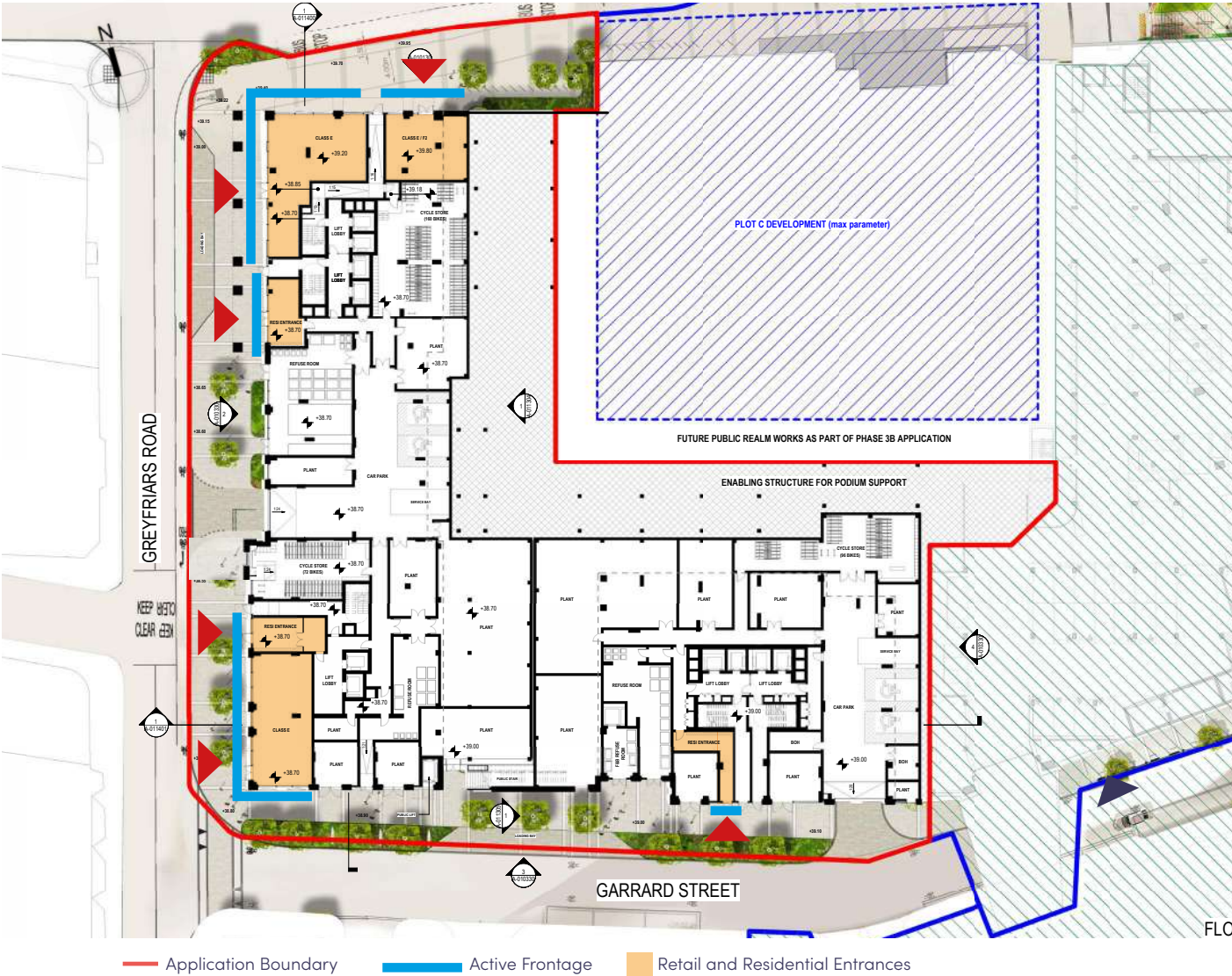
Parking provision has been minimised in line with the sustainability strategy, while cycle storage has been integrated efficiently within the available footprint. A waste management approach has been developed to meet Reading Borough Council requirements and to ensure safe and practical operation without affecting the quality of the public realm.

Fire safety and escape strategies have been prepared with Jensen Hughes, achieving compliance with BS 9991:2024 and providing clear evacuation routes and compartmentation principles.

Visualisations accompanying the plans illustrate the intended streetscape character and demonstrate how the design supports active frontage and pedestrian connectivity. Further technical detail related to the P2 and ground levels is provided in Section X of this report.



