

Station Hill Phase 3A

Plot A/B & D Statement of Community Involvement

March 2026





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1. Introduction

This Statement of Community Involvement (“SCI”) has been compiled by Redwood on behalf of SH Reading Master LLP (“the Applicant”) to support a Reserved Matters application pursuant to outline planning permission reference 192032 for Station Hill Phase 3A (Plots A/B and D) comprising two residential blocks owned by Lincoln MGT and operated by Native Communities.

The Outline permission set the framework for detailed design, including:

- i) The demolition of Xafinity House
- ii) The position & distance between the buildings on the site
- iii) The height of the buildings
- iv) The areas to be landscaped as public realm
- v) Where active frontages (shops, cafes and entrance) should be located
- vi) The minimum and maximum built areas for different uses (homes, offices, hotel, leisure, retail, parking)
- vii) Maximum number of homes

The Applicant is committed to engaging widely and using feedback to help inform the emerging plans. To this end, the company appointed Redwood, stakeholder consultation specialists, to oversee the programme of community, stakeholder and political engagement and to prepare this SCI.

This SCI sets out the programme of consultation which has been undertaken in advance of submitting a planning application.

2. The proposals

Within Phase 3A the proposed scheme is for the development of Plots A, B and D at Station Hill comprising the erection of two buildings to provide residential units (Use Class C3), including affordable housing, ground floor flexible commercial units (Use Class E), resident amenity space, associated landscaping and public realm works, including Station Hill Gardens and enhancements to Station Hill Square, new pedestrian routes, cycle parking, servicing, refuse storage, plant and ancillary infrastructure.

The proposals follow the parameters already set out by the outline approval, provide the detailed design needed to bring this part of the masterplan forward and create new homes, cafes, shops and public spaces that continue the transformation of Station Hill towards the completed vision.

As part of Phase 3A, we are proposing a series of improvements to complete and enhance Station Hill Square. These improvements will make the square greener, more welcoming and better connected to the new buildings around it. This includes moving the Seed Sculpture to create more usable space and a stronger focal point in the square, adding a south facing lawn adjacent to the fountain giving people more places to relax. This Phase will introduce a new restaurant at the base of Plot D, bringing more activity and vibrancy to the square throughout the day and evening. Planting more trees and adding planters to increase greenery and soften the urban environment along with designing new architecture that complements the surrounding context, ensuring the square feels cohesive and well-framed.

The second stage of the development includes Station Hill Gardens which will be a new green space at the heart of the neighbourhood. It will create an important new pedestrian route from Station Hill Square to Garrard Street, improving access to the station and linking seamlessly with the wider masterplan. This proposal includes, a clear pedestrian route, more trees and planting, outdoor seating and a relaxing lawn,



games such as table tennis, exciting children's play area and entrances to the residential buildings and a small café.

The third aim of the development will significantly improve the surrounding streets, this proposal includes steps linking Station Hill Gardens to Garrard Street, active ground floor uses including a new café or restaurant on the corner of Garrard Street and Greyfriars Road and another active unit on the corner of Greyfriars Road and Station Hill to bring life to key junctions. A new cycle route will also be included along Greyfriars Road, along with more trees, wider pedestrian routes and more residential entrances, cycle access and integrated laybys.

Phase 3A will deliver about 600 high quality homes for rent across two buildings: Plot A/B and Plot D, all within the approved height parameters. Together they will bring around 1000 new residents to the heart of Reading which will be professionally managed the same as Phase 1 Ebb and Flow buildings. This part of the proposal includes a mix of homes for different needs, 75 affordable homes, extensive residential amenities, sustainable energy efficient homes and ample cycle storage.

3. Public consultation strategy

The consultation strategy was designed to align with RBC's Statement of Community Involvement policy as well as wider planning policy. We were guided by the fact that outline planning approval is already in place and that the proposals are for a reserved matters application, while recognising that there continues to be interest in the ongoing redevelopment of the Station Hill site.

Lincoln MGT therefore recognised the importance of providing people living in and around Station Hill with the opportunity to engage with the consultation programme that took place from October to December 2025. Lincoln MGT also directly engaged with local businesses and key stakeholder groups, offering one-to-one sessions where in-depth discussions about the impact of proposals could take place.

4. Aims of consultation

- i) Conduct an informative, wide-ranging consultation, engaging with local politicians, community and civic groups, neighbours, businesses, wider stakeholder groups and residents.
- ii) To showcase what has been delivered to date through Phase 1 & 2 of Station Hill and how this has set the foundations and context for the third phase of development.
- iii) Explain the aims and rationale behind the proposals and the benefits in detail.
- iv) Provide channels for the local community to express their views and ask questions, namely through physical consultation exhibitions, an interactive website, digital and postal feedback forms and a monitored email address.
- v) Identify and engage directly with key stakeholders and elected representatives to offer detailed briefing sessions on proposals.
- vi) To work closely with Reading Borough Council to ensure key officers and councillors were aware of the proposed development and associated consultation programme.



5. Council and community stakeholder engagement

Throughout the pre-application process the Applicant contacted local stakeholders and elected representatives to offer briefings on the proposals. The following groups and individuals were identified as key to the consultation process and were engaged during briefing sessions on 13th and 14th October, 6th November and 11th December.

