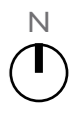
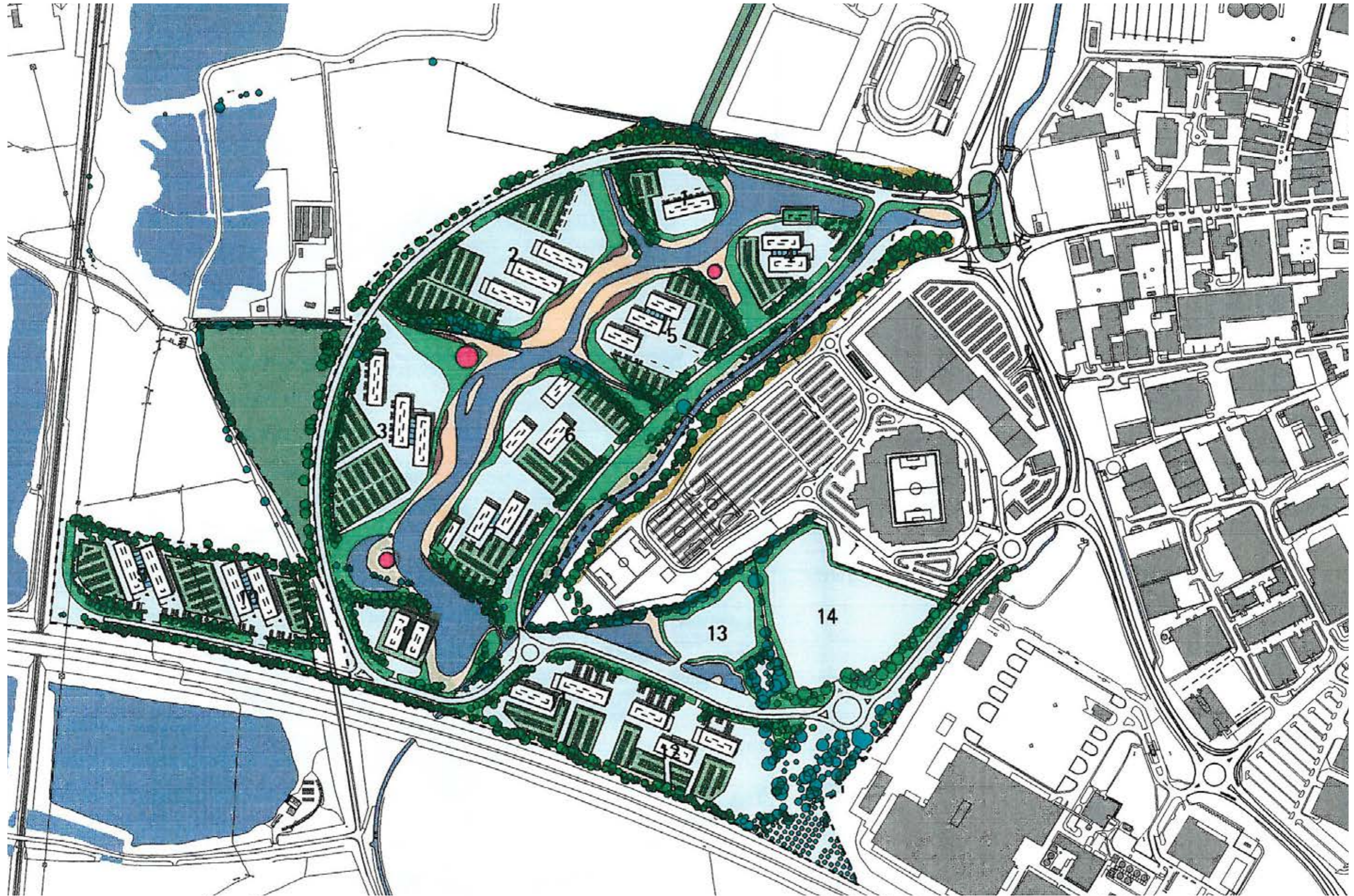
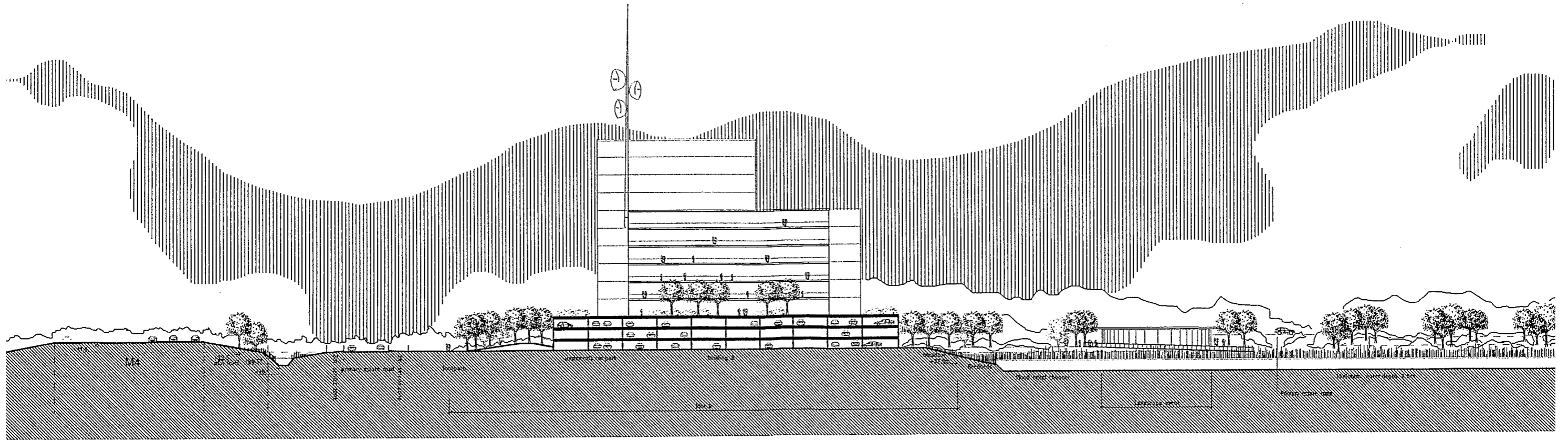


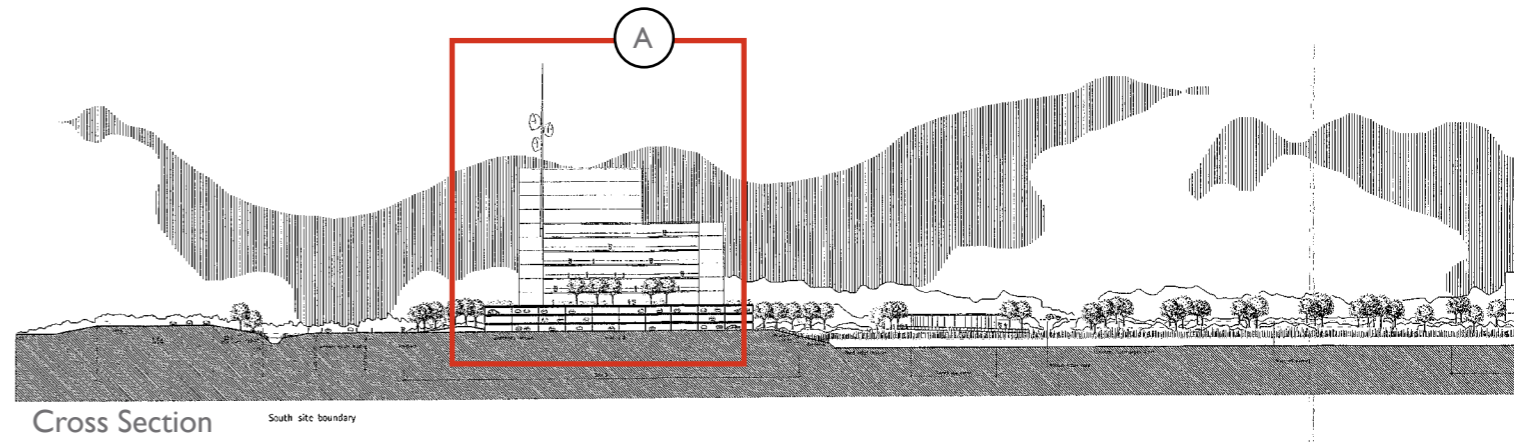
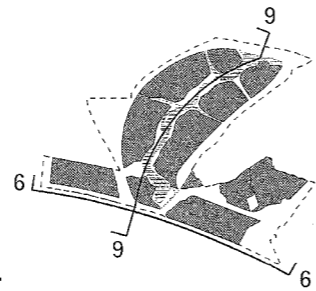
OXFORD PROPERTIES
GREEN PARK READING
MASTER PLAN UPDATE
READING BOROUGH COUNCIL PRESENTATION

