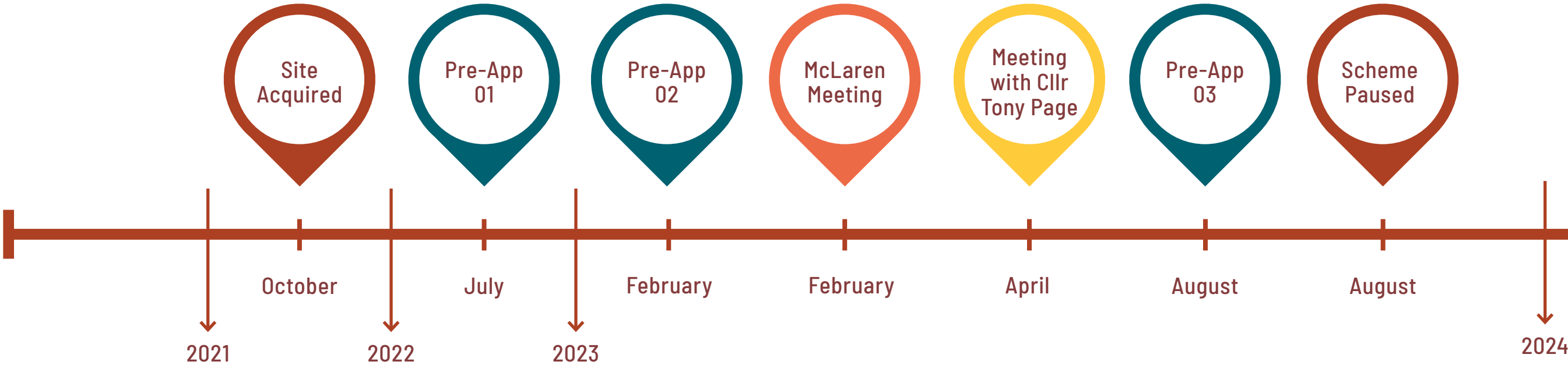
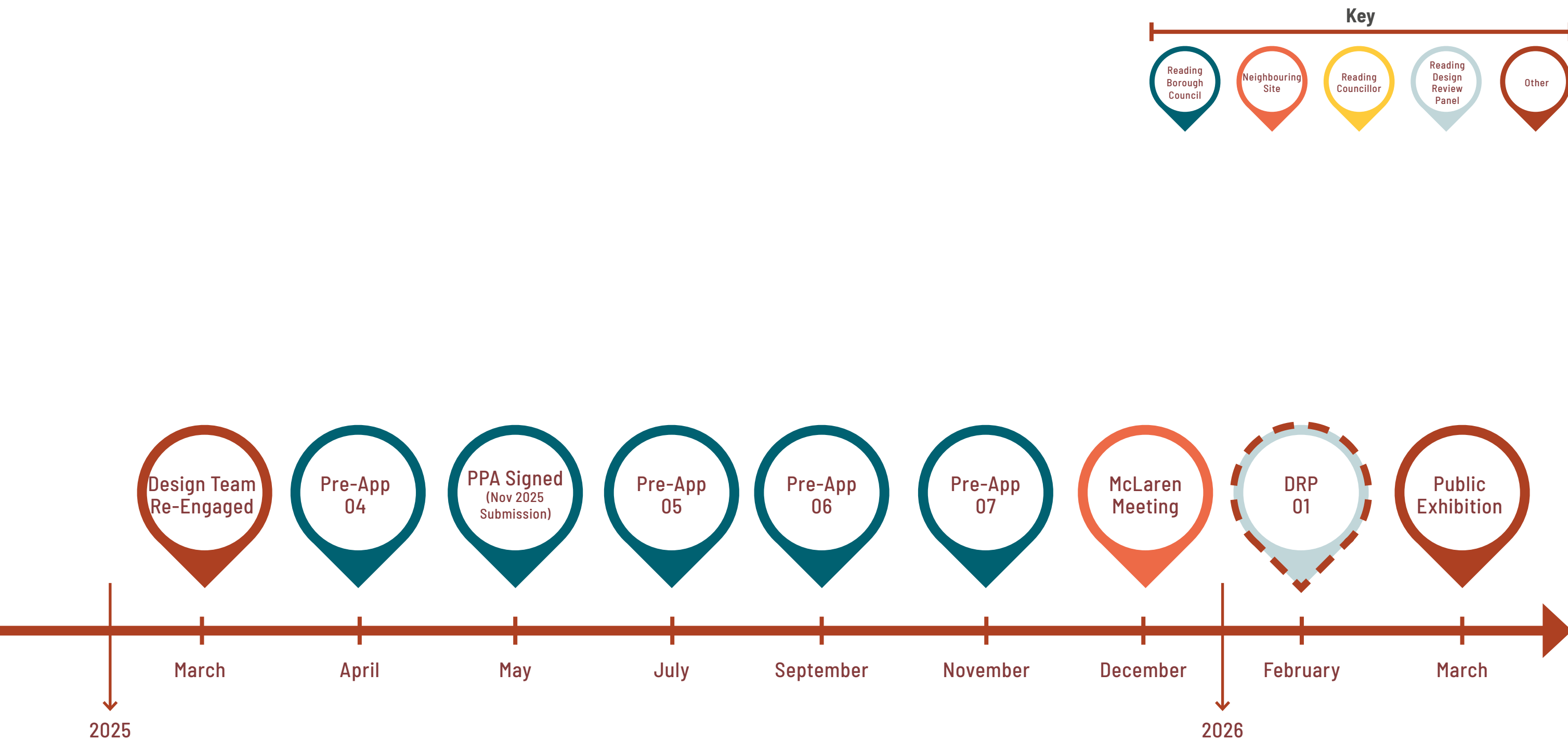


# 02 DESIGN EVOLUTION

# PROJECT PLANNING TIMELINE

The diagram below outlines the thorough approach to, and engagement with, the site, its context, and its neighbours to date, from its initial acquisition in 2021 to where we are now.

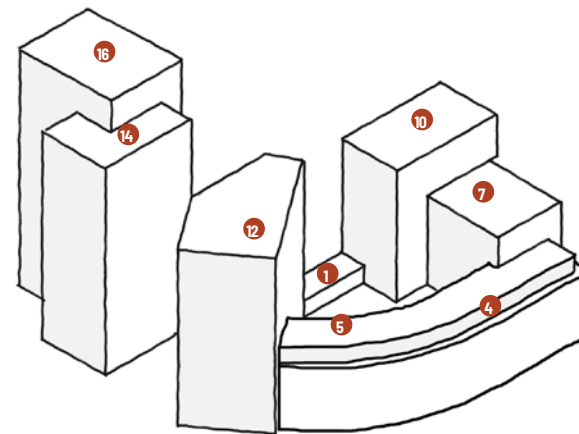
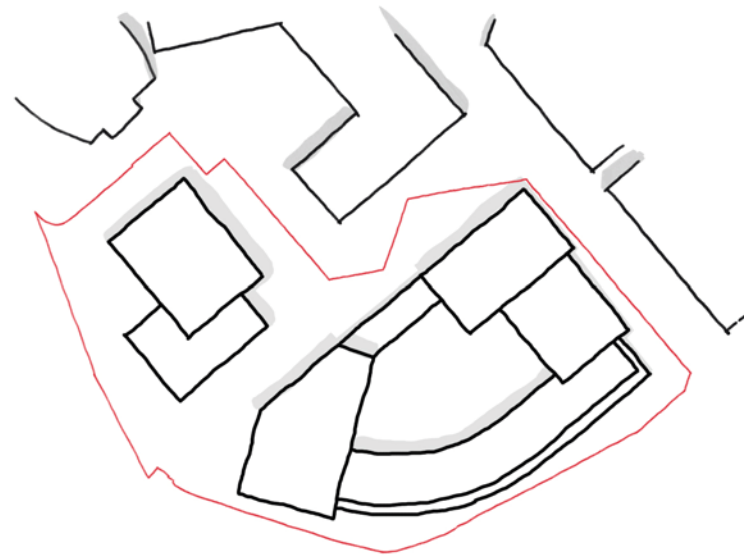




