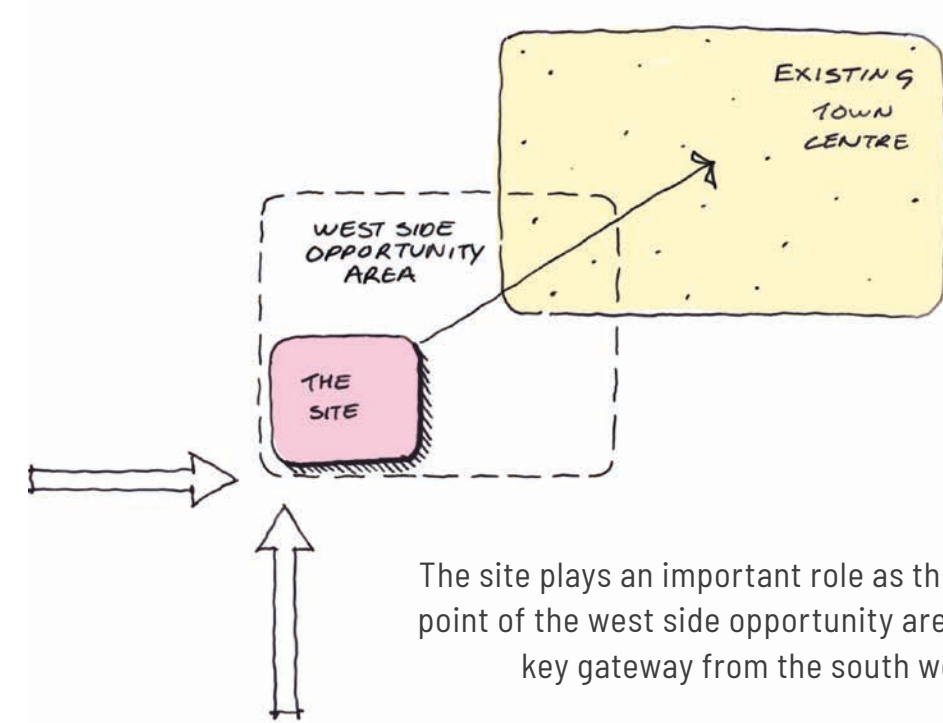
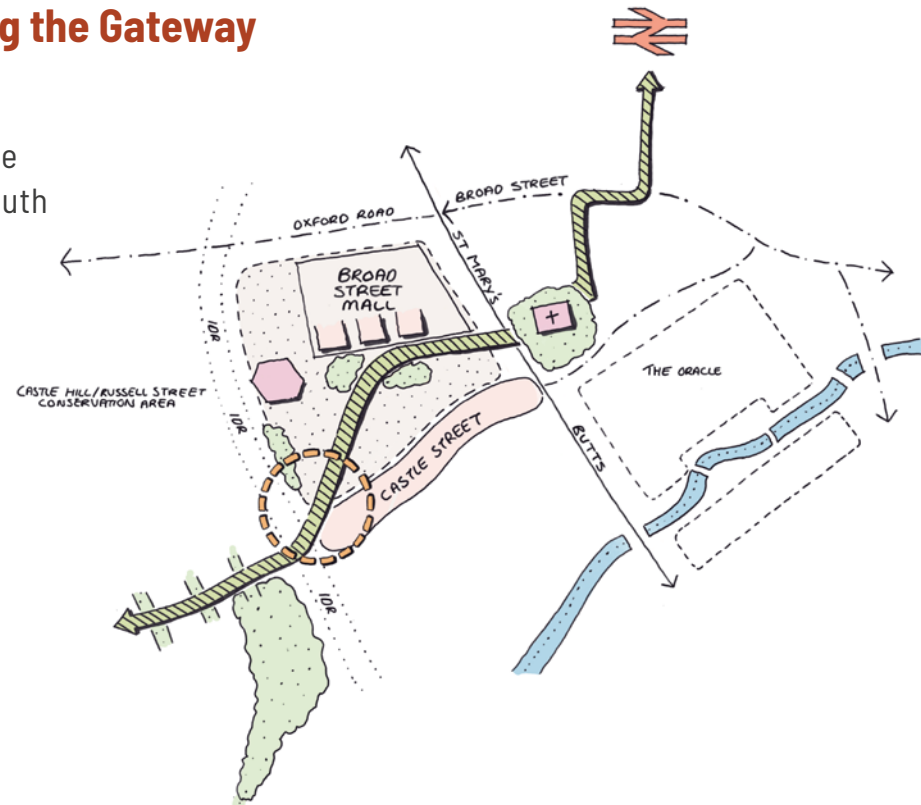


03 SITE LAYOUT

MASTERPLAN PRINCIPLES

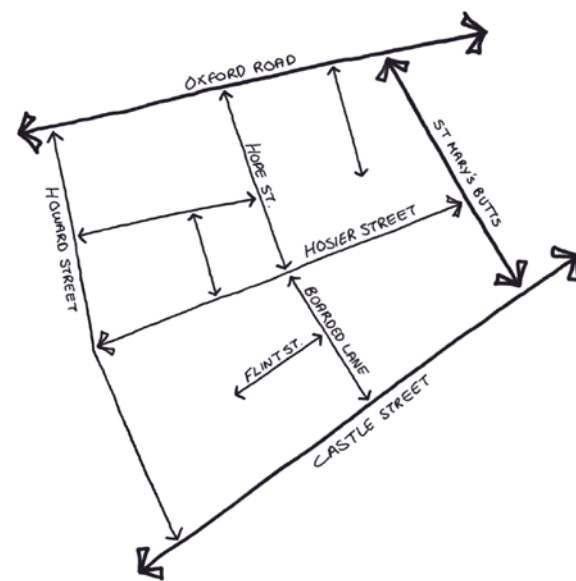
Improving Permeability and Marking the Gateway

An opportunity to redefine the hierarchy of the IDR, and improve connections between the south west and the town centre.



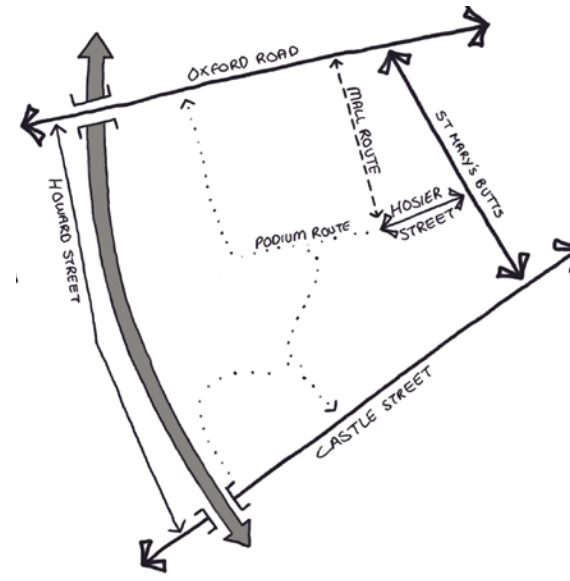
The site plays an important role as the southern-most point of the west side opportunity area, and forms the key gateway from the south west into Reading.

Improving permeability with Legible Wayfinding



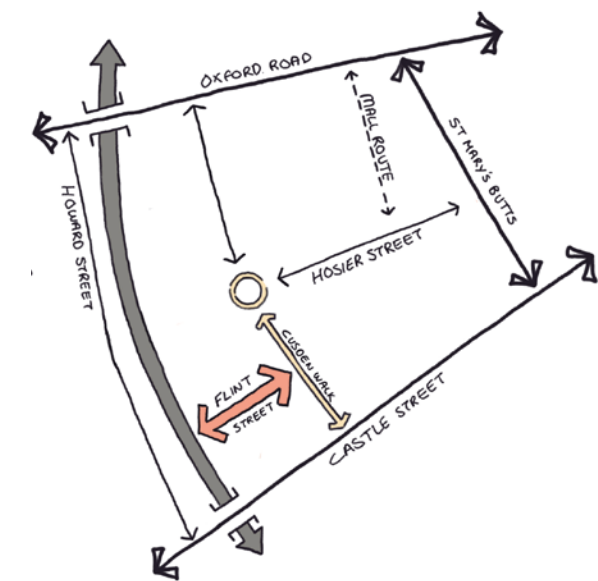
- Historic -

Finer historic grain facilitates permeability & encourages routes through the site



- Existing -

The introduction of the IDR and 'big box' buildings in the 1970's severs connections to and through the site, leaving disjointed and indirect routes across the podium

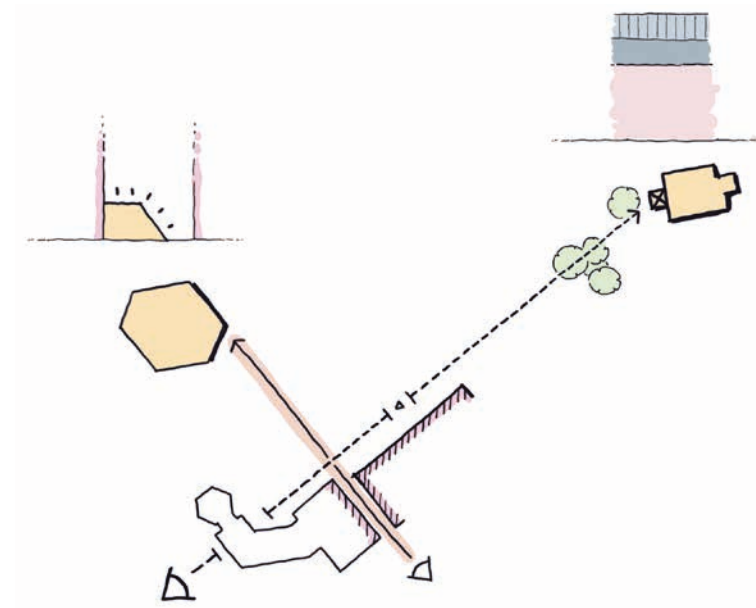


- Proposed -

Restoring permeability through the site at the south west gateway, and reintroducing historic place names and routes.