April 2016

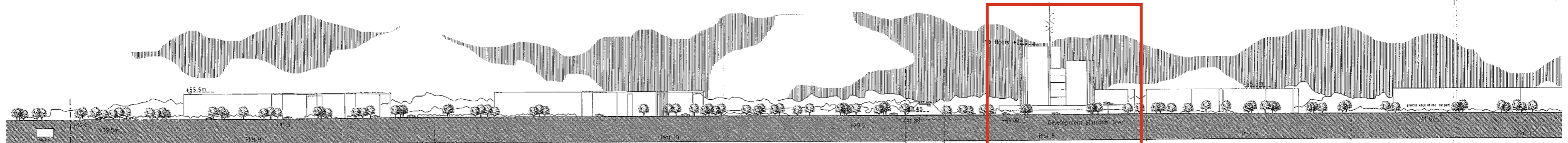




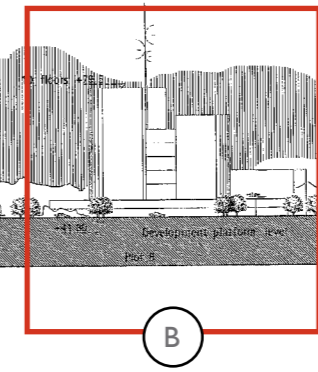
(A) Cross Section (Part Enlarged)



Cross Section South site boundary



Section Along M4



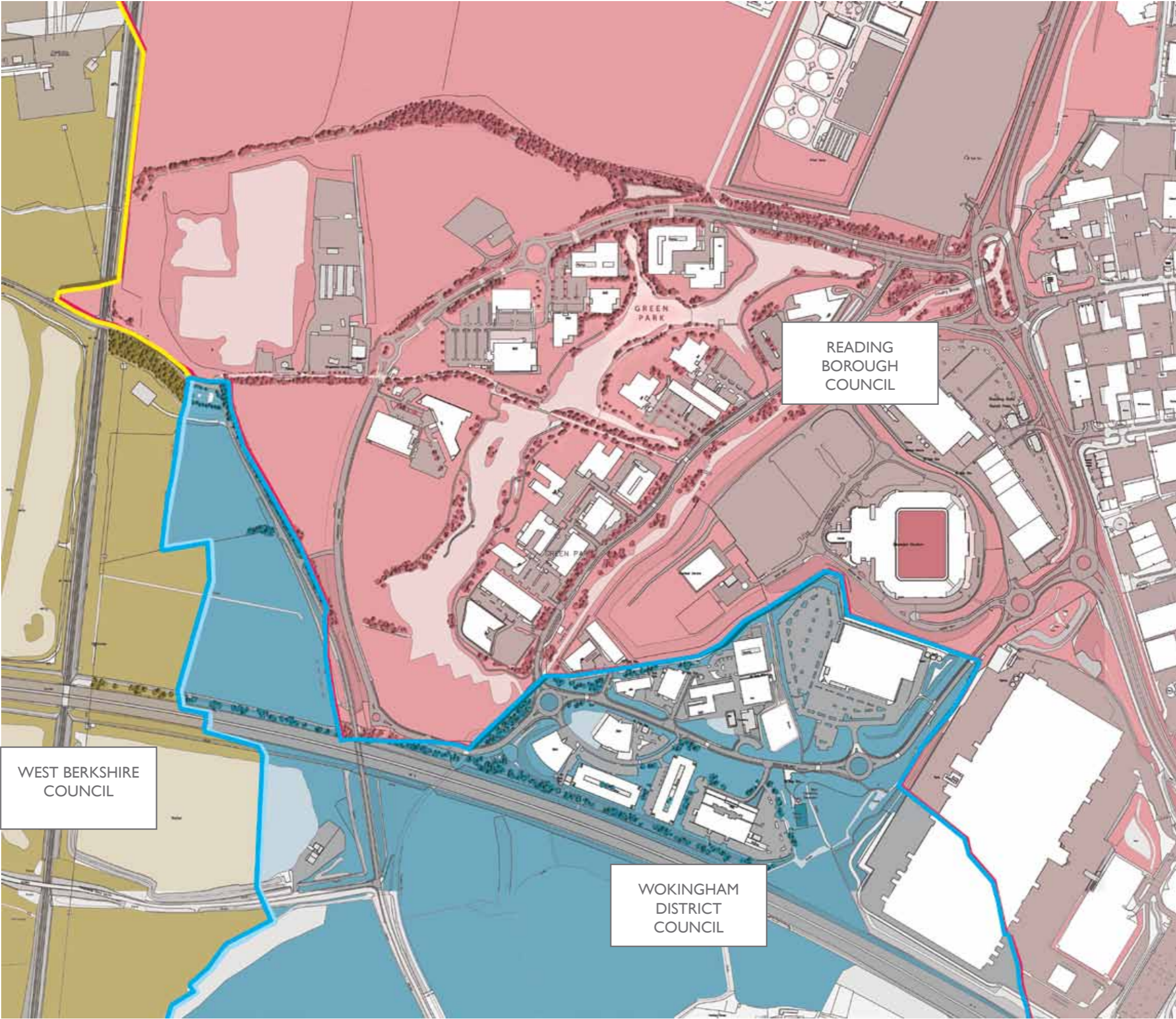
(B)