Street level retail units at Plot A



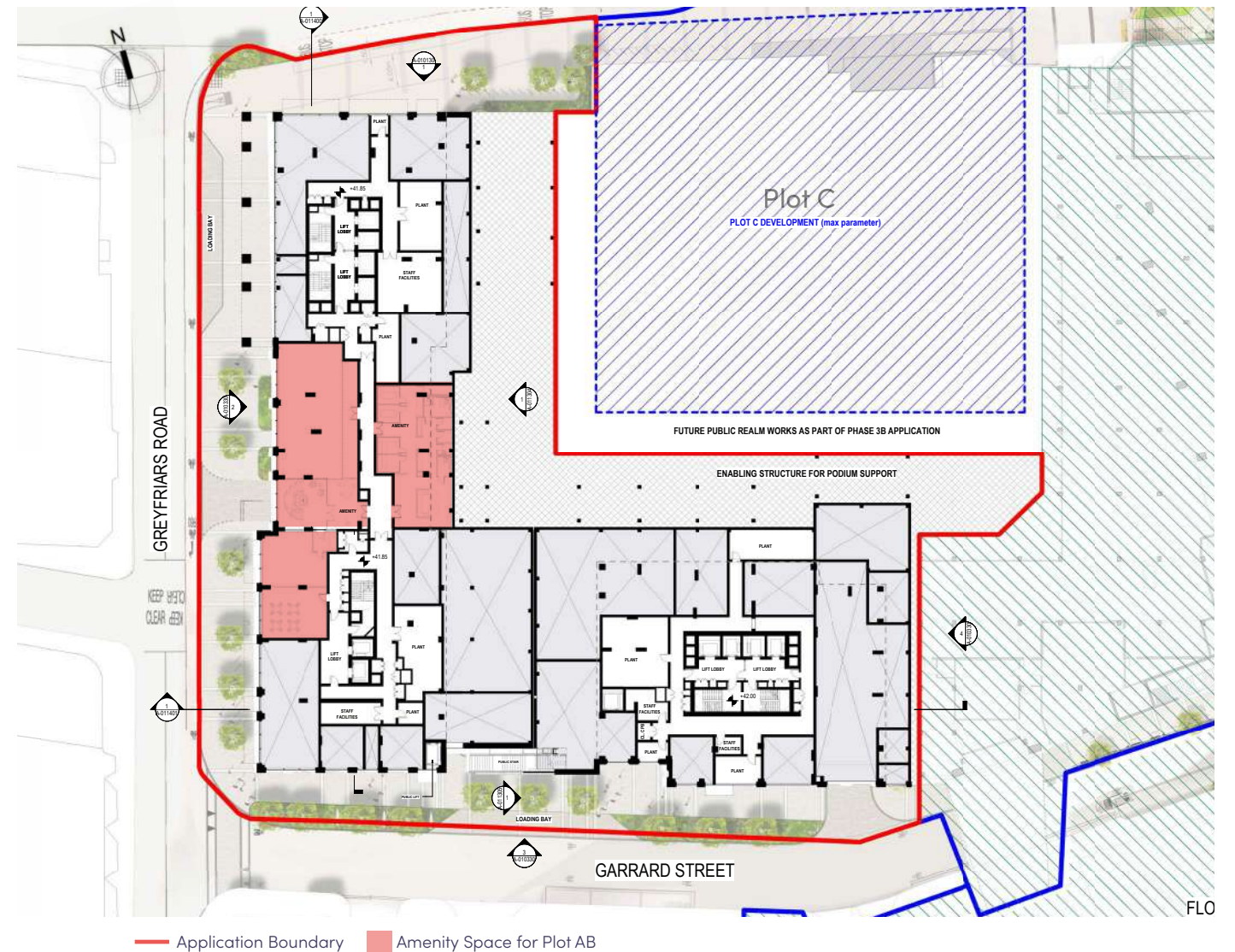
7.2.3 Mezzanine Level (Level P1)

A mezzanine level is positioned beneath the podium and street plane to respond to the increased servicing, plant and life-safety requirements arising from the updated regulatory context. The majority of this level accommodates double-height plant rooms, allowing a more efficient ground-floor footprint and reducing the extent of plant required at street level. This approach releases valuable frontage and podium area, maximising opportunities for active uses and resident amenity at ground and plaza levels in accordance with the approved parameters and Design Code.

Along Greyfriars Road, the strategy enables additional resident amenity spaces to be introduced at mezzanine level, cascading down from the podium above. The double-height volume establishes visual permeability between Station Hill Gardens at podium level and Greyfriars Road to the west, reinforcing connections across the site. This transparency animates the elevation, reveals internal activity and strengthens wayfinding through the masterplan, creating a clear focal point and destination within Phase 3 while maintaining an active and engaging street presence.



