

# THE RESIDENCES

at KENNET PLACE | READING RG1



# Reside in the heart of it all

**With its enviable setting on the banks of the River Kennet, this striking development of luxurious 1, 2 bed apartments and studios enjoys a prime location, centrally located in a vibrant, emerging neighbourhood.**

From its warm stone exterior and impressive double height atrium to the high apartment

ceilings, enhanced specification and underground car parking for each home, this is an address that truly raises the bar for sophisticated apartment living in Reading.

Located in the central RG1 area means Reading station is just an 11-minute walk from home, making a commute to London quick and easy, while a host of local amenities are conveniently within walking distance.



## ◆ READING FOR EDUCATION

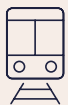
Reading has long held a reputation for offering some of the best-performing state and independent schools for all ages. Known as a home for research and innovation, The University of Reading, which includes the prestigious Henley Business School, has been at the forefront of UK higher education for almost a century.



## ◆ READING FOR BUSINESS

Surrounded by business parks and convenient access for national and international travel, Reading benefits from a thriving ecosystem of tech and professional services companies. It continues to attract global players including multinational organisations including Oracle, Microsoft, Huawei, Cisco Systems, Ericsson and PepsiCo.

## Excellent connections by rail and road



### By train from Reading station

source: [nationalrail.co.uk](https://nationalrail.co.uk)

Oxford 23 mins  
London Paddington 23 mins  
Bond Street 46 mins  
Canary Wharf 59 mins  
Bristol 63 mins  
Birmingham 84 mins  
Exeter 94 mins



### By road

source: [Google Maps](https://google.com/maps)

Henley-on-Thames 8 miles  
Windsor 24 miles  
Heathrow Airport (T5) 26 miles  
Oxford 26 miles  
Bicester Village 40 miles  
Bath 75 miles



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## Culture:

- 1 Riverside Museum
- 2 Abbey Ruins
- 3 South Street Arts Centre
- 4 Forbury Gardens
- 5 Reading Central Library

## Shopping:

- 6 Tesco Express
- 7 Forbury Retail Park
- 8 Oracle Shopping Centre
- 9 Reading High Street

## Sports & Leisure:

- 10 Buzz Gym
- 11 Thames Lido
- 12 Vue Cinema
- 13 The Hexagon
- 14 The Padel Hub

## Restaurants:

- 15 The Osoka
- 16 The Rising Sun
- 17 Thirsty Bear Pizzeria & Bar
- 18 Lincoln Coffee House
- 19 Carluccio's Italian Restaurant
- 20 Madras Flavours Indian vegetarian restaurant

- 21 London Street Brasserie
- 22 Honest Burgers
- 23 Picnic Foods
- 24 Cosy Club
- 25 Coconut Bar & Kitchen
- 26 Shed café

## Environment:

- 27 River Kennet
- 28 River Thames

## Transport:

- 29 Reading Bus Station
- 30 Reading Train Station

# 10 reasons to buy



Central RG1 location puts everything within easy reach



Riverside setting with a vibrant, emerging neighbourhood



Excellent travel links to London and the rest of the UK



Underground car parking to every apartment



Turnkey living; ready to move into or rent out immediately



High-quality, energy-efficient specification to all homes



Wide choice of layouts available



Strong rental demand from young professionals



The UK's fastest-growing location outside of London between 2025-2028\*



The benefits of a city life and a tranquil riverside setting

## The Development

- Former Prudential HQ building
- A prime river facing location overlooking the River Kennet
- Total 69,300 sqft over five floors
- 93 apartments
- Secure underground parking spaces
- Secure cycle racks (in basement)
- No affordable housing
- Three 10 person passenger lifts

## The Apartments

- Studio, 1 and 2 bedroom apartments
- Parking for all apartments
- Selected apartments enjoy views of the River Kennet
- Selected apartments benefit from dual aspect
- Selected apartments enjoy full height windows
- Ceiling heights of 2.4m
- High quality interior specification
- Choose from 3 curated colour palettes, warm neutrals, contemporary greys and classic white

## The Developer

### ATID Contractors

ATID Contractors build more than just homes — they build trust. Specialising in high-quality developments, ATID Contractors has earned a strong reputation with homeowners and clients alike by combining a strong work ethic, meticulous attention to detail, and a commitment to delivering outstanding results. From the ground up, they're focused on creating beautiful, lasting spaces tailored to your needs — with craftsmanship you can see and quality you can feel.

## The Architect

**brooks murray**

## Accommodation mix

	No	Size Range (sq ft)	Size Range (sq m)	Prices from	Est Rental Range (PCM)	Est Rental Yield (PA)
Studio Apartments	21	404 - 538	37.5 - 50.0	£220,000	£1,150	6.27%
1 Bedroom Apartments	44	538 - 653	50.0 - 60.7	£275,000	£1,450	6.11%
2 Bedroom Apartments	28	756 - 975	70.2 - 90.6	£385,000	£1,800	5.47%
	<b>93</b>					

\*EY Regional Economic Forecast. March 2025

Please be aware that the details are intended to give a general indication of properties available and should be used as a guide only.

# 5 Year Price Growth Forecast South East (including Reading)

Source: Savills Research

(Note: These forecasts apply to average prices in the second hand market.

New build values may not move at the same rate.)

## Mainstream capital value forecast

REGION	2025	2026	2027	2028	2029	5 years to 2029
UK	4.0%	5.5%	5.50%	4.0%	3.0%	23.4%
London	3.0%	4.0%	3.5%	3.0%	2.5%	17.1%
South East	3.0%	4.0%	3.5%	3.5%	2.5%	17.6%

## Prime rental values

REGION	2025	2026	2027	2028	2029	5 years to 2029
Prime Central London	13.9%	2.5%	3.0%	2.5%	2.0%	12.6%
Outer Prime London	22.2%	3.5%	3.0%	3.0%	2.5%	15.4%
Prime Regional	25.0%	3.0%	2.5%	2.5%	2.0%	12.6%

### Estimated Service Charge

£2.85 per sq ft

### Tenure Leasehold

999 years

### Local Authority

Reading Borough Council

### Completions

Q1 2026

### Ground Rent

For all reservations from 30<sup>th</sup> June 2022, in line with Government legislation, a Peppercorn Rent will be applicable to all homes.

### Car Parking

Available for studios and 1 and 2 bedroom apartments.

### Reservation process

The reservation process requires proof of ID, address and funds. To complete these checks we use a company called Kotini. Please note there is a £60 fee for this service.

### Stamp Duty Land Tax

Payable on UK properties for owner/occupiers purposed and at a higher rate for investors who own multiple properties in the UK and overseas.

### Terms of Payment

£1,000 payable on reservation.

10% of the purchase price is payable on exchange of contracts (less reservation fee already paid) within 28 days from the date of reservation. Balance payable on completion.

**HASLAMs**  
.net

## CONTACT US

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