

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
1. Blagrove Street next to O'Neills (receptor: pedestrians / motorists / people at place of work)	Medium Medium-Low Value as view referenced in RBC planning policy but no other evident cultural associations Medium Susceptibility for pedestrians adjoining busy town centre road as appreciation not particularly focused on the townscape.	460m	Partial	Glimpse	Partial	Transient	Beneficial Change: The proposed built form would form a limited change in these oblique, partial views, set in the context of and screened by the existing built form flanking Blagrove Street and larger scale built form along Forbury Road south of the railway line. Where visible, the upper parts of the built form would appear in the context of extensive other taller built forms in the area built backdrop complimenting the existing built form around Reading Station. The Proposed Development, where visible, would provide additional visual interest on the skyline. Note: in seasons with leaves on deciduous street trees along Blagrove Street, the visibility of the Proposed Development would be reduced. In turn, the magnitude of change and significance of effect would also be reduced.	Very Small Beneficial	Negligible Beneficial	Very Small Beneficial	Negligible Beneficial
2. Station Road next to RBS Photomontage 1 (receptor: pedestrians / motorists / people at place of work)	Medium Medium Value as view referenced in RBC planning policy and of cultural association as the route from the town centre to the station. Medium Susceptibility for pedestrians adjoining busy town centre road as appreciation not particularly focused on the townscape.	408m	Partial	Glimpse	Partial	Transient	Beneficial Change: The upper parts of block B would just appear on the skyline, providing a visually interesting backdrop to the station buildings, without competing with them. The built form would provide a positive signpost to the green link across the Thames and would provide a legible extension of the town centre. The brickwork would be evocative of the former industrial use of the Site, as well as the Thames valley geology. Adverse Change/Mitigating Factors: There would be a slight background alteration to the profile of the station building (Three Guineas public house).	Medium-Small Beneficial / Very Small Adverse Balance: Small Beneficial	Minor Beneficial	Medium-Small Beneficial / Very Small Adverse Balance: Small Beneficial	Minor Beneficial
3. Reading Station Overbridge (receptor: pedestrians moving through train station)	Medium-Low Medium-Low Value as not designated but views out contribute to experience of sense of place when passing through the station. Medium Susceptibility for pedestrians passing through station as attention largely focused on station environment although the floor-to-ceiling glazing encourages appreciation of the surrounding townscape to the north.	156m	Open	Partial	Most	Transient	Beneficial Change: Blocks A and B would appear on the skyline, providing a visually interesting focal point in the view, replacing the existing utilitarian void in the townscape. The built form would provide a positive signpost to the green link across the Thames, as part of a legible series of steps in the visual linkage to the wider urban area to the north; and would provide a legible extension of the town centre, drawing the River Thames corridor into the townscape. The scale of the taller elements would echo the existing pattern of more substantial massing at river crossings, providing legibility to the townscape, notably for the visionary new route set out in policy aspirations. The brickwork would be evocative of the former industrial use of the Site, reaffirming the sense of place of the historic land use, as well as the Thames valley geology. These features would, in combination with the active, human uses of the built form, offset the negative effect on the townscape of the large warehouse sheds of the Reading Station Retail Park in the foreground. Adverse Change/Mitigating Factors: There would be a partial loss of the wooded skyline of Caversham and the support pier of Christchurch Bridge in this view albeit glimpses of the skyline would be obtained between blocks A and B and these blocks would act as a signpost to the bridge crossing. The perceived progression in scale from small-scale residential development to the west of the Site would be softened by a stepping up of height and the advanced stock canopy tree planting flanking Vastern Road. The establishment of this planting over 15 years would provide further softening and anchoring of the built form.	Medium Beneficial / Medium-Small Adverse Balance: Very Small Beneficial	Negligible Beneficial	Medium Beneficial / Small Adverse Balance: Small Beneficial	Minor Beneficial