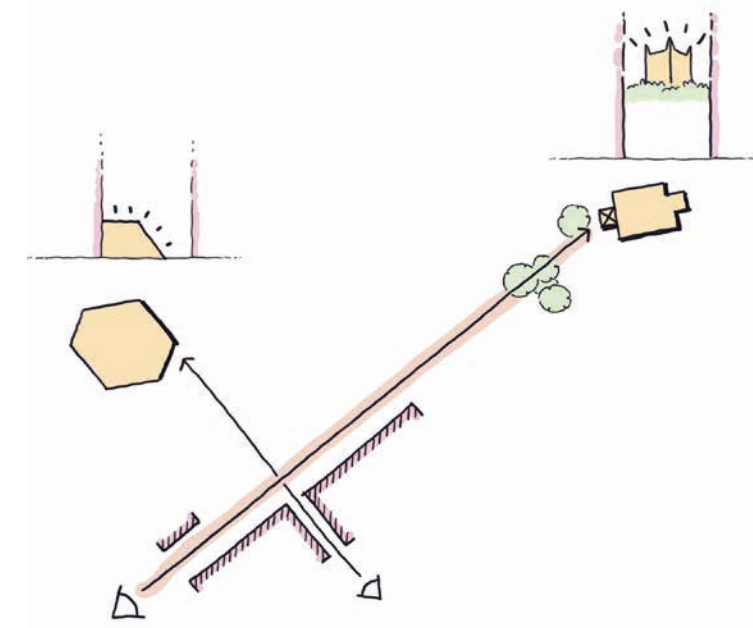
MASTERPLAN PRINCIPLES

Framing Existing Assets



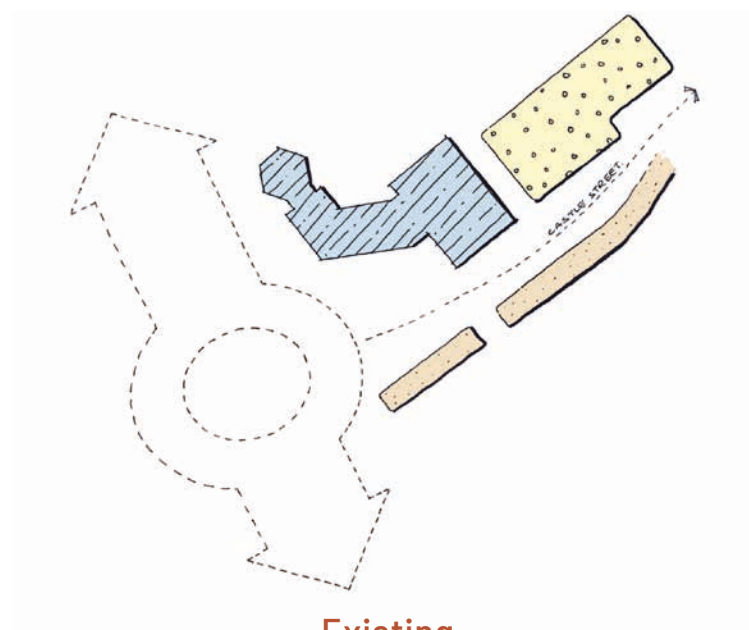
Maintaining and enhancing existing views towards cultural and heritage assets

...and...



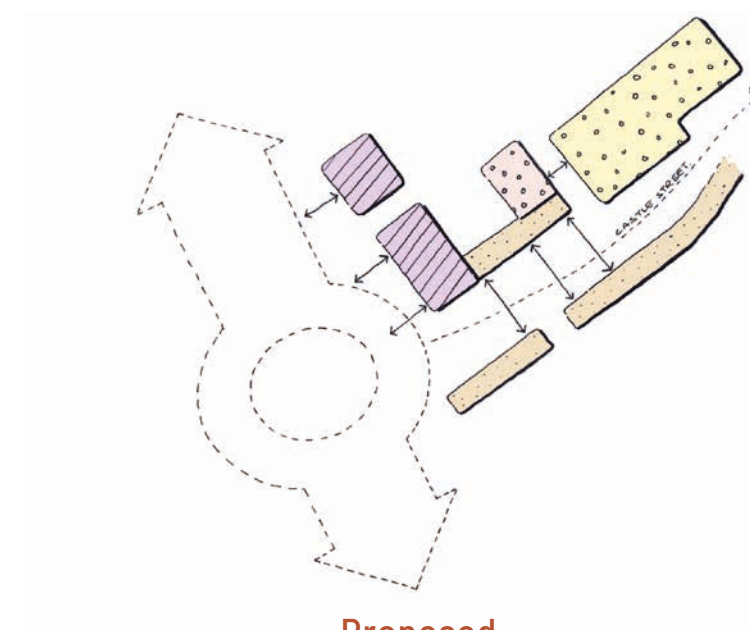
Revealing and framing new ones with the proposed building form

Urban Grain



- Existing -

The existing buildings on and around the site, have a poor relationship to one another in regards to scale, grain and footprint



- Proposed -

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

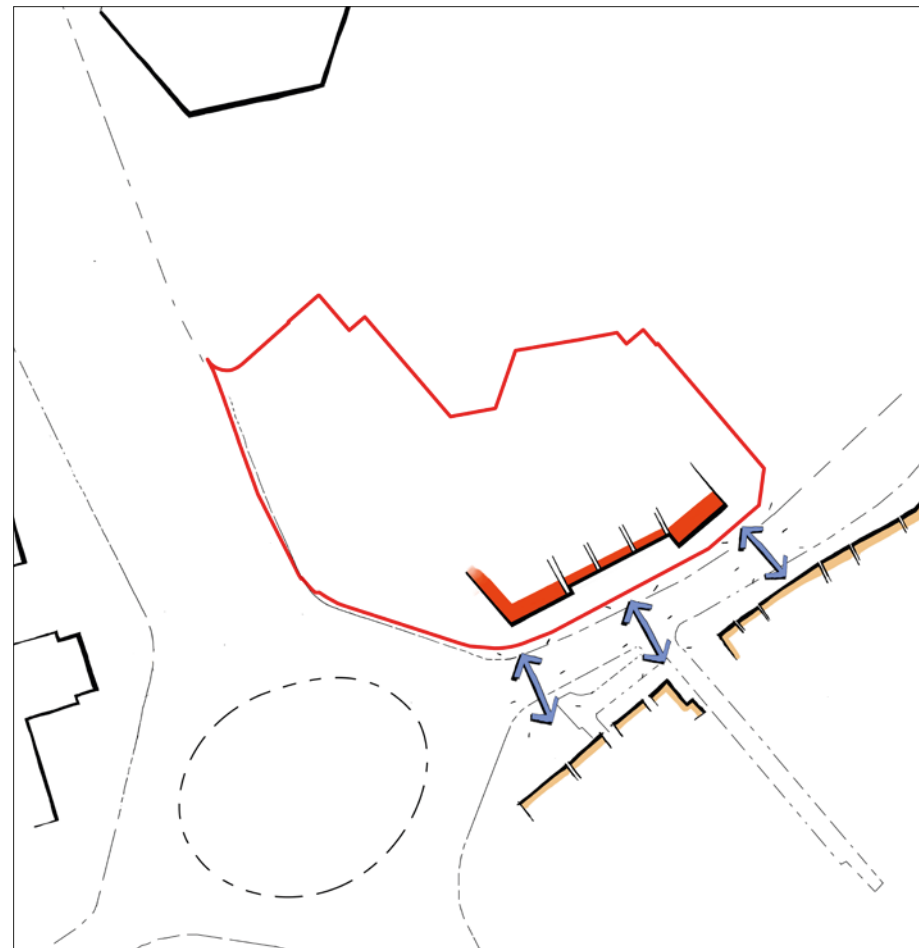
- A strong response to the IDR and roundabout through creating a gateway sense into the site.
 - A sensitive, finer-grain treatment to the Castle Street frontage
- A plot-by-plot strategy to create response which speak to it's various neighbours.

MASTERPLAN FRAMEWORK



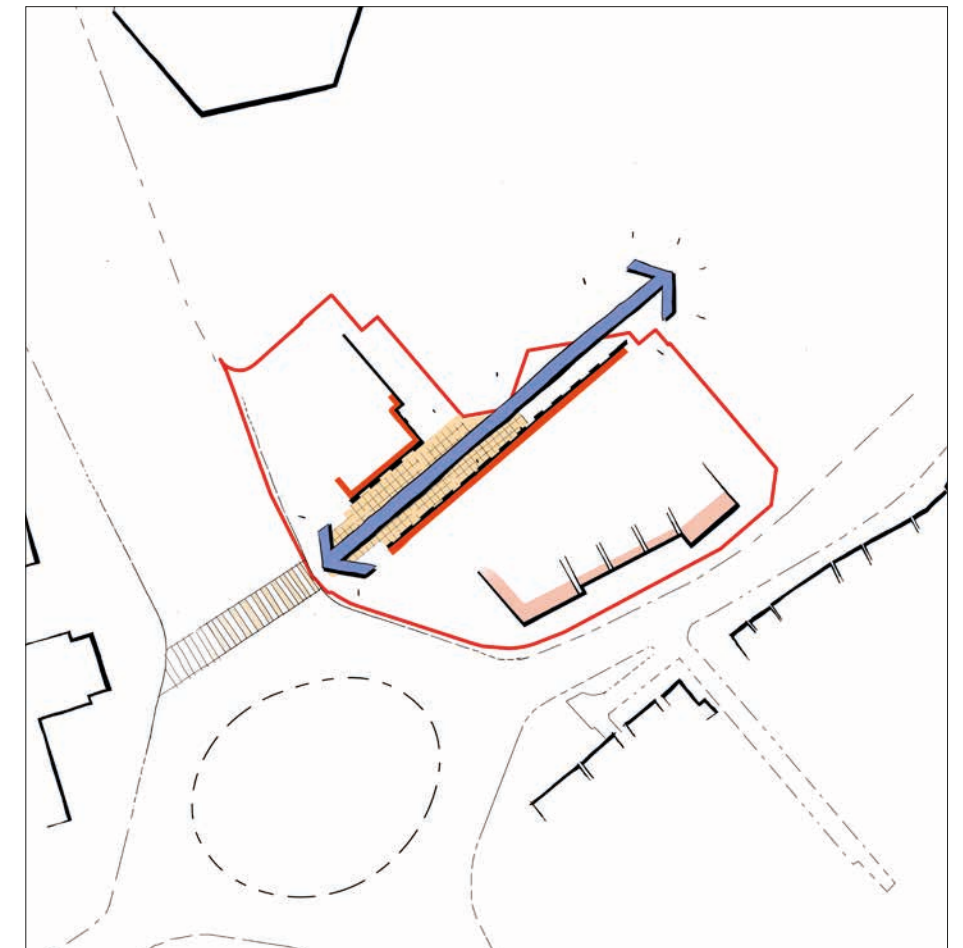
Clearing the site

Clearing the existing building from ground and above, whilst retaining the existing footprint of the basement car park



Repairing Street Frontage

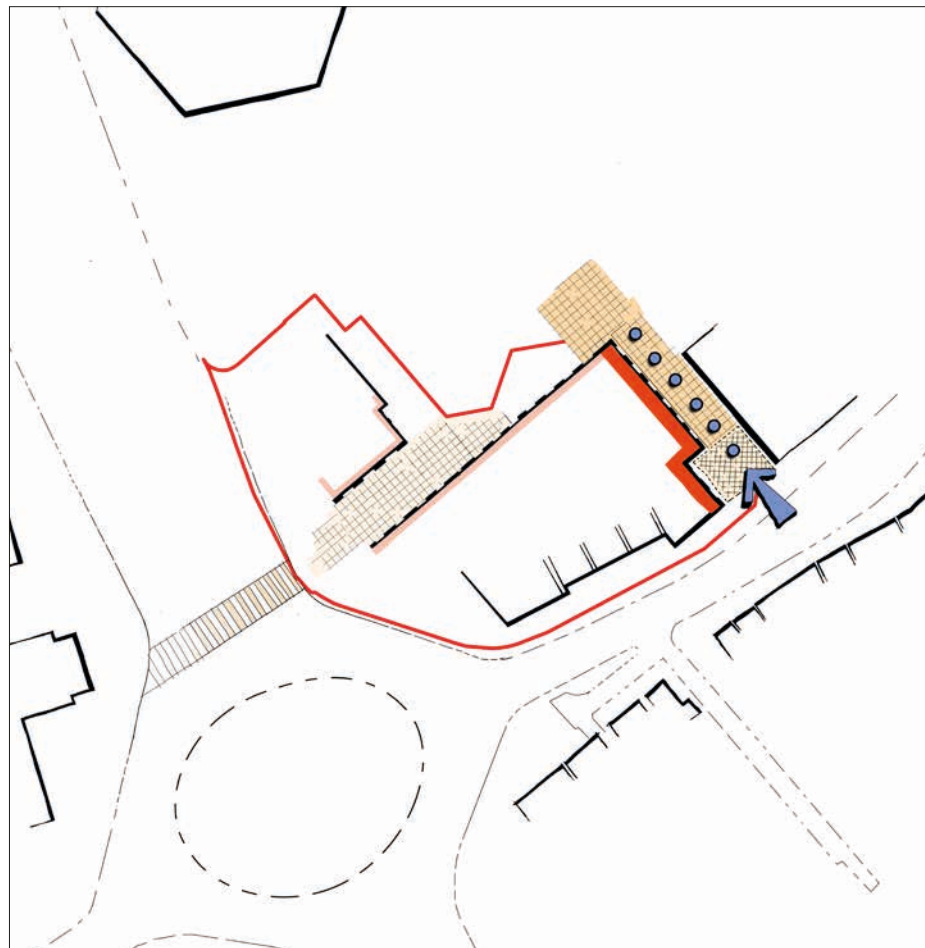
Low-rise, plot by plot frontages are adopted along Castle Street in response to the streetscape and character



