

## 2. Station Hill - The Journey So Far

## 2.1 Introduction

### 2.1.1 Site History

**Site History**  
The Station Hill site has been subject to a long-term and comprehensive regeneration strategy spanning more than a decade. Planning permissions granted between 2011 and 2019 established the principle of delivering a mixed-use, high-density town centre quarter that reconnects Reading Station with Friar Street and the historic core of the town. These earlier consents culminated in the hybrid outline planning permission approved in July 2021 for Phases 2 and 3.

The 2021 hybrid consent fixed the overarching development framework through approved Parameter Plans, a Design Code, a Development Specification and a comprehensive Section 106 Agreement. This consent established the quantum of development, land uses, building heights and spatial structure of Station Hill North, while enabling detailed Reserved Matters Applications to come forward on a plot-by-plot basis within clearly defined parameters.

Delivery to date has secured substantial financial, social and economic benefits for Reading. Phases 1 and 2 have delivered new homes, over two acres of high-quality public realm and ONE Station Hill, which provides over 270,000 sq ft of workspace, including 22,000 sq ft of internal amenity space and 8,000 sq ft of terrace space. The regeneration has generated direct inward investment of more than £16 million through Section 106 and Community Infrastructure Levy contributions, supporting social infrastructure and town-centre improvements. The wider Station Hill development supports over 8,000 jobs, reinforcing Reading's economic base and strengthening its role as a regional commercial centre.

The quality and impact of the scheme have been independently recognised through a series of regional and national awards. ONE Station Hill secured both the BCO South of England & South Wales Award and the BCO National Award for Best Commercial Workplace in 2025. The wider development has received recognition including Estates Gazette BTR Deal of the Year 2025, Berks Property Awards Project of the Year 2025, Thames Valley Property Awards Regeneration Project of the Year 2025, the Reading in Bloom Jessica Cecil Cup and CoStar Impact Awards for Commercial Development of the Year and Lease of the Year. Station Hill has also been shortlisted for the Pineapple Awards 2026 (Place in Progress) and is a 2026 Civic Trust Awards Regional

Finalist. These accolades reflect the design quality, commercial success and placemaking ambition embedded within the masterplan.

Phase 3 (Plots A, B, C and D) forms part of this hybrid consent and is governed by the same outline controls, including height limits, active frontage requirements, public realm provision, movement strategy and design principles. The current Reserved Matters Application for Phase 3A is brought forward within this approved framework and advances the delivery of the masterplan in accordance with those established controls.