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

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							<p>The perceived scale of built form massing fronting Vastern Road would be further broken up by the split in massing to enable the green link, the varied façade treatment in brick detailing and the perception of active human usage of the built form, notably on balconies.</p> <p>Note: in seasons with leaves on deciduous trees, the vertical scale of the frontage of the built form to Vastern Road would be softened.</p> <p>Note on cumulative impact: it is noted that the Reading Station Retail Park proposals are likely to obscure the bulk of the views to the horizon and strongly enclose these views.</p>				
<p>4. Vastern Road near to junction of Trooper Potts Way</p> <p>(CGI 4 shows Vastern Road frontage)</p> <p>(receptor: pedestrians / motorists)</p>	<p>Medium-Low</p> <p>Low Value as not designated and no cultural associations.</p> <p>Medium-Low Susceptibility for pedestrians adjoining busy main road as appreciation not particularly focused on the townscape</p>	38m	Open	Partial	Most	Transient	<p>Beneficial Change:</p> <p>The built form would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echoes the role of substantial built forms in signalling the presence of river crossings.</p> <p>The Proposed Development would enhance the north-south route of the green link at the Vastern Road section of the Internal Distributor Road through a combination of human interest at street level, notably through positive treatment of the ground floor frontages, including planting to soften the streetscene, and a legible and inviting public realm, potentially including a public art feature; and a dynamic scale of gateway built form that signals clearly that the pedestrian and cycle route across Vastern Road and on to the river is as important as the vehicular route along it. In combination with the active, human usage of the built form, these features would offset the negative effect on the townscape of the Vastern Road dual carriageway and the large warehouse sheds of the Reading Station Retail Park.</p> <p>Enhancement in sense of place in this view would be experienced through replacing the existing void in the townscape with built form which reflects the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside.</p> <p>Adverse Change/Mitigating Factors:</p> <p>There would be a marked increase in massing adjacent to the roadway, creating a strong sense of enclosure, albeit this would be softened by façade detailing, creating visual interest and a distinct perception of bottom-middle-top in the built form.</p> <p>The perceived progression in scale from small-scale residential development to the west of the Site and from substantial commercial development to the east of the Site would be softened by a stepping up of height and the advanced stock canopy tree planting flanking Vastern Road. The establishment of this planting over 15 years would provide further softening and anchoring of the built form.</p> <p>The perceived scale of built form massing fronting Vastern Road would be further broken up by the split in massing to enable the green link, the varied façade treatment in brick detailing and the perception of active human usage of the built form, notably on balconies.</p>	<p>Large Beneficial / Medium Adverse</p> <p>Balance: Small Beneficial</p>	<p>Minor Beneficial</p>	<p>Large Beneficial / Medium-Small Adverse</p> <p>Balance: Medium-Small Beneficial</p>	<p>Minor-Moderate Beneficial</p>

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- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
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							Note: in seasons with leaves on deciduous trees, the vertical scale of the frontage of the built form to Vastern Road would be softened.				
							Note on cumulative impact: the Reading Station Retail Park proposals are likely to contribute to the sense of enclosure but also the potential for enhanced public realm to the south-west of Vastern Road and strengthened sense of place along Vastern Road.				