Flint Street

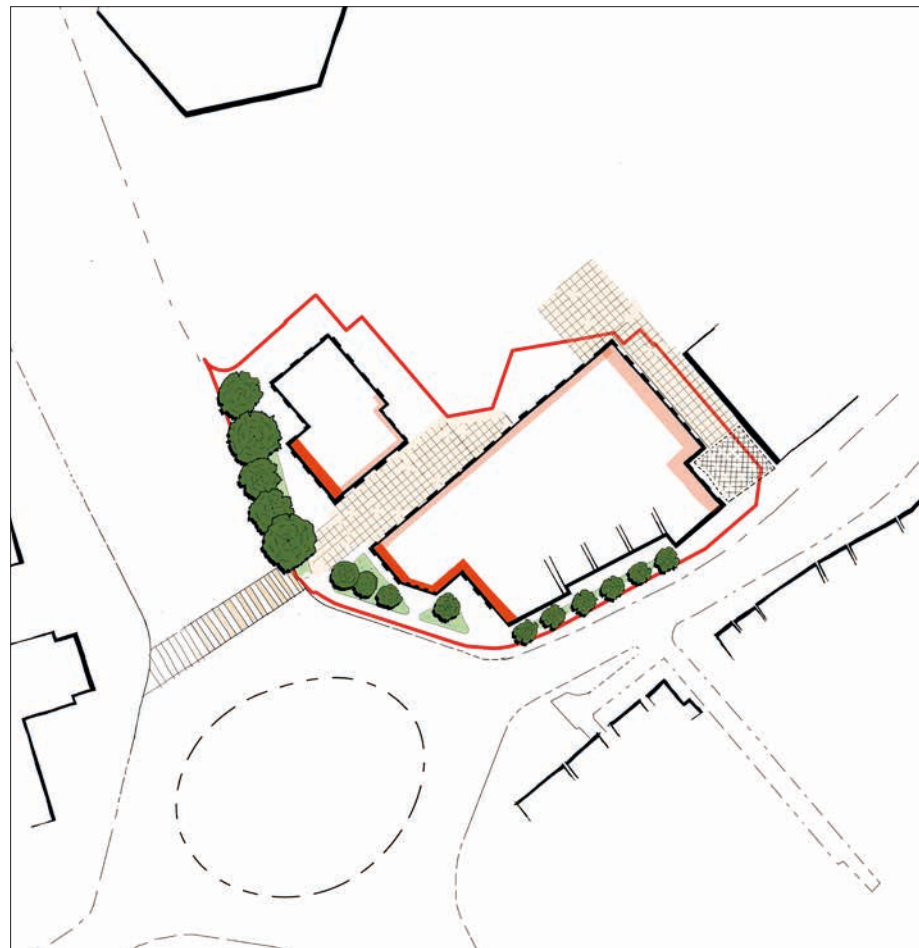
Creating a new East-West connection framed by active frontages

MASTERPLAN FRAMEWORK



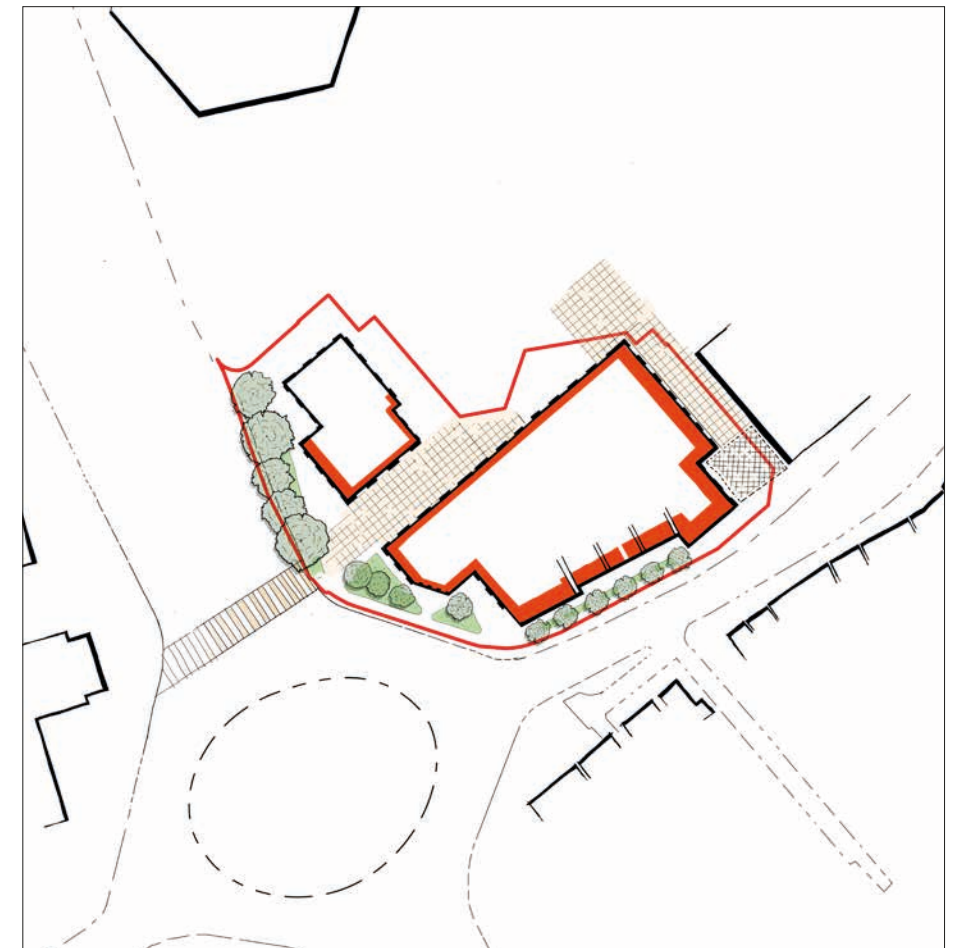
Repairing Cusden Walk

Creating a strong sense of arrival and active public realm connecting to future MQ Framework



Protecting Existing & New Greenery

Setting back the building frontage to retain existing trees and provide new tree planting along Castle Street

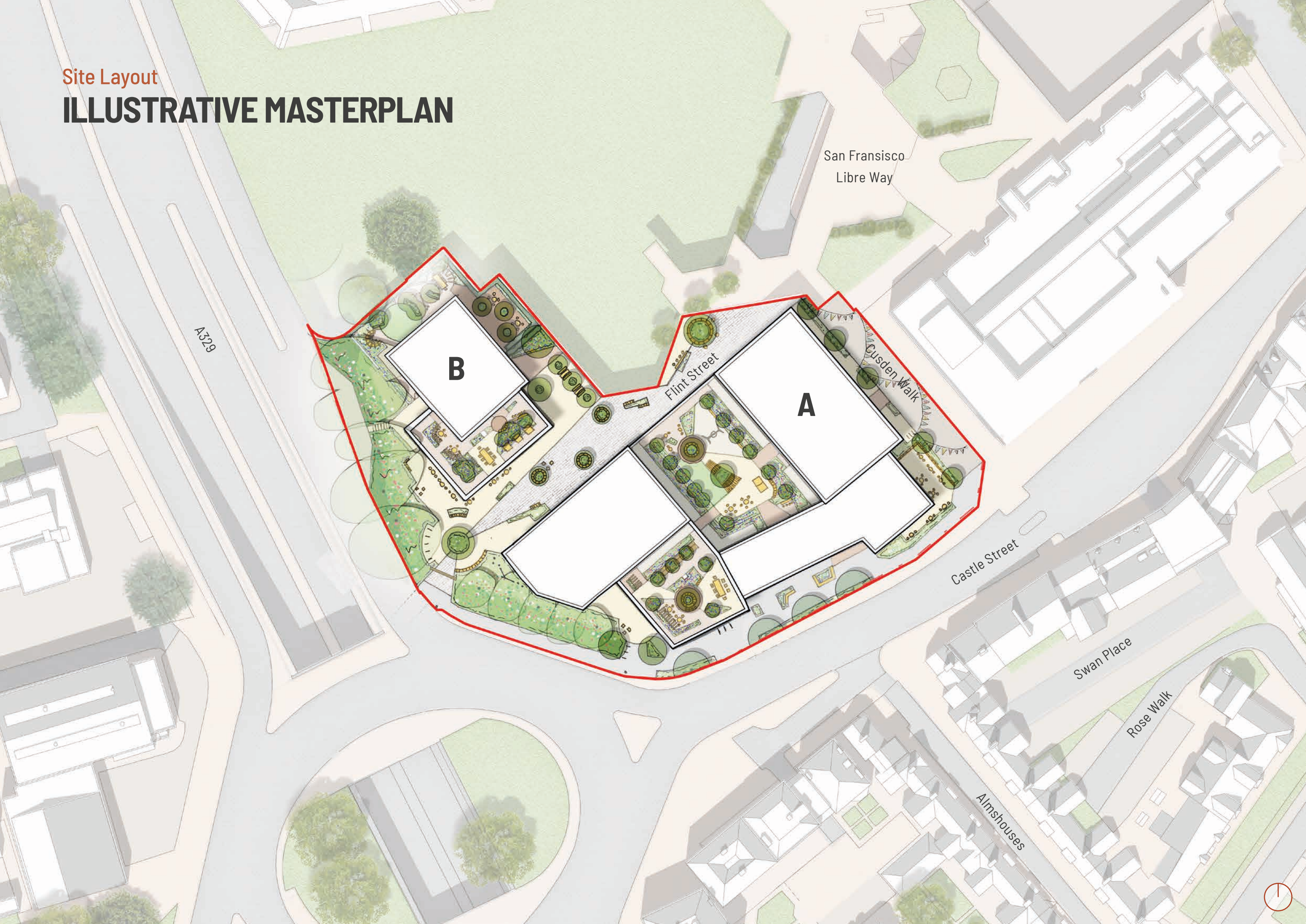


Active Ground Floor Frontages

Maximising commercial/office space on the ground floor to create an active public realm and improve the quality of the surrounding spaces

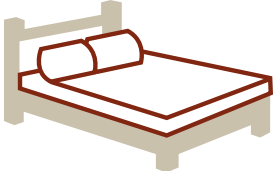
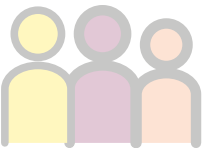
Site Layout

ILLUSTRATIVE MASTERPLAN



ACCOMMODATION SCHEDULE

The adjacent table summarises the residential accommodation delivered across the masterplan. A balanced mix of unit types is proposed, providing a range of homes suited to different household sizes, from single occupants to families. This diversity supports the creation of a vibrant and inclusive community, ensuring the development caters to a broad demographic while contributing to a sustainable and well-integrated neighbourhood.