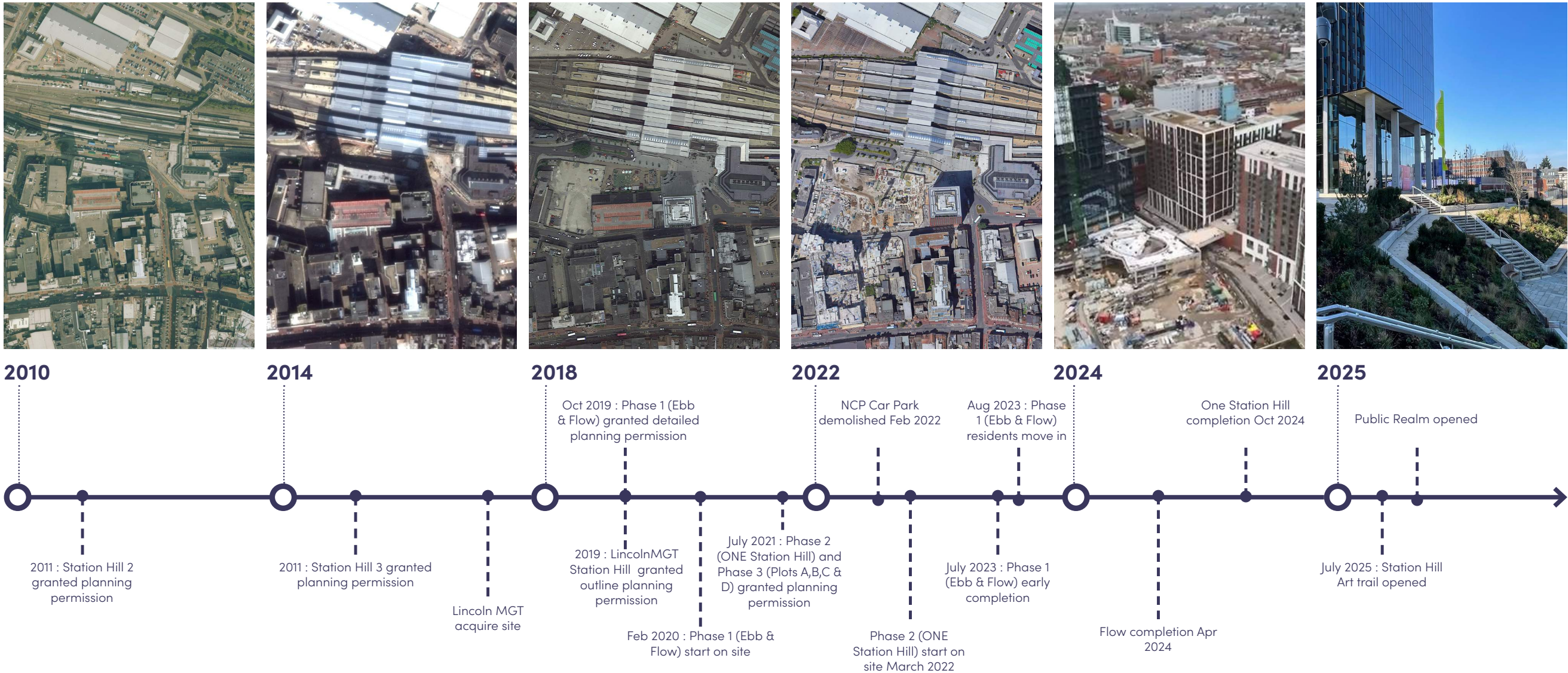
Since the grant of outline permission, the planning and regulatory context has evolved, including the introduction of the Building Safety Act and updates to Building Regulations. These changes have informed the detailed development of Phase 3, particularly in relation to podium separation, fire strategy, servicing and access arrangements. Ongoing pre-application engagement and technical coordination have ensured that the proposals respond positively to this updated regulatory environment, supported where necessary by a targeted Section 96A application to address minor, non-material refinements to approved parameters and the Design Code.



Existing site from 2017

## 2.1 Public Realm

### 2.1.2 Timeline of the Station Hill Development 2010 – 2025



## 2.2 Masterplan

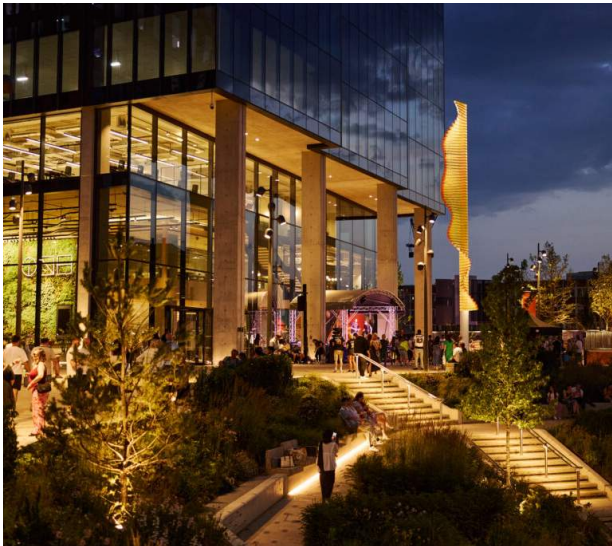
The Station Hill North masterplan centres around the creation of a new, vibrant, mixed-use destination for Reading. This destination will fuse commercial life with a high-quality living environment, establishing a clear sense of place and creating strong connections with the immediate and wider area.