Elected stakeholders, politicians and officers:

- The ward Councillors for Abbey Ward, which covers the site. These were: Councillor Karen Rowland (Vice-Chair of the Planning Applications Committee), Councillor Mohammed Ayub (Member of Housing, Neighbourhoods and Leisure Committee) and Councillor David Stevens (Vice-Chair of Arts & Heritage Forum, Member of Housing, Neighbourhood and Leisure Committee)
- Councillor Liz Terry (Leader of the Council)
- Councillor Micky Leng (Deputy Leader of the Council, Lead Councillor for planning and Assets)
- Other councillor attending an all-member briefing hold positions in the Cabinet, on the Strategic Environment, Planning & Transport Committee and on the Housing, Neighbourhoods & Leisure Committee. Cllr Anne Thompson, Lib Dem Group Leader, also attended this briefing
- Matt Rodda MP, the Member of Parliament for Reading Central
- Steven Vigar, Planning Applications Team Leader at Reading Borough Council
- Nigel Horton-Baker, Chief Executive for REDA
- Representatives of the Reading Central and Abbey Quarter Business Improvement Districts
- Matthew Golledge, Acting Assistant Director for Planning, Transport and Public Protection

Community and Civic Stakeholders

- Reading Civic Society
- Businesses located on Greyfriars Road including
 - Regus/IWG
 - Field Seymour Parkes
 - BMI Group
 - Mobile Broadband Network Ltd
 - Objective Corporation
 - Thames Tower
 - ISIO
 - XPS Pensions Consultancy



6. Approach to Consultation

Based on the consultation aims, the following key steps formed the basis of the consultation strategy.

- A series of pre-application briefings with a range of key stakeholders (as outlined within the Council and Community Stakeholder Audit section).
- A community newsletter shared with neighbouring businesses and residents explaining plans for Phase 3 and providing more information about the public exhibition.
- Key information about the public exhibition and proposals for development shared with the local media (including Reading Chronicle, Reading Today and UK Property Forums).
- Flyers sent to key elected representatives about the public exhibition and proposals for Phase 3 to be shared across their respective social media pages to inform interested residents and constituents.
- A two-day public exhibition held on Friday 7 and Saturday 8 November at ONE Station Hill and manned by members of the project team who were on hand to respond to queries and encourage attendees to leave feedback.
- Physical and online feedback mechanisms including a paper feedback form available at the exhibition and a monitored email address which remains active.
- Exhibition boards on display at ONE Station Hill from Friday 7 November to Monday 24 November.

7. Exhibiting our plans to the wider public

Public exhibition

The project team ran a public exhibition on Friday 7th and Saturday 8th November, which was an opportunity to meet the project team and learn more about the proposals located in the Reception Area of ONE Station Hill. After the exhibition we continued to display at ONE Station Hill until Monday 24th November.

To advertise the exhibition a flyer was sent to the MP, Counsellors and the Reading Civic Society to distribute accordingly.

The exhibition was further advertised on the Station Hill November community newsletter along with these huge plans being revealed in the Reading Chronicles and BBC News also included details of our upcoming exhibition. The exhibition details were also released in the Friday Update Newsletter from Reading BID (Business Improvement District)

The Applicant ensured that all relevant disciplines from the project team were available to answer questions from the public.

A total of 18 boards were presented at the public exhibition. To view these boards please see Appendix E. The boards displayed have been summarised below:



8. Exhibition boards

Board	Summary
Phase 1&2	Explains that Phase 1 & 2 have been delivered and described its impact on the area.
Phases 1&2 Delivered	Provides a summary of what has been built within Phases 1 & 2.
...to a thriving new neighbourhood!	Images of Phases 1 & 2 including Ebb&Flow, public realm, public art and ONE Station Hill.
...an active, thriving home in the heart of Reading	Exterior images of Ebb&Flow.
...a place to live, work, be active and simply be yourself	Interior images of Ebb&Flow.
...delivering a best-in-class office building as a landmark for Reading	Images of exterior and ariel images of ONE Station Hill.
...state-of-the-art work space that redefines the office	Interior images of ONE Station Hill.
...interspersed with bold, civic artwork	Images of completed public art trail and initial plans for public art at Station Hill.
...with a public realm and buildings designed for events	Images of different community events taking place at Station Hill and in Reading including Party on the Hill, a Time Capsule Burial Ceremony and Reading Water Fest.
Phase 3A	Summarises proposals for Phase 3A of Station Hill.
Phase 3A & B Outline Planning Permission	Explains that Phase 3A has Outline approval from Reading Borough Council and sets out the framework for the detailed design
Phase 3A Our Proposals	Outlines proposals for Phase 3A and how it will be delivered



Board	Summary
Phase 3A Masterplan New Public Realm	Summarises proposed changes to Greyfriars Road, Garrard Street, Station Hill Gardens and Station Hill Square.
Station Hill Square	Details proposals for Station Hill Square including moving the Seed sculpture, including south facing green space and introducing a new restaurant.
Station Hill Gardens	Detailed proposals for Station Hill Gardens including improved pedestrian routes, trees and planting and outdoor seating.
Greyfriars Road, Garrard Street & Station Hill	Detailed description how Phase 3A will improve the surrounding streets including Greyfriars Road, Garrard Street and Station Hill.
600 New Homes for Reading	Summarises proposals for residential blocks and outlines the mix of homes, amenities and levels of affordable housing.
Phase 3A Design Summary	This final slide summaries the height and scale, use and activation, design approach, quality Homes and Public Realm of Phase 3A of the project.

Feedback methods included written feedback forms, and direct enquiries to the official consultation email address.

9. Feedback and Analysis

The tables below outline the key areas of feedback that the project team received during the public consultation detailed above and via the contact form on the website, together with the project team's response.

The consultation team has received feedback from 26 respondents via the project's feedback forms following the consultation events.