Plot AB Mezzanine Level Amenity



7.2.4 Podium Level (Level P0)

The new podium adjoins the recently completed Station Hill Square and forms a new plaza, Station Hill Gardens. The buildings are arranged around a central garden, with active frontages addressing the surrounding public realm. Only a very limited number of apartments are provided at this level, which minimises privacy and overlooking concerns and maintains a clear separation between public and private spaces.

The primary residential entrance to Plot AB addresses the podium level. A glazed lobby façade faces Station Hill Gardens and is positioned on the axis between Plot C and Plot D, creating a visible and welcoming arrival sequence from Station Hill Square. Along this frontage, operational spaces including the post and parcel room, staff and management offices and the leasing suite are provided, benefiting from natural light and adding animation to the edge of the gardens.

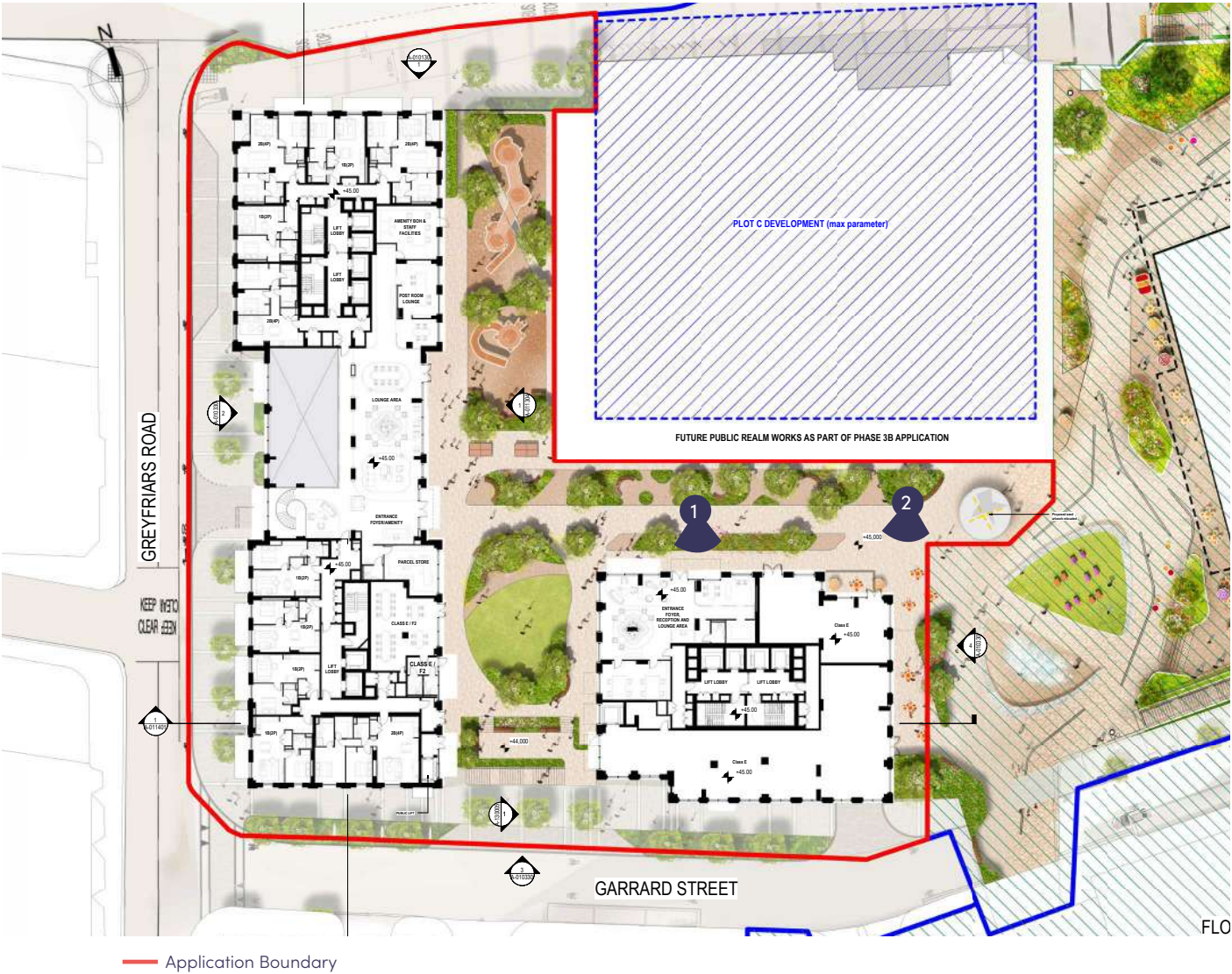
Within Plot D, the residential entrance is located on the north-west corner at podium level. This entrance incorporates the management and operational areas together with a residential lobby designed with a generous 4.5-metre ceiling height. The remaining podium frontage in Plot D accommodates one or two commercial units that open directly onto the podium garden and create active frontage along the key northern edge of the development.