5. Norman Place (receptor: pedestrians / residents / people at place of work)	Medium-Low Low Value as not designated and no cultural associations. Medium-Low Susceptibility for pedestrians/ residents as prevailing infrastructural character of view and vehicle movements largely focuses attention away from appreciation of the townscape.	79m	Partial	Partial	Partial	Transient/ Fixed	Beneficial Change: The Proposed Development would be filtered in winter (largely screened in summer) by the belt of poplar planting and other vegetation nearer to the walking route viewpoint. Where visible, the built form would be seen beyond and in the context of the infrastructure and retained built form of the SSE substation. The built form would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings. Enhancement in sense of place in this view would be experienced through replacing the existing void in the townscape with built form which reflects the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside. These features would soften the existing infrastructural character of the view. Adverse Change/Mitigating Factors: There would be a marked increase in massing withing the Site, creating a strong sense of enclosure, albeit this would be softened by façade detailing, creating visual interest and variation on the skyline. The perceived progression in scale from substantial commercial and residential development to the east of the Site to the 9 and 11 storeys to the south-west and undercroft+7+2 (rooftop pavilion) to the north-east, would be softened by a stepping up of height (undercroft+5+pitched roof (D), 3.5+pitched roof (C) and 4 (B) storeys across the majority of the view) and the advanced stock canopy tree planting to the east of blocks B and D. The establishment of this planting over 15 years would provide further softening and anchoring of the built form. The avoidance of taller built forms in the centre of the Site, would accentuate the legibility of the taller elements at either end of the link; and avoid perception of a mass of built form extending north-south across the Site. The use of windows and balconies creates further variation in façades, as well as a perception of active human usage of the built form. A cranked building line in block D further softens the scale and massing of built form and contributes to a more relaxed character of built form adjacent to the river. The glazed rooftop pavilions would provide lightness in form and diminish the perceived massing. The variation between pitched and flat roofs and brick and glass skylines also creates a variety across the proposed built forms which engenders a perception of harmonious difference, which softens and integrates the character of the scheme, rather than a uniform imposition of style and massing which dominates	Medium-Large Beneficial / Medium Adverse Balance: Very Small Beneficial	Minor-Negligible Beneficial	Medium-Large Beneficial / Medium-Small Adverse Balance: Small Beneficial	Minor Beneficial

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- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
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							<p>the townscape.</p> <p>Note: in seasons with leaves on deciduous trees, the visibility of the Proposed Development would be noticeably reduced and consequently, as would magnitude change and significance of effect.</p> <p>Note on cumulative impact: the Reading Station Retail Park proposals are likely to contribute to the sense of enclosure to the south-west of Vastern Road and strengthened sense of place along Vastern Road.</p>				
<p>6. Christchurch Bridge</p> <p>(CGI 3 shows bird's eye view)</p> <p>(receptor: pedestrians)</p>	<p>Medium-High</p> <p>Medium Value as whilst not designated has cultural significance in marking the transition from open space north of the river to the evolving town centre to the south.</p> <p>Medium-High Susceptibility for pedestrians on the bridge as the orientation and open nature of the bridge design help to focus attention on the townscape to the south of the river.</p>	37m	Open	Partial	Most	Transient	<p>Beneficial Change:</p> <p>The Proposed Development would create a strong reinforcement of sense of place in the view, by replacing the existing utilitarian townscape of the Site, which forms a void in the urban grain and is a negative influence on character, as well as the largely non-descript skyline beyond, at the point where at a human, pedestrian level the evolving town centre meets the Thames.</p> <p>The Proposed Development would introduce a positive townscape frontage on the southern riverbank to the bridge and park, including built form of a scale reflecting this notable interface. This would affirm the closer relationship of Christchurch Meadows with the town centre and herald the urban character of the town centre to the south.</p> <p>The Proposed Development would provide a positive landscaped setting to the southern riverbank, including riparian shrub and tree planting, as part of a new southern landing of the bridge.