Feedback has been broken down in terms of individual comments raised by each respondent. It should be noted that, where multiple comments made by a respondent relating to a specific topic area (i.e. design, landscaping), we have treated these as individual comments *as per* their themes. We have sought to faithfully and comprehensively capture each comment raised by all respondents.



Overall Sentiment

Overall sentiment was strongly positive. 15 people clearly stated that they support the proposals and welcomed regeneration of the town centre, with several comments describing it as ‘fantastic’ and noting the development, ‘cannot come soon enough’. 8 respondents had mixed or conditional support, generally backing the scheme in principle but highlighting some concerns about supporting infrastructure (such as GPs), traffic management and the size of the new homes. No respondents expressed outright opposition to the plan.

Comment	Frequency	Direct Quotes
Clear overall support for the proposals	15	‘Overall, I love it’ ‘Very good to see the next phase of this development and the much needed re-generation of Reading’
Mixed/conditional support (supportive with specific concerns)	8	‘on the whole though, I supportive if the development’ ‘Personally, I am not keen on tall buildings... and I am a little concerned about the lack of supporting infrastructure like GPs + Schools for new residents.’

Design

A large majority of respondents commented positively on the overall design and quality of the public realm. 20 of the 26 respondents expressed support for the design and the wider regeneration benefits, frequently praising the landscaping, planting, squares and pedestrian routes, which around 13 people felt were attractive and well used. Some concerns were raised about the height and visual impact of the tallest building. A number of people emphasised the importance of good connection between Friar Street, Greyfriars Road and Garrard Street and asked what would happen to this link and associated housing phase if Plot C were not approved. There was also a call to ensure long-term maintenance of the new public spaces.



Comment	Frequency	Direct Quotes	Questions Raised
Quality of Overall design/regeneration seen positively	20	'Fantastic development great for reading'	
Quality of public realm, planting, squares, routes, bike parking	13	"The public realm seems well used" 'Very pleasant planting schemes'	
Tall Buildings/height and skyline	4	'My only concern is the height of the tallest building' 'The tall building is a good landmark for reading'	'Is more office space what is needed, or would it just fit the 'vision' of a crown jewel building which is higher than everything else?'
Public art and visual features	4	'Public art is appreciated; green space + play areas are appreciated too'	
Integration with surrounding streets and permeability	10	'I hope phase 3a will be more of the same although I guess its greater distance and less obvious through-routes may be more of a challenge' 'Please consider carefully the integration with Greyfriars road which is currently dreary + not much used'	'if planning not approved from Plot C (big office building), what happens to the Garrard Street link / Ebb & Flo housing phase? Could one go ahead without the other?'
Maintenance / long-term care of public spaces	1	'The continuation of attractive public spaces is to be commended. They do need commitment to care + maintenance'	

Infrastructure & Services

A small number of comments focused on the ability of local services to accommodate additional residents and workers. Two respondents were particularly concerned about GP capacity and saw the scheme as an opportunity to provide a dedicated medical centre within the commercial space, specifically asking whether Community Infrastructure Levy (CIL) or similar mechanisms could be used to support this. One respondent also mentioned the potential impact on schools querying how education and health infrastructure will keep pace with growth.

Comment	Frequency	Direct Quotes
GP/Health service capacity provisions	3	'A major concern is about the availability of GP facilities' 'Good opportunity to incorporate a GP surgery'
School and educational capacity	1	'I am a little concerned about the lack of supporting infrastructure like GPs + Schools for new residents.'
Use of planning gain to fund services	1	'Some of the commercial space should be dedicated to this. Use of CIL?'



Facilities

Facilities were discussed mainly in relation to health and active travel. One respondent strongly supported the idea that part of the commercial space should be used as a medical centre with facilities such as physiotherapy and blood testing, linking this to wider pressures on general practice. Another highlighted the value of on-site bike parking as part of the high-quality public realm offer. More general application of green space, play design and public realm section but is also relevant to the perceived quality of facilities.

Comment	Frequency	Quotes
Medical/health centre as on-site facility	1	'Ideal opportunity for a dedicated medical centre with facilities for physio, blood tests etc'
Bike parking and related facilities	1	'Lots of good stuff, especially the square/gardens/trees and the bike parking spaces ...'

Housing

Housing comments focused on the target market, affordability and the quality of the size of the units. 4 respondents raised questions around affordability and tenure; one welcomed the provision of accessible homes, while a further respondent felt that many units are targeted at higher-income renters and priced above comparable apartments elsewhere. Two respondents felt it was important for the homes to be of sufficient size – 2-bed units (around 80-100m² or above) rather than smaller apartments. One respondent asked whether the properties would be part of or could be made eligible for the governments help to buy scheme.

Comment	Frequency	Quotes
Affordability	4	'Target renters are people above average salaries. No children or toddlers. Rental price 20-25% above cost of similar size apartment elsewhere' 'I hope affordable housing is included (we need a lot more!).'
Size, quality and type of homes	2	'Would prefer if one of the blocks were for sale as Reading has a shortage of exclusive apartments' 'However, I fear the flats will still be small boring boxes'
Accessible housing (by design)	1	'good to see 10% of new housing is accessible across both the existing and new phase'



Commercial & other uses

A few respondents commented on the scale and nature of the commercial offer (*nb* the team noted that plot C does not form part of this application). One respondent questioned whether there is sufficient demand for the proposed Plot C office building, noting that the existing office block still has 5 blocks available and asking directly whether there is confidence it can be filled and if more office space is truly needed. Another questioned if the retail space on Greyfriars will be viable.