Block					
Type		A	B	Total	
1	1 		0	11	11
1	2 		45	33	78
2	3 		9	19	28
2	4 		53	26	79
3	5 		9	0	9
Total			116	89	205

Site Layout

MIXED GROUND FLOOR USES AND ACTIVATING FRONTAGES

The diagram illustrates the distribution of potential non-residential ground floor uses across the site, focused along key frontages and movement routes. These uses are positioned to activate Flint Street and Castle Street, creating a continuous and engaging public edge. Residential lobbies are strategically located at key points within the public realm, providing clear access, supporting wayfinding, and contributing to activity at ground level.

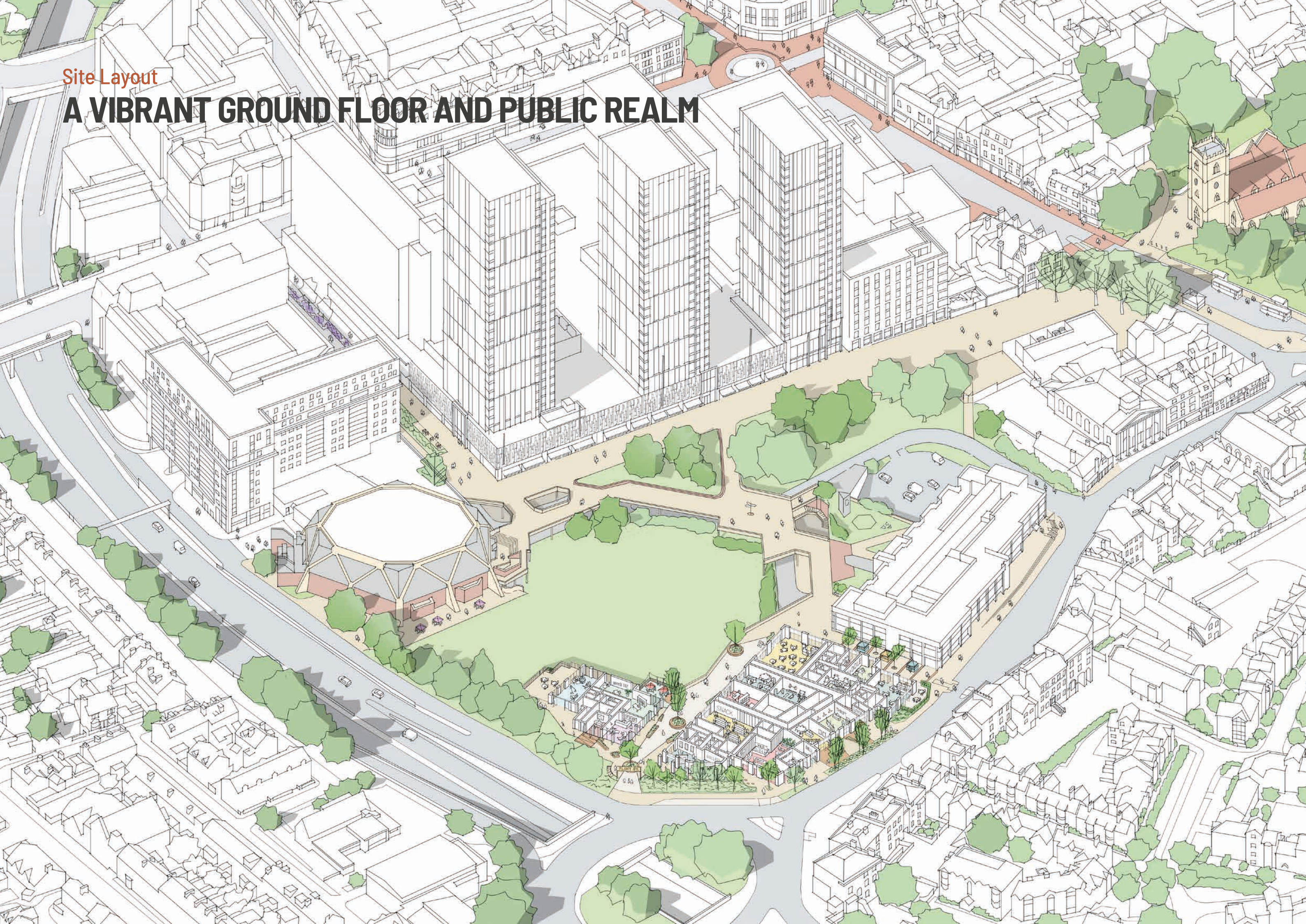
Potential Non-Residential Uses



Ground Floor Plan

Site Layout

A VIBRANT GROUND FLOOR AND PUBLIC REALM



Site Layout

WIDER/FUTURE MASTERPLAN - GROUND FLOOR

The proposal is positioned within the wider Minster Quarter masterplan, demonstrating how the site integrates with future phases of development. Ground floor uses and movement routes extend beyond the site boundary, creating a connected and continuous public realm. Key routes, frontages, and open spaces are aligned to stitch seamlessly into adjacent plots, ensuring a cohesive urban structure.

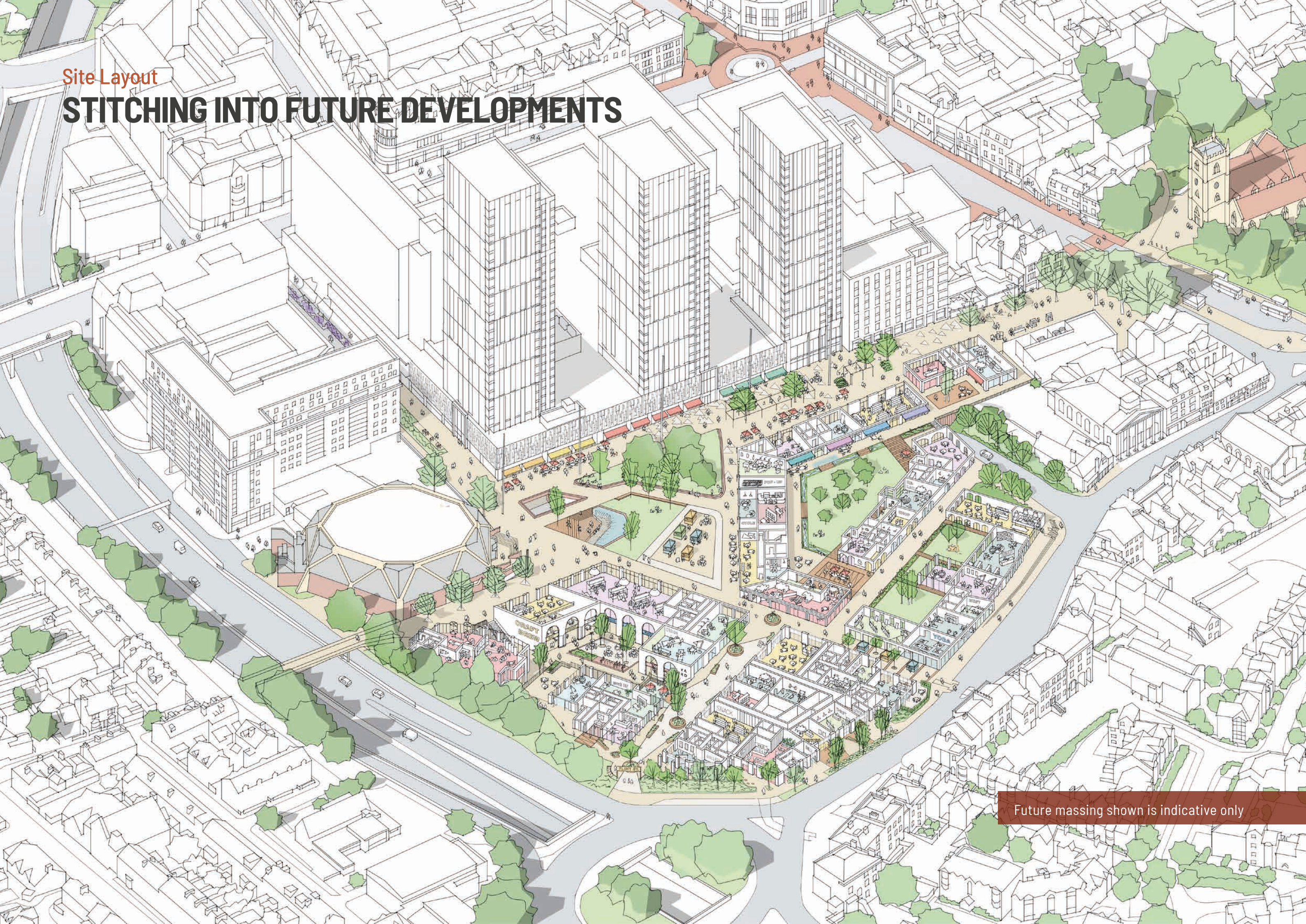
Potential Non-Residential Uses



Ground Floor Plan with potential future context

Site Layout

STITCHING INTO FUTURE DEVELOPMENTS

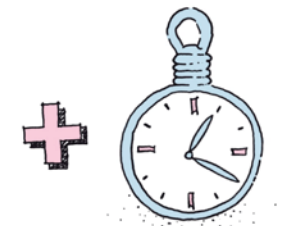


Future massing shown is indicative only

Site Layout

POTENTIAL MIXED GROUND FLOOR USES AND ACTIVATING FRONTAGES

A range of potential mixed ground floor uses are proposed to activate key frontages and create a vibrant, lived-in public realm throughout the day. Spaces such as residents' lounges, gyms, study areas, and creative rooms offer opportunities for social interaction, wellbeing, and community building. By introducing flexible and active uses at ground level, the development can increase dwell time, enhance passive surveillance, and strengthen the relationship between the building and the surrounding streets.