1 Plot A/B Residential Entrance



1 Plot D Residential Entrance





7.3 Residential Layout

7.3.1 Residential Entrances & Access

Residential entrances are located at podium level and serve as the main access points for the development.

These entrances are positioned on key pedestrian routes and focal points within the wider Station Hill framework, ensuring they sit within clear sightlines and are easily legible from surrounding public spaces. Each entrance is framed by high-quality landscaping, integrated seating and coordinated lighting, creating a welcoming threshold that benefits from natural surveillance and reinforces a sense of arrival for residents while contributing positively to the public realm.

Secondary and service-only entrances are discreetly located at street level, carefully separated from the primary residential experience to maintain clarity of movement and hierarchy across the site. Their positioning supports efficient servicing and operational requirements without diluting active frontages or pedestrian amenity. This deliberate separation of access points allows the scheme to balance residential privacy with urban activation, ensuring that residential arrival is calm, visible and dignified, while the street level remains animated, functional and robust in masterplanning terms.



1 Podium entrance of Plot AB

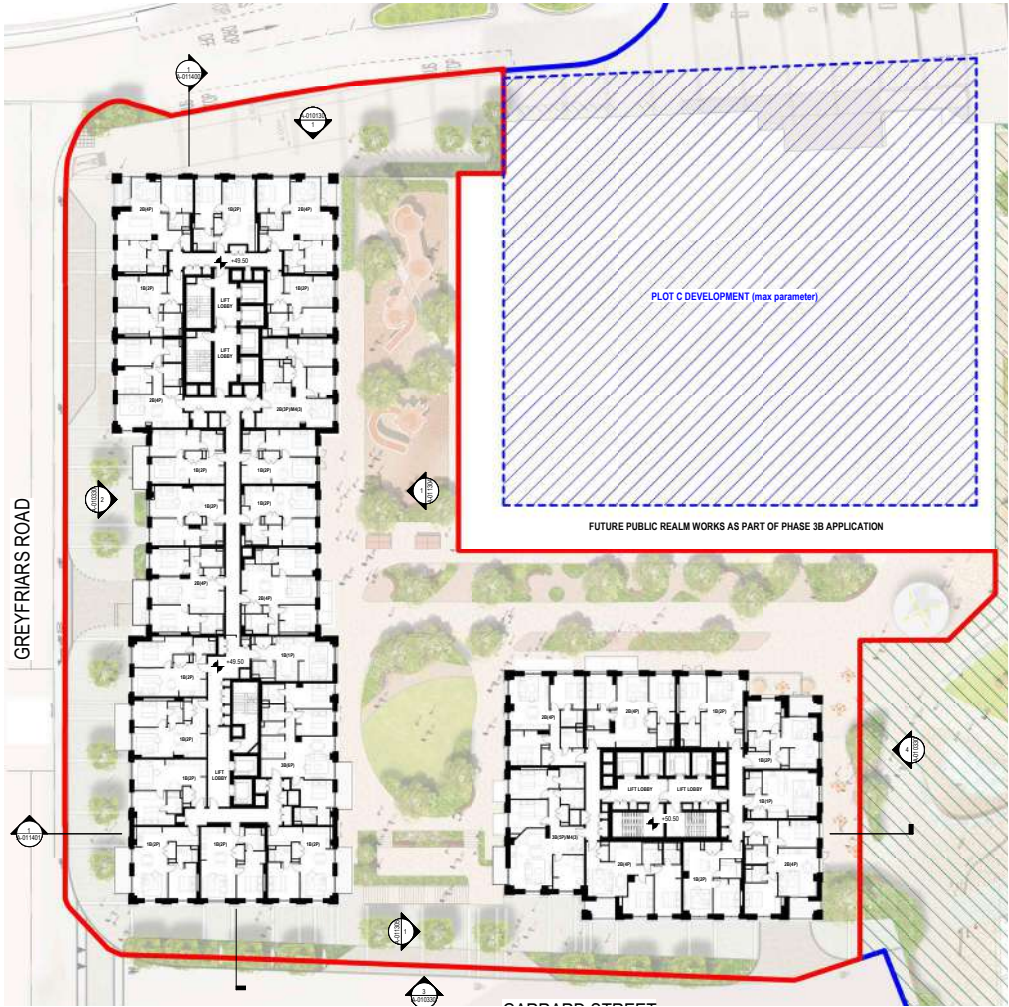
7.3.2 Residential Floor Layouts

The typical lower residential floors are arranged around efficient unit depths that optimise daylight, outlook, internal planning and net useable internal area. North facing single aspect units are minimised by applying a well considered massing approach to the scheme and arranging the building cores.

