PRUDENTIAL

Estates Gazette
Mixed Use Development Conference 2004

Challenges of Instigating the Kennet Valley Park & GreenPark Projects in Reading and the opportunities for Integration

Mike Rolls
Director Development



GreenPark

Working. Naturally.

GreenPark

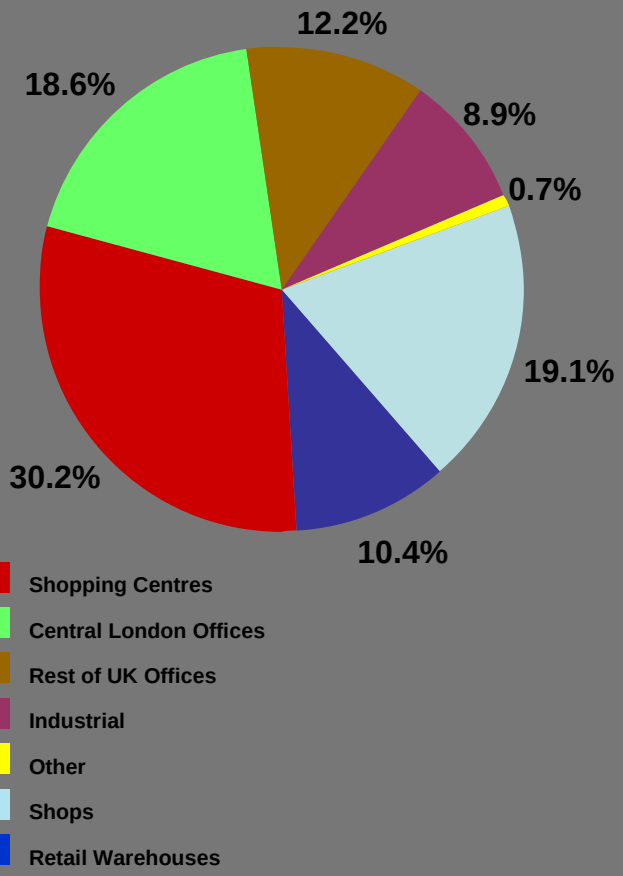
The Masterplan

1. Masterplan Phases 1 & 2
2. Masterplan Phase 3
3. Phase 3 - ‘The Hub’
4. Phase 2 - Plot 15, ‘Lily Pond Site’
5. Phase 3 - Plot 17
6. Reading Gateway
7. Kennet Valley Park



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Background and History of Site