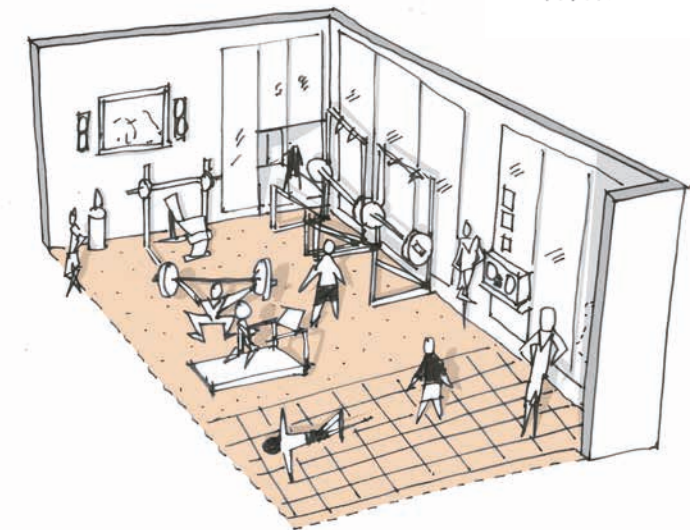
..... INCREASING DWELL TIME



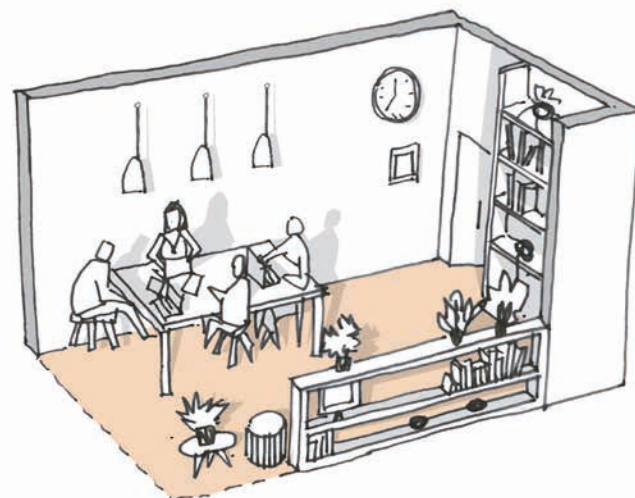
..... FROM DAWN TO DUSK



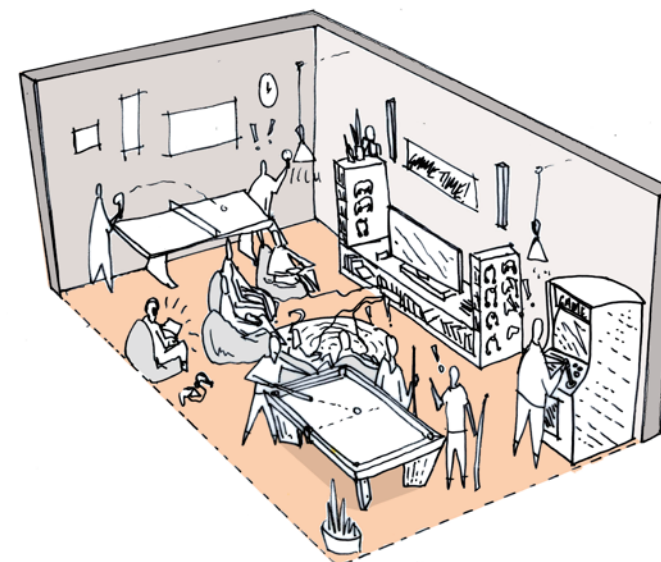
Residents Lounge



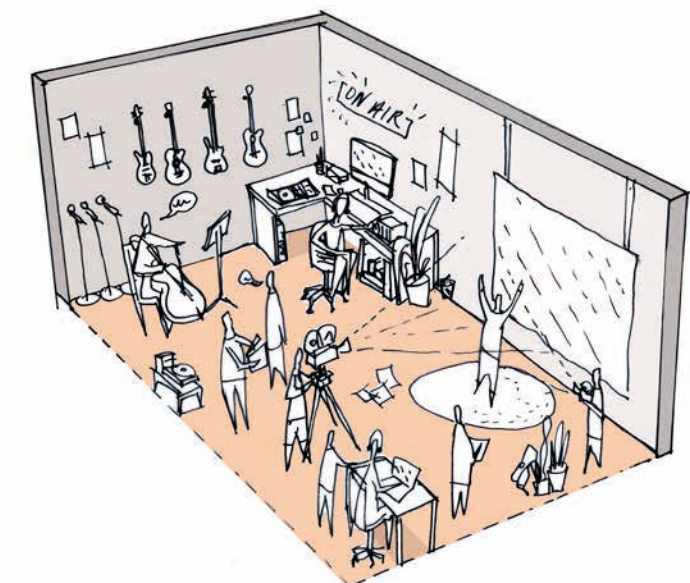
Gym



Study Room

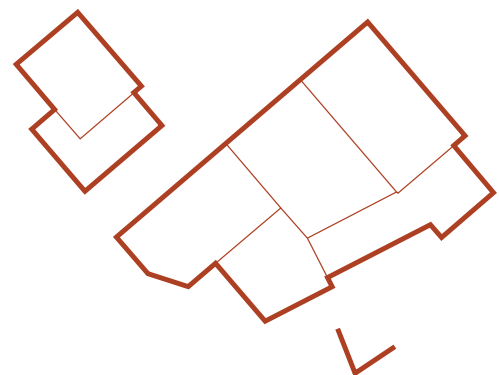


Games Room



Music Room

Site Layout
CASTLE STREET



TYPICAL FLOOR PLAN

The typical floor plan demonstrates an efficient and well-considered residential layout, with a range of unit types distributed across each block. Apartments are arranged to maximise daylight, outlook, and with larger units having dual-aspect where possible, while cores are centrally located to ensure clear and efficient circulation.

Key

1B1P

1B2P

1B2P M4(3)

2B3P

2B3P M4(3)

2B4P

3B5P



Typical Floor Plan

WIDER/FUTURE MASTERPLAN - TYPICAL FLOOR

The typical floor plan is considered within the wider Minster Quarter masterplan, demonstrating how the proposed building footprints align with the emerging urban structure. The layout responds to defined building depths and frontage conditions, ensuring efficient residential arrangements while maintaining consistency with adjacent plots.

Key

Minster Quarter Development Framework Building Footprints

1B1P

1B2P

1B2P M4(3)

2B3P

2B3P M4(3)

2B4P

3B5P

Typical Floor Plan With Future Context

55 FLINT STREET - DESIGN AND ACCESS STATEMENT



04 TOWNSCAPE & MASSING

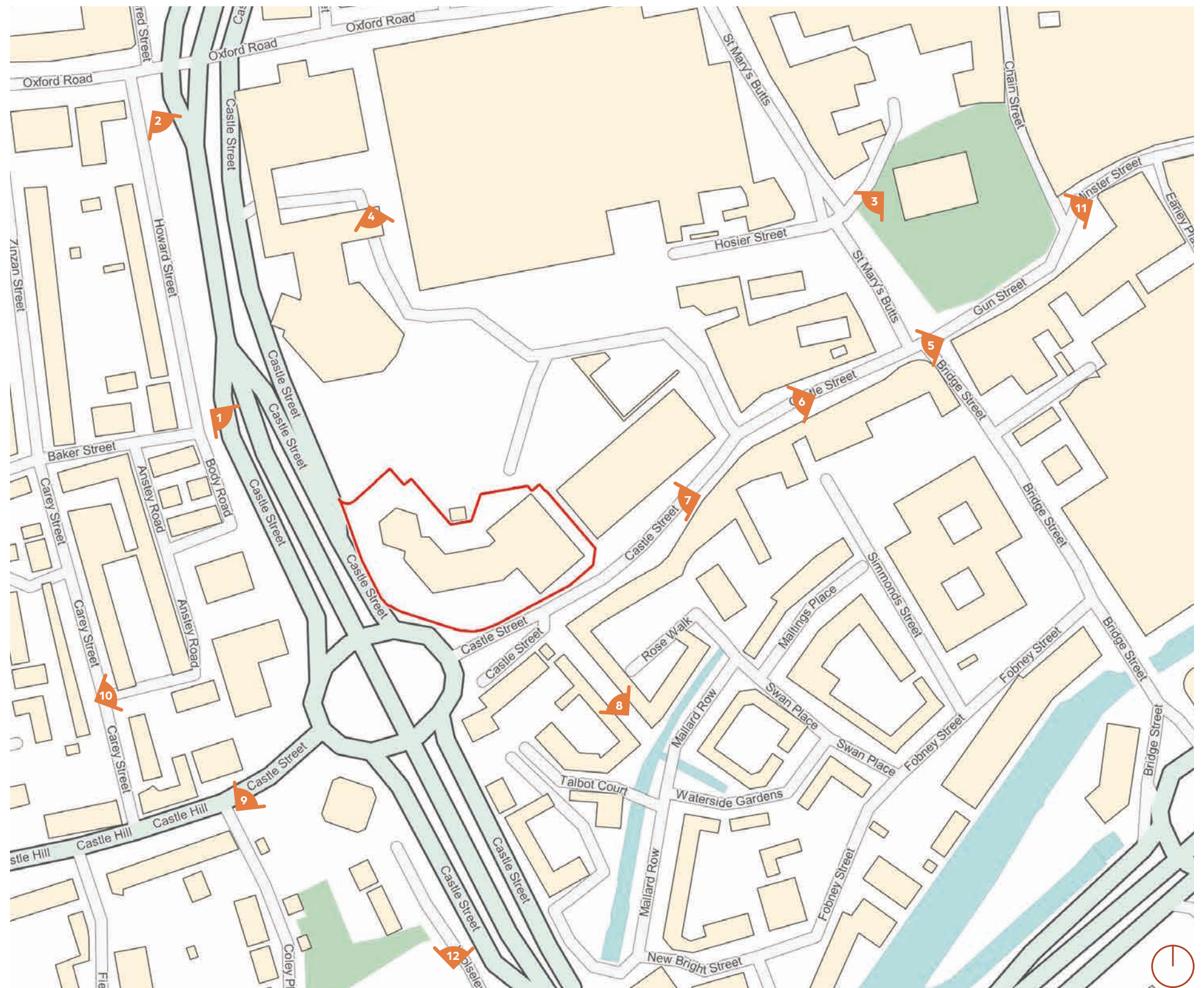
TOWNSCAPE STRATEGY

The townscape strategy responds to the site's varied context, strengthening frontages, key views, and connections while mediating between surrounding building scales and urban conditions. A series of townscape massing views, prepared in collaboration with Montagu Evans, have informed the development of the massing, form, and articulation of the proposal at both local and wider townscape scales.

Key views have been used to inform the design and evolution of the massing and where appropriate, have provided the Design Team with the justification for deviating from the illustrative building heights and footprints indicated by the Minster Quarter Development Framework.

A summary of this townscape narrative and justification is provided within this chapter, with further detail provided within the HTVIA submitted as part of the application.

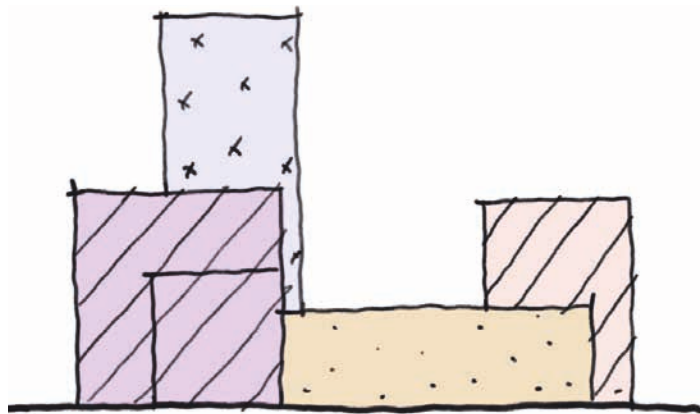
1. Howard Street/Baker Street
2. Howard Street
3. Reading Minster
4. Queens Walk/Broad Street Mall
5. St Mary Butts/Gun Street
6. Castle Street (1)
7. Castle Street (2)
8. Almshouses
9. Castle Hill
10. Anstey Road
11. Gun Street
12. Footbridge over A329