## Design Evolution

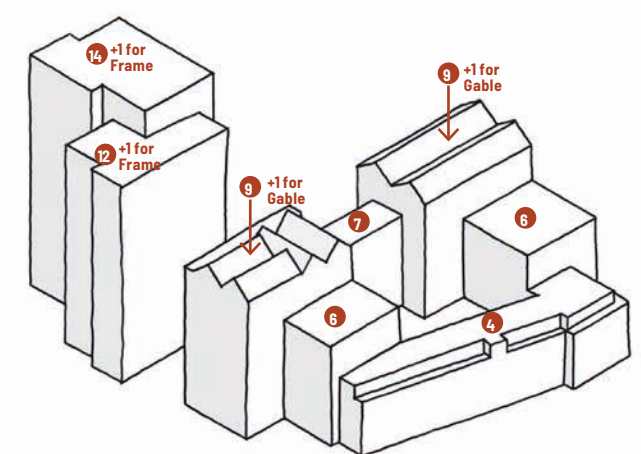
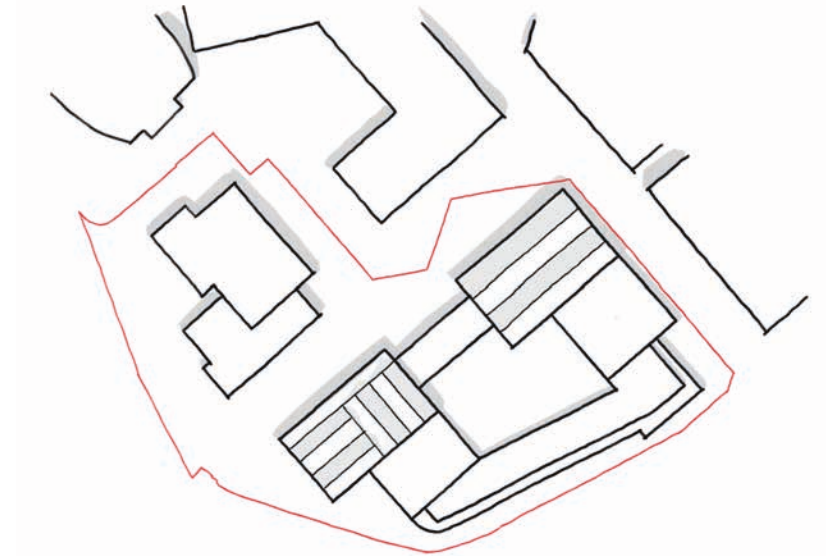
# MASSING PROGRESSION

The Design Team has taken on board the feedback received throughout the pre-application engagement process, and the massing has evolved in response to this. Following the significant pause on the scheme from 2023 to 2025, to enable the Minster Quarter site to develop their proposals, the revised massing and layouts had to respond to a new legislative landscape. This offered the opportunity to tweak the site arrangement to refine and simplify the massing, whilst enhancing the benefits the previous iterations had established in principle through engagement with officers.



### Pre-App 01 Scheme (July 2022)

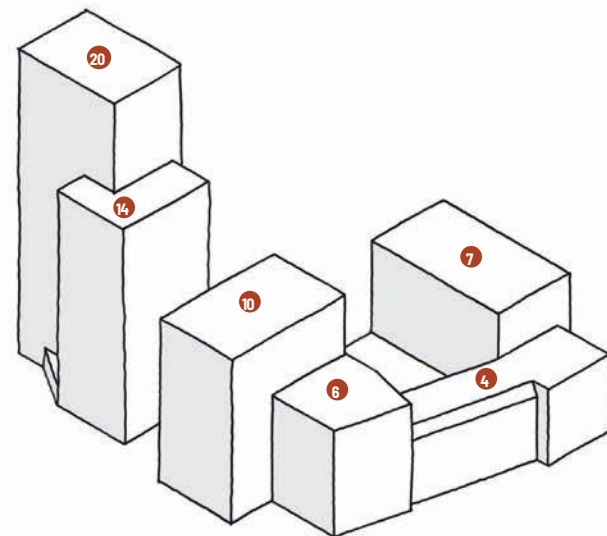
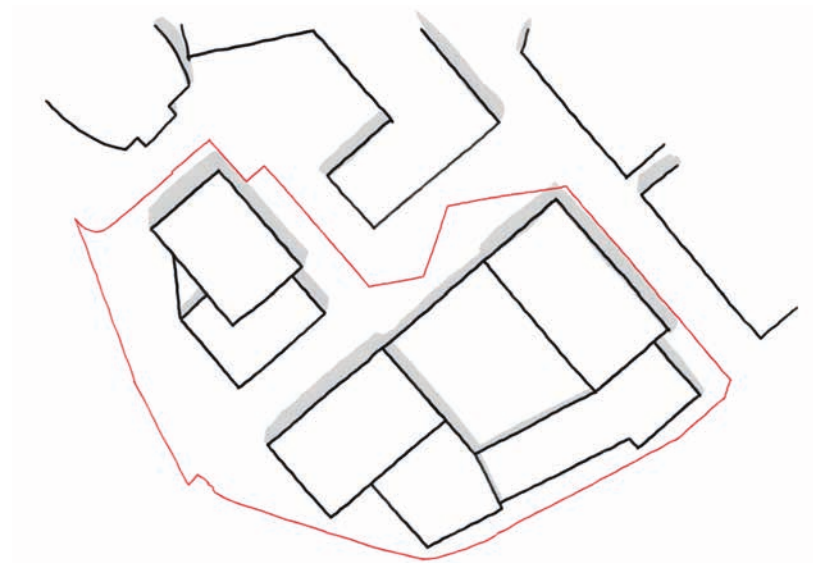
- 259 units



### Pre-App 03 Scheme (August 2023)

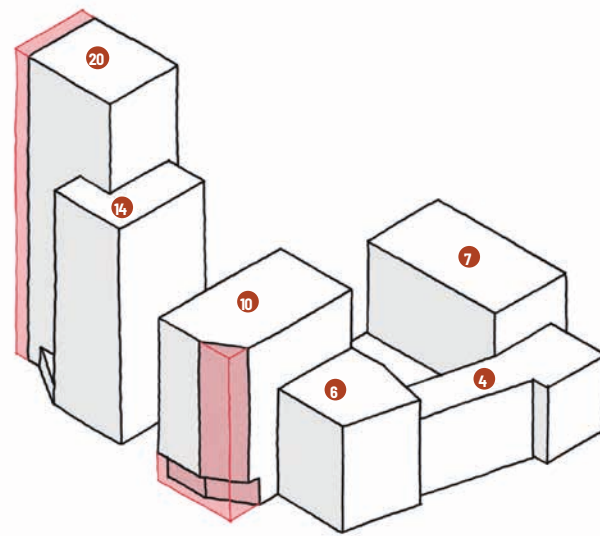
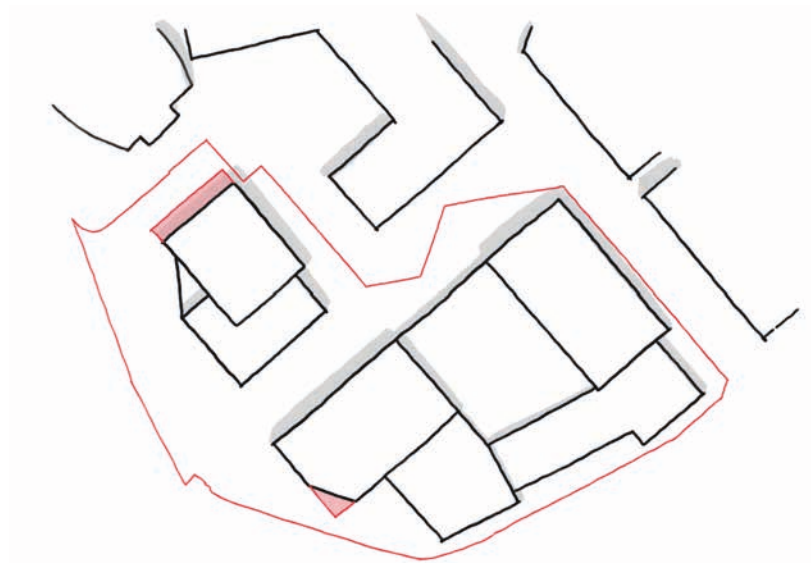
- 224 units
- Scheme was prepared prior to legislation change
- 9, 12, and 14 storey elements all had c.1 additional storey as a result of architecture treatment (extending frames, pitched roofs etc.)