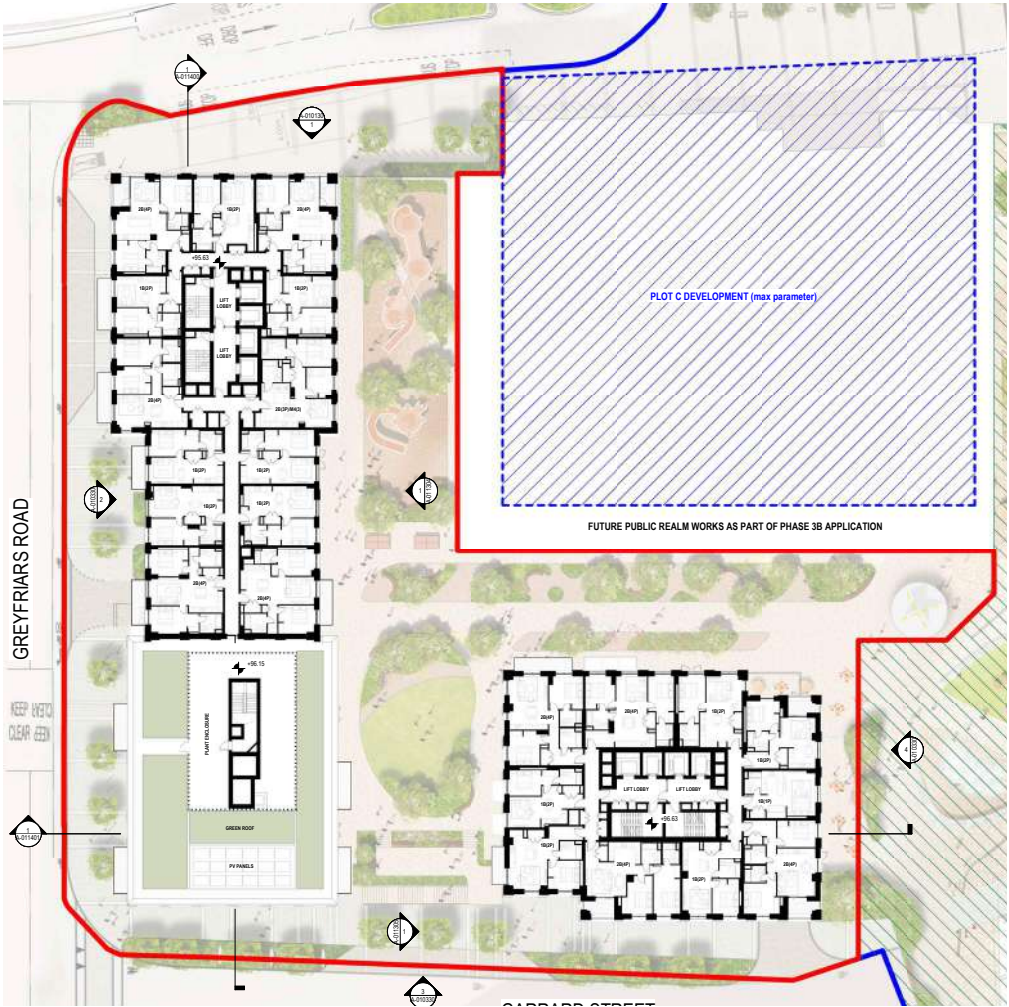
At Level 16, Plot AB steps back above Plot B to remain within the approved outline massing parameters. The unit arrangement at this level maintains the established layout logic in order to preserve the vertical continuity of risers, cores and structural elements through the building. This approach ensures that the quality of elements such as ceiling heights and interior spacial organisation is maintained.