Site Assembly

Northern Sector

- Applications 1984
- First Land Purchased 1997



Site Assembly

Northern Sector

- Northern Sector – options



Site Assembly

Southern Sector

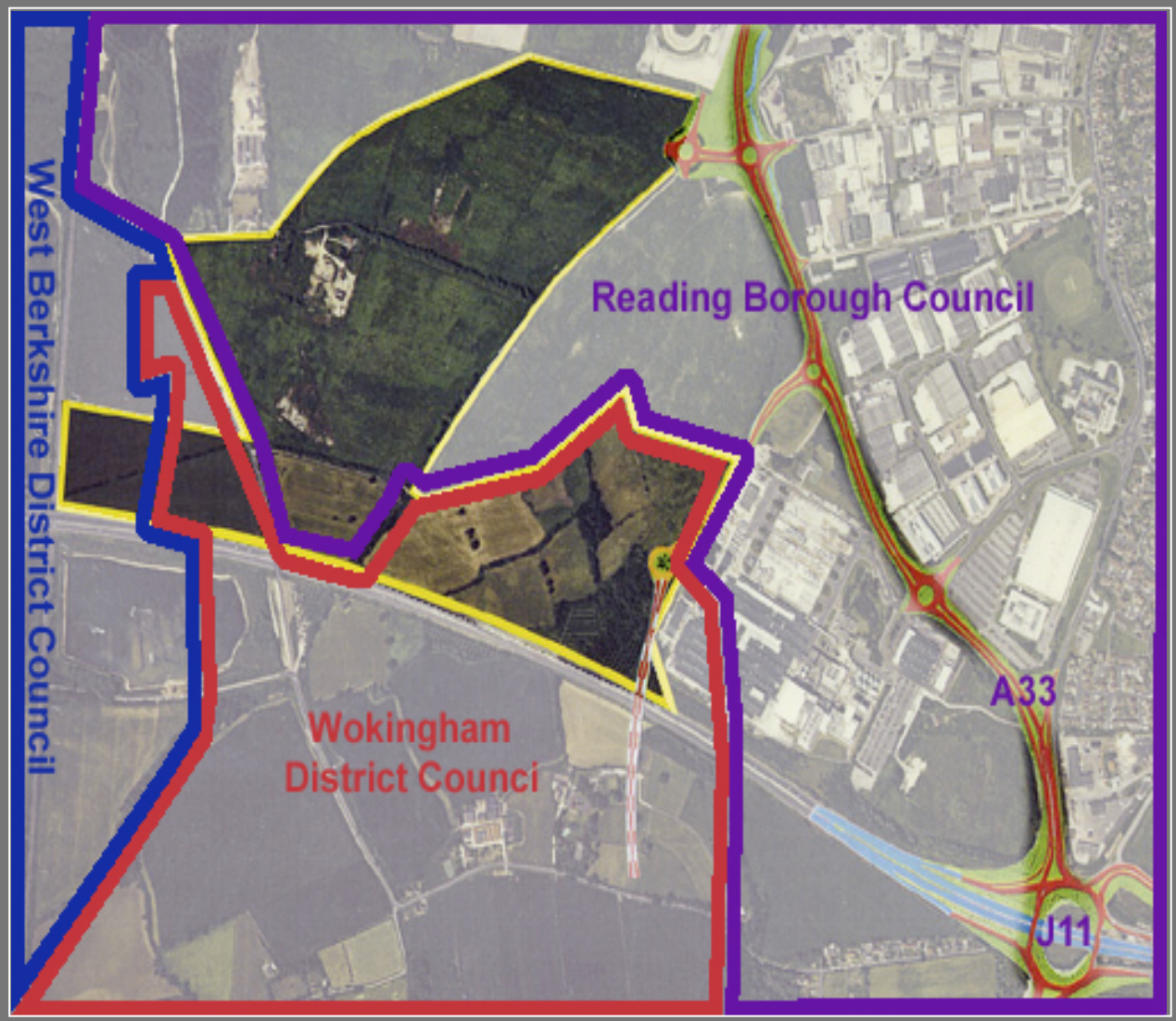
- Options acquired 1994
- Gained control of whole site



Planning

Gained 1995 – Launched 1997

- 3 Local Authorities
- Funding of A33
- Complex & Time - Consuming



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Why GreenPark?

LOCATION

- Near J11 M4, M25,motorway networks
- Proximity to Heathrow & London
- Skilled Workforce
- Quality of Life
- Area of outstanding beauty





Masterplanning

- Environment
- Lake Views
- Perimeter Roads
- 30% plot landscaping
- Variety of sizes
- Different architects
- Design guidelines



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Natural appearance and environment

- Beautiful backdrop to buildings
- Pleasant place to work.
- Abundance of wildlife











Car parking

- Excellent parking ratio
- Decked & undercroft parking







Excellent Transport Links

- Bus Service established
- Every 7 – 8 minutes to
- Reading TC and station





Amenities

Lime Square & Costco

Lime Square

- Cannons
  Health & Fitness
- Jigsaw Day Nursery
- Restaurants
- Retail Opportunities



Costco



What is planned…



Phase 3

Masterplan

1.25m sqft B1 and mixed use on 54 acres

- 30 000sqft B1/acre, 1/40 parking
- 25 Individually demisable plots
- Primary substation complete
- Infrastructure in place along Willow Walk linking to Phase 2
- 10 acres of new lake
- MRT and railway halt at Hub
- Planning Status – Draft submitted
- Formal submission yet to be made



Phase 3

Masterplan

- Flexible B1 plots
- New Railway station & interchange
- New bridge link to station
- 1000 new homes
- Restaurants, cafes & bars
- Provision for connection to KVP