BRIEF : OWNERSHIP BOUNDARY



— Green Park No. 1 LLP
Ownership Boundary

LOCAL AUTHORITY BOUNDARIES



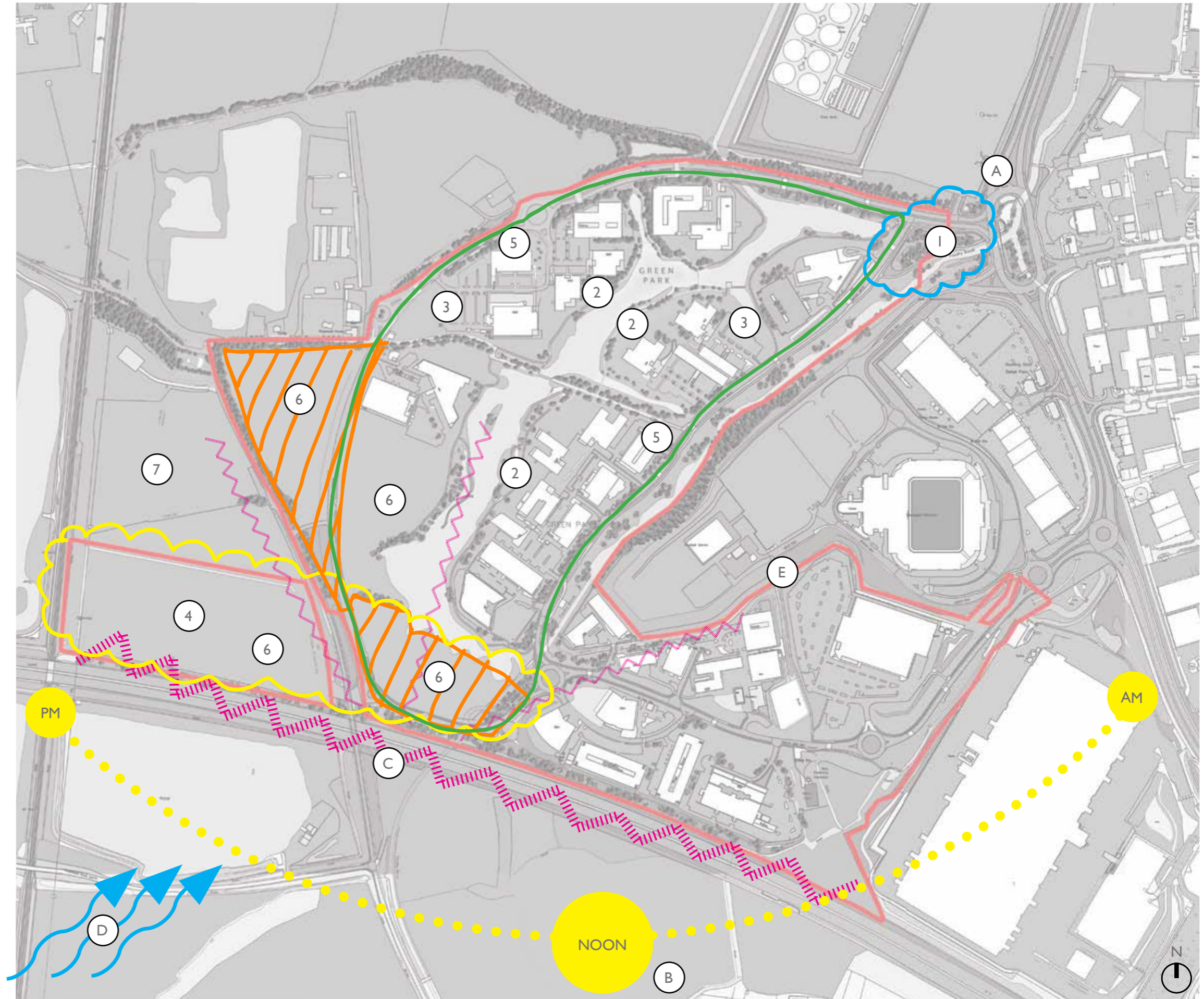
SITE ANALYSIS

EXISTING CONDITIONS:

1. LACK OF A33 PRESENCE.
2. REMOTENESS OF BUILDINGS FROM LOOP ROAD.
3. PARKING ON APPROACH TO BUILDING FRONTAGES.
4. LACK OF PRESENCE TO M4.
5. LANDSCAPE DOMINATES IN AREAS AND CONCEALS VIEWS OF WATER BODIES.
6. UNDEVELOPED LAND.
7. EXPANSION LAND.

SITE ANALYSIS

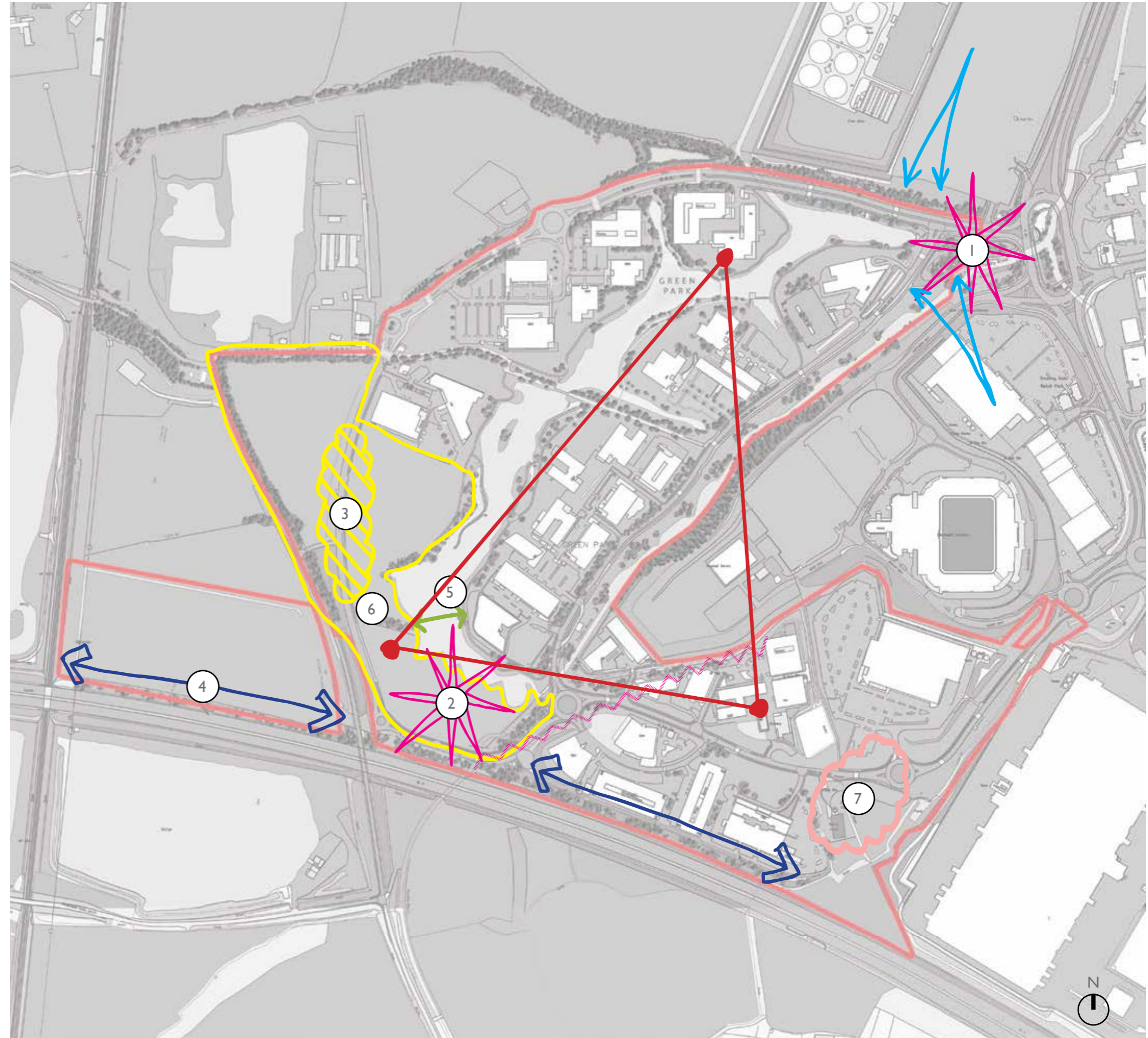
- Ⓐ A. Main Arrival
- ⋯ B. Sun path
- |||| C. Noise
- ~ D. Prevailing Winds
- E. Site Boundary