# MASSING PROGRESSION



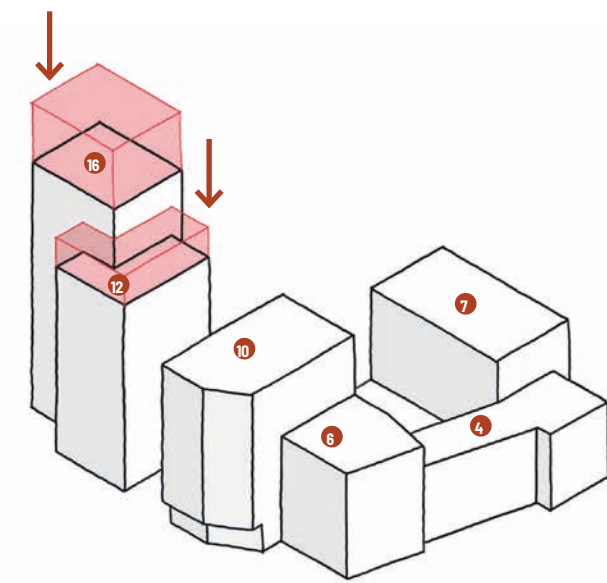
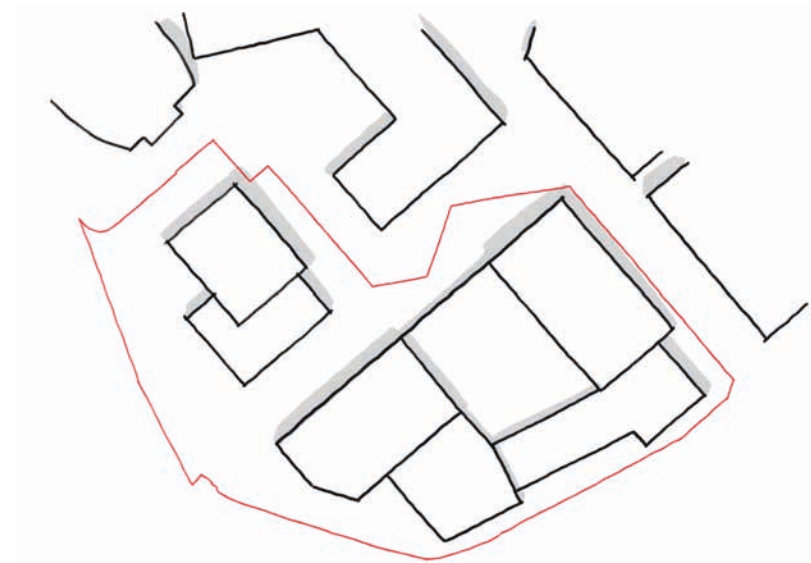
## Pre-App 05 Scheme (July 2025)

- 241 units
- Layouts reviewed to align with latest legislation (2 stairs)
- Significant reduction in residential footprint with improvements to building form and proportions with resultant impact on a more high quality public realm offer



## Pre-App 06 Scheme (September 2025)

- 226 units
- Further reduction in Block A footprint to improve quality of public realm adjacent to Roundabout and Castle Street
- Significant reduction to Block B footprint to align with neighbourly principles towards the indicative Minster Quarter Framework



## Pre-App 07 Scheme (November 2025 - Current)

- 206 units
- Significant reduction in the height of Block B, from 14 and 20 storeys to 12 and 16
- Potential to further reduce the height of the Block A ground floor with the removal of the food store

## Design Evolution

# PRE-APP 01

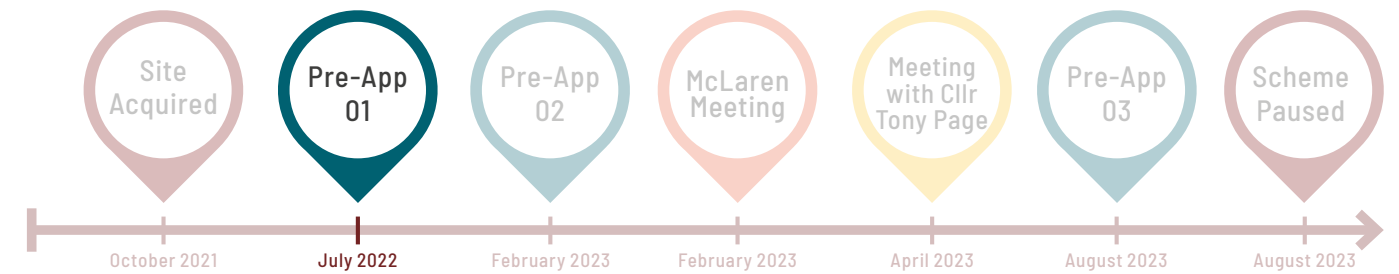
The information presented at Pre-App 01 focused on introducing the Design Team's understanding of the site in its local, wider and historic context, as well as the key constraints and opportunities, from both a design proposal and planning policy perspective.

Initial feasibility and capacity proposals for the site were discussed, focusing on high level strategic principles for the arrangement of buildings and public realm on site, as well as the strategy and rationale for height and massing.

Early thoughts on roofscape and architecture principles were also shared, focusing on the quality of an active and defined ground floor.

## Response from RBC

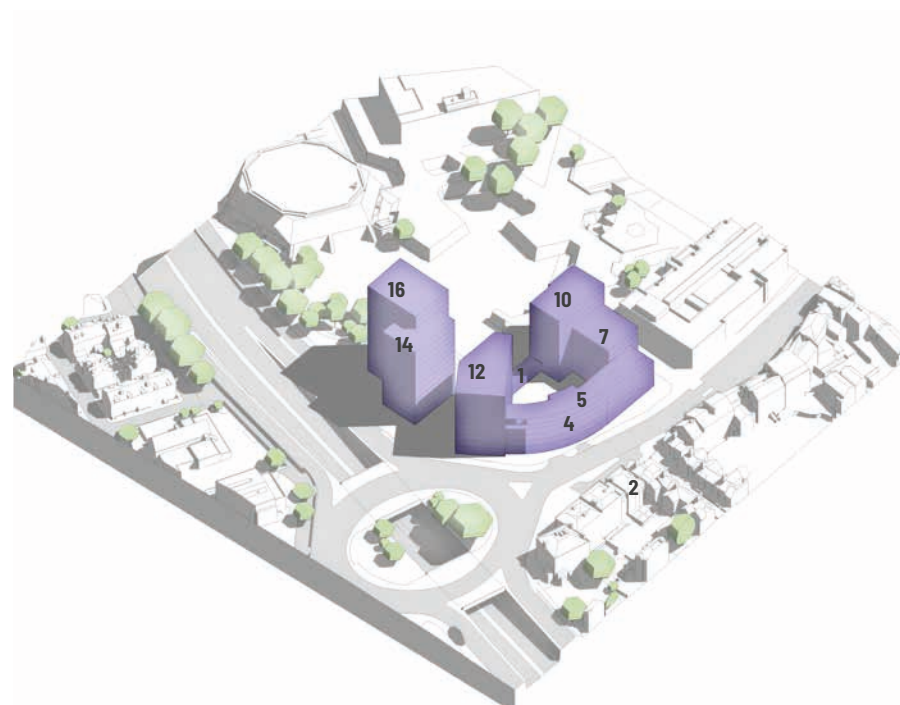
- The new E/W route through the site is an important move for the site layout and wider connections
- Proximity to Castle Street a concern but important to repair the street frontage with built form
- The articulated roofs increase the height of the building further
- Building heights along Cusden Walk and adjacent to the IDR need further justification
- Engagement with the neighbouring Minster Quarter site will be an important consideration