Through Phases 1 and 2, we have delivered the foundations of this neighbourhood—introducing high-quality homes at Ebb & Flow and delivering ONE Station Hill, a nationally recognised commercial workplace. Together, these phases demonstrate a clear commitment to design quality and a people-focused urban environment.

Building on Reading’s identity, the development celebrates the area’s heritage and gateway role, transforming long-derelict land to improve permeability and support the town’s continued growth.

The applicants key focus for the next phase is to further continue to:

- Create a new mixed-use district with a strong local identity
- Link with Station Hill South and enhance the surrounding urban fabric
- Deliver a new gateway for Reading and encourage people to flow through the development
- Create level access from the train station through Station Hill to Friar Street
- Design engaging public spaces that are animated with events
- Provide the potential for the scheme to be delivered in phases
- Develop a planning strategy that will provide the flexibility to deliver a varying quantum of floorspace
- Demolish Xafinity House and activate Garrard Street
- Utilise efficient, environmentally sensitive design
- Incorporate robust detailing with quality and durable materials



2019 Outline Approval (Illustrative)

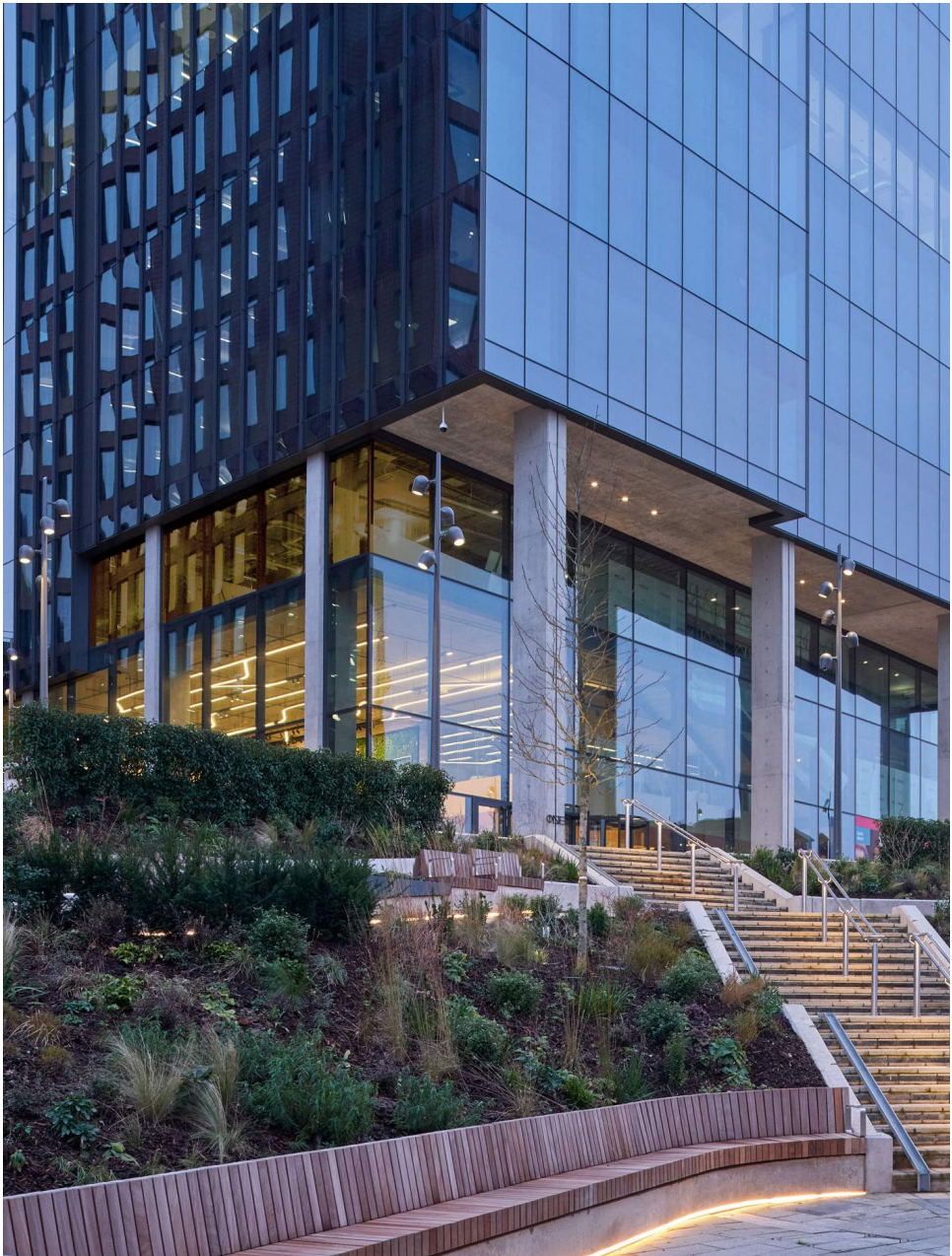
## 2.3 Public Realm

### 2.3.1 Landscape

Landscape design has played a central role in shaping the character and experience of Station Hill. A series of planted streets, squares, gardens and pocket parks introduces greenery along the primary pedestrian route and across the wider public realm enhances comfort, biodiversity and seasonal variation.

The landscape strategy balances durable hardscape suited to high footfall with softer planted areas that invite breaks and informal use. Trees, planting beds and integrated seating have been positioned to define spaces, provide shade and create moments of relief within the urban environment.

Key landscape spaces, including the pocket park beside Reading Station, form important destinations along the pedestrian route. Landscape and architecture together create a welcoming, resilient and civic public realm, building on the quality we have delivered to date.