</p> <p>The scale of built form at the riverside would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings.</p> <p>The built form and landscape forming the bridge setting and landing would provide a strong spatial invitation from this viewpoint into the expanding town centre and a visually interesting focal point in the view.</p> <p>Beyond the riverside landscaping, substantial built form and public realm would create visual interest and a positive sense of place. A positive built frontage to the river, including through fenestration and balconies, would allow a perception of human engagement and visual links with the river corridor.</p> <p>The Proposed Development would reflect the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside.</p> <p>Adverse Change/Mitigating Factors:</p> <p>The Proposed Development would focus height on the south-eastern side of the Site, away from smaller-scale residential properties to the north-west, from which a progression in scale from the existing 2.5-3 storeys, through 4, 6 and 6+4 (rooftop pavilion) storeys, would be provided.</p> <p>The substantial built form would create a strong sense of enclosure on the southern side of the river, albeit this is in keeping with other built forms creating enclosure along the riverside. Varied façade treatments, on both the horizontal and vertical axis, would break up the perceived massing, assist in creating</p>	<p>Large Beneficial / Small Adverse</p> <p>Balance: Medium Beneficial</p>	<p>Moderate Beneficial</p>	<p>Large Beneficial / Small-Very Small Adverse</p> <p>Balance: Medium-Large Beneficial</p>	<p>Moderate-Major Beneficial</p>

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							<p>progression in scale and create visual interest and a stronger sense of place. Such detailing would provide a distinct perception of bottom-middle-top in the taller built forms. The use of windows and balconies creates further variation in façades, as well as a perception of active human usage of the built form. The glazed rooftop pavilions would provide lightness in form and diminish the perceived massing. The setting-back of the rooftop pavilions would diminish the vertical scale of the riverside frontage.</p> <p>Tree planting would soften the frontage of built form to the river, albeit not to such an extent that the sense of connection between the built forms and river were diminished and the dynamism of vertical form of considerable interest as seen elsewhere adjacent to the river is missed. The establishment of this planting over 15 years would provide further softening and anchoring of the built form.</p> <p>Whilst the backdrop to the bridge would change, the proposed built form would respect the views from the bridge of the bridge support pier and tracery of the suspension cables above. The built form, by creating a gap in massing between blocks D and E, would maintain the prominence of the bridge pier and complement rather than compete with the vertical patterns. The materiality would form a backdrop allowing the very pale colours of the bridge support pier to remain distinct and legible.</p> <p>Note: in seasons with leaves on deciduous trees, the built form in the Proposed Development would be softened.</p> <p>Note on cumulative impact: the cumulative schemes to the south-west would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.</p>				
<p>7. Christchurch Meadow approach to Christchurch Bridge</p> <p>Photomontage 2</p> <p>(receptor: pedestrians)</p>	<p>Medium-High</p> <p>Medium Value as view referenced in RSAF.</p> <p>High Susceptibility for pedestrians as, attention largely focused on appreciation of the townscape.</p>	222m	Partial	Partial	Partial	Transient	<p>Beneficial Change:</p> <p>The Proposed Development would create a strong reinforcement of sense of place in the view, by replacing the existing utilitarian void in the townscape of the Site, with a positive townscape frontage on the southern riverbank to the bridge and park, including built form of a scale reflecting this notable interface. This would affirm the closer relationship of Christchurch Meadows with the town centre and herald the urban character of the town centre to the south.</p> <p>The Proposed Development would provide a positive landscaped setting to the southern riverbank, including riparian shrub and tree planting, as part of a new southern landing of the bridge.</p> <p>The scale of built form at the riverside would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings.</p> <p>The built form and landscape forming the bridge setting and landing would provide a strong spatial invitation from this viewpoint into the expanding town centre and a visually interesting focal point in the view.</p> <p>Beyond the riverside landscaping, substantial built form and public realm would create visual interest and a positive sense of place. A positive built frontage to the river, including through fenestration and balconies, would allow a perception of human engagement and visual links with the river corridor.</p>	<p>Medium Beneficial</p> <p>/ Very Small Adverse</p> <p>Balance: Small Beneficial</p>	<p>Moderate Beneficial</p>	<p>Medium Beneficial</p> <p>/ Very Small Adverse</p> <p>Balance: Medium-Small Beneficial</p>	<p>Moderate Beneficial</p>