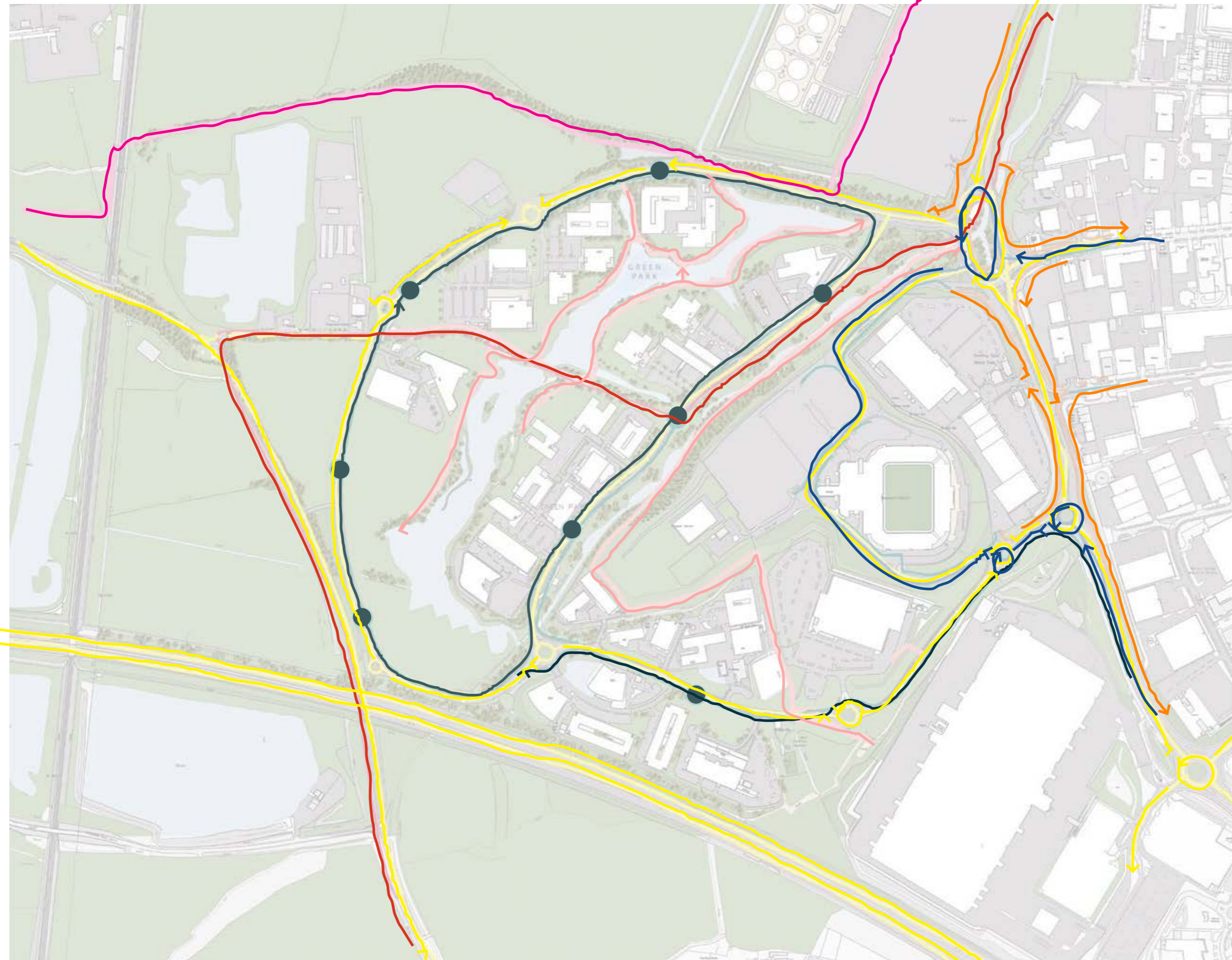
OPPORTUNITIES PLAN

KEY OPPORTUNITIES:

1. NEW GATEWAY LANDMARK OPPORTUNITY FOR SIGN POSTING GREEN PARK.
2. NEW LANDMARK OPPORTUNITY.
3. OPPORTUNITY TO ENGAGE NEW BUILT FORMS TO PROVIDE MORE PRESENCE ON LONG WATER AVENUE.
4. OPPORTUNITY TO CREATE GREATER PRESENCE TO M4.
5. NEW PEDESTRIAN BRIDGE AND IMPROVED CIRCULATION.
6. POTENTIAL AMENITY HUB HOTEL AND ASSOCIATED FACILITIES.
7. EXISTING WIND TURBINE.



EXISTING VEHICULAR/PEDESTRIAN LINKS



KEY:

- PUBLIC FOOTPATH
- VEHICULAR ROUTE
- PEDESTRIAN/CYCLE ROUTE
- NATIONAL CYCLE ROUTE
- DAY TRACK [MRT] (PROPOSED)
- NHS PARK & RIDE
- BUS ROUTES
- BUS STOPS

STATUS 2016

- GREEN PARK MATURED
- ADJACENT INFRASTRUCTURE DEVELOPED
- OVER 60% PARK DEVELOPED - 7000 JOBS
- TENANT REQUIREMENTS MATURED + REFINED
- GREEN PARK VILLAGE RESIDENTIAL PROGRESSING
- NEW GREEN PARK STATION PROGRESSING

OBSERVATIONS

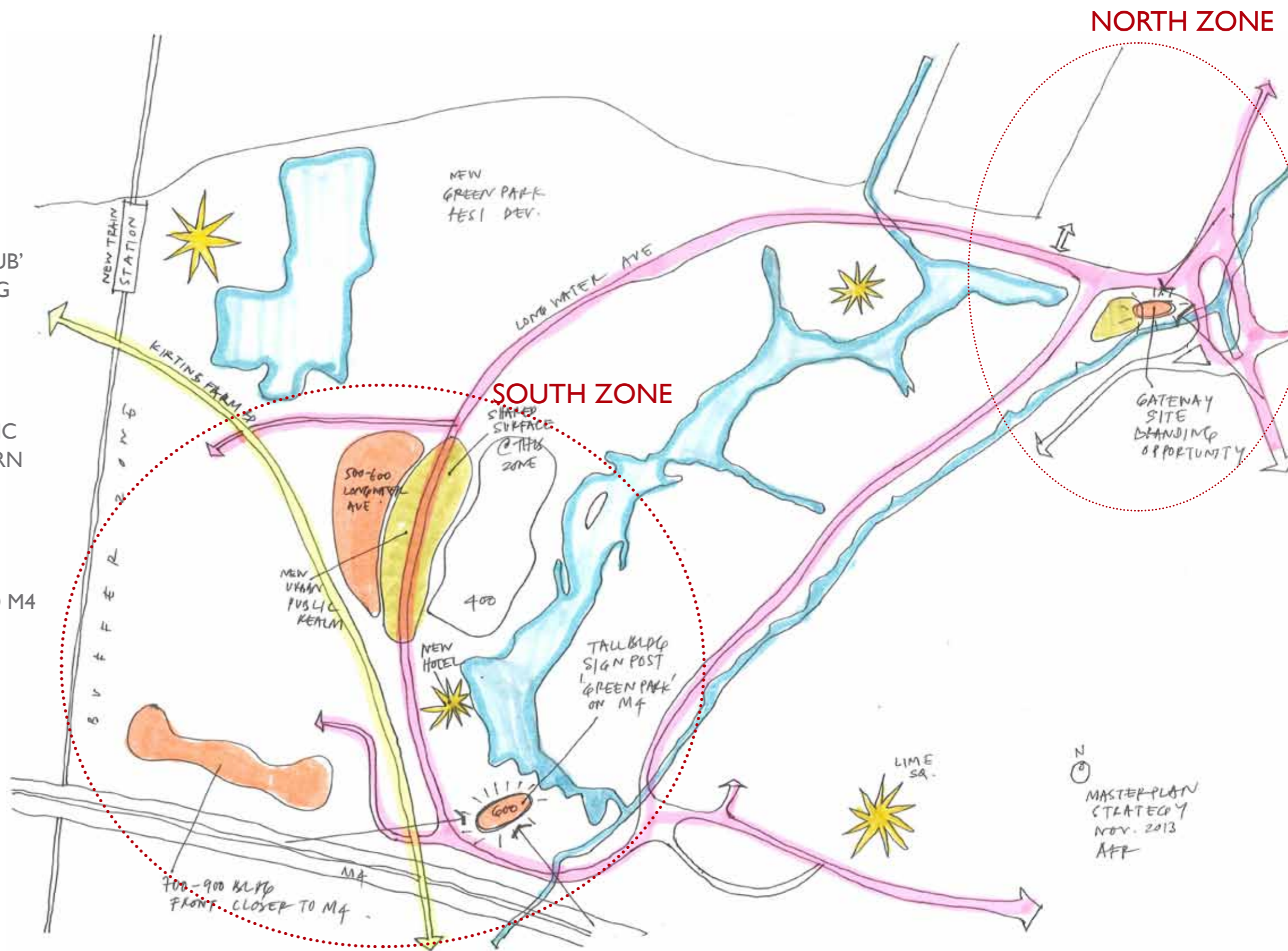
- PARK'S PROFILE CONCEALED
- MAIN ACCESS - CONFUSING AT THRESHOLD
- POOR VISIBILITY OF BUILDINGS
- IMPROVE PARK AMENITIES
- LACK OF PRESENCE ON M4