Residential Floors (North Elevation – Plot A)



Typical Residential Floor (Lower)



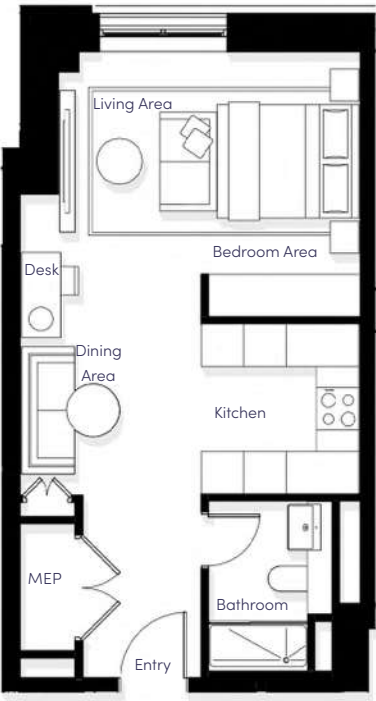
Typical Residential Floor (Mid)

7.3.3 Residential Unit Design

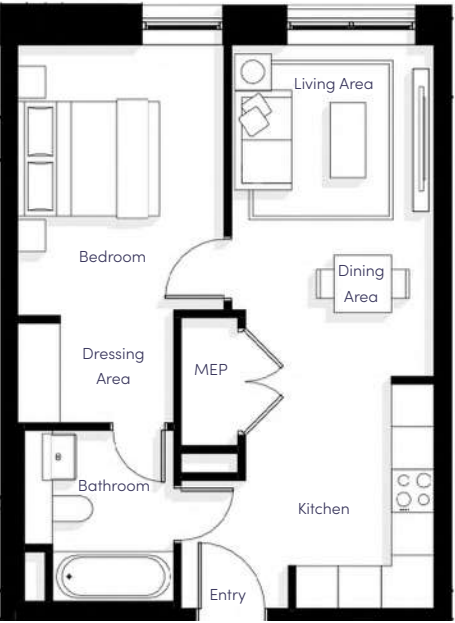
General Principles

The residential offer across Plots A, B and D has been carefully structured to deliver a broad and responsive housing mix that reflects both local need and the operational experience of earlier phases. The unit composition prioritises one-bedroom homes, supported by a strong proportion of two-bedroom apartments and a measured inclusion of three-bedroom units, ensuring the scheme appeals to a diverse demographic including young professionals, sharers, couples and downsizers.

A range of internal floor areas is provided within each typology, creating genuine choice and flexibility rather than a standardised product. Affordable homes will be fully integrated throughout the development in line with policy requirements, maintaining a consistent architectural expression and specification across all tenures.



1 Bed (1P) Apartment (Plot A)



1 Bed (2P) Apartment (Plot A)



2 Bed (4P) Apartment (Plot D)



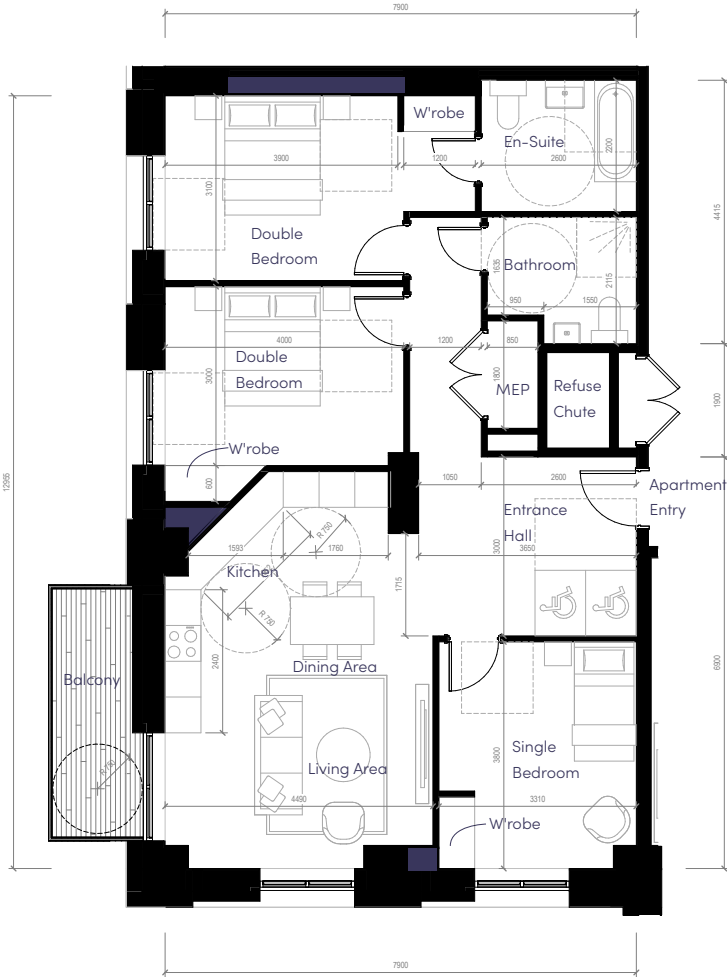
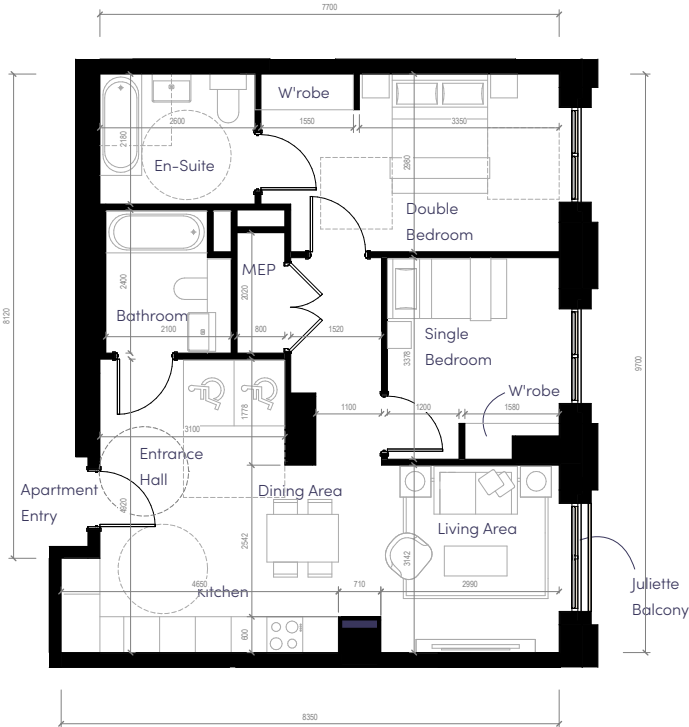
7.3.3 Residential Unit Design