Comment	Frequency	Quotes
Office space demand and viability	1	'Top 5 floors of One Station Hill are available. Is there confidence that Plot C can be filled?'
Retail viability	1	'Looks like a nice scheme my only query is whether the retail space on Greyfriars will be viable?'
Desire for independent retail	1	'Hopefully independent/authentic retail can be encouraged to give Reading a bit of a unique feel'

Transport & Highways

Transport comments centred on traffic, cycle safety and pedestrian routes. One respondent queried how traffic management and congestion will be handled given the number of new homes and offices, asking specifically about the impact on local roads. Two others stressed that any on-street cycle lanes should be clearly separated from motor traffic and urged discussion with the highway authority. 10 respondents referred positively to improved pedestrian routes, including reinstated connections and stairs between the station, Garrard Street and the town centre but one question was raised about what would happen to the planned Garrard Street link and associated housing if the adjacent office plot did not proceed.

Comment	Frequency	Quotes	Questions
Traffic management and congestion	2	'Plans look comprehensive & thought-through but I wonder about traffic management/congestion with so many new residents + offices?'	'Can anything be done to improve access to bus services?'
Cycle infrastructure and safety	2	'Any cycle lanes on roads should be clearly separated from cars/lorries – a simple cycle strip works better than a painted line. Please discuss with reading highway department'	
Pedestrian routes and connections	10	'Improvement around the station has been a huge benefit for pedestrians'	



Other

A total of 4 comments were made by respondents that did not fit into one of the previous categories. The most common response was a general positive response to the proposals.

Comment	Frequency	Quotes
Phasing and dependencies between phases/plots	2	'I am a little concerned about the continued uncertainty around phase 3b. Do you have any plans for the site in the interim?'
Quality of presentation / consultation	2	'A very interesting tour/talk on the next phase of Station Hill' 'Good presentation + excellent guide'

10. Council and community stakeholder engagement feedback

We have outlined below the feedback received during the briefing sessions that took place on 13th and 14th October, 6th November and 11th December.

Summary

Stakeholders who attended stakeholder briefing sessions were very positive about the proposals. Matt Rodda MP discussed the important investment into Reading and applauded the employment opportunities the development would generate. Throughout the briefing, stakeholders also commented that the quality of the development and office space would help in Reading's bid for city status. Reading Civic Society also expressed their gratitude to the project team during the briefing for "explaining all so clearly and enthusiastically".

Height and density

During the briefing questions arose around the height and density of the development and the areas of the scheme that would be in shade. It was noted that the public realm would continue to enjoy a significant amount of light with proposals for new buildings meeting the requirement of 18-metre spacing.

Affordable Housing

During the all-member briefing session the team were asked about the proposed tenure for the affordable housing. The team advised this would be affordable private rent, that rent levels will be pegged the Housing Allowance and that the Council will have nomination rights, as it has with Ebb & Flow.

Taxi rank

Stakeholders were keen to learn more about the arrangements for the taxi rank post-development and recommended that this was discussed with the Chairman of the Reading Taxi Association. The Station Hill team have since held discussions with the RTA about this.

Disabled access

Stakeholders raised questions about disabled access at Station Hill including the availability of blue badge parking spaces. It was noted that the scheme is fully DDA compliant with level access for people using



wheelchairs through the public realm and wheelchair accessible lifts within all buildings. Stakeholders were reassured that this level of accessibility would remain consistent throughout the next phases of development.

Reading 2050 Vision

Representatives from REDA asked if Station Hill could contribute to a narrative about the scheme to be included within REDA's 2050 Vision for Reading.

Design and materials

Many stakeholders responded positively to the design of the brickwork buildings that respond to the local context and Reading's history.

Following up

The Applicant is committed to keeping key stakeholders including local businesses and residents, elected representatives and community groups updated as to the progress of the application and of any changes that are made. The dedicated consultation email address remains active and monitored for interested parties to submit comments or queries.

11. Conclusion

This SCI aims to demonstrate that the Applicant pursued proactive engagement with the local community and other key stakeholders. The preceding pages set out how this was achieved, with both positive and constructive feedback informing the proposals.

This exercise has shown clear the support from various groups in the local Reading community toward the development to date, and for upcoming proposals to deliver Phase 3A of Station Hill.

The project team has reflected on the feedback received through the consultation process. Matters of principle, including scale, land use were established through the outline planning permission, but the team found comments on the quality of public realm, pedestrian connectivity and accessibility to be very helpful when working up the detailed design of Phase 3a.

The Applicant would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback to the project team.