Illustrative masterplan



Illustrative view



Massing with storey heights



Illustrative aerial view

## Design Evolution

# PRE-APP 03

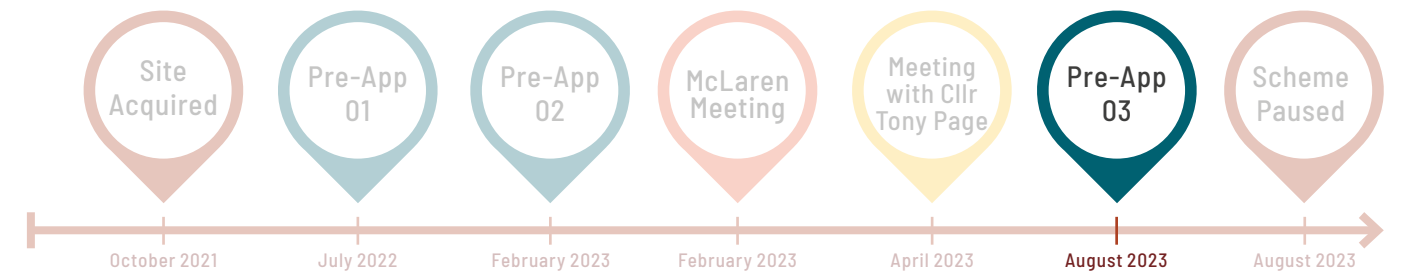
The team provided a design update highlighting responses to the areas of feedback received at Pre-App 01 & 02, predominantly focusing on the response to Castle Street, and the strategy for height and massing.

The masterplan principles for the Pre-App 03 scheme align with those established at the previous meeting, retaining the key east-west route through the site and the general arrangement of spaces and buildings. A significant reduction in height was introduced in response to previous feedback.

A more detailed study of the architectural context in Reading was undertaken, and a more developed approach to the proposed architecture was also shared with RBC, establishing the aspiration for the look and feel of the proposals.

## Response from RBC

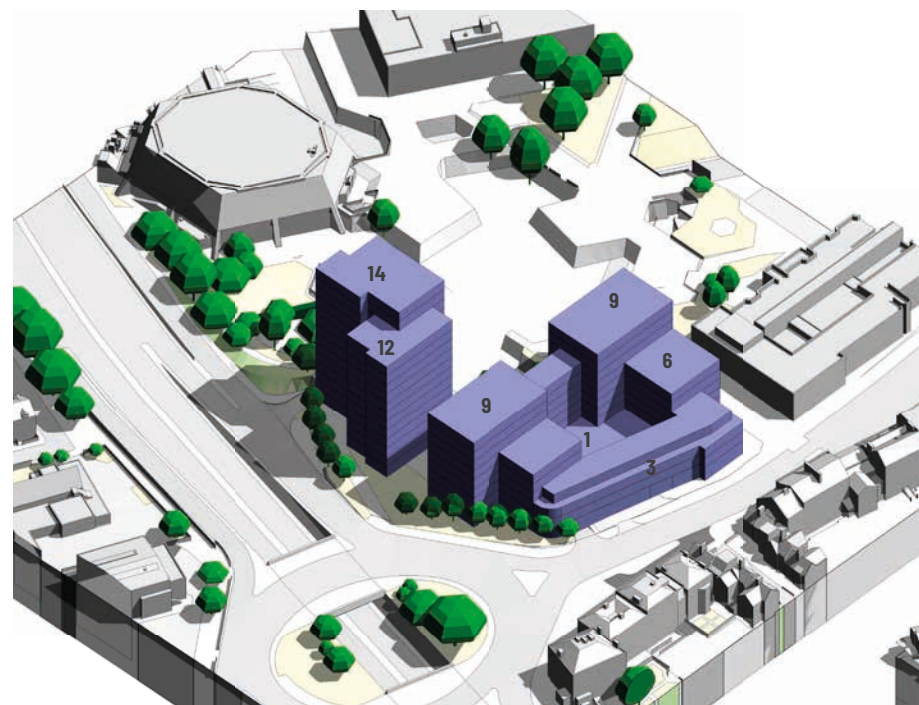
- Heights along Cusden Walk still of concern
- The additional articulation to the massing along the IDR and roundabout helps to break down the mass, but is still too continuous along the Castle Street frontage
- The gable roofs to the 9 storeys elements add additional height and appear 'wharf-like'



Illustrative masterplan



CGI view looking towards Flint Street



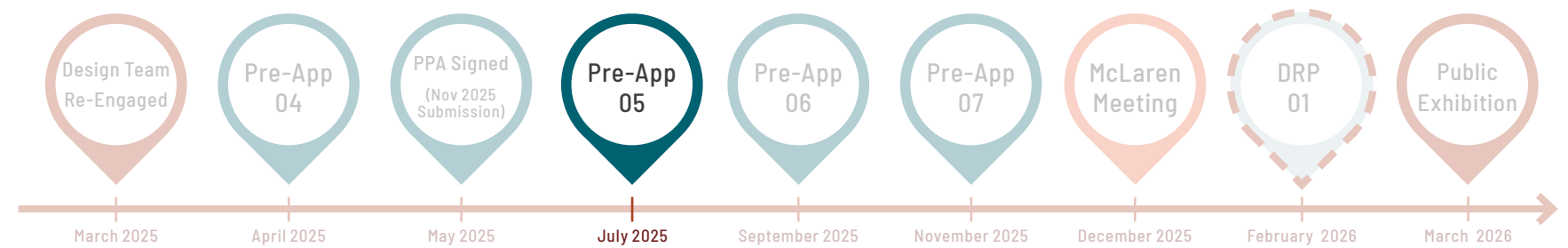
Massing with storey heights



CGI view from the roundabout

## Design Evolution

# PRE-APP 05



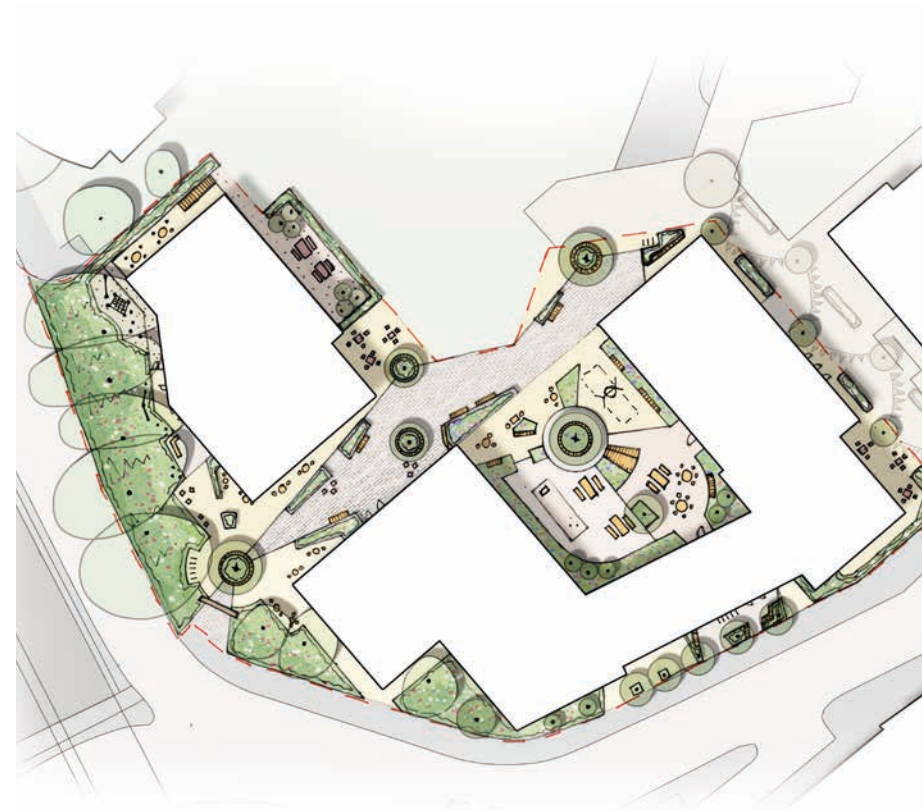
Following a significant pause in the design development of the scheme to allow the neighbouring sites to progress, the Team presented a refreshed and revised approach to the site in response to:

- Pre-Application and member feedback received to date
- Changes in legislation and guidance that had been implemented whilst the project was on hold, particularly those relating to fire safety and two staircases.