Townscape View Locations

TOWNSCAPE STRATEGY

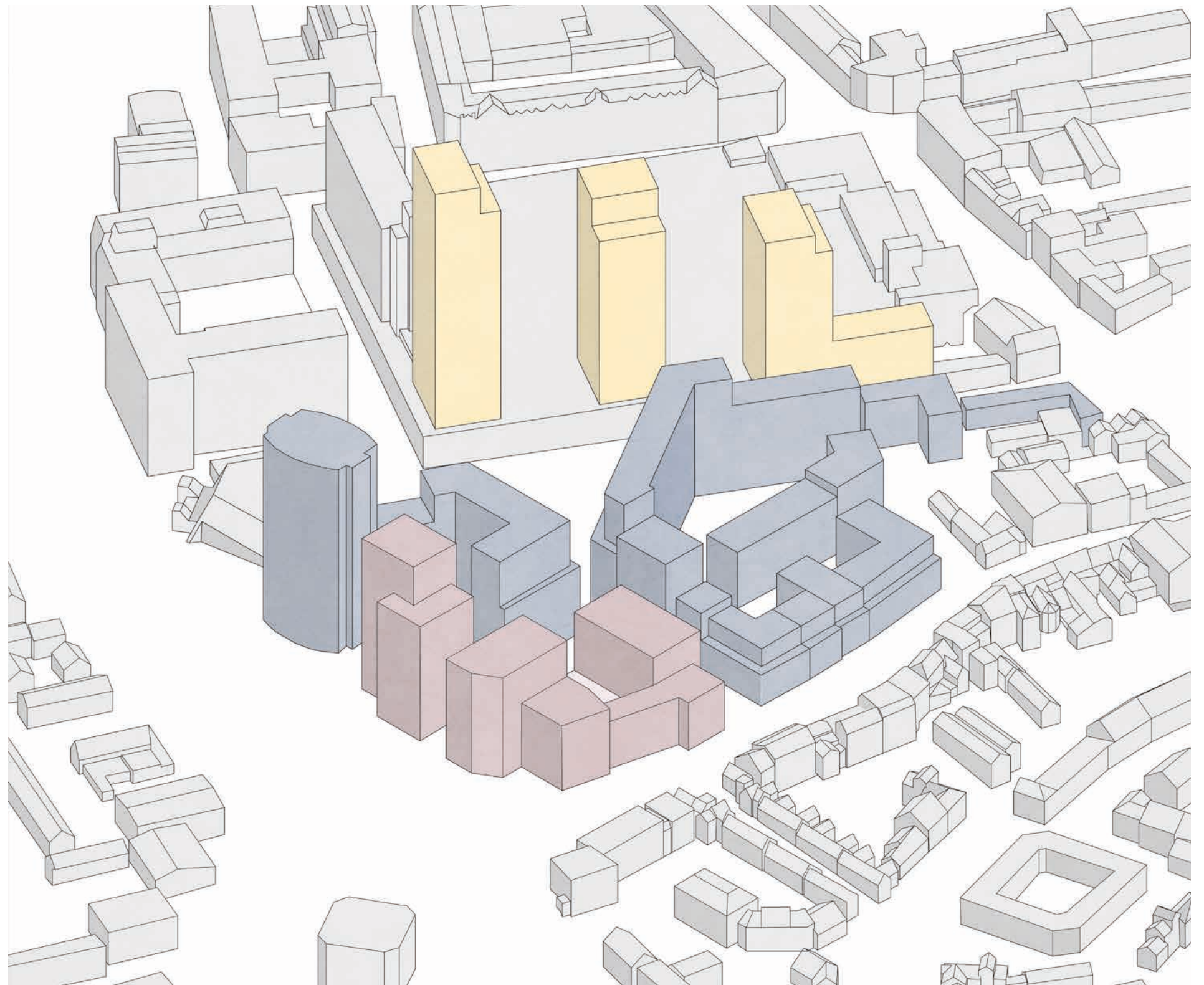
The townscape strategy considers the site within its evolving context, responding to both existing and proposed developments. The massing is carefully arranged to mediate between the current proposal, the emerging Broad Street Mall redevelopment, and the potential future development set out by the Minster Quarter Development Framework.



Simplified, distinct building typologies and clear height strata improve the townscape legibility of the proposals and demonstrate the clear response to contextual conditions

Key

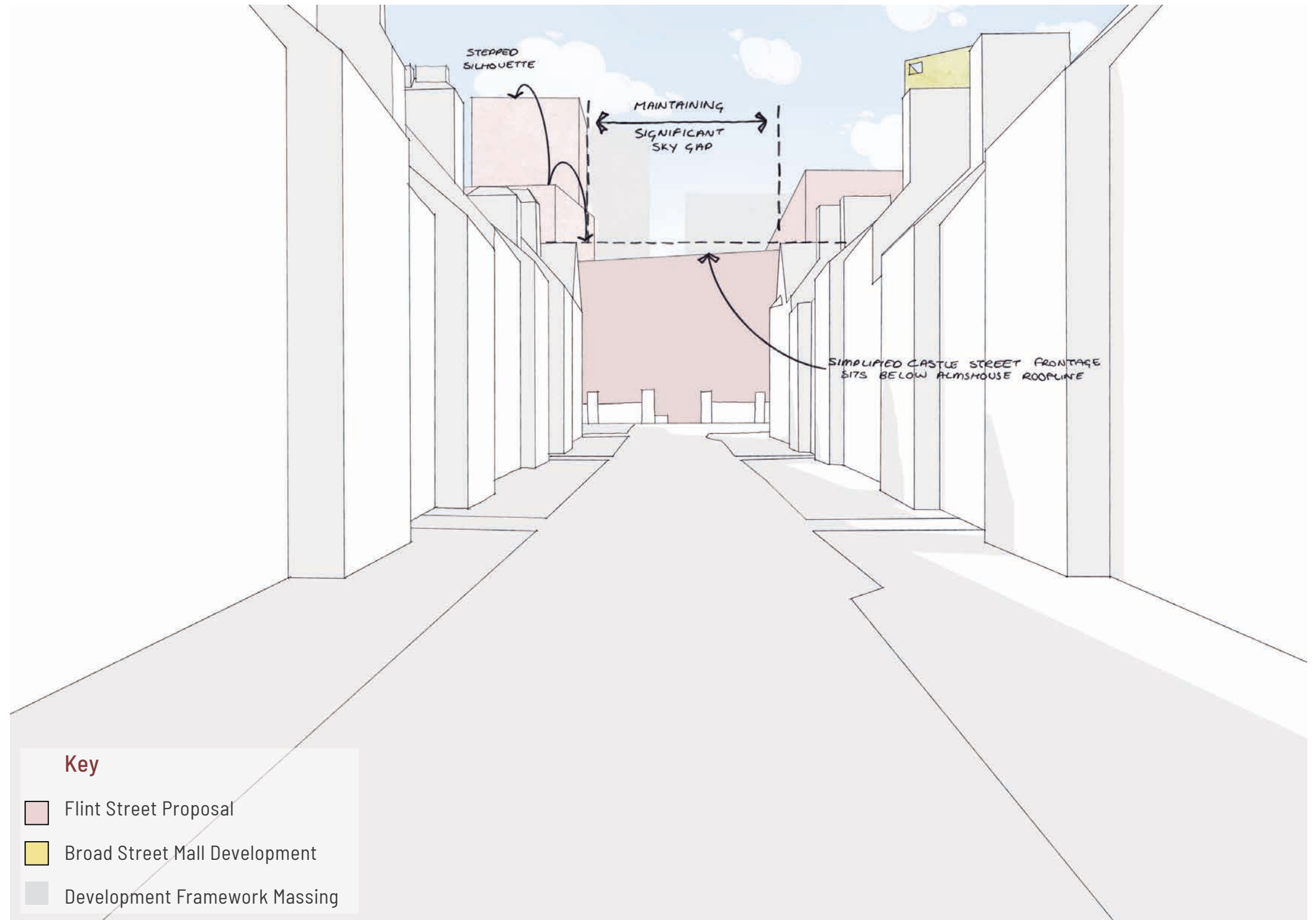
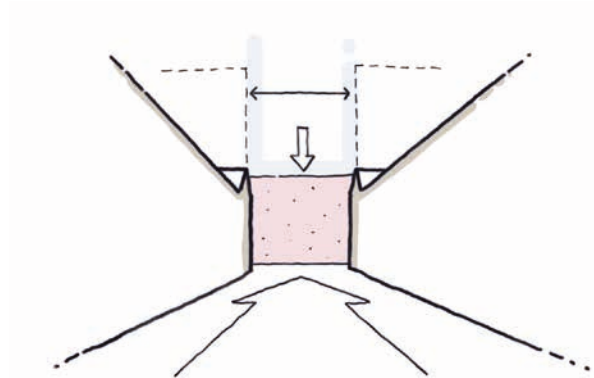
-  Flint Street Proposal
-  Broad Street Mall Development
-  Development Framework Massing



Aerial Drawing Showing Proposal In Context

VIEW-LED DESIGN

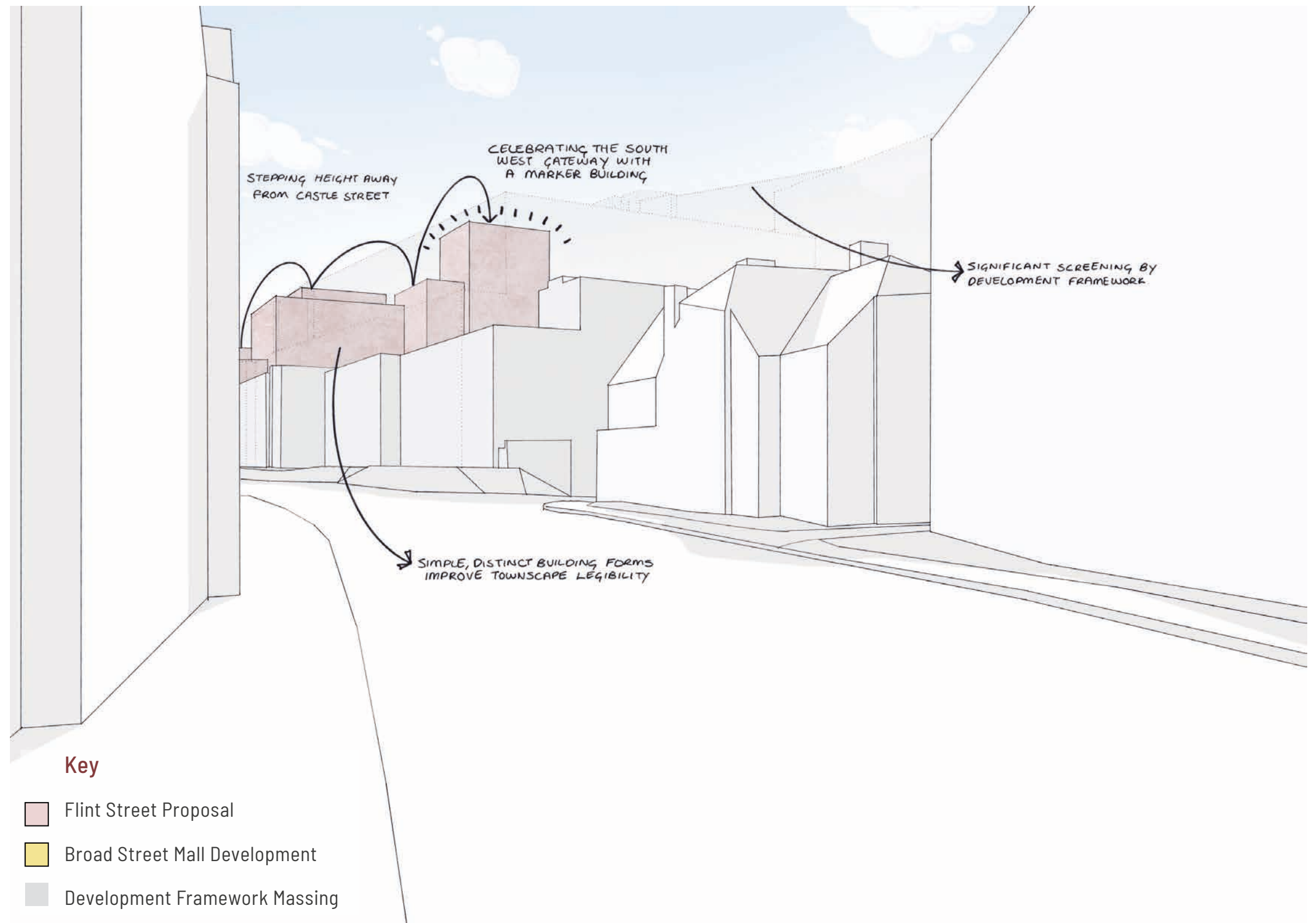
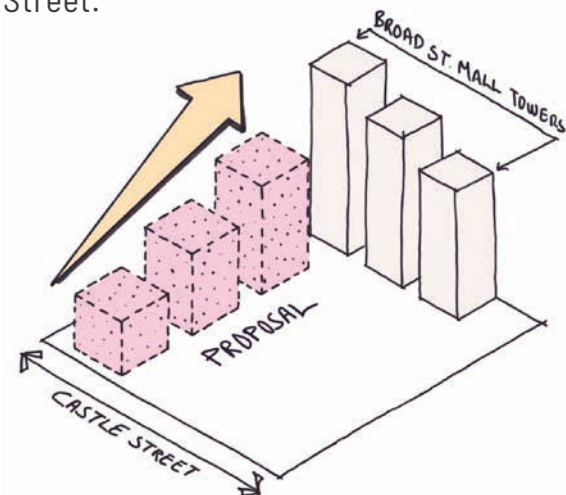
As the design has developed, the sensitive view from the Almshouses has been used to inform the position and height of the Castle Street edge. The proposed frontage has stepped back from the road and sits below the roofline of the Almshouses, reducing its perceived mass, with the taller background buildings separated to either side to maintain a significant sky gap.