Appendices

List of stakeholders contacted

Stakeholder	Date engaged
<i>Matt Rodda MP (LAB, Reading Central)</i>	<i>13/10/2025</i>
<i>Nigel Horton-Baker (Chief Executive, REDA)</i>	<i>13/10/2025</i>
<i>Richard Bennet (Chainman, Reading Civic Society)</i>	<i>13/10/2025</i>
<i>Alison Bennet (Membership Secretary, Reading Civic Society)</i>	<i>13/10/2025</i>
<i>Amanda Martin (Reading Civic Society)</i>	<i>13/10/2025</i>
<i>Richard Stainthorp (Reading Civic Society)</i>	<i>13/10/2025</i>
<i>Bill Gornall-King (Reading Civic Society)</i>	<i>13/10/2025</i>
<i>Katrina Parker (Reading Civic Society)</i>	<i>13/10/2025</i>
<i>Sally Ellis (Reading Civic Society)</i>	<i>13/10/2025</i>
<i>John Nixon (Reading Civic Society)</i>	<i>13/10/2025</i>
<i>Caroline Piller (Reading Civic Society)</i>	<i>13/10/2025</i>
<i>Counsellor Liz Terry (Leader)</i>	<i>14/10/2025</i>
<i>Counsellor Micky Leng (Deputy Leader and Cabinet Member for Planning)</i>	<i>14/10/2025</i>
<i>Counsellor Karen Rowland (Abbey Ward and Cabinet Member for Environmental Services & Community Safety)</i>	<i>14/10/2025</i>
<i>Counsellor David Stevens</i>	<i>14/10/2025</i>
<i>Matthew Golledge (Acting Assistant Director for Planning, Transport and Public Protection)</i>	<i>14/10/2025</i>
<i>Steve Vigar (Planning Officer)</i>	<i>14/10/2025</i>
<i>Counsellor Mohammed Ayub (Abbey Ward and Member of Housing, Neighbourhoods and Leisure Committee)</i>	<i>14/10/2025</i>
<i>Callum Munro (Regus/IWG)</i>	<i>06/11/2025</i>
<i>Amelia Johnson (Field Seymour Parkes)</i>	<i>06/11/2025</i>
<i>Marcus Francis (Field Seymour Parkes)</i>	<i>06/11/2025</i>
<i>Evelyn Morton (BMI Group)</i>	<i>06/11/2025</i>
<i>Amy Cawthraw (Regus/IWG)</i>	<i>06/11/2025</i>
<i>Rachel Howe (MBNL Mobile Broadband Network Ltd)</i>	<i>06/11/2025</i>
<i>Chan Chataore (MBNL Mobile Broadband Network Ltd)</i>	<i>06/11/2025</i>
<i>Debbie Carvath (Objective Corporation)</i>	<i>06/11/2025</i>
<i>Geoff Loveday (Thames Tower)</i>	<i>06/11/2025</i>
<i>Richard Couzens (Thames Tower)</i>	<i>06/11/2025</i>
<i>Alshat Makhinja (ISIO)</i>	<i>06/11/2025</i>
<i>Lucy Absolom (ISIO)</i>	<i>06/11/2025</i>
<i>Jorge Rocha (XPS Pensions Consultancy)</i>	<i>06/11/2025</i>
<i>Cllr Will Cross</i>	<i>11/12/2025</i>
<i>Cllr Glenn Dennis</i>	<i>11/12/2025</i>
<i>Cllr Wendy Griffith</i>	<i>11/12/2025</i>
<i>Cllr Mark Keeping</i>	<i>11/12/2025</i>
<i>Cllr Ama Asare</i>	<i>11/12/2025</i>



Stakeholder	Date engaged
<i>Cllr Kathryn McCann</i>	<i>11/12/2025</i>
<i>Cllr Anne Thompson</i>	<i>11/12/2025</i>



Flyer

PUBLIC EXHIBITION

STATION HILL PHASE 3 PROPOSALS



Proposals for the next phase of development at Station Hill will be going on display.

This next phase will bring new homes, shops, cafés, landscaped public spaces and improved pedestrian routes, creating a lively and well-connected neighbourhood.

HOW YOU CAN CONTRIBUTE

Join us at the exhibition to meet the project team and learn more about the proposals.

After the exhibition we will continue to make the display available at ONE Station Hill until Monday 24th November.

You can submit comments throughout this period to:
SHPhase3@redwoodcomms.co.uk

WHEN

Friday 7th November
10.00am to 5.00 pm

Saturday 8th November
10.00am to 4.00pm

LOCATION

Reception Area - ONE Station Hill
This is the new office building
opposite Reading Railway Station

STATION HILL



Engagement with local media

UK PROPERTY
FORUMS.



Station Hill Phase Three to stay on display

Posted by Alan Bunce | Nov 10, 2025 | Berkshire, Development, Mixed Use, News, Office, Reading, Residential, Thames Tap | 0 🗨️ | ★★★★★



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Plan for hundreds of town centre flats unveiled



GENSLER

The project would be the next phase in the Station Hill development

1 of 2



James Aldridge

Local Democracy Reporting Service

10 November 2025

The way 600 new flats in Reading town centre could look has been revealed by their developer.

The project, currently known as Phase 3A of Station Hill, would involve the demolition of Xafinity House in Greyfriars Road to clear the way for the apartments in two new buildings.

The development would be made up of one, two and three-bedroom apartments, of which 75 would be reserved as affordable homes offered at discounted rent for key workers.

Exhibition boards will continue to be displayed at ONE Station Hill in Reading until 24 November.



Community newsletter

Community update
November 2025

Public consultation on next phase of Station Hill

Between Friday 7 November and Monday 24th November, members of the public will be able to view an exhibition in the reception area of ONE Station Hill showing Lincoln MGT's detailed proposals for the next phase of the Station Hill development.

The entire site – bordered by Station Hill, Greyfriars Street, the eastern part of Garrard Street, Friars Walk and Friar Street – already has outline planning permission for a range of uses including office, residential and retail.

Over the past four years, Phases 1 (Ebb&Flow) and 2 (ONE Station Hill) have been completed, delivering new homes, offices and public spaces that have transformed the area around the station.

The next phase – known as **Phase 3A** – will bring new homes, shops, cafés, landscaped public spaces and improved pedestrian routes, continuing the transformation of the area already underway.

Landscaping with new trees and planting will create a welcoming environment for pedestrians and cyclists alike. A new lawn area will be created at the top of a set of green wall steps linking Station Hill Square to Garrard Street, providing a clear and attractive route from the west into the Station Hill neighbourhood and creating new places where visitors can sit and enjoy the surroundings. A cycle route along Greyfriars Road will be provided, encouraging active travel and better connecting to the wider cycle network of Reading.