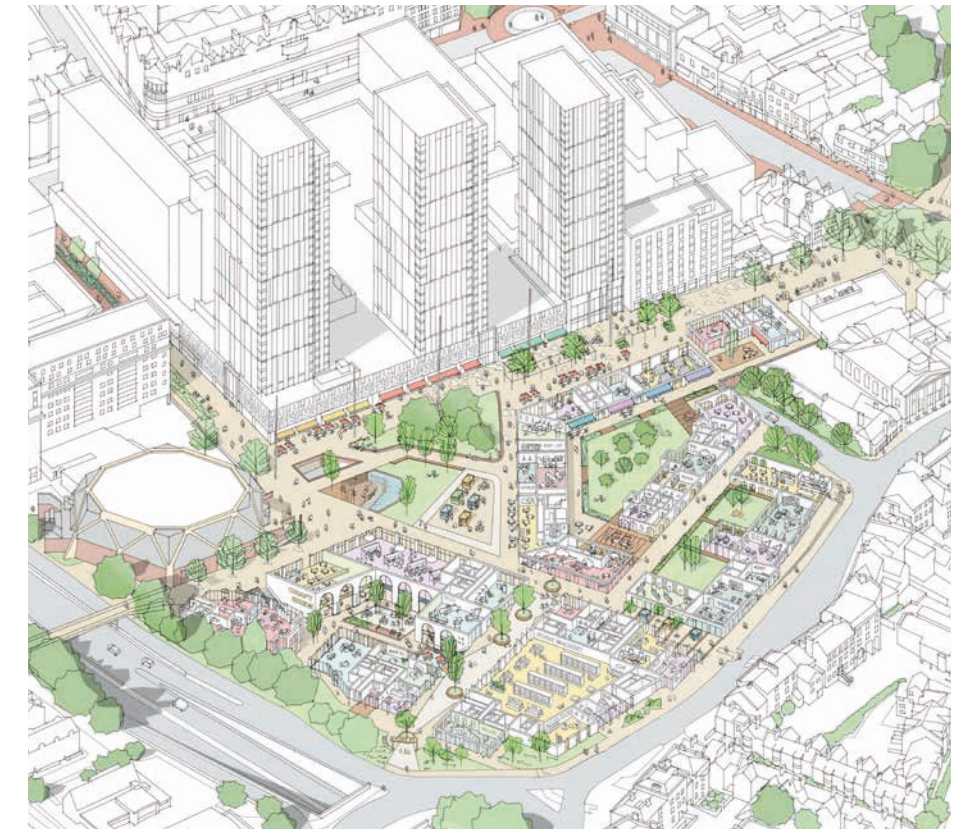
The revised scheme again maintained the major principles established to date, in particular the central east-west route, or 'Flint Street'.

Pre-App 05 introduced the emerging masterplan, establishing the site's framework massing approach, and relationship to the surrounding context.

It outlined the initial architectural language, building arrangement, and key movement routes, alongside early thinking on public realm, landscape, and connections through the site.



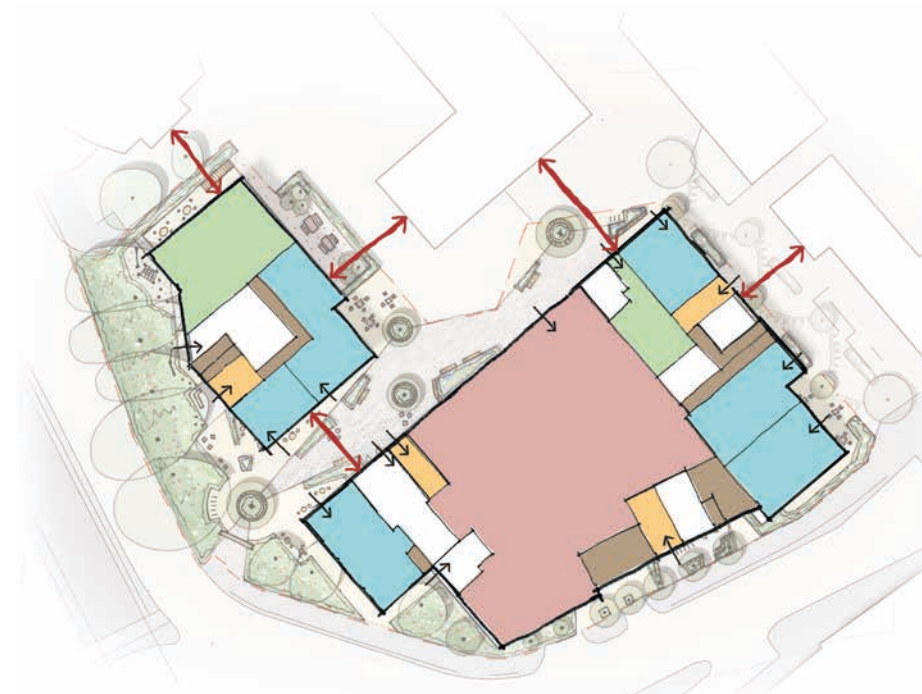
Illustrative masterplan



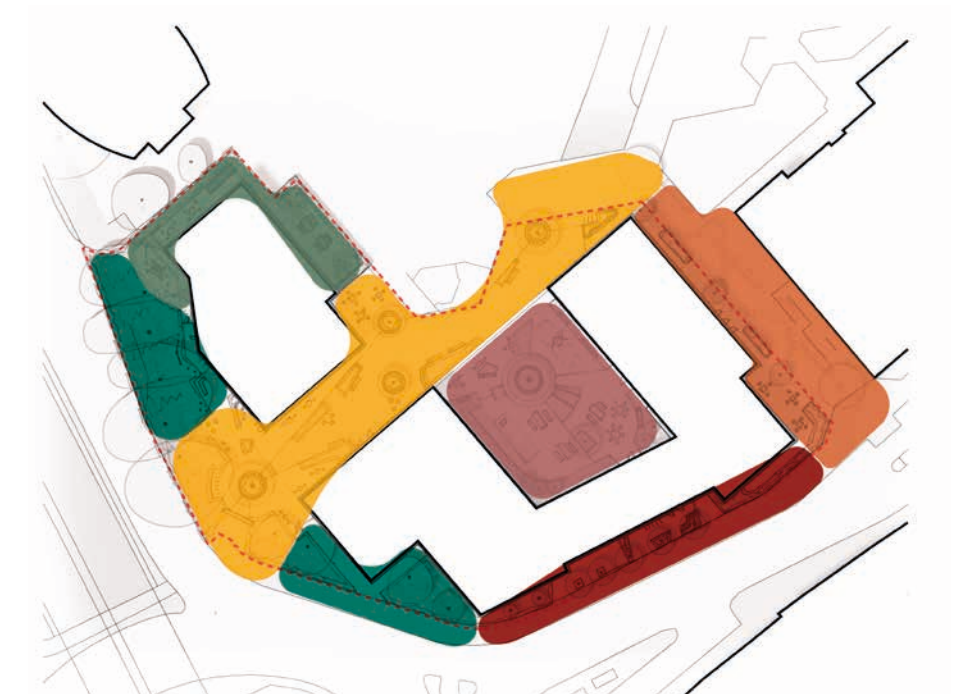
Illustrative ground floor cutaway aerial drawing

## Response from RBC

- Positive improvements to the site layout and simplification of the massing in comparison to the previous scheme
- The increased height to the north block along the IDR was a concern, in the context of proposals on the neighbouring site being unknown
- The proximity of the building corner adjacent to the IDR roundabout appears too close and should be stepped back
- Potential to setback the Castle Street frontage further from the road
- Aspiration for basement servicing



