



GREENPARK VILLAGE READING

— PROJECT SUMMARY —

PRUPIM has formed a partnership with Berkeley Homes to develop GreenPark Village. The Village is a brand new community that aims to enhance the attractiveness of GreenPark as a sustainable working environment, as well as delivering premium mixed-use investment and development returns.

Plans are now well underway to turn the 50 acres of low-lying partly contaminated unserviced land into a leading contemporary residential and commercial development in a beautiful landscaped setting. Excellent community facilities, such as a new primary school, and transport links will be built as part of the scheme. The new station at GreenPark is the first privately-owned railway station to be constructed in 50 years.

The community is an exemplar of modern living, satisfying Reading Borough Council's aspirations in terms of sustainability and the Government's long-term plan for delivering sustainable communities. The development includes a minimum 20% of baseline carbon emissions offset through renewable energy including solar hot water panels and biomass boilers, as well as efficient use of water and Sustainable Urban Drainage System (SUDS). Adequate protection is also in place

to prevent damage to all existing features of ecological value during construction and locally sourced materials will be used wherever possible.

The development provides excellent access to sustainable forms of transport including rail, bus, Park and Ride, cycle and pedestrian routes.

— PROJECT HIGHLIGHTS —

- **Creation of residential development company by forming St Edward Homes Ltd (a joint venture between Prudential and Berkeley Homes plc)**
- **Exemplar new village masterplan extension of GreenPark based on Foster and Partners' GreenPark development principles**
- **PRUPIM are constructing the first permanent privately-owned new railway station in 50 years (2008)**
- **GreenPark Village achieves level 3 of the Government's Code for Sustainable Homes, which sets high standards such as reducing carbon dioxide emissions by 25% and other impact of construction materials, surface water runoff, construction waste management and household waste storage space.**

PROJECT FACTS

USE/TYPE

Residential led mixed-use

CONTRACT VALUE

£300 million

SIZE

740 homes, 200,000 square feet offices (50 acres)

FUNDING SOURCE

St Edward Homes Limited

START DATE

2008

COMPLETION DATE

Currently under development

LOCATION



GreenPark Village
GreenPark
Reading
Berkshire

www.greenparkvillage.com



GREENPARK VILLAGE READING

KEY CONSULTANTS

ARCHITECTS	PRP, Broadway Malyan
ENGINEERS	Peter Brett Associates
COMMERCIAL AGENTS	Knight Frank, Campbell Gordon
RESIDENTIAL AGENTS	To be appointed

KEY STAKEHOLDERS

- **Berkeley Homes**
JOINT VENTURE PARTNER
- **Reading Borough Council**
VISION PARTNER

INTEGRATED PRUPIM SERVICES EMPLOYED

- Fund Management
- Market Research
- ✓ Leasing
- Asset Management
- ✓ Sustainability
- ✓ Development Management
- ✓ Project Management
- Marketing
- Property Management
- ✓ Funding

"From the outset our joint venture with PRUPIM has been driven by a remarkably powerful combination of complementary skills. Prudential's financial strength and PRUPIM's commercial development expertise, working in combination with Berkeley's passion and talent for creating sustainable new communities, is an inspiring prospect and should ensure an exciting future for St Edward Homes. I relish this opportunity to be in a joint venture with one of the most respected and admired companies in the United Kingdom."

A W PIDGLEY,
Group Managing Director, Berkeley Homes.