Accessible Apartments - M4(3)

All proposed apartments meet Building Regulations 2015 Part M4 (2) in terms of layout and provision of an accessible bathroom. 5% of the total accommodation will meet Part M4(3) Category 3: Wheelchair adaptable dwellings (2) (a) in line with Reading Borough Council Local Plan Nov 2019 H5.

The selection of the M4(3) units were carefully identified at Stage 2 to optimise circulation and lift access and ensure sufficient adaptable layout space was provided within the apartment footprint. Entrance halls are spacious with all Master Bedrooms benefiting from a convenient En-Suite Bathroom.

In total, 30 units (5% of the 600 total) are aligned with Part M4(3) of the building regulations and are spread across both blocks (Plot A/B and Plot D) as indicated

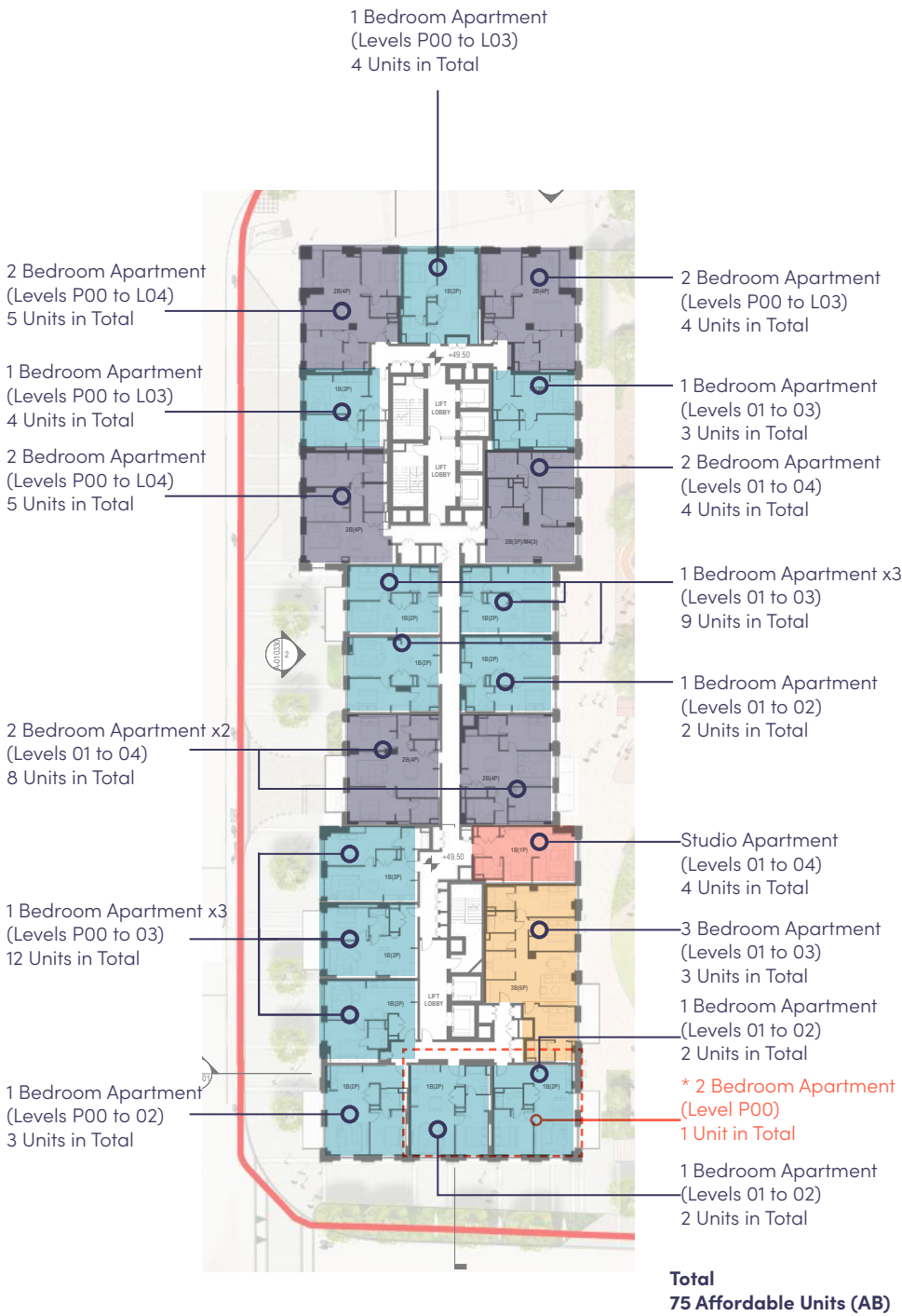


Affordable Apartments

As part of the approved outline consent, details of the residential numbers, mix, size of units and tenure (both for open market and affordable dwellings) in respect of proposed scheme are to be submitted with the Reserved Matters Application (RMA)