Illustrative ground floor plan



Landscape character areas

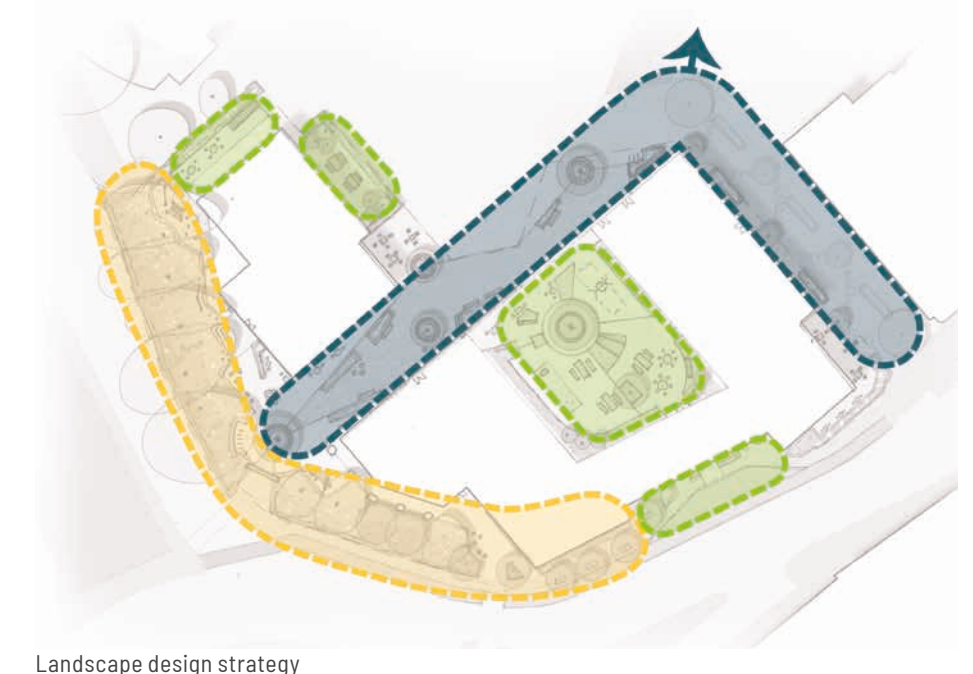
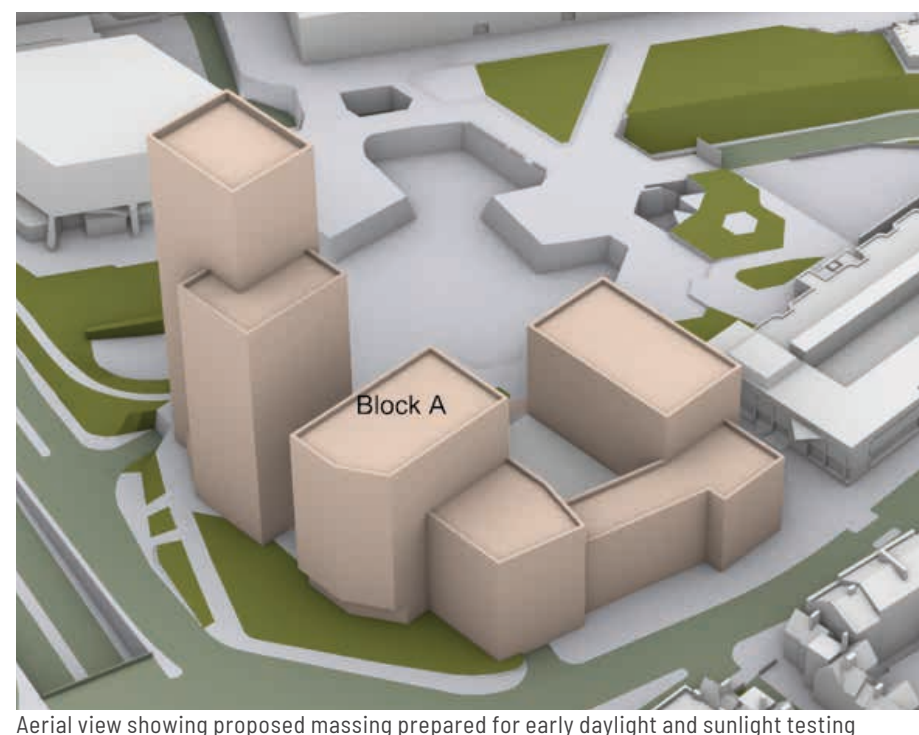
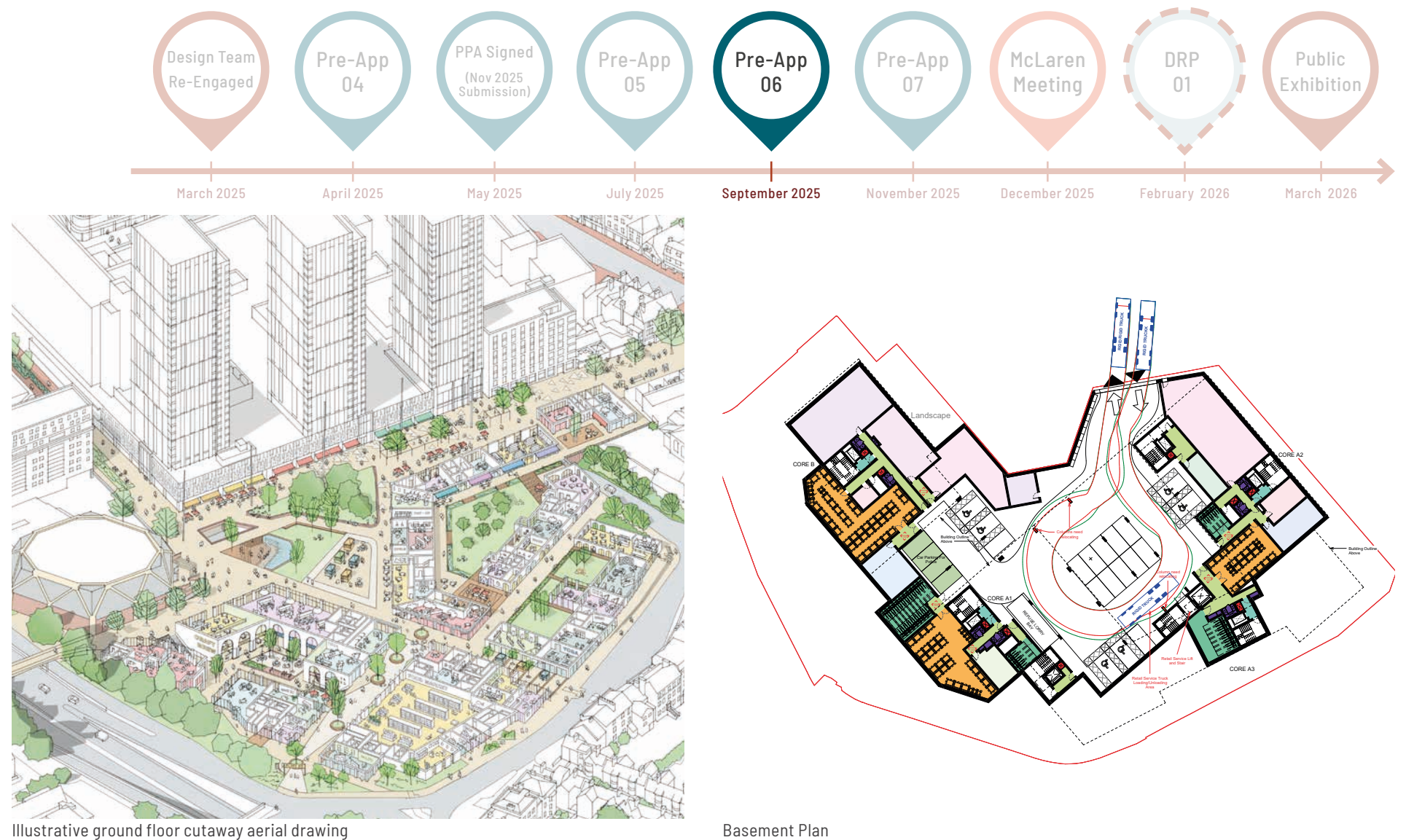
## Design Evolution

# PRE-APP 06

The Pre-App 06 presentation outlined the evolving masterplan, responding to earlier feedback through adjustments to servicing, landscape, and the relationship to existing site constraints such as trees and surrounding infrastructure. It established key design principles around massing, separation distances, and aspect to ensure a neighbourly, policy-led scheme aligned with the Minster Quarter framework. The proposals also introduced a strong public realm and landscape strategy, positioning the site as a gateway into the town centre with improved pedestrian routes, planting, and activated spaces.