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							<p>The Proposed Development would reflect the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside.</p> <p>Adverse Change/Mitigating Factors: The substantial built form would create a strong sense of enclosure on the southern side of the river, albeit this is in keeping with other built forms creating enclosure along the riverside. Varied façade treatments, on both the horizontal and vertical axis, would break up the perceived massing, assist in creating progression in scale and create visual interest and a stronger sense of place. Such detailing would provide a distinct perception of bottom-middle-top in the taller built forms. The use of windows and balconies creates further variation in façades, as well as a perception of active human usage of the built form. The glazed rooftop pavilions would provide lightness in form and diminish the perceived massing. The setting-back of the rooftop pavilions would diminish the vertical scale of the riverside frontage.</p> <p>Tree planting would soften the frontage of built form to the river, albeit not to such an extent that the sense of connection between the built forms and river were diminished and the dynamism of vertical form of considerable interest as seen elsewhere adjacent to the river is missed. The establishment of this planting over 15 years would provide further softening and anchoring of the built form.</p> <p>Whilst the backdrop to the bridge would change, the proposed built form would respect the views from the bridge of the bridge support pier and tracery of the suspension cables above. The built form, by creating a gap in massing between blocks D and E, would maintain the prominence of the bridge pier and complement rather than compete with the vertical patterns. The materiality would form a backdrop allowing the very pale colours of the bridge support pier to remain distinct and legible.</p> <p>Note: in seasons with leaves on deciduous trees, the built form in the Proposed Development would be softened.</p> <p>Note on cumulative impact: the cumulative schemes to the south-west would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.</p>				
<p>8. Christchurch Meadows, vicinity of Elliot’s Way</p> <p>(receptor: pedestrians / residents)</p>	<p>Medium-High</p> <p>Medium-Low Value as near to view referenced in RSAF.</p> <p>High Susceptibility for pedestrians/residents as, attention largely focused on appreciation of the townscape.</p>	223m	Partial	Glimpse	Small Amount	Transient / Fixed	<p>Beneficial Change: The Proposed Development would be part-filtered in winter (part-screened in summer) by vegetation.</p> <p>In winter views, the Proposed Development would create a reinforcement of sense of place in the view, by replacing the non-descript skyline townscape of the Site, with a positive townscape frontage on the southern riverbank to the bridge and park, including built form of a scale reflecting this notable interface. This would affirm the closer relationship of Christchurch Meadows with the town centre and herald the urban character of the town centre to the south.</p> <p>The scale of built form at the riverside would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town</p>	<p>Medium-Small Beneficial / Small Adverse</p> <p>Balance: Very Small Beneficial</p>	<p>Minor Beneficial</p>	<p>Medium-Small Beneficial / Small Adverse</p> <p>Balance: Very Small Beneficial</p>	<p>Minor Beneficial</p>

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		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
							<p>centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings.</p> <p>The built form and landscape forming the bridge setting and landing would provide a spatial invitation from this viewpoint into the expanding town centre and a visually interesting focal point in the view.</p> <p>A positive built frontage to the river, including through fenestration and balconies, would allow a perception of human engagement and visual links with the river corridor.</p> <p>The Proposed Development would reflect the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside.</p> <p>Adverse Change/Mitigating Factors: The Proposed Development would focus height on the south-eastern side of the Site, away from smaller-scale residential properties to the north-west, from which a progression in scale from the existing 2.5-3 storeys, through 4, 6 and 6+2 (rooftop pavilion) storeys, would be provided.