MASTERPLAN REFRESH - KEY CONCEPTS

KEY PRINCIPLES AND MASTERPLAN CONCEPTS

- TO CREATE AND LIFT THE PRESENCE OF GREEN PARK ON BOTH A33 'GATEWAY SITE' AND ON M4 '600 SOUTH OAK WAY'
- EXPLOIT 'LILY POND SITE' TO PROVIDE A NEW 'HUB' BUILDING - POTENTIALLY A 4* + HOTEL BUILDING WITH VISIBILITY FROM THE M4
- EXTENDING DEVELOPMENT TO THE WEST - 500-600 LONGWATER AVE PROVIDES A UNIQUE OPPORTUNITY TO INTRODUCE AN URBAN PUBLIC REALM 'A SHARED SURFACE' TO LINK THE WESTERN ZONE
- EXPLOIT OPPORTUNITIES TO STRENGTHEN PRESENCE OF GREEN PARK ALONG M4 BY LOCATING 700-900 SOUTH OAK WAY CLOSER TO M4



PROPOSED MASTERPLAN REFRESH



PROPOSED MASTERPLAN REFRESH - AERIAL VIEW



GATEWAY SITE
CONCEPT DESIGN STUDIES

GATE HOUSE SITE (GI) - OFFICE PROPOSAL

- SIGN POST ON A33 'BRANDING' OPPORTUNITY
- APPROXIMATE FLOORPLATE 695 SQM GEA
- TOTAL 8 FLOORS PROPOSED
- CIRCA 5,560 SQM



GATEWAY SITE
CONCEPT DESIGN STUDIES



ARRIVAL FROM READING



ARRIVAL FROM M4

500-600 LONGWATER AVE SITE
CONCEPT DESIGN STUDIES

01 SHARED SURFACE - URBAN PUBLIC REALM

02 ARRIVAL / RECEPTION

03 CENTRAL CORE / ATRIUM

04 PARKING (PARTLY DECKED)



500-600 LONGWATER AVE SITE
CONCEPT DESIGN STUDIES



VIEW 01



VIEW 02

600 SOUTH OAK WAY & LILY POND SITE CONCEPT DESIGN STUDIES

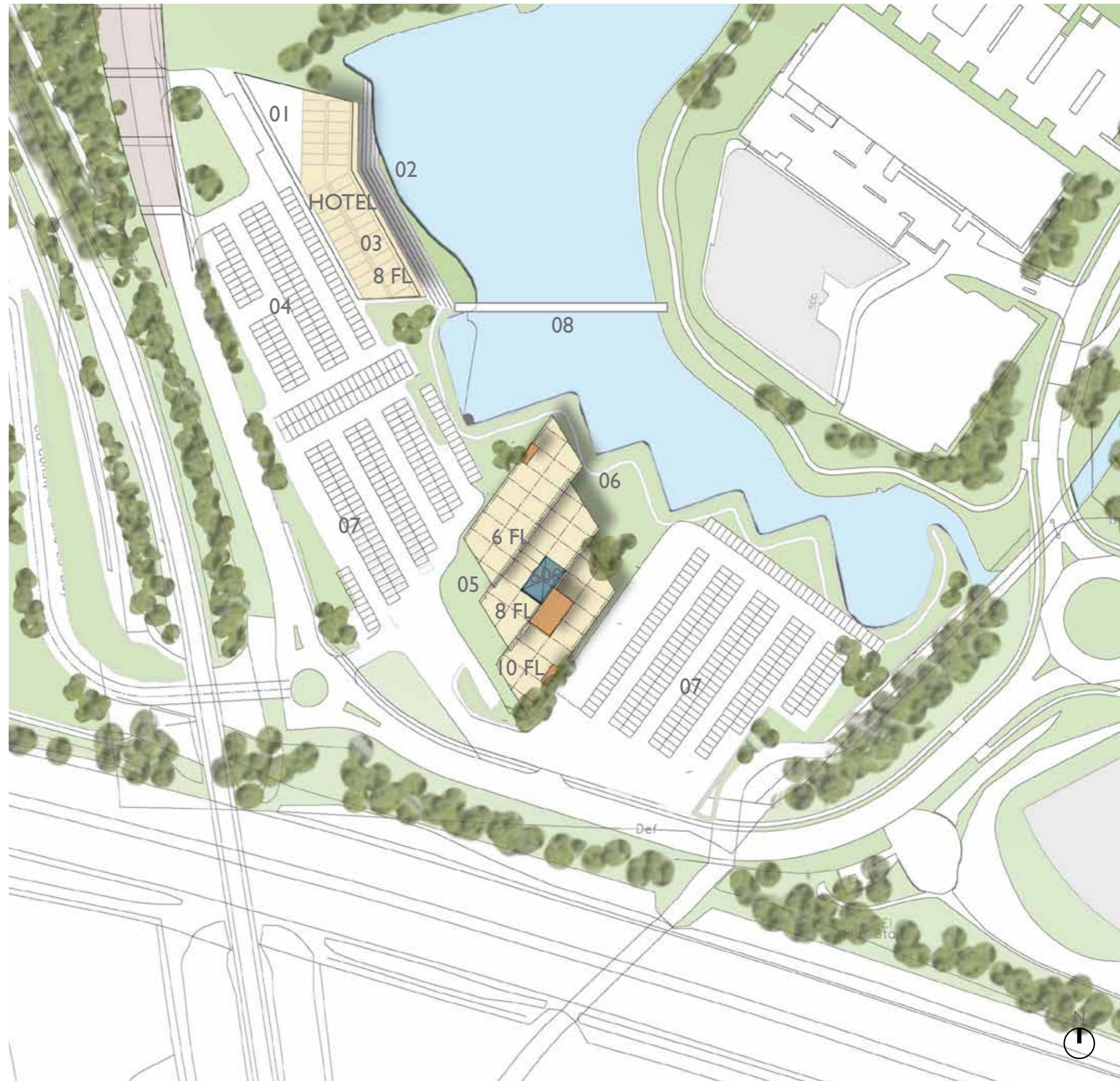
LILY POND SITE - HOTEL

- SITE AREA PROPOSED APPROXIMATELY 0.92 ACRE
- APPROXIMATELY 150 - 200 ROOMS WITH GROUND FLOOR AMENITIES
- POTENTIALLY 25-35 ROOMS / FLOOR
- TOTAL 8 FLOORS (GF +7)

600 SOUTH OAK WAY - OFFICES

- SITE AREA PROPOSED APPROXIMATELY 5.26 ACRES
- FLAGSHIP BUILDING - 'SIGN POST' ON M4
- BI OFFICE USE WITH AMENITIES
- FLOORPLATE VARIES - LARGER FLOORPLATES AT LOWER LEVELS
- HEIGHT VARIES 6/8/ MAXIMUM 10 FLOORS