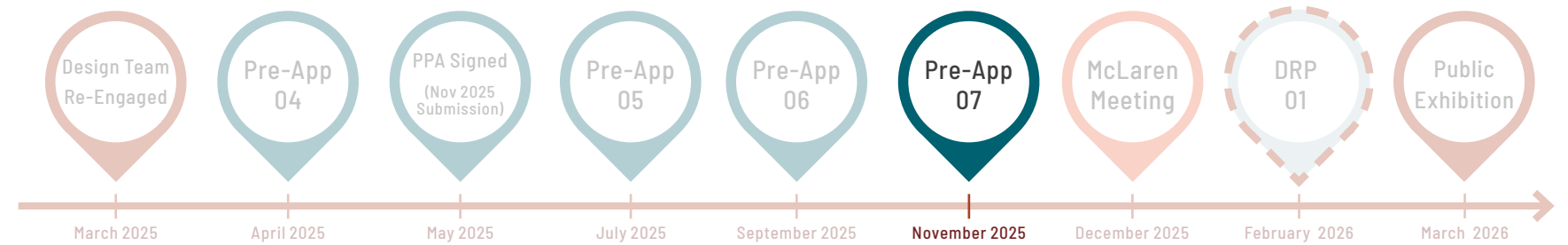
## Response from RBC

- The reduction in massing through the increased setback to the Castle Street frontage, and chamfer to the IDR roundabout, are positive improvements to the scheme
- The significant setback from the northern boundary is an improvement but the overall height of Block B is still a concern given the unknown nature of the potential future development of the Minster Quarter
- Basement servicing is positive for the scheme and will facilitate more attractive public realm along Castle Street



## Design Evolution

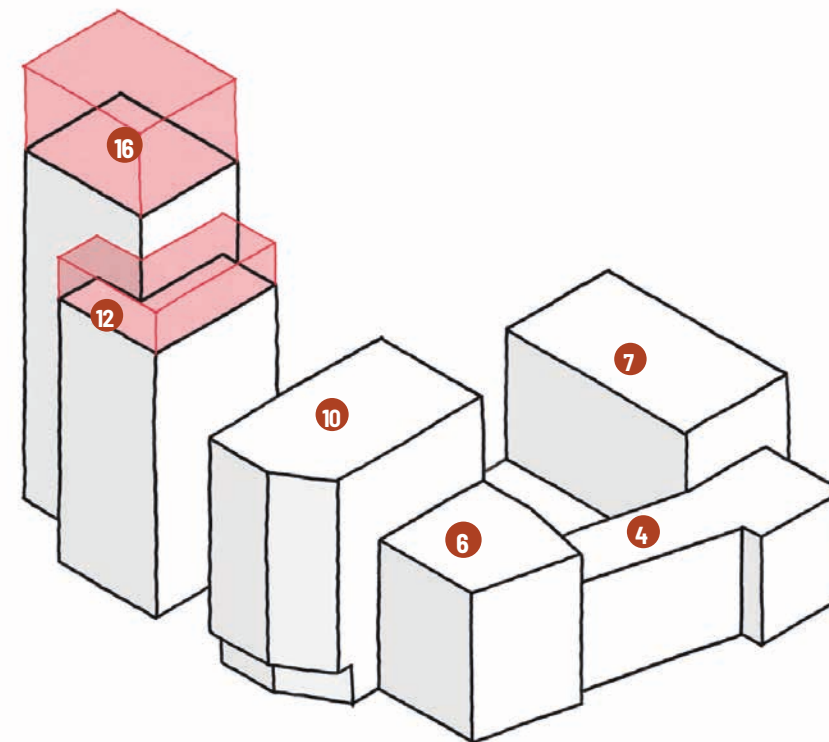
# PRE-APP 07



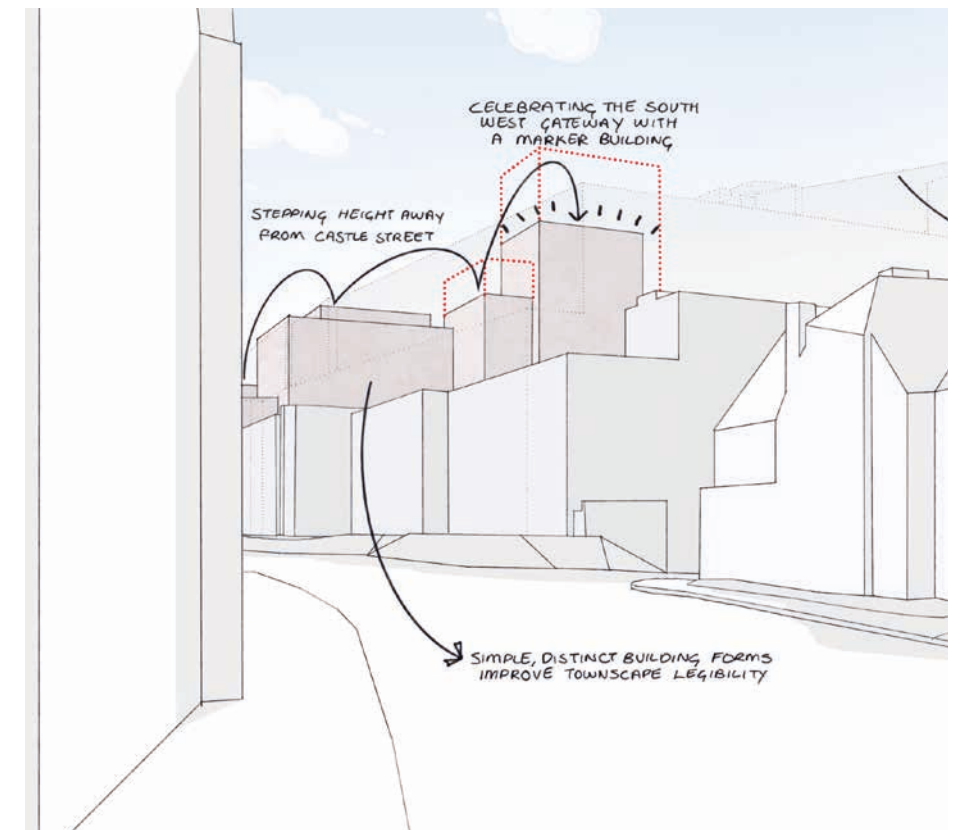
The Pre-App 07 presentation set out a refined residential-led, mixed-use scheme shaped by previous feedback, with reduced heights, improved massing, and a stronger response to the surrounding context. A key move was the introduction of full basement servicing, enabling an active, pedestrian-focused ground floor and a significantly enhanced public realm. The scheme delivered approximately 206 homes within a cohesive urban structure, with activated frontages and improved connections throughout the site.