</p> <p>The substantial built form would create a strong sense of enclosure on the southern side of the river, albeit this is in keeping with other built forms creating enclosure along the riverside. Varied façade treatments, on both the horizontal and vertical axis, would break up the perceived massing, assist in creating progression in scale and create visual interest and a stronger sense of place. The use of windows and balconies creates further variation in façades, as well as a perception of active human usage of the built form. The glazed rooftop pavilions would provide lightness in form and diminish the perceived massing. The setting-back of the rooftop pavilions would diminish the vertical scale of the riverside frontage.</p> <p>Note: in seasons with leaves on deciduous trees, the visibility of the Proposed Development would be noticeably reduced and consequently, as would magnitude change and significance of effect.</p> <p>Note on cumulative impact: the cumulative schemes to the south-west would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.</p>				
<p>9. War Memorial, Christchurch Meadows</p> <p>(receptor: pedestrians)</p>	<p>Medium-High</p> <p>Medium Value as view referenced in RSAF and cultural association with war memorial</p> <p>High Susceptibility for pedestrians as, attention largely focused on appreciation of the townscape.</p>	428m	Partial	Glimpse	Small Amount	Transient	<p>Beneficial Change: The Proposed Development would be part-filtered in winter (part-screened in summer) by vegetation.</p> <p>The scale of built form would affirm the closer relationship of Christchurch Meadows with the town centre and herald the urban character of the town centre to the south.</p> <p>The built form would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings.</p>	<p>Medium-Small Beneficial / Very Small Adverse</p> <p>Balance: Small Beneficial</p>	<p>Minor-Moderate Beneficial</p>	<p>Medium-Small Beneficial / Very Small Adverse</p> <p>Balance: Small Beneficial</p>	<p>Minor-Moderate Beneficial</p>

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
							<p>Enhancement in sense of place in this view would be experienced through built form which reflects the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside. The setting-back of the rooftop pavilions would diminish the vertical scale of the riverside frontage.</p> <p>Adverse Change/Mitigating Factors: The Proposed Development would introduce additional height on the skyline, albeit from this viewpoint, the existing sense of containment of the river is evident. The Proposed Development would focus height on the south-eastern side of the Site, away from smaller-scale residential properties to the north-west, from which a progression in scale from the existing 2.5-3 storeys, through 4, 6 and 6+2 (rooftop pavilion) storeys, would be provided.</p> <p>The perceived progression in scale from residential development to the north-west would be softened by the range of heights and roofline treatments: 4 (6+2, including rooftop pavilion beyond), 6+2 (including rooftop pavilion) (E), 1 (3+pitched roof beyond), 2+pitched roof (F and G), 3.5+pitched roof (C), 4 (B) and 6 (2 set back beyond frontage) (A) storeys (north-east to south-west).</p> <p>The avoidance of taller built forms in the centre of the Site, would accentuate the legibility of the taller elements at either end of the link; and avoid perception of a mass of built form extending north-south across the Site.</p> <p>The use of windows and balconies creates further variation in façades, as well as a perception of active human usage of the built form.</p> <p>The glazed rooftop pavilions would provide lightness in form and diminish the perceived massing.</p> <p>The variation between pitched and flat roofs and brick and glass skylines also creates a variety across the proposed built forms which engenders a perception of harmonious difference, which softens and integrates the character of the scheme, rather than a uniform imposition of style and massing which dominates the townscape.</p> <p>Note on cumulative impact: the cumulative schemes to the south-west would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.</p>				
<p>10. Caversham Bridge</p> <p>Photomontage 3</p> <p>(receptor: pedestrians / motorists)</p>	<p>Medium-High</p> <p>Medium Value as bridge lies within St Peter's Conservation Area and view referenced in RTBS and RSAF</p> <p>Medium-High Susceptibility for pedestrians notwithstanding busy</p>	560m	Partial	Glimpse	Small Amount	Transient	<p>Beneficial Change: The built form would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings.</p> <p>Enhancement in sense of place in this view would be experienced through built form which reflects the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed</p>	<p>Medium-Small Beneficial / Very Small Adverse</p> <p>Balance: Small Beneficial</p>	<p>Minor-Moderate Beneficial</p>	<p>Medium-Small Beneficial / Very Small Adverse</p> <p>Balance: Small Beneficial</p>	<p>Minor-Moderate Beneficial</p>

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