View from the Almshouses looking northwest

VIEW-LED DESIGN

The design responds to key views along Castle Street, with stepped massing reinforcing the complex boundaries of the site and its role as a gateway from the west. Simplified building forms enhance townscape legibility, whilst the future massing of the wider development provides significant screening from views further east along Castle Street.



Key

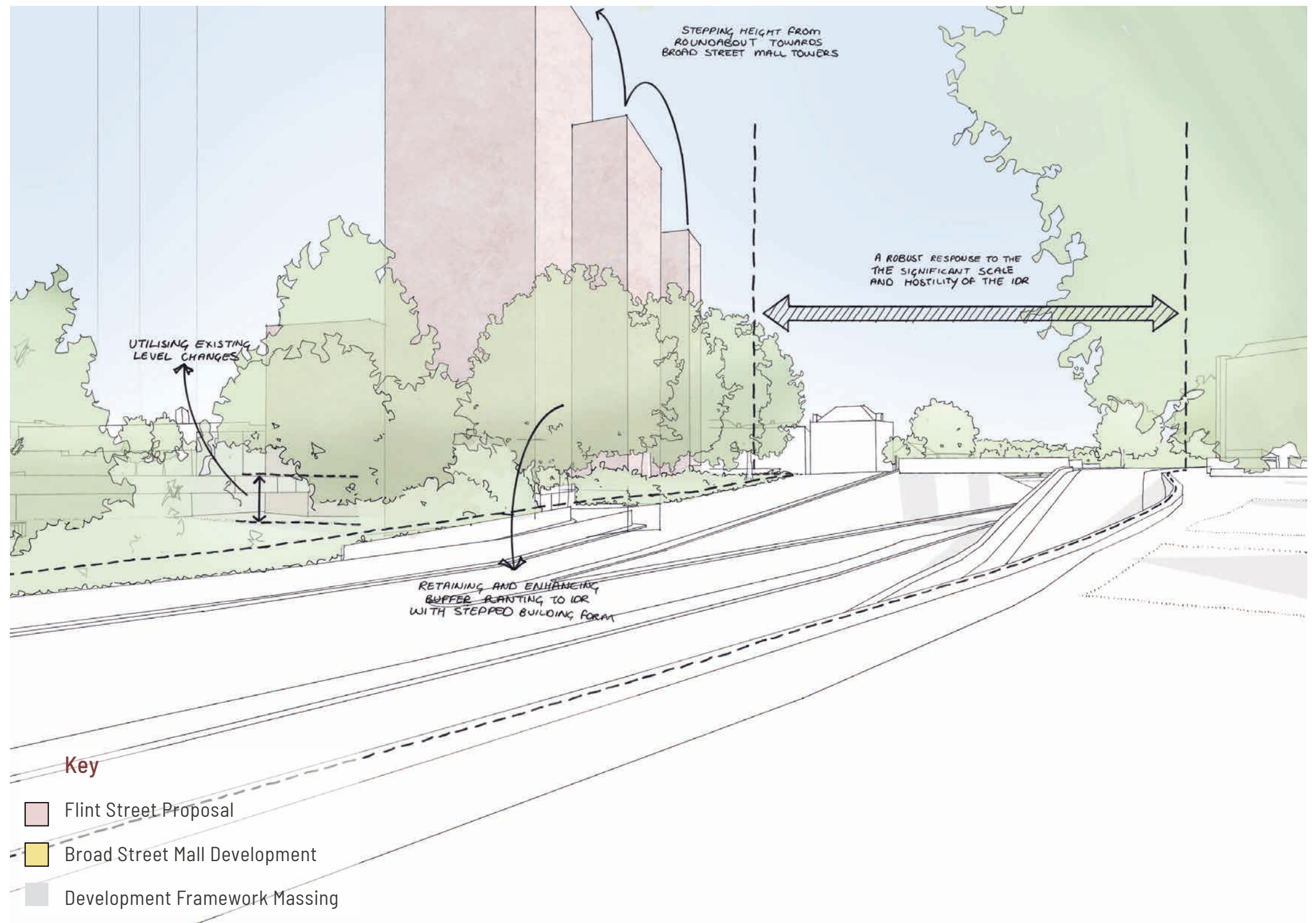
- Flint Street Proposal
- Broad Street Mall Development
- Development Framework Massing

View from Castle Street looking West

VIEW-LED DESIGN

The design responds to views from Howard Street across the IDR, with massing stepping from the more sensitive Castle Street Edge towards the Broad Street Mall towers, in order to address the hostility and scale of the IDR while maintaining a green buffer along its edge.

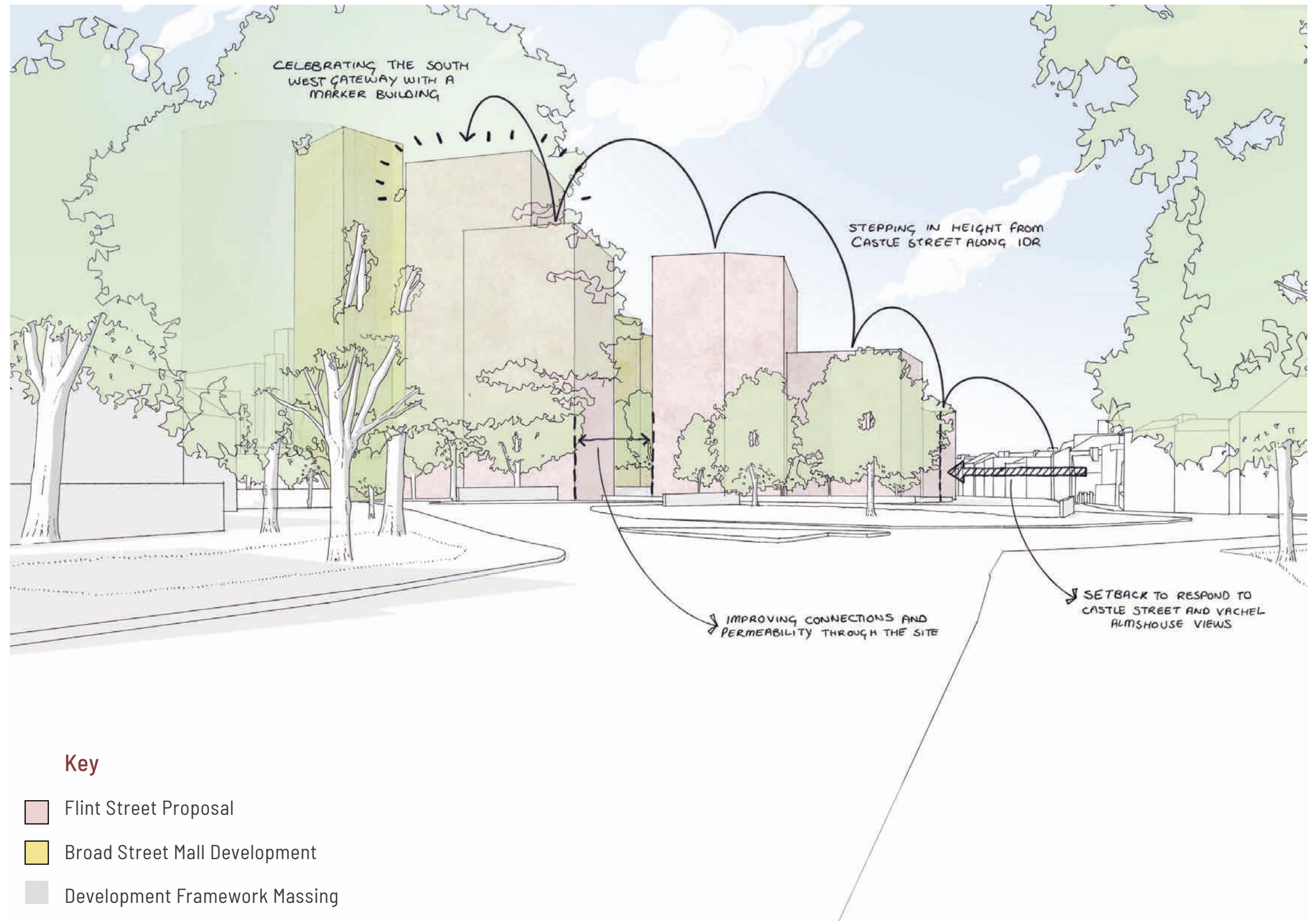
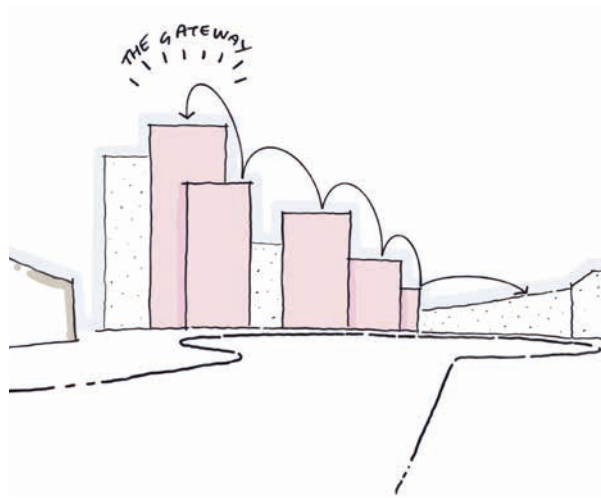
Retained and enhanced landscaping softens the interface, and the tallest elements are set back from the IDR to further reduce visual impact from closer range views, whilst still fulfilling its role as a marker from the south and west.



View from Howard Street looking southeast

VIEW-LED DESIGN

The design responds to views from Castle Hill, with building heights stepping to create a clear hierarchy and reinforce the south-west gateway. Taller elements mark key moments within the townscape, while set-backs and landscape buffers reduce visual impact and respond sensitively to neighbouring views.