We hope you will be able to visit the exhibition while it is running.

Members of the development team will be present in the reception of ONE Station Hill to answer your questions **between 10.00am – 5.00pm on Friday 7 November and between 10.00am – 4.00pm on Saturday 8 November.**

The exhibition display boards will be available to view in the same location on an unmanned basis until **Monday 24 November.**

We look forward to seeing you at ONE Station Hill and hope you will find the new proposals even more exciting than those we have already delivered!

You can submit comments throughout this period to
SHPhase3@redwoodcomms.co.uk



Exhibition display boards

/ Phase 1&2

Over the past four years, Phases 1 and 2 have been completed, delivering new homes, offices and public spaces that have transformed the area around the station.

This section of the exhibition shows how the first phases have created a lively new neighbourhood in the heart of Reading, with improved connections, active streets and welcoming public spaces that set the foundations for the next stage of the development.





/ Phase 1 & 2 Delivered

Phases 1 & 2 (Delivered)

In 2021, Reading Borough Council approved the detailed design for the first two phases of Station Hill. These have since been delivered over the last four years.

What has been built:

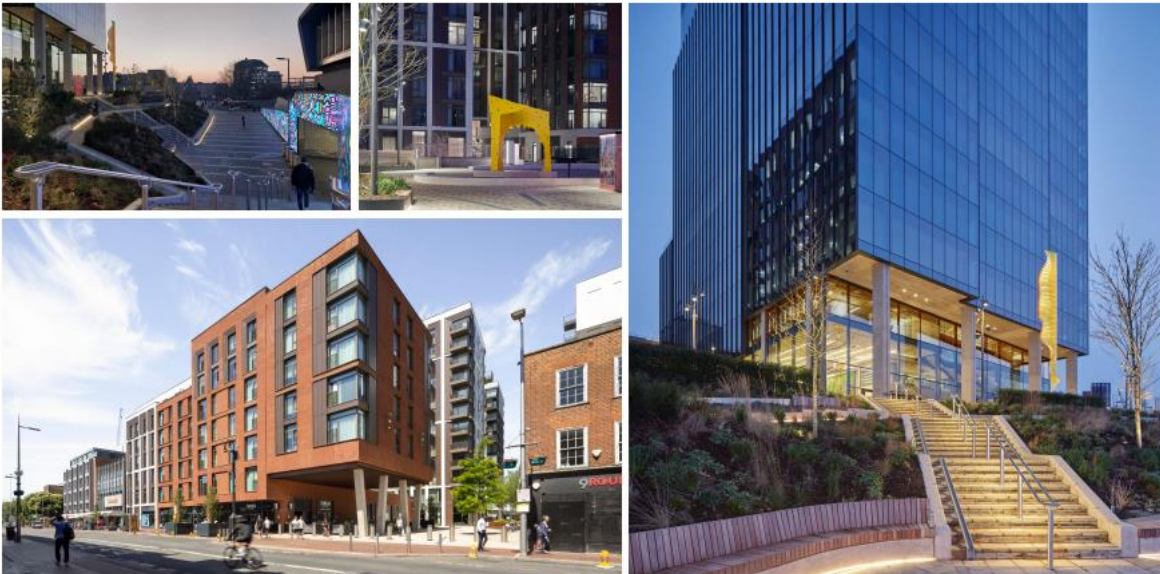
- **Ebb & Flow** – 598 new homes now lived in by c950 residents
- **One Station Hill** – landmark office building, now occupied by tenants
- **Station Hill Square** – new public space at the station entrance
- **Pocket park** – green space outside the station
- **Garrard Street Bridge** – improved connection into the town centre
- **Frars Walk** – revitalised pedestrian link across the site
- **Station Hill Art Trail** – 4 significant public art installations
- **Planting** – 1000m² of planting consisting of 60+ species and 40 trees have been added through the public realm.



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...to a thriving new neighbourhood!



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...an active, thriving home in the heart of Reading



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...a place to live, work, be active...and simply be yourself