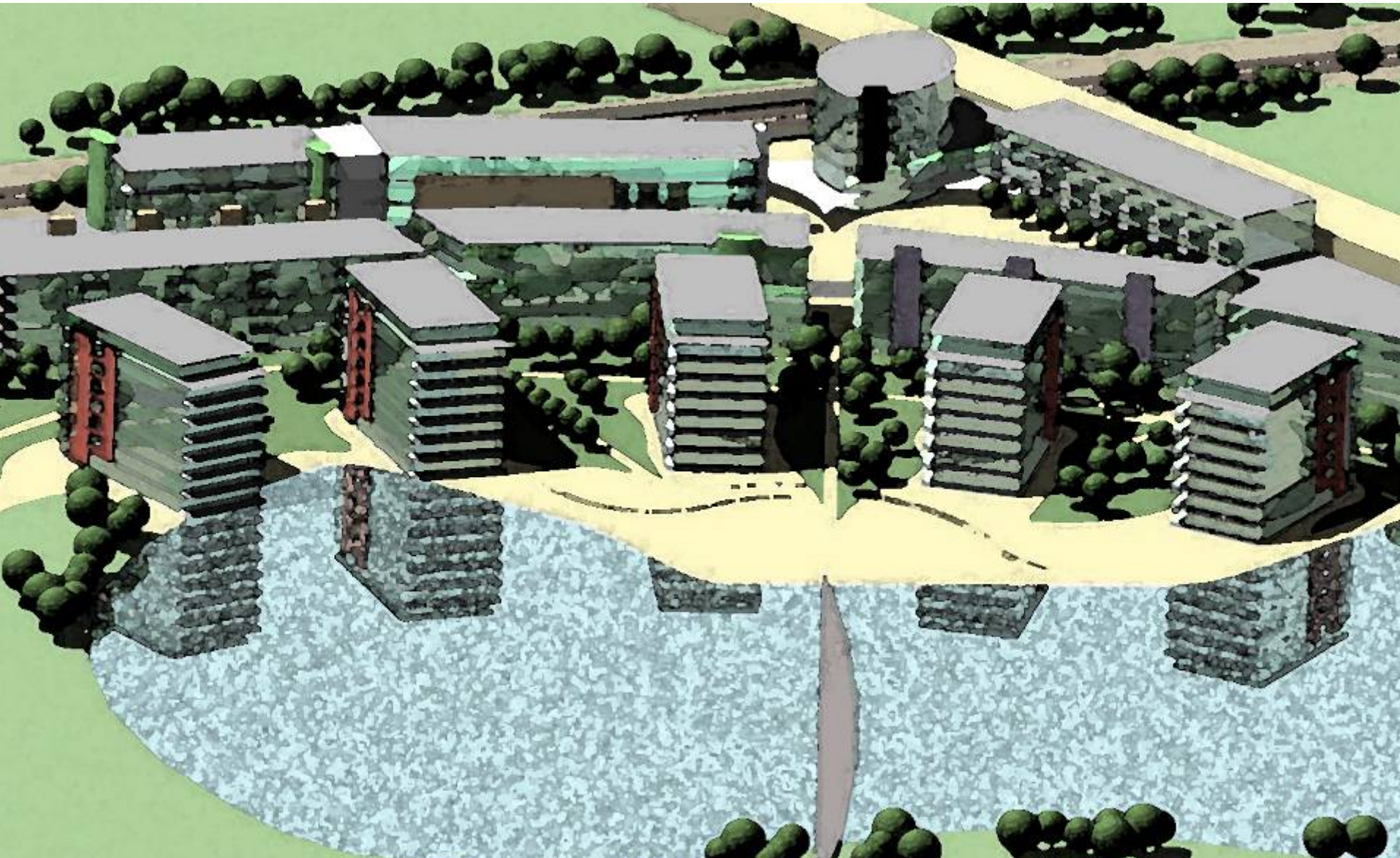


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Phase 3

‘The Hub’

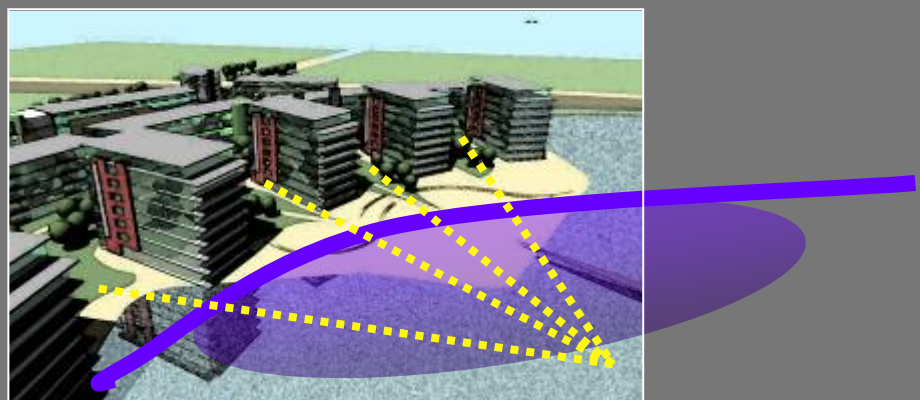


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Phase 3

'The Hub'