- 01 GF ARRIVAL / RECEPTION / AMENITIES
- 02 HOTEL VIEW TOWARDS THE LAKE
- 03 TYPICAL UPPER FLOOR ROOM (EAST / WEST FACING)
- 04 PARKING (PARTLY DECKED)
- 05 BI OFFICE ARRIVAL / RECEPTION
- 06 GF AMENITIES AND VIEW TOWARDS LAKE
- 07 PARKING (PARTLY DECKED)
- 08 PEDESTRIAN BRIDGE



600 SOUTH OAK WAY & LILY POND SITE
CONCEPT DESIGN STUDIES



VIEW 01



VIEW 02



VIEW 03



VIEW 04

CURRENT MASTERPLAN



- A GATE WAY SITE
- B 500-600 LONGWATER AVE SITE
- C 600 SOUTH OAK WAY & LILY POND SITE
- D 700-900 SOUTH OAK WAY

PROPOSED MASTERPLAN REFRESH



SUMMARY

Masterplan Environment

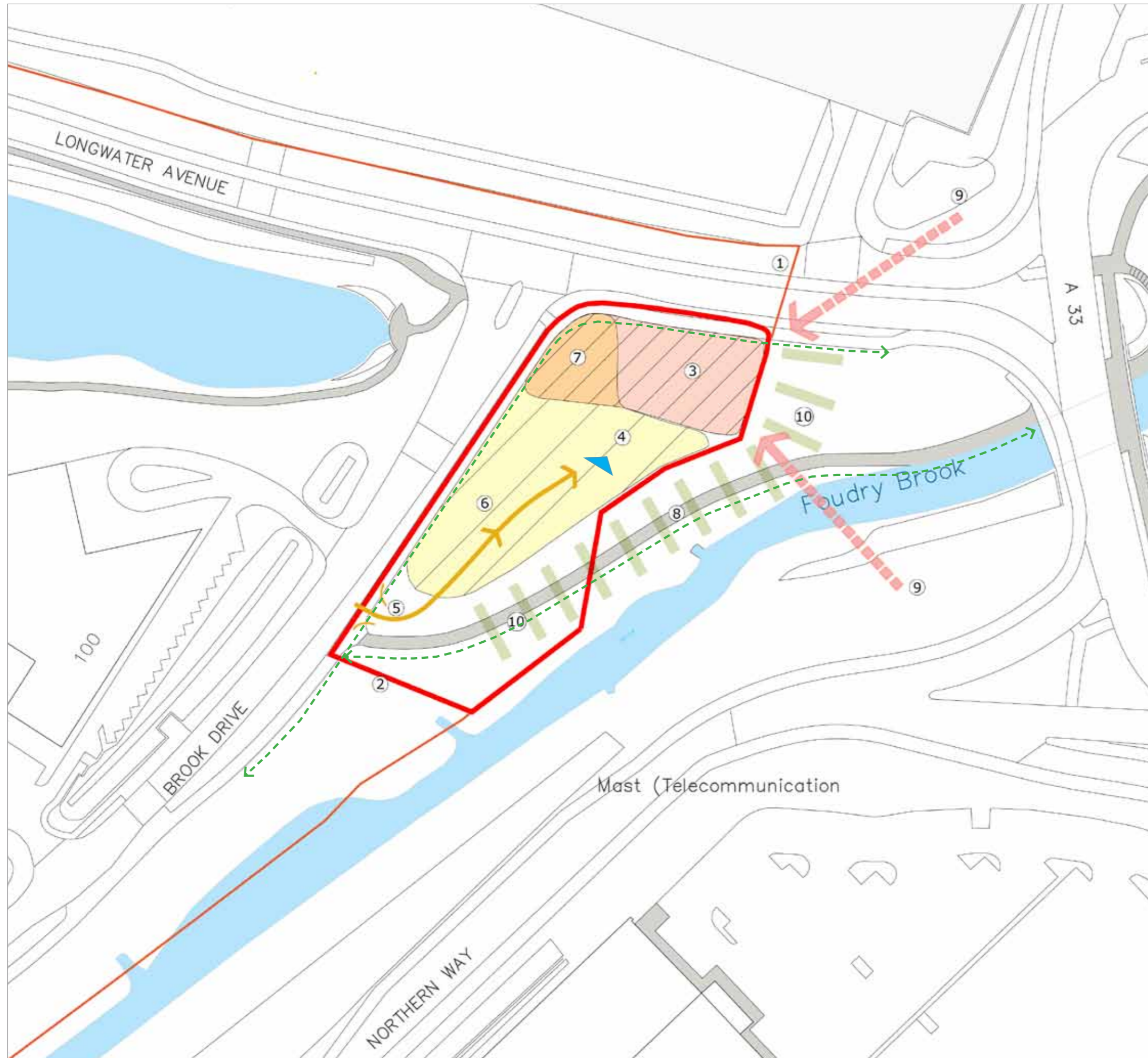
- HIGH QUALITY ENVIRONMENT AND ARCHITECTURE
- MARK 'FRONT DOOR' - HIGH QUALITY GATEWAY
- IMPROVED PRESENCE OF BUILDINGS ON LONGWATER
- ADD NEW COMMUNITY HUB / AMENITIES / HOTEL
- LANDMARK BUILDING - 10 FLOORS BUILDINGS
- GREATER PRESENCE FROM M4
- IMPROVED LIFE & ACTIVITY 'AFTER HOURS'
- EFFICIENT USE OF LAND

Masterplan Density & Employment

- STILL 40% ORIGINAL CONSENT TO DEVELOP
- CREATE 19% UPLIFT (13% BI OFFICE)
- DEVELOPMENT DENSITY - 15,000 SF / ACRE
- CONTINUE TO CREATE NEW JOBS