The proposed development incorporates a proportion of affordable homes (12.5%) integrated throughout the residential offer within Plot AB, providing a range of unit sizes from studios to three-bedroom apartments.

This mix ensures that the affordable provision reflects the wider tenure and typology of the scheme, supporting a balanced and inclusive residential community while maintaining the overall market appeal of the development. The approach delivers a diverse housing offer within the 600 homes proposed, responding to local housing need while ensuring high-quality accommodation consistent with the wider design and residential standards of the scheme.

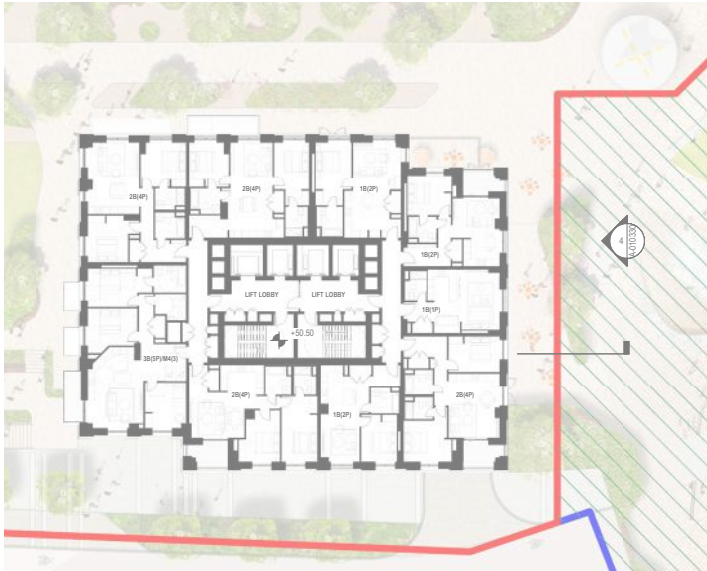


Colour Legend

- Studio
- 1 Bed Apartment
- 2 Bed Apartment
- 3 Bed Apartment

Unit Breakdown

Unit Type	Unit Quantity	Affordable Provision	Total Affordable Units
Studio	34		4
1 Bed	330		41
2 Bed	214		27
3 Bed	22		3
Total	600	12.5%	75



**Total
0 Affordable Units (D)**