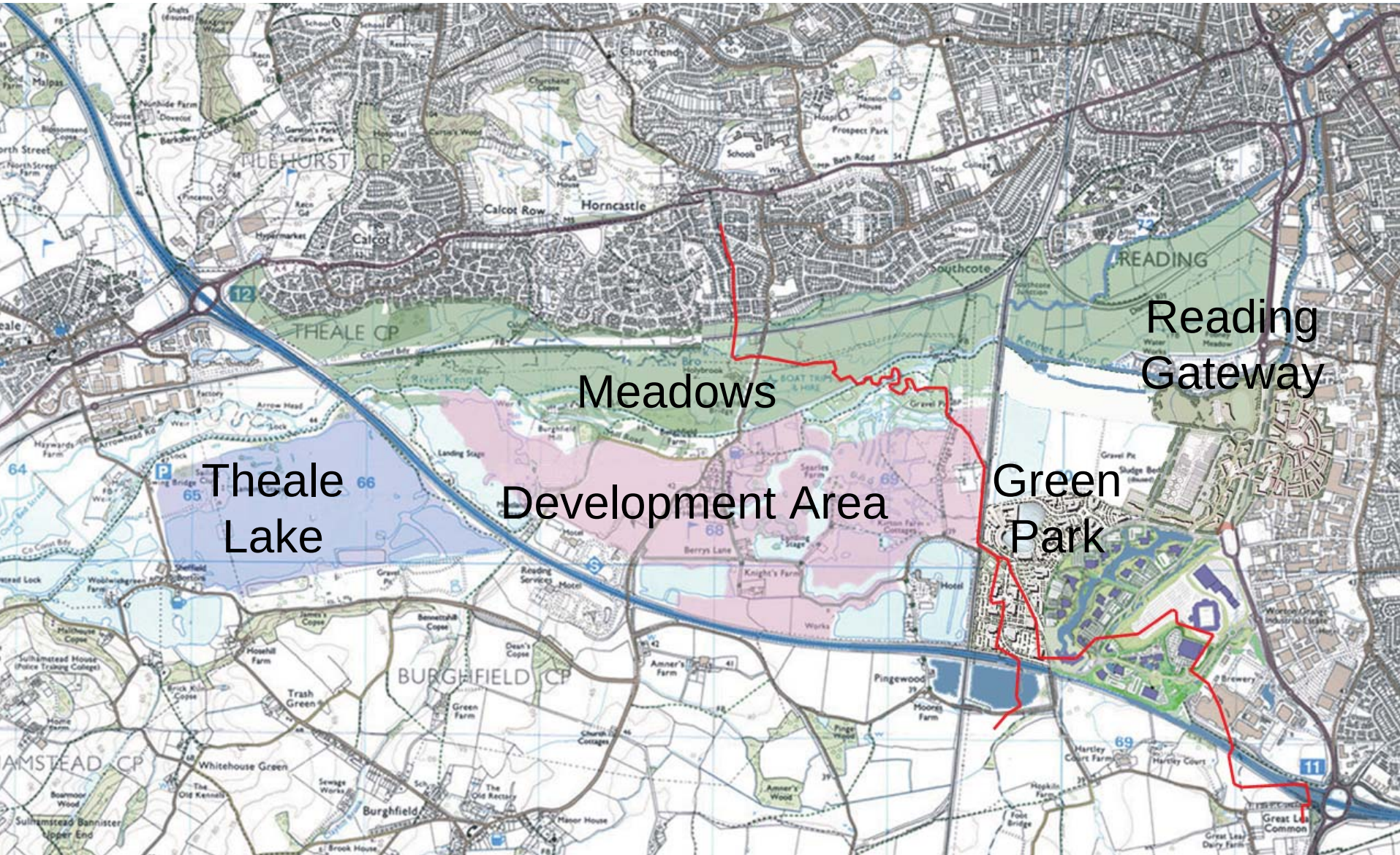
- New railway halt for South Reading
- Transport Interchange and MRT stop
- 400 apartments
- Car parking @ 1:40 with parking @ work policy
- B1, shops, restaurants & cafes
- Creche, conference and leisure
- 200 cycle park with swipe card access
- Waterside public leisure space