Lincoln /  / Gensler / LD&DESIGN

...delivering a best-in-class office building as a landmark for Reading



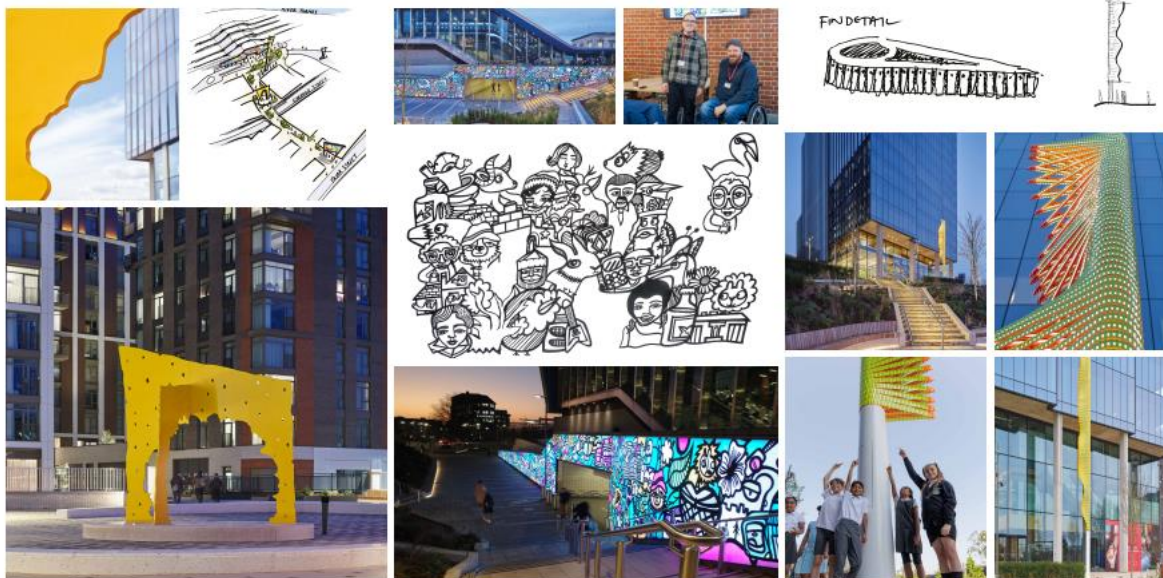
Lincoln /  / Gensler / LD&DESIGN

...state-of-the-art work space that redefines the office



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...interspersed with bold, civic artwork



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/ Phase 3A

Phase 3A represents the next stage of the Station Hill development. It will bring new homes, shops, cafés, landscaped public spaces and improved pedestrian routes, creating a lively and well-connected neighbourhood. The proposals will link Greystones Road, Garrard Street, the station and the town centre, completing key parts of the masterplan and continuing the transformation already started in Phases 1 and 2.



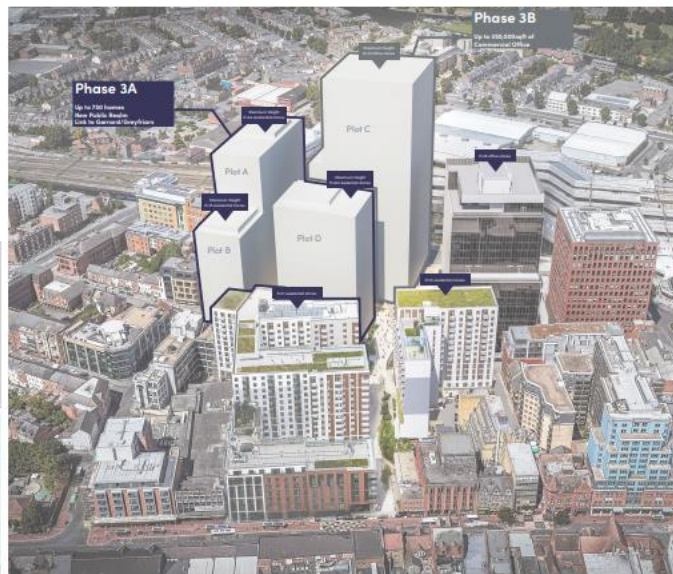
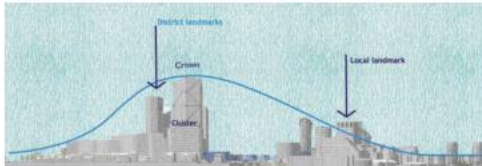
/ Phase 3A & 3B Outline Planning Permission

At the same time as approving Phases 1 and 2, Reading Borough Council also granted Outline Planning Permission for Phase 3, which is divided into:

- **Phase 3A** – Plots A, B and D - Up to 750 homes
- **Phase 3B** – Plot C - Up to 350,000sqft Office

This Outline permission sets the framework for detailed design, including:

- The demolition of Xfinity House
- The position & distance between the buildings on the site
- The heights of buildings
- The areas to be landscaped as public realm
- Where active frontages (shops, cafés and entrances) should be located
- The minimum and maximum built areas for different uses (homes, offices, hotel, leisure, retail, parking)
- Maximum number of homes



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/ Phase 3A Our Proposals



Phase 3A: The Next Chapter

This exhibition shares our proposals for Phase 3A, which includes Plots A, B and D from the 2021 Outline Planning Permission.

Within Phase 3A, we are proposing:

- 1.1 acres of landscaped public realm
- New routes to link Garrard Street to Reading Station
- Proposal prioritises apartment space quality, high provision of amenity areas, landscaped terraces and public realm and will deliver 600 new homes in two buildings (including 75 affordable homes)
- New shops, cafés and active frontages facing onto the public realm
- Sculptural kids play space in the heart of the development

Our proposals will:

- Follow the rules already set by the Outline approval
- Provide the detailed design needed to bring this part of the masterplan forward
- Create new homes, cafés, shops and public spaces that continue the transformation of Station Hill towards the completed vision



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/ Phase 3A Masterplan New Public Realm



Garrard Street will become a greener, more active street with a new cycle route, active ground floor frontages at the corner with Station Hill, and residential and amenity spaces above overlooking the street. Rich landscaping with new trees and planting will create a welcoming environment for pedestrians and cyclists.



Garrard Street will be linked to the podium with gentle steps and a public lift that lead to a new landscaped lawn, café and shops, and the square. The steps and lawn will form a welcoming threshold between Garrard Street, the gardens and the square, improving connections and creating new places to sit and enjoy the surroundings.



Station Hill Gardens will be a new green space at the heart of the neighbourhood, providing a clear pedestrian route to Garrard Street. It will include trees, planting and seating areas to create a calm, welcoming environment, along with spaces for play, relaxation and social activity. The gardens will connect surrounding buildings and streets, becoming a lively everyday destination.



Station Hill Square will be completed and enhanced as part of Phase 3A. The proposals include relocating the sculpture 'Seed', introducing a new grass area by the fountain, and adding more trees and planting. A new restaurant at the base of Plot D will bring activity throughout the day and evening, making the square a lively focal point for the neighbourhood.