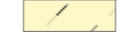


ADDENDUM

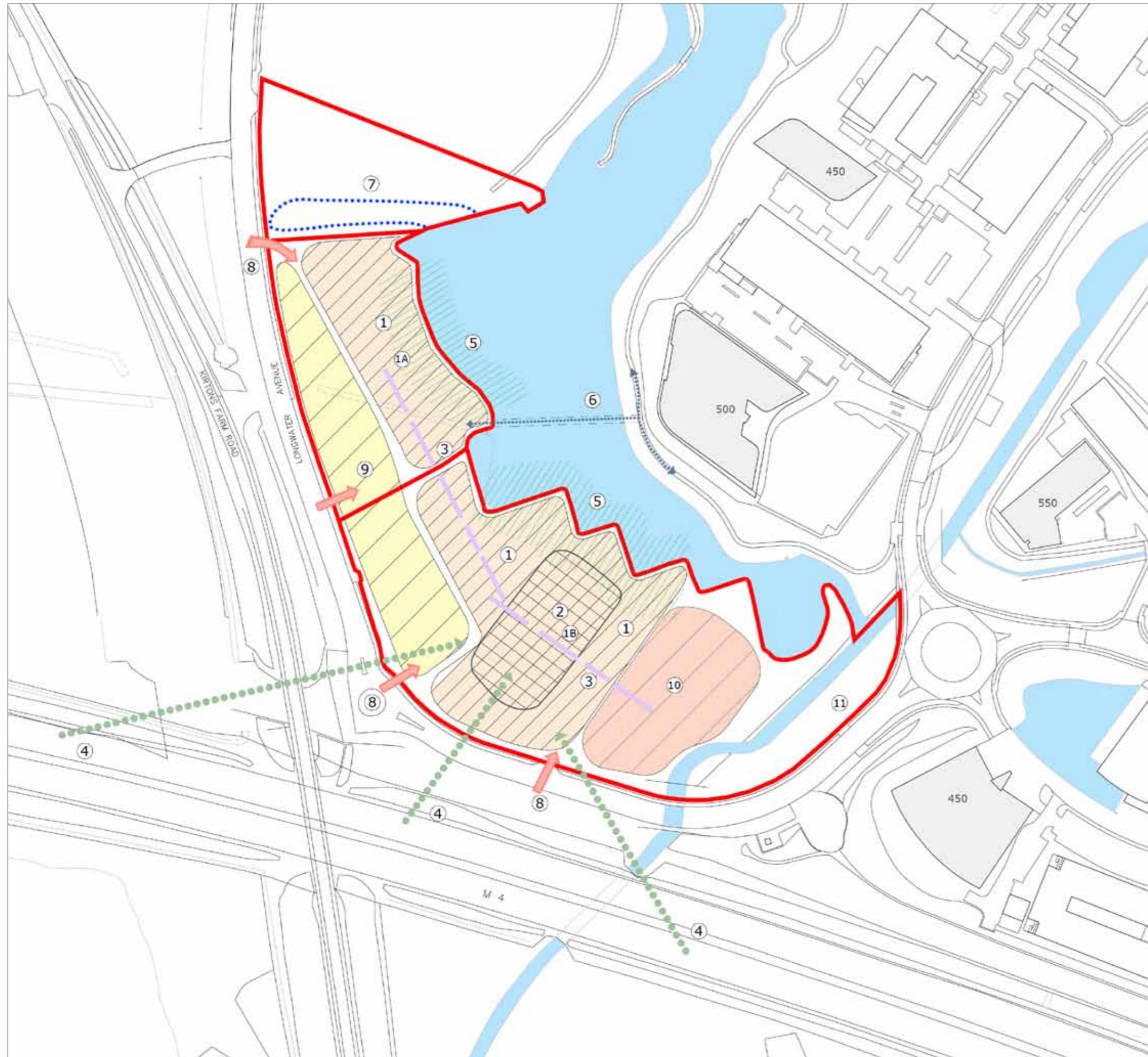


- N
⊕
- USE: B1 OFFICES
 - DENSITY B1: 5,560 M²
 - HEIGHT: 8 FLOORS + PLANT
 - CAR PARKING: 120 SPACES (1:46M²)
-
- ① OXFORD PROPERTIES OWNERSHIP BOUNDARY.
 - ② PLOT BOUNDARY.
 - ③ PRIMARY ZONE FOR LOCATION OF BUILDINGS WITH STRONG PRESENCE AND DYNAMIC FORM.
 - ④ PROMINENT FRONT ENTRANCE AND APPROACH TO BUILDINGS.
 - ⑤ MAIN VEHICULAR AND PEDESTRIAN ACCESS AND KEY ARRIVAL VISTA FROM BROOK DRIVE.
 - ⑥ GRADE PARKING ZONE.
 - ⑦ POTENTIAL PARKING UNDER BUILDING.
 - ⑧ RETAIN EXISTING FOOTPATH AND RIVERSIDE WALK.
 - ⑨ KEY GATEWAY VISTAS - BUILDING FORM TO CREATE IMPACT AND STRONG VISUAL PRESENCE TO THE COMPOSITION AND LAYOUT FROM THE PARK ENTRANCE AND A33.
 - ⑩ SENSITIVE RELATIONSHIP TO FOUdry BROOK AND RIVERSIDE WALK.



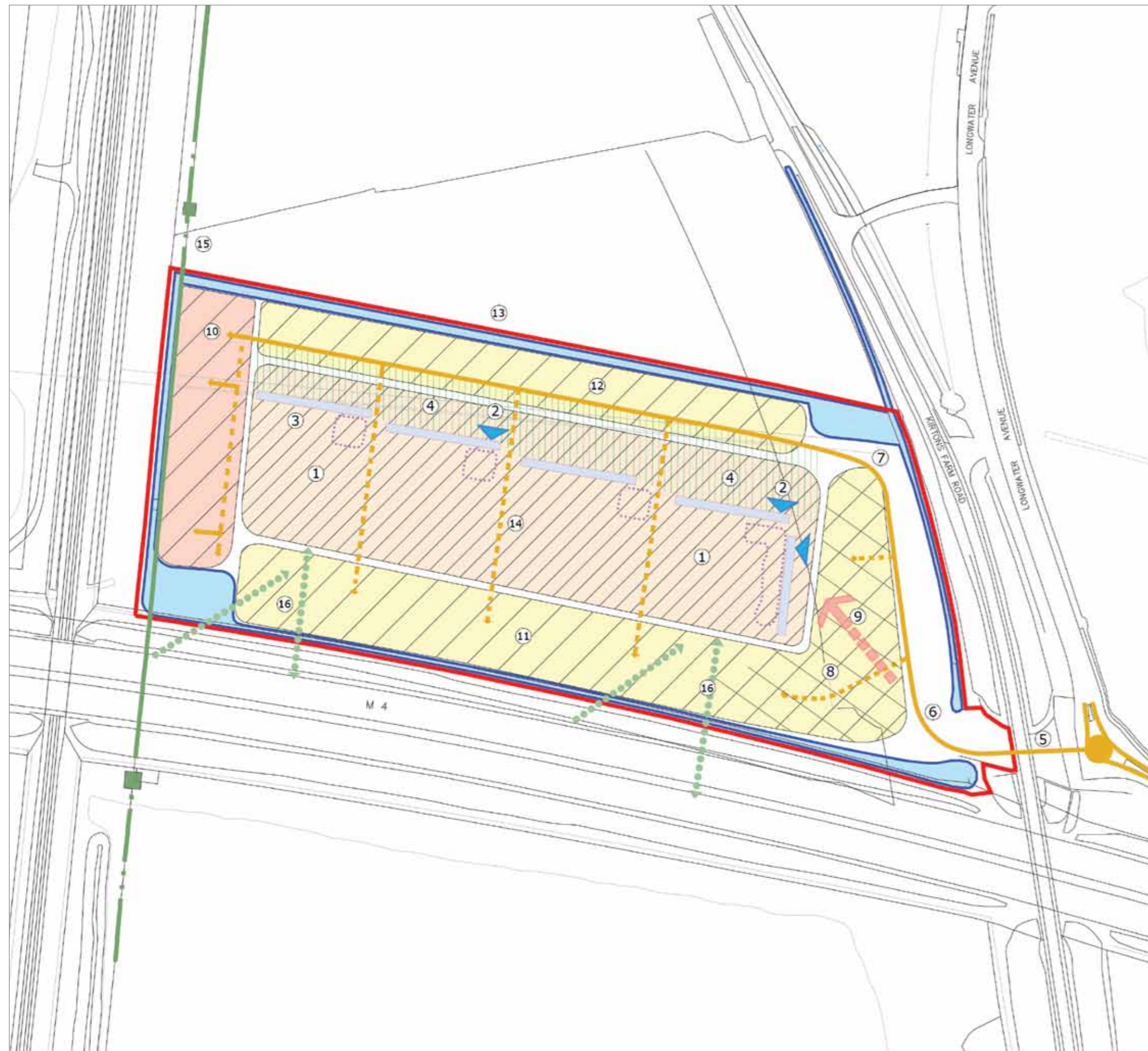
- USE: B1 OFFICES
- DENSITY: 35,000 M² GEA
- HEIGHT: 5 FLOORS + PLANT
- CAR PARKING: 1:46M² AVE