Kennet Valley Park



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Kennet Valley Park

As Existing



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Kennet Valley Park

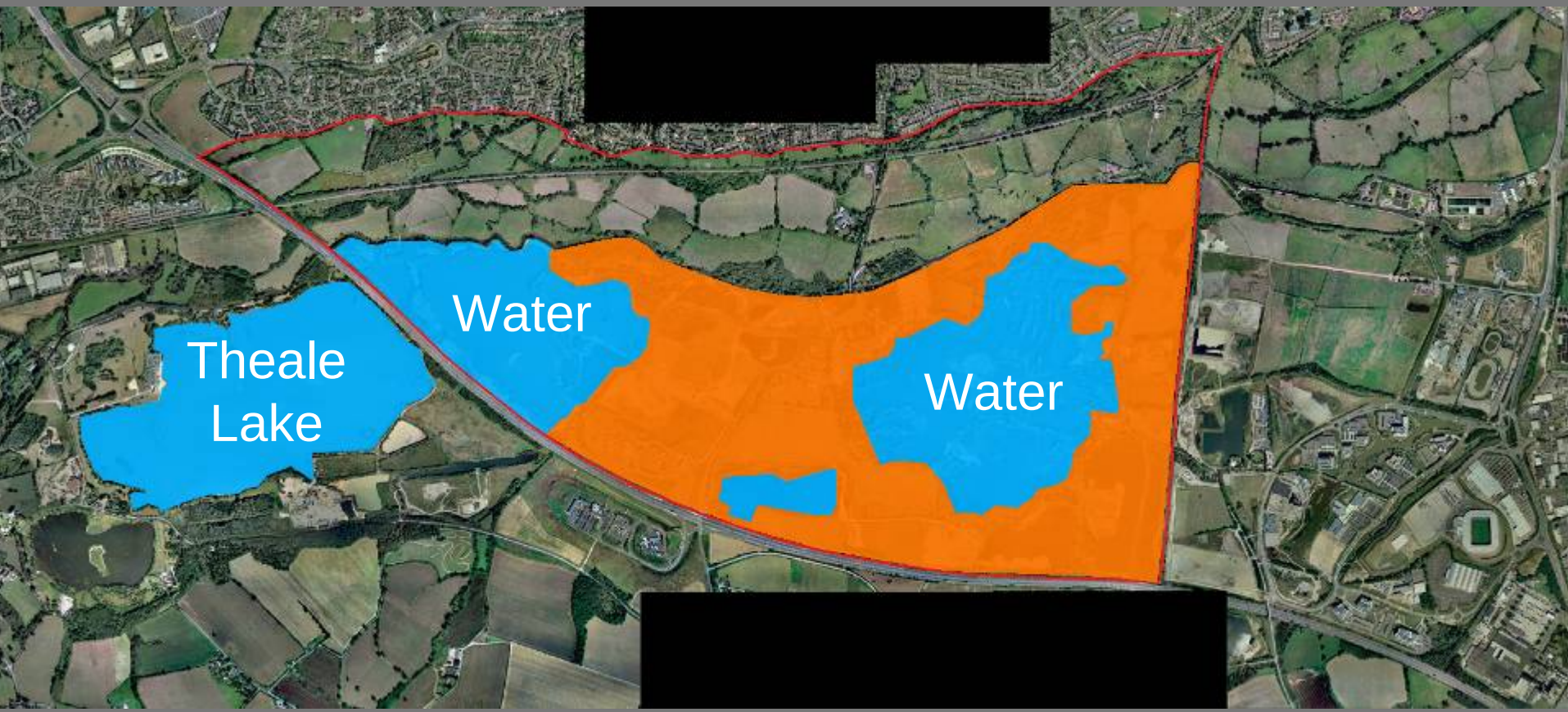
Proposed Development



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Kennet Valley Park

Proposed Development



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Kennet Valley Park

Proposed Development

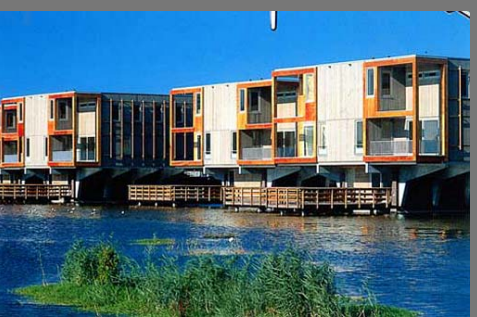


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Kennet Valley Park

Vision

Townscape meets Landscape as “urban-nature”



Kennet Valley Park

Vision

Townscape meets Landscape as “urban-nature”

Water is the main feature of the site





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Kennet Valley Park

Vision

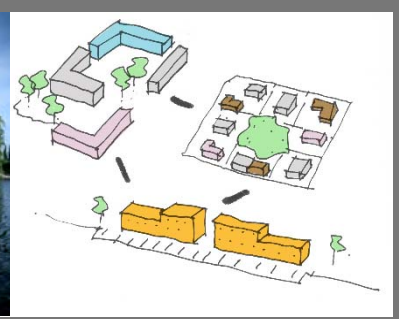
Townscape meets Landscape as “urban-nature”