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/ Station Hill Square



As part of Phase 3A, we are proposing a series of improvements to complete and enhance **Station Hill Square**. These changes will make the square greener, more welcoming and better connected to the new buildings around it.

The proposals include:

- Moving the **Seed Sculpture** to create more usable space and a stronger focal point in the square
- Adding a **south facing lawn** adjacent to the fountain, giving people more places to relax and enjoy the space
- Introducing a **new restaurant** at the base of **Plot D**, bringing more activity and vibrancy to the square throughout the day and evening
- Planting **more trees and adding planters** to increase greenery and soften the urban environment
- Designing **new architecture** that complements the surrounding context, ensuring the square feels cohesive and well-framed



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/ Station Hill Gardens



Station Hill Gardens will be a new green space at the heart of the neighbourhood. It will create an important new **pedestrian route** from Station Hill Square to **Gerrard Street**, improving access to the station and linking seamlessly with the wider masterplan.

Alongside this new connection, the gardens will offer places to relax, play and enjoy nature.

The proposals include:

- A **clear pedestrian route** linking Station Hill Square to Greyfriars Road, making it easy to move through the site
- **More trees and planting** to support wildlife, with habitats for birds, insects and bees
- **Outdoor seating and a relaxing lawn**, offering places to sit, meet and enjoy the gardens
- Games such as **table tennis**, adding activity and energy to the space
- An **exciting children's play area**, designed to inspire imagination and active play
- **Entrances to the residential buildings and a small café**, creating natural movement and everyday activity throughout the day



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/ Greyfriars Road, Garrard Street & Station Hill



Phase 3A will significantly improve the surrounding streets, creating better connections between the station, Station Hill Gardens and the wider town centre. The focus is on greener spaces, active ground floors, and safer, more welcoming streets for pedestrians and cyclists.

The proposals include:

- **Steps** linking Station Hill Gardens to Garrard Street, with a lawn at the top, creating a clear and attractive route from the west into the Station Hill masterplan and towards the station
- **Active ground floor uses** including a new café or restaurant on the corner of Garrard Street and Greyfriars Road, and another active unit on the corner of Greyfriars Road and Station Hill to bring life to key junctions
- **A new cycle route along Greyfriars Road**, encouraging active travel and better connecting to the wider network
- **More trees and wider pedestrian routes** along Greyfriars Road and Garrard Street, creating a greener, more enjoyable and accessible streetscape
- **Residential entrances, cycle access and integrated laybys**, with servicing spaces built into the pavement so they prioritise pedestrians when not in use



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/ 600 New Homes for Reading



Phase 3A will deliver around **600 high quality homes for rent** across two new buildings: Plot A/B (23 storeys) and Plot D (20 storeys), all within the approved height parameters. Together, they will bring around **1,000 new residents** into the heart of Reading.

The new homes will be **professionally managed in the same way as Phase 1 Ebb and Flow buildings**, ensuring clean, well maintained spaces, lively shared areas and a year round programme of events and activities.

The proposals include:

- **A mix of homes for different needs**, including studios, one, two and three bedroom apartments with open plan layouts and balconies
- **75 affordable homes** offered at discounted rent for key workers
- **Extensive resident amenities**, including a gym and wellness suite, social and co working spaces, and roof terraces with fantastic views over Reading, the Thames and the rolling hills beyond
- **Sustainable, energy efficient homes**, designed with sustainability at their core, in a car free development (except accessible parking)
- **Ample cycle storage** for all residents, supporting greener ways of getting around



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/ Phase 3A Design Summary



Height and Scale

The proposed massing sits within the approved parameter heights. It responds directly to the Station Area Framework.

This presents a scale, form, and architectural language that complements its setting within the taller building cluster.

Moving away from these landmark elements, the built form and height progressively diminish to reduce visual prominence within the wider townscape, meeting the requirements of the design code.



Use and Activation

The proposed development emphasises an activation of ground-floor frontages, providing visual permeability into and through the buildings, and implementing coordinated signage strategies to strengthen street-level character and enhance the integration of the development with the surrounding public realm.

Collectively, these measures will create a vibrant, publicly engaging interface along streets and plazas, consistent with local needs, the Reading Borough Council Local Plan, and the parameters of the outline planning permission.



Design Approach

The proposed design promotes a cohesive architectural language, characterised by consistent massing, articulation, and a clear facade hierarchy.

A varied composition of brickwork buildings, responding to local context and guided by the approved parameter plans, will ensure the delivery of a coherent, high-quality architectural expression and refined material palette across the development.



Quality Homes

The proposal places a clear emphasis on quality over quantity, focusing on the spaciousness of apartments, alongside a generous provision of resident amenities, landscaped terraces, and high-quality public realm.

It will deliver 600 new homes across two buildings, including 75 affordable homes, representing a reduction from the maximum number permitted under the outline consent. This approach ensures that the development delivers exceptional living environments and well-designed communal spaces, prioritising resident wellbeing and design excellence over density.



Public Realm

The public realm design creates a layered network of interconnected spaces—including Station Hill Gardens and three distinct Character Areas—that seamlessly weave together streets, plazas, and landscaped amenity areas for residents and the wider community.

Building on the success of earlier phases, the scheme will deliver a cohesive landscape identity through the continued use of complementary hard and soft materials, enhanced by integrated lighting, public art, and high-quality seating to promote safety, comfort, and active use throughout the day and evening.



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PUBLIC EXHIBITION PHOTOS



