



QUEEN VICTORIA STREET

READING

A PRIME LANDMARK RETAIL LEISURE AND F&B DESTINATION

FRIAR STREET



fastest
GROWING ECONOMY
IN THE COUNTRY

7000+
NEW RESIDENTIAL UNITS
UNDER CONSTRUCTION

4th
HIGHEST WAGE
IN THE UK

19k
STUDENT POPULATION

40%
OF THE POPULATION
IS UNDER 30

**OVER
675,000** SQ FT
OF NEW OFFICE SPACE
DELIVERED BY 2025

QUEEN VICTORIA STREET



NO.1
THAMES VALLEY RETAIL
DESTINATION

15M
ANNUAL VISITORS

1.3M
RESIDENT
POPULATION

40K
OFFICE WORKERS

424K
CORE CATCHMENT
POPULATION

CROSSRAIL
LINKS TO CENTRAL LONDON

SITE HISTORY



Properties on Friar Street and Broad Street were demolished at the end of the 19th century in order to create a new shopping thoroughfare linking Broad Street with the railway station.

The new street, Queen Victoria Street, was completed in 1903. The work was one of a number of contemporary redevelopment schemes which were sponsored by local Councillor, J.C.Fidler. The street was flanked by matching 4-storey blocks with shops at ground level, constructed in yellow brick with terracotta façades and dressings.



1. Friar Street in the early 1900s.

2. Queen Victoria Street viewed from Broad Street c. 1906.

3. Friar Street, towards the Market Place c. 1900.

4. Arthur Newbery Ltd. c. 1939. 1 and 3 Queen Victoria Street.

THE REDEVELOPMENT OF QUEEN VICTORIA STREET IS DESIGNED TO REFLECT READING'S PROGRESSIVE OUTLOOK AND GROWING STATUS AS TECH HUB OF THE UK.

IT WILL CREATE A VIBRANT NEW RETAIL, LEISURE AND F&B DESTINATION BELOW A HIGH QUALITY 104 BED APART HOTEL.

LOCATION



FASTEST GROWING ECONOMY IN THE THAMES VALLEY OVER THE LAST 20 YEARS



READING'S NEW £800 MILLION STATION FACILITATES OVER 200 TRAINS PER DAY TO CENTRAL LONDON WITH CROSSRAIL NOW OPEN



8 TIMES THE UK AVERAGE CONCENTRATION OF TECH BUSINESSES



READING HAS THE 10TH HIGHEST START UP RATE IN THE UK AND IS THE HOME TO 13 OF THE WORLD'S TOP 30 BRANDS



READING HAS 4TH HIGHEST AVERAGE WAGE, THE 6TH HIGHEST EMPLOYMENT RATE AND THE 7TH BEST QUALIFIED WORKFORCE IN THE UK.





**PERFECTLY
POSITIONED,
STRATEGICALLY
LOCATED**

BROAD STREET
MALL

QUEEN
VICTORIA
STREET

STATION HILL REDEVELOPMENT
£800M INVESTMENT

READING STATION
& CROSSRAIL

2 MIN WALK
FROM CROSSRAIL



IBIS

STATION ROAD

WH SMITH

QUEEN VICTORIA STREET

JOHN LEWIS

PRIMARK

BROAD STREET

M&S

FRIAR STREET

THE ORACLE

2mins
WALK FROM THE STATION

23mins
DIRECT CONNECTION TO
LONDON PADDINGTON

20M
ANNUAL PASSENGERS
THROUGH READING STATION

FLOOR PLANS

UNIT 1



UNIT 1

Floor	NIA (sq ft)	NIA (sq m)
Ground	3,830	355.8
Basement	2,251	209.1
Total	6,081	564.9

* Split options available

UNIT 2

Floor	NIA (sq ft)	NIA (sq m)
Ground	260	24.2
Basement	-	-
Total	260	24.2



GROUND FLOOR

FLOOR PLANS

UNIT 3 & 4



UNIT 3

Floor	NIA (sq ft)	NIA (sq m)
Ground	2,224	206.6
Basement	1,798	167.0
Total	4,021	373.6

UNIT 4

Floor	NIA (sq ft)	NIA (sq m)
Ground	2,123	197.2
Basement	974	90.5
Total	3,097	287.7



GROUND FLOOR

**QUEEN VICTORIA STREET,
A LANDMARK REDEVELOPMENT CREATING
AN EXCITING NEW LANDLORD RETAIL
LEISURE AND F&B DESTINATION**

**THE SCHEME OCCUPIES A PROMINENT POSITION
ON THE CORNER OF QUEEN VICTORIA STREET AND
FRIAR STREET, THE PRINCIPAL THOROUGHFARE
BETWEEN READING TOWN CENTRE AND READING
RAILWAY STATION.**



**TO THE REAR THERE IS A CENTRAL
COURTYARD TO WHICH ALL OF THE
RETAIL UNITS CAN HAVE ACCESS
TO OUTSIDE SEATING**



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