2.3.2 Public Art

Public art is embedded throughout the Station Hill public realm as a core element of placemaking and identity. A curated programme of permanent artworks creates a coherent art trail along the pedestrian route between Reading Station and Friar Street, reinforcing wayfinding and enriching the experience of movement through the site.

Notable installations include:

- \*Seed\* by Rachael Champion and Jonathan Trayte, a sculptural work referencing Reading’s horticultural heritage
- \*PIVOTAL\* by NEON, a large-scale kinetic installation introducing movement and light into the civic realm
- A series of major murals including \*Royals, Residents & a Rock Festival\* and \*Rivers, Ruins & Regency\* by Kev Munday and Stuart Melrose, which celebrate local culture, history and community
- Bridge railings by Pete Nikoloski - delivered in March/April 2026

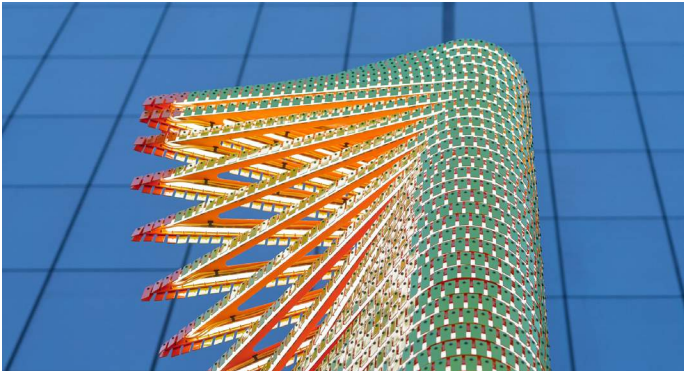
These artworks are strategically located within streets and squares, complementing landscape and architecture while adding moments of discovery, storytelling and visual richness. By integrating public art into the everyday life of the public realm, Station Hill supports a culturally expressive town centre environment that is distinctive and memorable.



"Rivers, Ruins & Regency" by Kev Munday and Stuart Melrose



The Seed by Rachael Champion and Jonathan Trayte



PIVOTAL by NEON

2.3.3 Events

The public realm at Station Hill has been designed from the outset to support events and activity as an integral part of town centre life. Streets and squares along the primary pedestrian route are proportioned, serviced and detailed to accommodate a wide range of uses, from informal gatherings to organised cultural and seasonal events. The level, pedestrianised nature of the public realm allows events to take place seamlessly alongside everyday movement, reinforcing Station Hill’s role as a flexible and inclusive civic setting. Community-focused activities, for example cultural celebrations, school-led events and wider town centre programming such as \*Party on the Hill\*, demonstrate the capacity of the public realm to support collective gathering and civic life.