	main road, as attention largely focused on appreciation of the townscape.						<p>rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside. The setting-back of the rooftop pavilions would diminish the vertical scale of the riverside frontage.</p> <p>Adverse Change/Mitigating Factors: The Proposed Development would introduce additional height on the skyline, albeit from this viewpoint, the existing sense of containment of the river is evident and the Proposed Development would be seen in the context of existing, more substantial massing in the town centre.</p> <p>The built form would complement and remain subservient to the emerging clusters of taller built form within Reading in longer distance views. Gestures within the built form massing would reinforce the role and prominence of the more central built forms of the town centre, to ally the Proposed Development with them, rather than compete and clash.</p> <p>Where the river frontage was perceptible (from further south than the designated viewpoint used for this assessment), the Proposed Development would focus height on the south-eastern side of the Site, away from smaller scale residential properties to the north-west, from which a progression in scale from the existing 2.5-3 storeys, through 4, 6 and 6+2 (rooftop pavilion) storeys, would be provided.</p> <p>The perceived progression in scale from residential development to the north-west would be softened by the range of heights and roofline treatments: 4 (6+2, including rooftop pavilion beyond), 6+2 (including rooftop pavilion) (E), 1 (3+pitched roof beyond), 2+pitched roof (F and G), 3.5+pitched roof (C), 4 (B) and 6 (2 set back beyond frontage) (A) storeys (north-east to south-west).</p> <p>The substantial built form would create a strong sense of enclosure on the southern side of the river, albeit this is in keeping with other built forms creating enclosure along the riverside. Varied façade treatments, on both the horizontal and vertical axis, would break up the perceived massing, assist in creating progression in scale and create visual interest and a stronger sense of place. The use of windows and balconies creates further variation in façades, as well as a perception of active human usage of the built form. The glazed rooftop pavilions would provide lightness in form and diminish the perceived massing.</p> <p>The avoidance of taller built forms in the centre of the Site, would accentuate the legibility of the taller elements at either end of the link; and avoid perception of a mass of built form extending north-south across the Site.</p> <p>Note on cumulative impact: the cumulative schemes to the south-west and south-east would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.</p>				
11. Thames Path at Caversham Wharf (receptor: pedestrians)	Medium-High Medium-High Value as not designated albeit viewpoint is on the Thames Path National Trail. High Susceptibility for pedestrians as attention	401m	Partial	Glimpse	Small Amount	Transient	<p>Beneficial Change: The built form would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings.</p> <p>Enhancement in sense of place in this view would be experienced through built form which reflects the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade</p>	Medium-Small Beneficial / Very Small Adverse Balance: Small Beneficial	Minor-Moderate Beneficial	Medium-Small Beneficial / Small Adverse Balance: Very Small Beneficial	Minor-Moderate Beneficial

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
	largely focused on appreciation of the townscape.						<p>material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside. The setting-back of the rooftop pavilions would diminish the vertical scale of the riverside frontage.</p> <p>Adverse Change/Mitigating Factors: The Proposed Development would introduce additional height on the skyline, albeit from this viewpoint, the existing sense of containment of the river is strong and the Proposed Development would be seen in the context of existing, more substantial massing at Reading Bridge House and evolving massing of tall building on Napier Road.</p> <p>The Proposed Development would focus height on the south-eastern side of the Site, away from smaller-scale residential properties to the north-west, from which a progression in scale from the existing 2.5-3 storeys, through 4, 6 and 6+2 (rooftop pavilion) storeys, would be provided.</p> <p>The substantial built form would create a strong sense of enclosure on the southern side of the river, albeit this is in keeping with other built forms creating enclosure along the riverside. Varied façade treatments, on both the horizontal and vertical axis, would break up the perceived massing, assist in creating progression in scale and create visual interest and a stronger sense of place. The use of windows and balconies creates further variation in façades, as well as a perception of active human usage of the built form. The glazed rooftop pavilions would provide lightness in form and diminish the perceived massing.</p> <p>Note on cumulative impact: the cumulative scheme at King’s Meadow Road to the south-east is already introducing built form of substantial scale on the horizon and, when complete, will create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.</p>				
