



SOUTHSIDE READING

— PROJECT SUMMARY —

Reading is the capital of the Thames corridor and is building a reputation, supported by PRUPIM, as being the 'place to be' for property development.

Southside is a development of a whole new community close to the centre of Reading and Junction 11 of the M4. PRUPIM is working in joint venture with Thames Water to develop the original 'brown field' site from inception, obtaining planning permission, through to construction and securing tenants.

PRUPIM secured full planning permission in early 2007 after extensive audits on the environmental impact and engineering studies were successfully concluded. Consent was granted for PRUPIM to develop 900,000 sq ft of commercial space, a new 210 bedroom full-service Hilton hotel, a private hospital, an 'iconic' pedestrian link bridge plus other retail and ancillary uses. St James Homes will be the developer of the residential part of the site, with permission to build 1,150 homes.

Throughout this project, PRUPIM continues to work very closely with joint venture partner Thames Water, for example in the

construction of a major water reclamation and treatment works, and our development partner, St James Homes.

Reading Borough Council is another key stakeholder, and PRUPIM has been instrumental in helping them deliver their vision for the area.

"We are very pleased to be working with PRUPIM on this exciting development project"

HUGH TAYLOR,
Regional Director, Hilton Hotels.

— PROJECT HIGHLIGHTS —

- **Urban regeneration project being constructed on 100 acres of 'brown field' land near to J11 of the M4**
- **The mixed-use scheme consists of residential units, offices and facilities, plus a new Hilton hotel**
- **Joint venture with Thames Water and in collaboration with St James Homes**
- **Supporting Reading Borough Council's vision to develop Reading as the capital of the Thames corridor**

PROJECT FACTS

USE/TYPE

Mixed-use urban regeneration

CONTRACT VALUE

Circa £400 million

SIZE

1,150 homes, hotel,
900,000 square feet offices

FUNDING SOURCE

Prudential and Thames Water

START DATE

Easter 2006

COMPLETION DATE

Currently under development

LOCATION



Southside
Reading
Berkshire

www.southsidereading.com



SOUTHSIDE READING

KEY CONSULTANTS

MASTERPLAN ARCHITECTS	Scott Brownrigg
COST ADVISER	Davis Langdon
ENGINEERS	White Young Green
HIGHWAY CONSULTANTS	Peter Brett Associates
HOTEL CONSULTANTS	EC Harris
COMMERCIAL LETTING AGENTS	Strutt & Parker Campbell Gordon

KEY STAKEHOLDERS

- **Thames Water**
JOINT VENTURE PARTNER
- **St James Homes**
DEVELOPMENT PARTNER
- **Reading Borough Council**
VISION PARTNER

KEY TENANTS



"The setting up of a 50/50 joint venture vehicle, Foudry Properties, after a number of years of informal collaboration, demonstrated our confidence that PRUPIM and the team at Thames Water would combine to create great value in the market. This has certainly been evident in the results of our partnership thus far - a major land purchase contract and planning permission for a 100 acre mixed-use scheme at Southside Reading."

MARGARET GREY,
Managing Director, Thames Water.

INTEGRATED PRUPIM SERVICES EMPLOYED

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