View from Castle Hill looking northeast

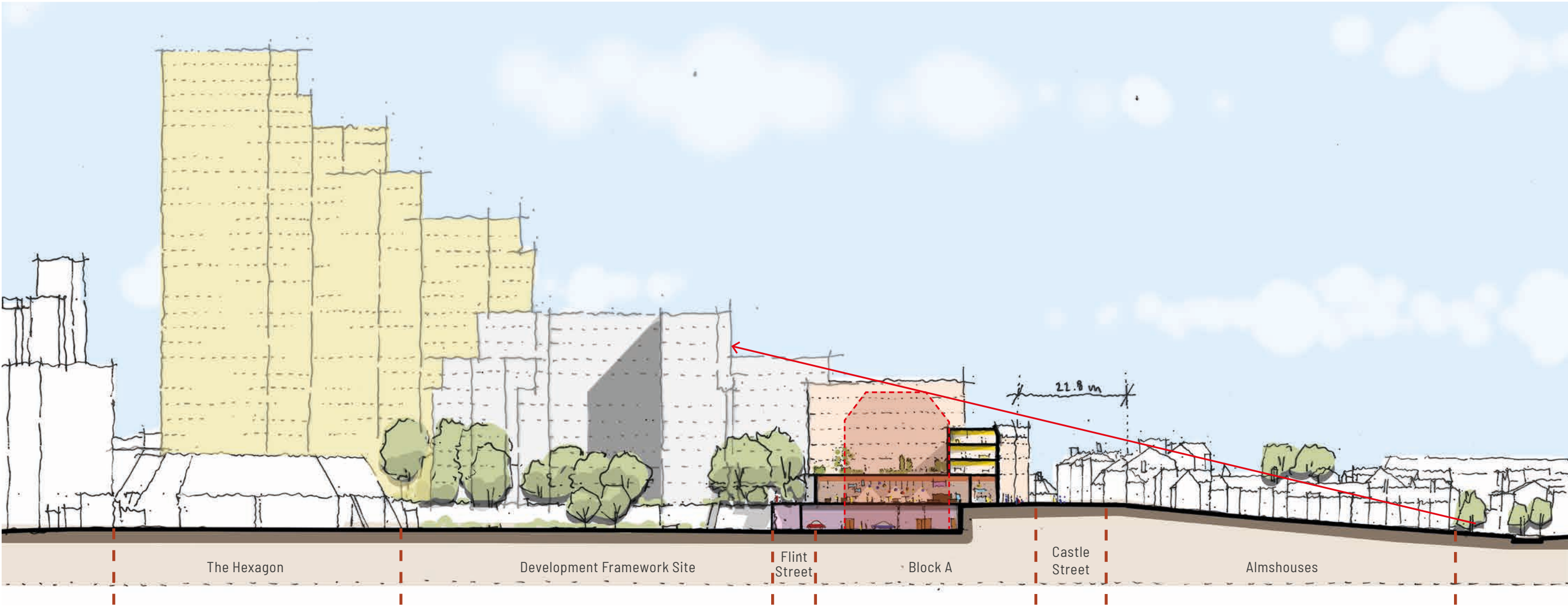
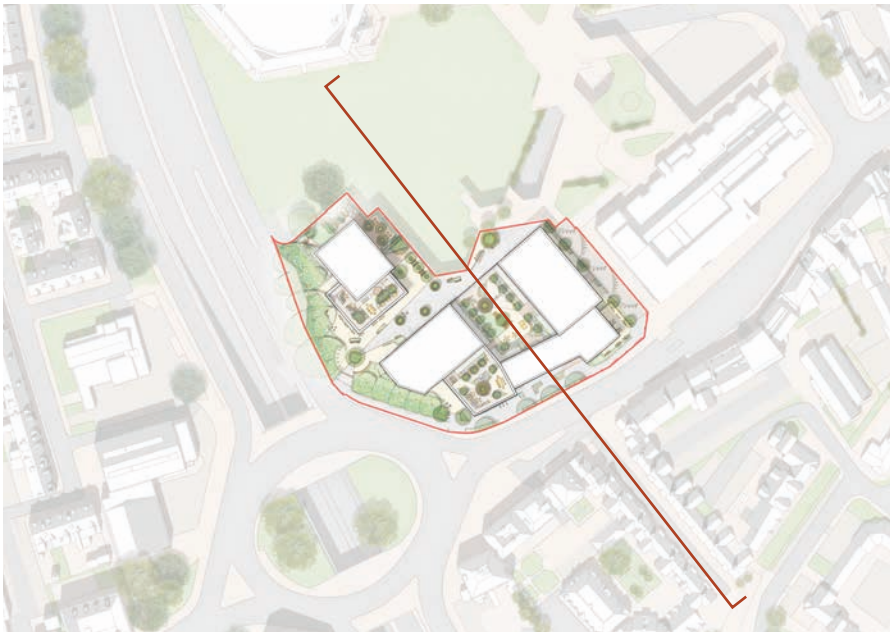
Townscape & Massing

VIEW-LED DESIGN

The massing and form onto Castle Street has been shaped to respond to the sensitivities of the Conservation Area and views from the Vachel Almshouses. The central 4-storey frontage is setback significantly from the street edge, which visually reduces the scale of the built form from Castle Street and the Almshouse view, when compared to the mass of the existing 5 storey police station.

Key

- Flint Street Proposal
- Broad Street Mall Development
- Development Framework Massing



Section drawing through the proposal, Castle Street and along The Almshouses

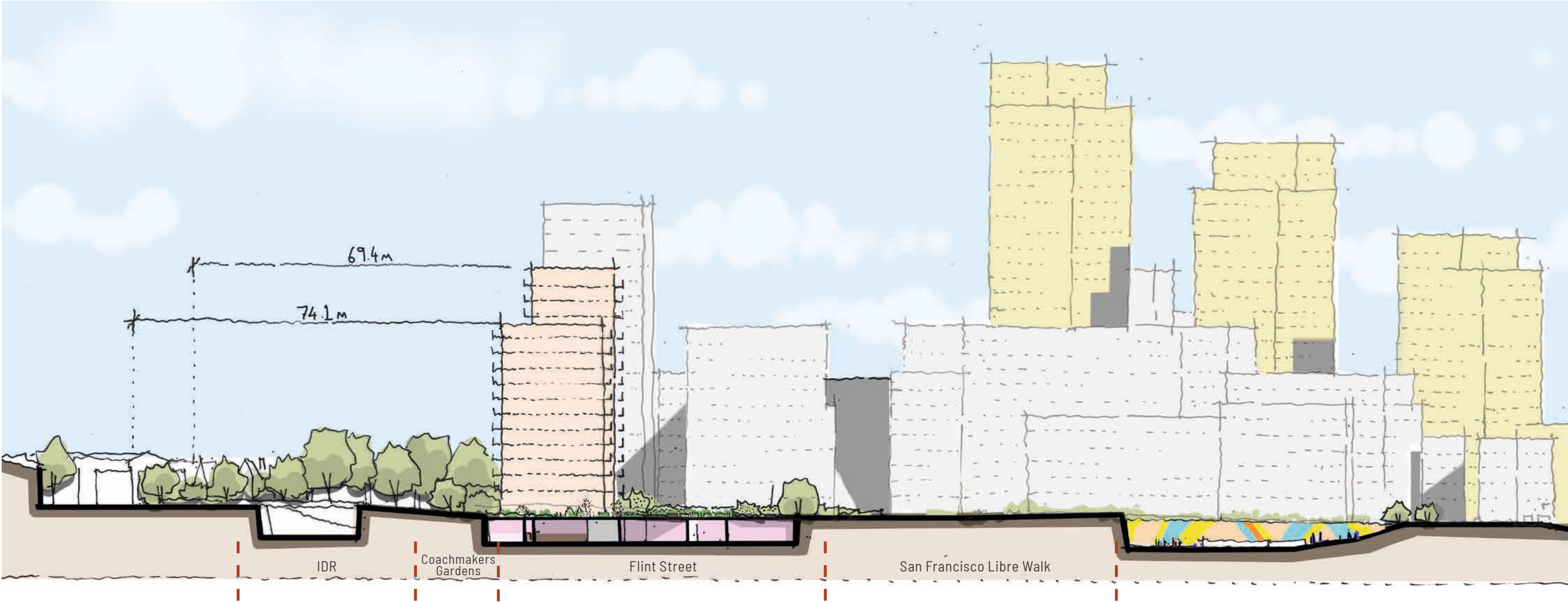
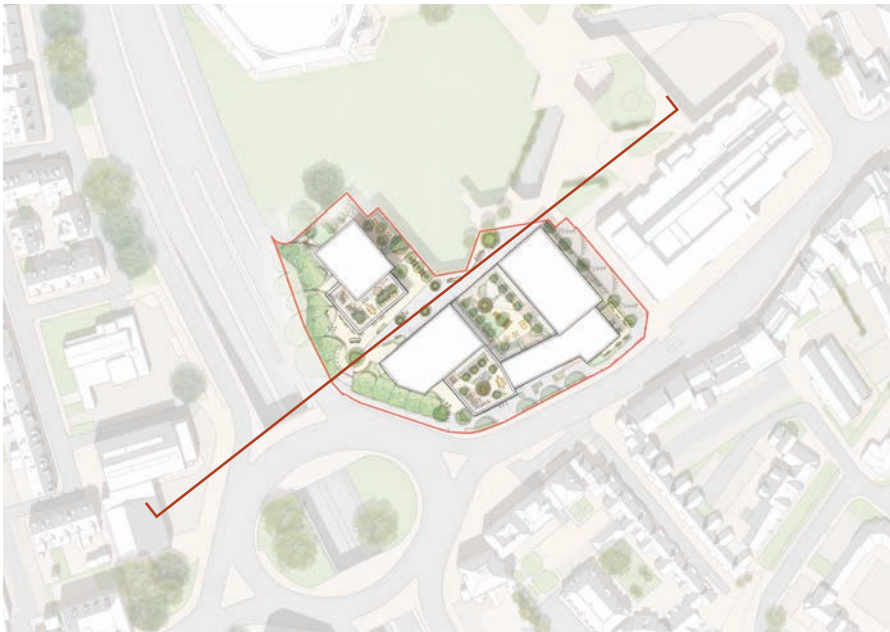
Townscape & Massing

VIEW-LED DESIGN

The section demonstrates that the proposals play a key role in mediating the transition in scale between the IDR, the indicative Minster Quarter Framework massing, and the consented Broad Street Mall development. Building heights are stepped to create a gradual transition towards the tallest part of the wider site, with significant setbacks from the uses across the IDR supported by a landscape buffer to the edge.

Key

- Flint Street Proposal
- Broad Street Mall Development
- Development Framework Massing



Section drawing through the IDR, the proposal and wider context

BUILDING HEIGHTS AND MASSING

The proposed building heights are arranged to respond to the surrounding context, creating a clear hierarchy across the site. Taller elements are positioned towards the IDR and key nodes, while heights step down towards Castle Street and adjacent residential areas to reflect the finer urban grain and more sensitive heritage setting.



Heights Plan

Deviations from the Minster Quarter Development Framework (MQDF)

The proposal has been developed in accordance with the core principles of the MQDF. However, certain adjustments have been necessary in response to site-specific constraints.

At Block D, the building footprint has been amended to respond to existing ownership boundaries. This ensures that the scheme does not straddle adjacent land parcels and maintains appropriate separation, safeguarding the delivery and flexibility of future development on neighbouring sites.

In relation to Block C and the portion of Block D adjacent to the Inner Distribution Road (IDR), design changes have been driven by updated legislative requirements for increased circulation space. The originally proposed form proved too slender to be viable for a tall, higher-risk building under current standards. Furthermore, extending development as close to the IDR as indicated in the MQDF raised concerns relating to microclimate conditions and tree root protection, necessitating a revised approach.

While the proposed building heights exceed those indicated in the MQDF, this has been carefully considered within the context of the wider framework. Heights have been established through a view-led design process to ensure an appropriate townscape response. This approach is consistent with emerging precedents, including the increased heights proposed as part of the Broad Street Mall redevelopment. Importantly, the scheme has been designed to complement, rather than compete with, the key tall buildings identified within the MQDF, and to not prejudice any potential future developments on neighbouring plots.



