

## Emerging Context for Station Area

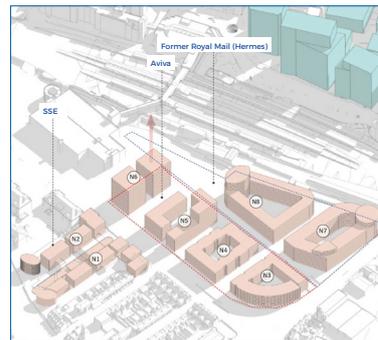


Within the Reading Station Area Framework (RSAF) document, an illustrative scheme is presented as a guideline to how the outline principles could help shape future developments for the three key sites.

### Former Royal Mail (Hermes) site

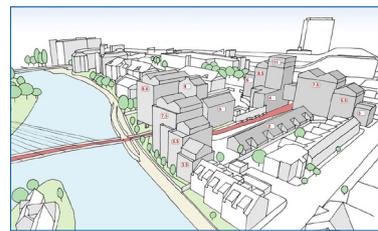
In 2011, an Outline Planning Application for the site located south of Aviva's was approved. This consent covered the redevelopment of the site to provide a mixed use scheme with office, residential and ancillary spaces. This consent is now expired.

This year, a new Outline Planning Application has been submitted for the former Royal Mail (Hermes) Site.



### SSE site

A Planning Application for the redevelopment of the SSE site is currently under development.



## Emerging Masterplan



**Our proposal seeks to replace the existing Station Shopping Park with a high quality mixed-use scheme to support the development of the new Station Quarter into an enjoyable place to work, live in and to visit.**



Illustrative aerial view of the site

- 750-950 homes can be provided, and accommodation may range between studio apartments to 3 bed apartments.
- The scheme will be primarily car free, with some car parking provision made for blue badge holders. Cycle parking will be provided through the scheme.
- New public realm spaces would be created within the scheme.
- New pedestrian linkage between the train station, underpass and Vastern Road heading towards the River Thames.
- New offices, hotel, retail units/ gym/community facilities.
- A landmark can be created at the south eastern corner.



Illustrative aerial view of the station square



## Illustrative Images



Illustrative view looking north from the station square

Illustrative view looking north, Vastern Road



Illustrative view looking north from the station square



Illustrative view looking south, Vastern Road



Illustrative view looking towards northern station entrance from the Kennet-Thames



## Access & Parking



### Pedestrian access



### Vehicle access



### Residents' access



- The scheme will be primarily car free, with some car parking provision made for blue badge holders. Cycle parking will be provided through the scheme.
- It is envisaged that the scheme will include improvements to cycleways surrounding the site.
- Provision will be made for cycle routes within the site. These may include some shared paths, but it is too early in the scheme design to confirm this.



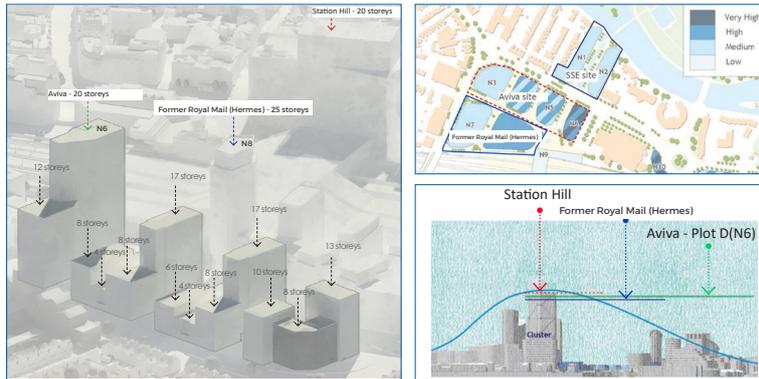
# Landscape and Public Space



Indicative landscape masterplan



# Height of Proposed Development

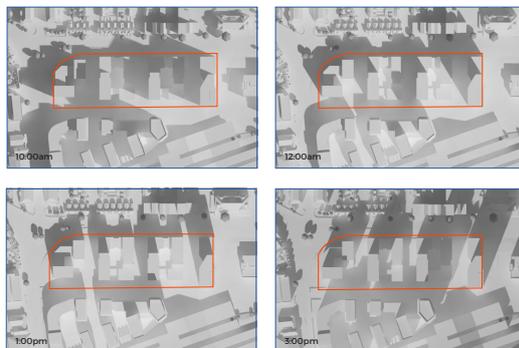


Following the guidance set out in the RSAF document and the current schemes being proposed on the neighbouring sites, the proposed Local Landmark - located on Plot D (N6) - is set to a height

lower than Station Hill, but taller than plot N8 which presents the tallest height reached on the Royal Mail (Hermes) site.