These events contribute to the vibrancy of the place, encourage repeat visits and strengthen the live, work and play environment that defines Station Hill within Reading town centre. They are as follows:

- REDA
- Reading BID
- Reading Civic Society
- University of Reading/Henley Business School- Pathways to Property initiative
- Network Rail
- Ebb & Flow
- Heritage Open Day
- Berkshire Property
- BCO
- Time capsule burial
- Public launch
- International Womens Day
- Jelly
- Reading Climate Festival
- Dr Bike
- Lauchpad
- WalkWorks
- Sport in mind
- Reading Buses
- Cast Summer Cycle
- Reading in Bloom
- School & Community engagement (examples)
  - Ridgeway Primary School
  - Civitas Academy
  - New Beginnings- Homeless Charity
  - CoShed Charity
  - Reading Pride



Party on the hill at ONE Station Hill



Party on the Hill at ONE Station Hill



Residents Event at Ebb & Flow

## 2.4 Ebb & Flow (Phase 1 of Station Hill Residential Rental Community)

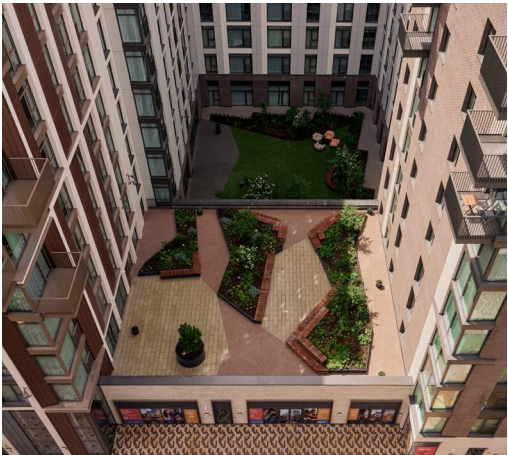
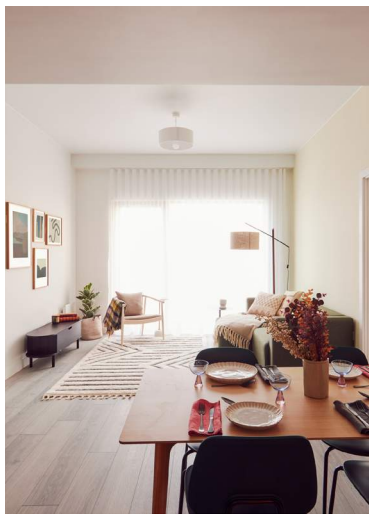
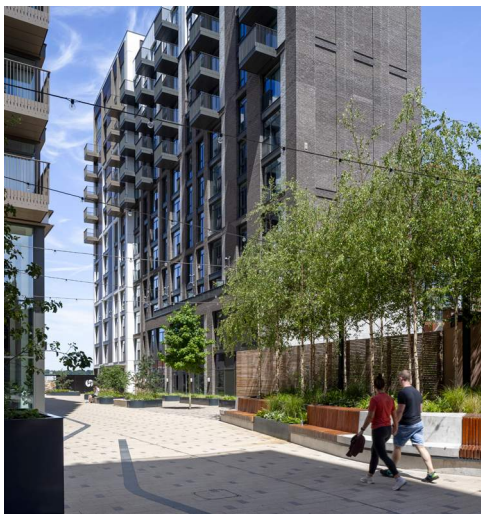
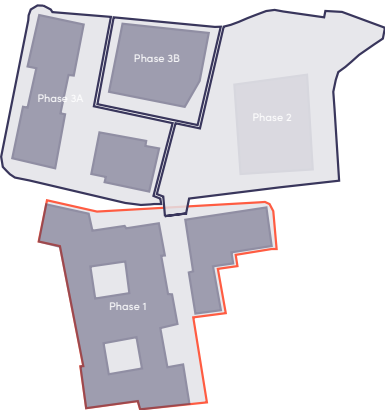
### Ebb&Flow<sub>at</sub> STATION HILL

Phase 1, Ebb & Flow, introduced 598 homes to Station Hill, delivered across two residential buildings completed in 2023. The development has received significant industry recognition, winning Residential Development of the Year at the Royal Berkshire Property Awards 2024 and being named HomeViews’ Best Place to Live in Reading, reflecting consistently high resident satisfaction and independent endorsement of the living experience. It established Station Hill as a vibrant, professionally managed town-centre neighbourhood defined by quality, service and community.