Water is the main feature of the site

A mix of communities with clear identity







Kennet Valley Park

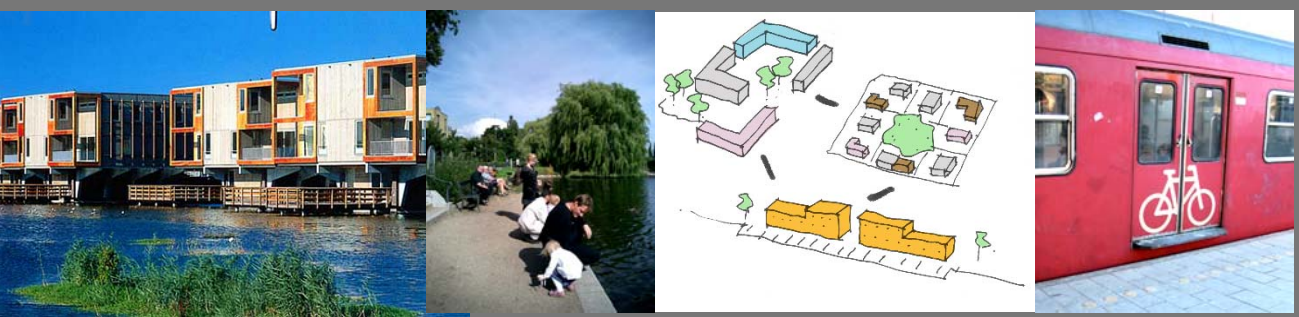
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Local community connects to regional network



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Kennet Valley Park

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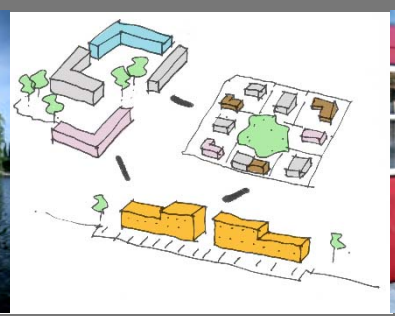
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Local community connects to regional network

Pedestrians and Cycles given priority







Kennet Valley Park

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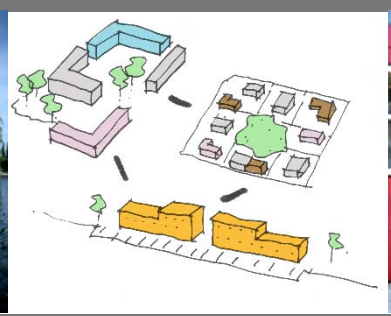
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Pedestrians and Cycles given priority