-  PLOT BOUNDARY.
-  ① PRIMARY ZONE FOR LOCATION OF BUILDINGS WITH STRONG PRESENCE ON LONGWATER AVENUE.
-  ② PROMINENT FRONT ENTRANCES & APPROACH TO BUILDINGS ADDRESSING LONGWATER AVENUE.
-  ③ STRONG BUILDING LINE TO ALL BUILDINGS ON LONGWATER AVENUE CREATING A COHERANT AND INTEGRATED FACADE LINE.
-  ④ FORMAL LANDSCAPE TREATMENT TO THE FRONTAGE ZONE (HARD AND SOFT TREATMENT/MATERIALS). LIMITED DROP-OFF AND VISITOR CAR PARKING.
-  ⑤ RELATIONSHIP TO ADJACENT DEVELOPMENT NORTH OF PLOTS 500/600 LONGWATER.
-  ⑥ PEDESTRIAN & CYCLE ROUTES TO LINK WITH GREEN PARK INFRASTRUCTURE.
-  ⑦ NO VEHICULAR CIRCULATION FROM KIRTINS FARM ROAD. (POSSIBLE EMERGENCY ACCESS & FOOTWAY LINK).
-  ⑧ MAIN GRADE & DECK PARKING AREAS IN WEST ZONE - LIMITED GRADE PARKING BETWEEN BUILDINGS.
-  ⑨ ACCESS BETWEEN BUILDINGS TO MAIN PARKING AREAS OFF LONGWATER AVENUE - LOCATION TO SUIT BUILDING LAYOUT & HIGHWAY CONSTRAINTS/ ACCESS SPACINGS.
-  ⑩ EXISTING SURFACE WATER DITCHES/CHANNELS AND ATTENUATION FEATURES TO BE SENSITIVELY INCORPORATED INTO THE OVERALL DEVELOPMENT DESIGN - COMBINED WITH ADDITIONAL ATTENUATION AREAS AS REQUIRED FOR TECHNICAL CAPACITY.



□	USE: B1 OFFICES & HOTEL	
□	DENSITY: HOTEL (11,750M ²)	B1 (24,360M ²)
□	HEIGHT: HOTEL (8 FLOORS + PLANT)	B1 (6/8/10 FLOORS + PLANT)
□	CAR PARKING: HOTEL (175 SPACES)	B1 (1:46M ²)
□	LANDSCAPE: 25% (HARD + SOFT)	

- PLOT BOUNDARY.
- ① PRIMARY ZONE FOR LOCATION OF BUILDINGS WITH STRONG PRESENCE ON LONGWATER AVENUE.
①A – PROPOSED HOTEL AND ASSOCIATED AMENITY FACILITIES.
①B – LANDMARK B1 OFFICE BUILDING.
- ② 10 STOREY HIGH QUALITY OFFICE DEVELOPMENT. STRONG DYNAMIC ARTICULATED FORM TO EXPLOIT ITS LAKESIDE LOCATION AND ADJACENCY TO THE M4 MOTORWAY. TO ACT AS A FOCAL MARKER TO GREEN PARK FROM THE M4 AND LOCATED ON THE SOUTHERN AXIAL TIP OF LONGWATER LAKE.
- ③ FORM AND MASSING OF BUILDINGS TO RELATE TO ONE ANOTHER TO CREATE A COHESIVE COMPOSITION.
- ④ LANDMARK OFFICE SHOULD FULLY EXPLOIT ITS PRESENCE AND STRONGLY REINFORCE AND ENHANCE THE GREEN PARK IMAGE AND BRAND FROM THE M4.
- ⑤ BUILDINGS SHOULD CREATE A STRONG RELATIONSHIP TO THE WATERSIDE ENVIRONMENT WITH A RANGE OF HARD AND SOFT EDGE TREATMENTS WHILST RESPECTING THE ESTABLISHED ECOLOGY AND FLOOD CAPACITY OF LONGWATER LAKE.
- ⑥ POTENTIAL NEW FOOTBRIDGE OVER THE LAKE TO IMPROVE PEDESTRIAN AND CYCLE CIRCULATION AND ACCESS TO THE HOTEL FACILITIES/AMENITY PROVISIONS.
- ⑦ POTENTIAL NEW FLOOD/ATTENUATION CAPACITY BETWEEN PLOTS.
- ⑧ ACCESS OFF LONGWATER AVENUE.
- ⑨ GRADE PARKING AND FRONTAGE LANDSCAPE TREATMENT.
- ⑩ DECK CAR PARKING SENSITIVELY ARRANGED TO MINIMISE VISUAL IMPACT.
- ⑪ EXISTING SURFACE WATER DITCHES/CHANNELS AND ATTENUATION FEATURES TO BE SENSITIVELY INCORPORATED INTO THE OVERALL DEVELOPMENT DESIGN - COMBINED WITH ADDITIONAL ATTENUATION AREAS AS REQUIRED FOR TECHNICAL CAPACITY.



- USE: B1 OFFICES
- DENSITY: 45,700 M²
- HEIGHT: 5 FLOORS + PLANT
- CAR PARKING: 1:46M²

- PLOT BOUNDARY.
- ① PRIMARY ZONE FOR LOCATION OF BUILDINGS WITH STRONG PRESENCE AND DYNAMIC FORM.
- ▶ ② PROMINENT FRONT ENTRANCES AND APPROACH TO BUILDINGS.
- ③ STRONG RELATIONSHIP BETWEEN ADJACENT BUILDINGS AND FRONTAGE BUILDING LINES CREATING A COHERENT COLLECTION OF BUILDING FORM AND MASSING. STAGGERED SITING TO ASSIST VIEW LINES TO FRONTAGES AND FRONT ENTRANCES.
- ④ FORMAL LANDSCAPE TREATMENT TO THE FRONTAGE ZONE (HARD & SOFT TREATMENT AND MATERIALS) WITH LIMITED DROP-OFF AND VISITOR CAR PARKING AT FRONTAGES.
- ▶ ⑤ MAIN VEHICULAR ACCESS FROM LONGWATER AVENUE AND EXISTING UNDERPASS BELOW KIRTINS FARM ROAD.
- ⑥ ACCESS ROAD TO PLOTS 700/800/900 SOUTH OAKWAY.
- ⑦ NO VEHICULAR ACCESS TO KIRTINS FARM ROAD (POSSIBLE EMERGENCY ACCESS + FOOTWAY LINK).
- ⑧ GRADE PARKING ZONE.
- ▶ ⑨ KEY ARRIVAL VISTA – EASTERN MOST BUILDING FORM TO CREATE IMPACT AND STRONG VISUAL PRESENCE TO THE COMPOSITION AND LAYOUT.
- ⑩ DECK CAR PARKING ZONE UNDER OVERHEAD HV POWER LINES ADJACENT THE RAILWAY BOUNDARY.
- ⑪ GRADE PARKING ZONE.
- ⑫ ARRIVAL AND MAIN VISITOR PARKING ZONE.
- ⑬ EXISTING SURFACE WATER DITCHES/CHANNELS AND ATTENUATION FEATURES TO BE SENSITIVELY INCORPORATED INTO THE OVERALL DEVELOPMENT DESIGN – COMBINED WITH ADDITIONAL ATTENUATION AREAS AS REQUIRED FOR TECHNICAL CAPACITY.
- - - ⑭ ACCESS BETWEEN BUILDINGS TO PARKING ZONES. LIMITED CAR PARKING BETWEEN BUILDINGS.
- - - ⑮ OVERHEAD HV POWER LINES.
- ⑯ STRONG VISUAL PRESENCE WITH VIEWS FROM THE M4 MOTORWAY AND POSITIVE IMPACT TO MARK THE GREEN PARK IMAGE AND BRAND. HIGH QUALITY ARCHITECTURAL EXPRESSION ALSO ADDRESSING ENVIRONMENTAL ASPECTS OF THE SOUTHERN ORIENTATION.
NB (SCHEMES MAY NEED TO CONSULT WITH THE HIGHWAYS AGENCY IF WITHIN 100M OF THE M4).

LONGWATER (ENGLEFIELD) SITE
CONCEPT LAYOUT