Ebb & Flow delivers a resident experience that extends beyond the apartment. A dedicated on-site management team curates a year-round programme of social, cultural and wellness events, fostering interaction and building long-term community. Shared amenities including co-working spaces, resident lounges, private dining rooms, fitness facilities and landscaped roof terraces support flexible working, social gatherings and everyday wellbeing. The operational model prioritises responsiveness, safety and stewardship, ensuring that homes and communal spaces are carefully maintained and actively programmed.

The integration of more than two acres of accessible public realm further enriches daily life, linking residents directly to Station Hill’s wider network of gardens, squares and pedestrian routes. Events and seasonal programming spill into these spaces, strengthening connections between residents, workers and visitors and embedding activity throughout the day and evening.

Collectively, Ebb & Flow has established a thriving residential community at the heart of Reading, introducing sustained population growth, supporting local businesses and setting a benchmark for experience-led urban living that underpins the continued evolution of the Station Hill masterplan.



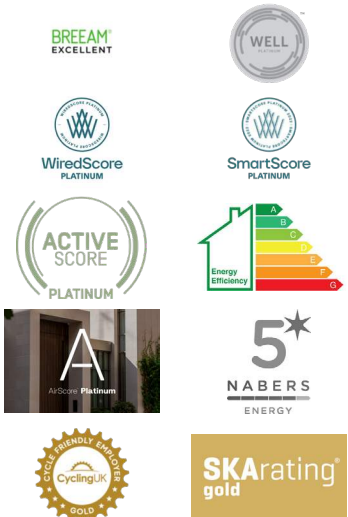
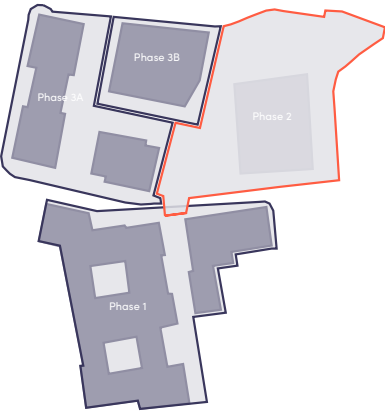
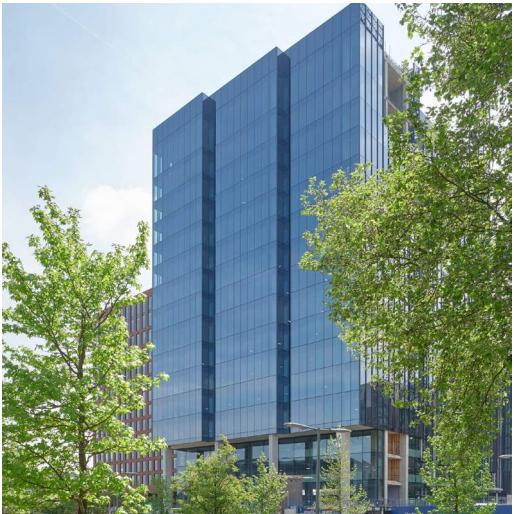
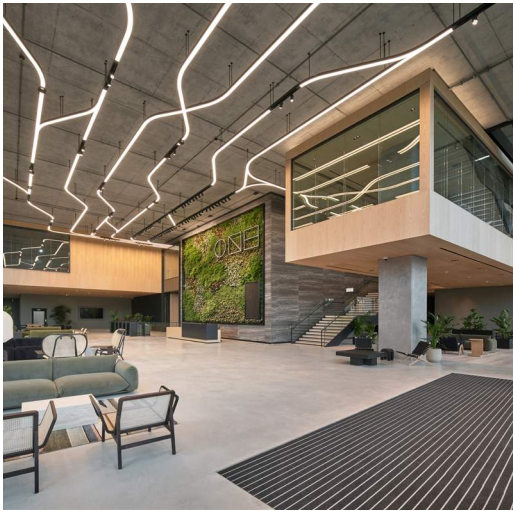
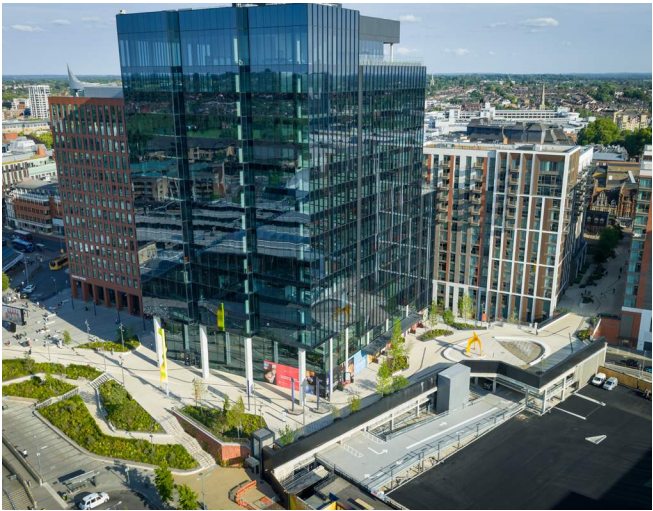
## 2.5 ONE Station Hill (Phase 2 Commercial Building)