Homes near jobs








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Kennet Valley Park

Context & Connections

Reading



Burghfield

Junction 11

Kennet Valley Park

The Meadows

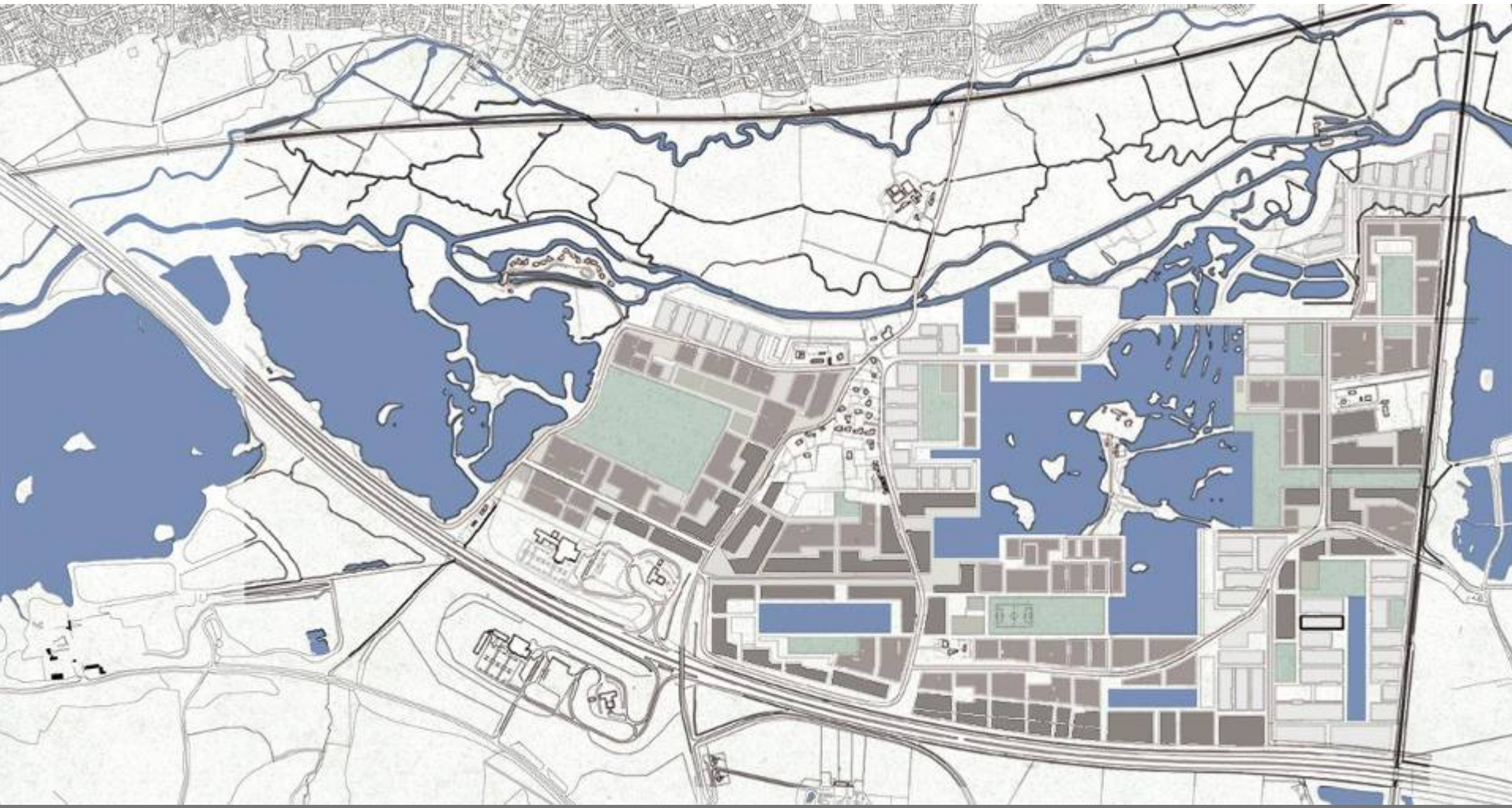


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Masterplan



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Kennet Valley Park

Sustainability

Protection of the Environment

Social Progress

Prudent Use of Natural Resources

Supporting Economic Growth



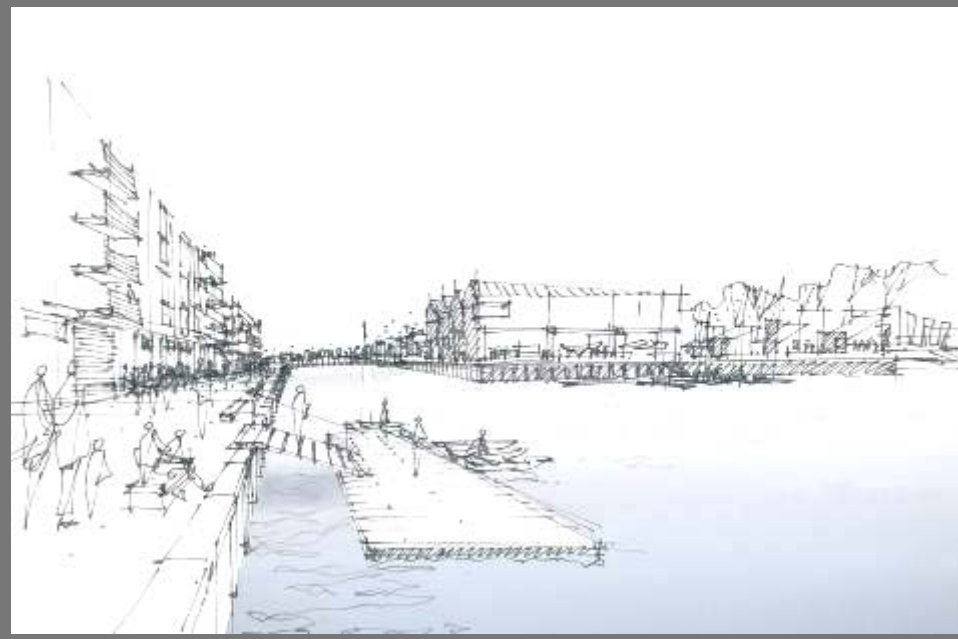



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Views







A refreshing environment…

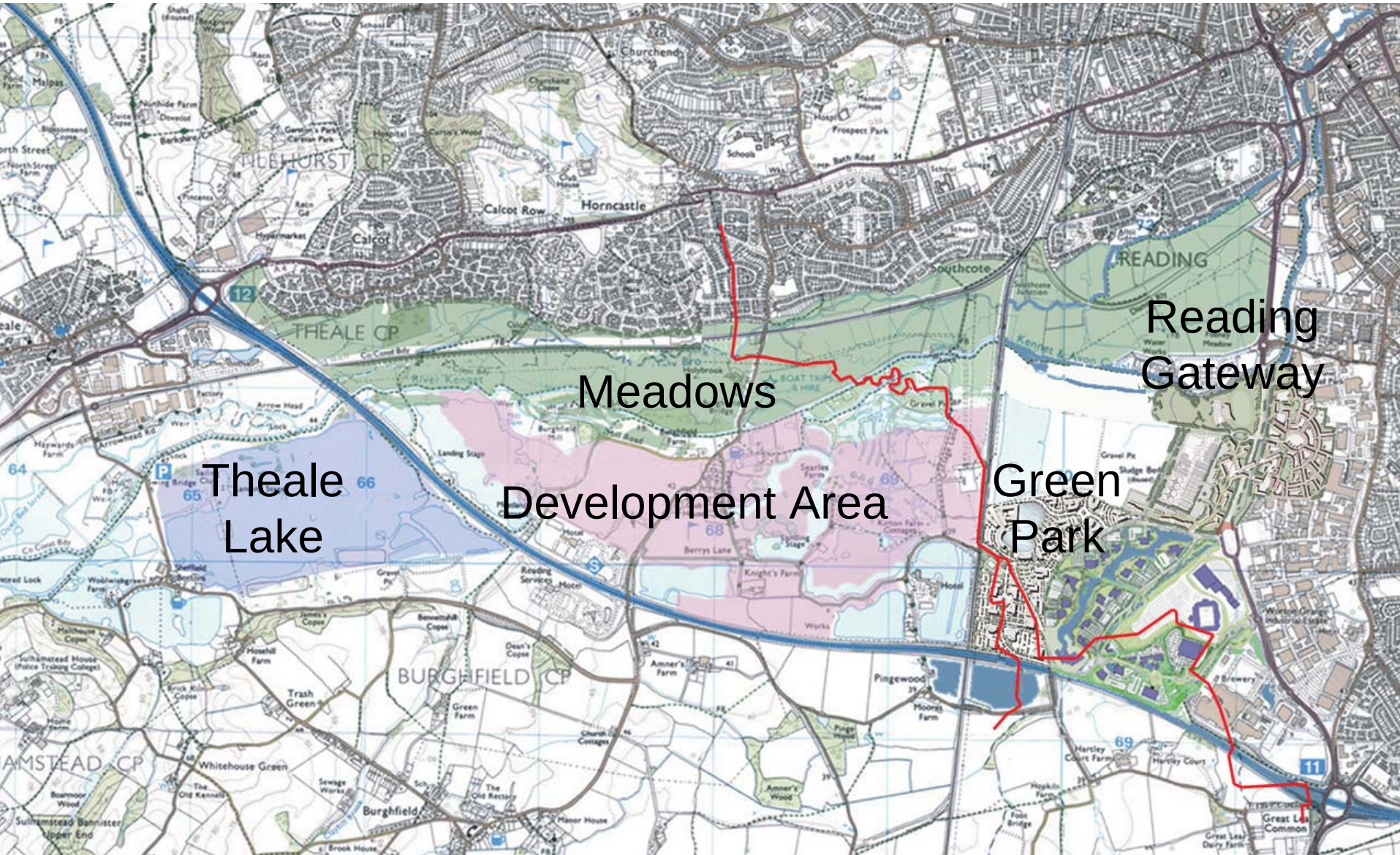


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‘A game of chance…’



‘South Reading’



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Reading Gateway

A33

JV between Prudential & Thames Water **(Foudry Properties)** with St James Homes in alliance with Reading Borough Council



GreenPark

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Reading Gateway

•120 acres of mixed use development on two sides of A33

1. 1 million sqft B1
2. 1150 residential units
3. Urban Commercial core
4. MRT stop
5. Bridge over A33
   - Residential district
   - Retail and cafes
6. Hotel
   - Leisure
7. Enhancement of A33 corridor
8. Car park buffer to treatment works
   - Cultural destination and ‘address’ for residential



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Reading Gateway

Masterplan characteristics





…**Destination** of distinction

…**Landmark** entrance to Reading

…**Regeneration** and linkages









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The 3 Projects…





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