



Station Hill Phase 3

Reserved Matters Application: Plot A/B and D

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1. Introduction

1.1 Development Executive Summary

1.1.1 Executive Summary

Station Hill is redefining the civic heart of Reading, delivering a landmark mixed-use quarter that brings together homes, workplaces, culture, public art and vibrant public life at the town’s principal gateway. Located immediately south of Reading Station, the masterplan establishes Reading’s new front door, transforming the arrival experience and reconnecting the station to Friar Street and the historic core through a landscape-led network of streets, gardens and civic spaces.

When complete, Station Hill will provide approximately **1,200 high-quality homes and up to 600,000 sq ft of Grade A office space**, alongside retail, leisure and over two acres of public realm. It will support more than **8,000 jobs**, anchoring long-term economic resilience while creating a neighbourhood where living, working and culture coexist within a coherent urban framework. The quality and impact of the masterplan have been recognised through multiple regional and national awards, including British Council for Offices regional and national awards for Best Commercial Workplace, Estates Gazette BTR Deal of the Year, Thames Valley Property Awards Regeneration Project of the Year and Berks Property Awards Project of the Year. These accolades reflect both commercial strength and placemaking ambition at the heart of the scheme.

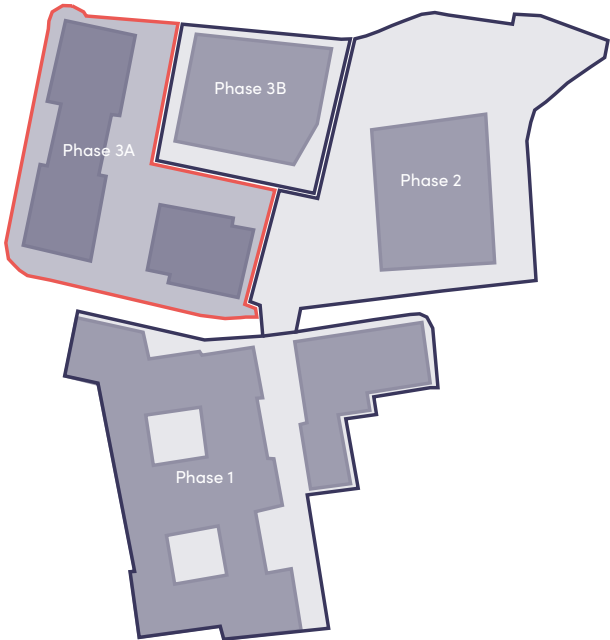
Station Hill is designed as an experience as much as a place. Landscape shapes movement and frames gathering. Public art provides identity and narrative. A connected sequence of gardens and squares hosts markets, performances and seasonal events, creating moments of celebration alongside the rhythms of everyday life. Residents, workers and visitors share the same civic stage, reinforcing openness, inclusivity and energy at the centre of the town.

The momentum is already established. Phase 1, Ebb & Flow, created a thriving residential community and was recognised by HomeViews as the best place to live in Reading. Phase 2 delivered ONE Station Hill, providing over 270,000 sq ft of workspace and setting a new benchmark for workplace quality in the region.

This Design and Access Statement accompanies a Reserved Matters application submitted on behalf of SH Reading Master LLP for Phase 3A of the Station Hill Masterplan (Plots A, B and D), pursuant to Outline

Planning Permission ref. 192032. Phase 3A delivers **600 high-quality homes**, including 75 affordable homes, alongside active ground-floor uses and a significant expansion of the public realm. At its centre is Station Hill Gardens, a new green civic heart that strengthens connections, supports cultural programming and completes the masterplan’s landscape framework.

Phase 3A secures the final spatial and experiential components of the approved masterplan, reinforcing Station Hill as a confident, inclusive and culturally vibrant neighbourhood that defines the next chapter of Reading’s evolution



1.1.2 Use & Purpose of this Document

Statement accompanies the Reserved Matters Application for Station Hill Phase 3A and should be read in conjunction with the submitted drawings, parameter plans and supporting technical documentation. It forms part of the comprehensive submission that advances the next stage of the Station Hill Masterplan and provides a clear account of how the approved vision is realised in detailed design.

The purpose of this Statement is to articulate the design development of Phase 3A and demonstrate how the proposals accord with Outline Planning Permission ref. 192032 and the approved Design Code. It explains the principles that have guided the evolution of the scheme and sets out how the development responds to its context, reinforces the spatial structure of the masterplan and contributes to the long-term quality and identity of Station Hill.

The document addresses the reserved matters of layout, scale, appearance, access and landscape. It describes how buildings, public realm and movement routes are carefully coordinated to complete the network of streets, gardens and civic spaces that define Station Hill as a connected live, work and play neighbourhood. Particular emphasis

is placed on the delivery of Station Hill Gardens, the strengthening of pedestrian permeability and the integration of public art and landscape as fundamental components of place. The principle of development has been established through the outline planning permission. This Statement focuses on how Phase 3A translates that approved framework into a coherent and high-quality built form, ensuring continuity with Ebb & Flow and ONE Station Hill while completing the final spatial and experiential components of the masterplan. Through this document, the design intent, placemaking ambition and long-term stewardship of Station Hill are clearly expressed and demonstrated.

1.2 Project Team

1.2.1 Client Team

Station Hill is delivered under a joint venture between Lincoln Property Company and MGT Investment Management. The joint venture brings together the combined resources of the two companies with extensive experience in investment in and delivery of projects of significance.

Lincoln Property Company

Founded in 1965, Lincoln Property Company is one of the most respected real estate developers, investors and managers in the US and Europe and has been noted as;

- The No.1 ranked developer in the US.
- The second largest Build to Rent operator in the US.

Lincoln provides focus, performance, consistency and stability to its communities, clients and employees. It has dedicated local offices with management teams that know their communities and has an extensive track record in pushing the boundaries of style, service and innovation to deliver and maintain considered large scale placemaking led developments.

MGT Investment Management

MGT IM are an independent real estate investment and asset management business focused on Living Sector investing in the UK and Europe, with an investment approach which is analytical, data driven, and guided by understanding investment cycles, market segmentation and macro demographic trends.

Established in 2017, MGT IM have £610mn of assets under management and £550mn of development in progress in the UK, which comprises c.1,300 multi-family apartments and 625,000 Sqft offices.



1.2.2 Consultant Team

The proposals for Station Hill Phase 3 have been developed by a multidisciplinary project team led by the applicant and supported by a range of specialist consultants. The team includes expertise in:

- Architecture
- Landscape architecture
- Planning
- Transport
- Fire engineering
- Building services
- Sustainability
- Structural engineering
- Accessibility
- Building safety
- Project and cost management
- Environmental impact

This collaborative approach has ensured that the proposals are well coordinated and have been developed holistically, with design, technical and access considerations addressed in an integrated manner.