## Response from RBC

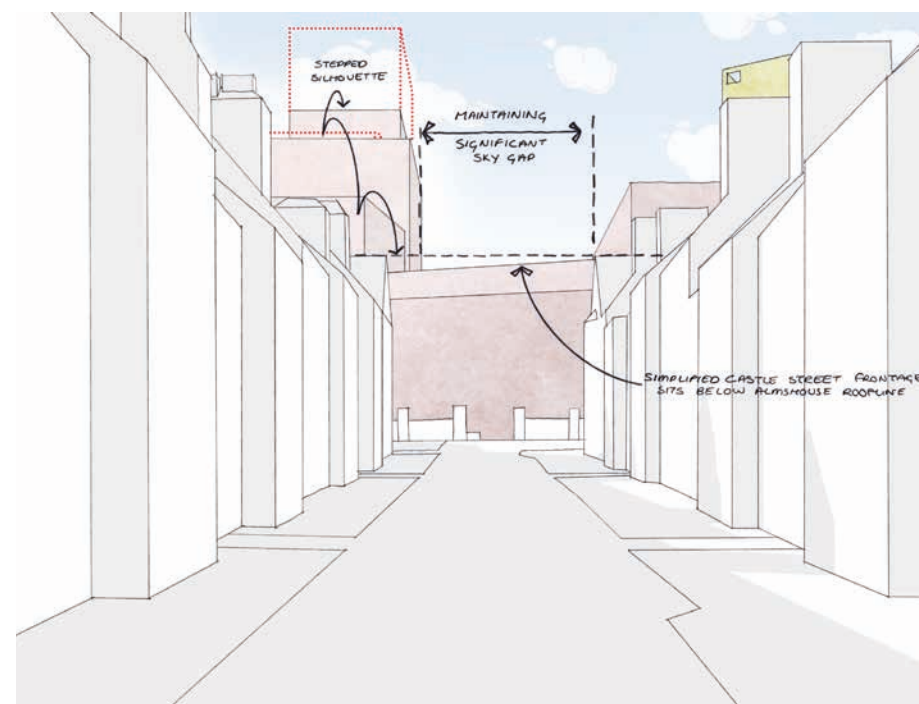
- The significant reduction in height to Block B was a positive move for the proposals
- Ambition for additional tree planting along Castle Street



Massing showing changes in height



Illustrative townscape view from Castle Street



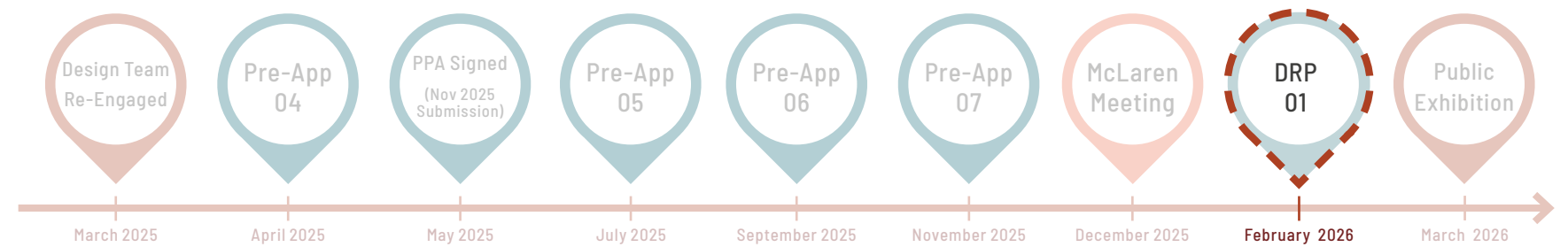
Illustrative townscape view from The Almshouses



Illustrative basement plan

## Design Evolution

# DRP 01



The DRP presentation included a range of information, taking the panel on journey from early stages to detailed design stages. Early site analysis and initial masterplan principles were presented. Following this, the townscape strategy was presented through street views and site sections. Character areas were presented showing both architectural style and landscape character through a range of diagrams, bay studies and CGI views.

## Feedback

The Design Review Panel supports the redevelopment as a significant opportunity to create a gateway into Reading town centre, with appropriate height, massing, and a strong mixed-use approach.

The scheme is praised for locating servicing at basement level and creating active ground floor frontages, though further refinement is needed in architectural clarity, townscape impact, and relationships with neighbouring sites. The landscape and public realm strategy is broadly positive, but would benefit from increased greening, improved usability, and further consideration of microclimate and long-term management.



CGI view from the roundabout



Illustrative bay studies



Typical floor CAD plan



CGI view looking towards Flint Street

## Design Evolution

# PUBLIC EXHIBITION

The public exhibition was held on Saturday the 7th of March 2026, where the design team presented the latest scheme with a range of imagery and information. This included, an illustrative masterplan, ground floor plan showing potential mixed uses, townscape views, a landscape strategy and a varied set of CGI view located in and around the site.

Alongside the exhibition, an online interactive map was provided to support wider engagement. It showed the illustrative masterplan and allowed the public to explore the proposals and leave comments on specific locations, helping to capture more detailed feedback, including from those unable to attend in person.

Around 100 people from the local community attended the in-person event with roughly 43 comments on the interactive map.

Please refer to the Statement of Community Involvement (SCI) for further information and take aways.

March 2026



Public exhibition 01



Public exhibition 02



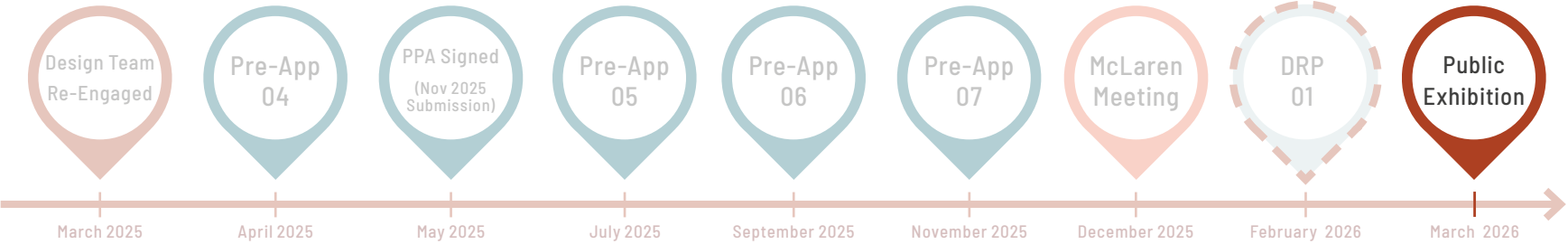
Public exhibition 03



Public exhibition 04

Design Evolution

PUBLIC EXHIBITION



**FLINT<sup>2</sup>** PUBLIC ENGAGEMENT EVENT  
7TH MARCH 2026 **jtp**

**PROPOSED MASTERPLAN**

205 Residential Homes

Engaging Public Realm

Improved Connectivity

Well Designed High Quality Architecture

c.13 New Ground Floor Non-resi Units

A considered family of building typologies that form a clear response to their contextual setting, forming an:

- A strong response to the R&R and roundabout through creating a gateway sense into the site.
- A sensitive, flow-grain treatment to the Castle Street frontage.
- A plot-by-plot strategy to create response which speak to its various neighbours.

**FLINT<sup>2</sup>** PUBLIC ENGAGEMENT EVENT  
7TH MARCH 2026 **jtp**

**GROUND FLOOR STRATEGY**

Potential Non-Residential Uses:

Key:

- Residential Lobby
- Potential Non-Residential uses
- Back of House

Public Realm and Ground Floor Uses

**FLINT<sup>2</sup>** PUBLIC ENGAGEMENT EVENT  
7TH MARCH 2026 **jtp**

**ARCHITECTURAL CHARACTER**  
Flint Street

Local Vernacular and Accent Materials

Architectural details and material samples including brickwork, stone, and various window and door types.

Boards presented at public exhibition

# Design Evolution

## OPPORTUNITIES

### Key

-  Site boundary
-  New east-to-west pedestrian connection
-  Utilising existing and established vehicle access to basement
-  New active frontages
-  Potential future foot bridge as per the Development Framework Masterplan
-  New street-facing frontage to Castle Street
-  Opportunity for height
-  Opportunity for residential amenity at upper levels
-  Existing podium
-  New public realm and landscaping that ties to existing levels
-  Retaining existing trees
-  Arrival square at the junction between Cusden Walk & Castle Street
-  Connecting to existing pedestrian cross points
-  Reconnecting existing desire lines



Illustrative diagram highlighting design opportunities



Illustrative View looking East along Flint Street