Phase 2 delivered ONE Station Hill alongside a series of major public realm interventions that have been central to realising the masterplan vision. ONE Station Hill is a best-in-class 275,000 sqft, multi-tenanted commercial building, which is now home to anchor tenants including PepsiCo, PwC, Kenvue and Newflex, along with retail operators Kawaii, Notes Coffee and Flight Club. ONE Station Hill forms a prominent civic presence adjacent to Reading Station and marks the beginning of the pedestrian route through Station Hill towards Friar Street.

In addition to the commercial building, Phase 2 includes the pedestrian bridge over Garrard Street, Station Hill Square and the pocket park adjacent to the station. Station Hill Square functions as a key civic space along the pedestrian route, while the pocket park provides a landscaped arrival space that softens the interface with the station.

Public art and landscape delivered as part of Phase 2 reinforce the identity and quality of the public realm, creating an active, inclusive and engaging environment that supports working, socialising and movement as part of everyday town centre life.



## 2.6 Awards

Station Hill has received extensive recognition for its contribution to the regeneration of Reading and the quality of its design, placemaking and civic impact. These awards reflect the strength of the masterplan vision and the successful delivery of a pedestrian-focused public realm that has become an integral part of the town centre.

ONE Station Hill has achieved national recognition, including being named Best Commercial Workplace at the BCO Awards, securing National Winner status. Phase 1, Ebb and Flow, has also received multiple industry awards recognising residential quality and placemaking.

Collectively, this recognition underlines Station Hill's role in creating a vibrant, inclusive and distinctive place that supports living, working and social life, and that makes a meaningful and lasting contribution to Reading town centre.



### BCO Awards 2025:

- Regional win at BCO South of England & South Wales Award for Best Commercial Workplace
- National win at BCO for Best Commercial Workplace

### Estates Gazette 2025 Awards – BTR Deal of the Year

### Berks Prop Awards 2025 – Project of the Year

### Thames Valley Property Awards 2025 – Regeneration Project of the Year

### Reading in Bloom Awards 2025 – Jessica Cecil Cup

### CoStar Impact Awards 2025 – Commercial Development of the Year & Lease of the Year (NewFlex)

Station Hill has also been shortlisted for:

### The Pineapple Awards 2026 – Place in Progress Category

### 2026 Civic Trust Awards – Regional Finalist