Development will take place in accordance with the maximum building heights shown.

## DAYLIGHT/SUNLIGHT CONSIDERATIONS



In developing our proposals to meet the Reading Station Area Framework aspirations for this key site, we have paid close attention to the relationship that our scheme design has with all of its neighbours, including existing residents.

We have modelled the proposals at each step of the process in three dimensions to ensure that the relationship between the existing and proposed built form is acceptable.

Daylight and sunlight are key design considerations in developing projects in urban locations and these have informed our proposals from the outset to ensure our scheme accords with the British Research Establishments (BRE) guidance with regard to daylight and sunlight.



# Benefits



Station Square Pedestrian Link - there is an opportunity to provide a landscaped link between Station Square and the River.



New landscaped public open space.



Proximity to public transport facilities makes it an ideal location for high-density living, not dependent on car travel.



Business and employment development will make a significant contribution towards Reading's established position as the 'Capital of the Thames Valley'.



New community facilities can benefit existing residents as well as future occupiers.



Contribution to affordable housing.



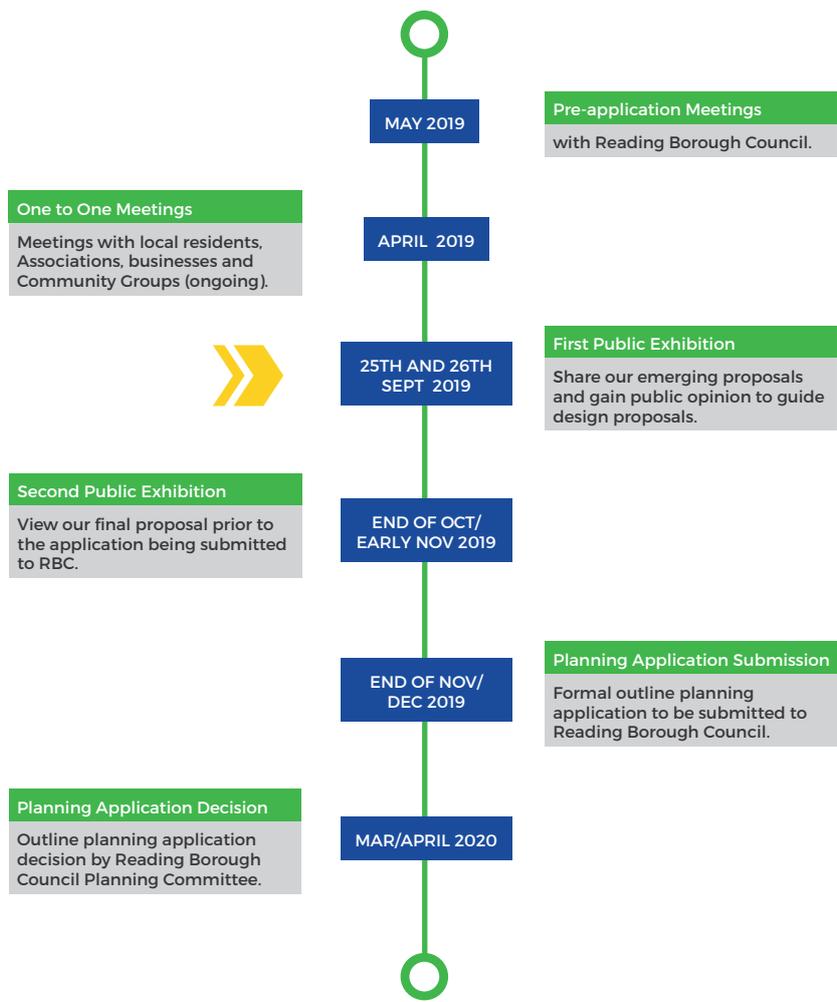
Provides the opportunity to secure vibrant retail and leisure uses, to help make the Station Area an enjoyable place to work, live in and to visit.



The site can accommodate a significant level of new homes of mixed tenure, responsive to local housing needs.



# Timeline



Please note, all dates and timings are subject to change.