<p>12. Lynmouth Road</p> <p>(see also Site Appraisal Photograph B)</p> <p>(receptor: residents)</p>	<p>Medium-High</p> <p>Medium Value as view referenced in RSAF.</p> <p>Medium-High Susceptibility for residents as attention largely focused on appreciation of the townscape, albeit prevailing infrastructural character of view partly</p>	33m	<p>Partial (pedestrian)</p> <p>Open (residents)</p>	<p>Partial (pedestrian)</p> <p>Full (residents)</p>	Most	<p>Transient/ Fixed</p>	<p>Beneficial Change: From residential properties, the proposed built form would replace views of the SSE substation and existing car park. The Proposed Development would create a strong reinforcement of sense of place in the view, by replacing the existing utilitarian townscape of the Site, which forms a void in the urban grain and is a negative influence on character, at the point where at a human, pedestrian level the evolving town centre meets the Thames.</p> <p>The built form would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of</p>	<p>(Northern and southern extents)</p> <p>Medium-Small Beneficial / Large Adverse</p> <p>Balance: Medium Adverse</p>	<p>(Northern and southern extents)</p> <p>Moderate-Major Adverse</p>	<p>(Northern and southern extents)</p> <p>Medium-Small Beneficial / Medium-Large Adverse</p> <p>Balance: Medium-Small Adverse</p>	<p>(Northern and southern extents)</p> <p>Moderate Adverse</p>

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
	diverts attention.						<p>river crossings.</p> <p>Enhancement in sense of place in this view would be experienced through built form which reflects the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside. These features would soften the existing infrastructural character of the view.</p> <p>Adverse Change/Mitigating Factors: It is noted that at the southern end of Lynmouth Road, the existing SSE building already creates a sense of enclosure but in this area and at the northern end of Lynmouth Road, there would be a marked increase in the perception of massing within the Site, creating a stronger sense of enclosure. However, this would be softened by the façade detailing, fenestration, and variation on the skyline.</p> <p>The perceived progression in scale from residential development would be softened by the range of heights and roofline treatments: 4 (6+2, including rooftop pavilion beyond), 6+2 (including rooftop pavilion) (E), 1 (3+pitched roof beyond), 2+pitched roof (F and G), 3.5+pitched roof (C), 4 (B) and 6 (2 set back beyond frontage) (A) storeys (north-east to south-west). The 2-storey set back behind the frontage of block A will in particular soften the scale of built form perceived in these views.</p> <p>The avoidance of taller built forms in the centre of the Site, would accentuate the legibility of the taller elements at either end of the link; and avoid perception of a mass of built form extending north-south across the Site.</p> <p>The use of windows and balconies creates further variation in façades, as well as a perception of active human usage of the built form.</p> <p>The glazed rooftop pavilions would provide lightness in form and diminish the perceived massing.</p> <p>The variation between pitched and flat roofs and brick and glass skylines also creates a variety across the proposed built forms which engenders a perception of harmonious difference, which softens and integrates the character of the scheme, rather than a uniform imposition of style and massing which dominates the townscape.</p> <p>Tree planting on the boundary with the Lynmouth Road properties would soften the appearance of façades within the Proposed Development, as well as providing a progression in scale. The establishment of this planting over 15 years would provide further softening of the built form and reinforcing progression in scale.</p> <p>Note: in seasons with leaves on deciduous trees, the appearance of the Proposed Development would be softened.</p>	(Central Area) Medium-Small Beneficial / Medium-Large Adverse Balance: Medium Adverse	(Central Area) Moderate Adverse	(Central Area) Medium-Small Beneficial / Medium Adverse Balance: Small Adverse	(Central Area) Minor-Moderate Adverse
13. Vastern Road in vicinity of De Montfort Road Photomontage 4	Medium-Low Low Value as not designated and no cultural associations.	76m	Partial	Partial	Partial	Transient	<p>Beneficial Change: The Proposed Development would create a strong reinforcement of sense of place in the view, by replacing the existing utilitarian townscape of the Site, which forms a void in the urban grain and is a negative influence on character. The built form would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river</p>	Medium-Large Beneficial / Small Adverse	Minor-Moderate Beneficial	Medium-Large Beneficial / Very Small Adverse	Moderate Beneficial

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
(CGI 4 shows Vastern Road frontage) (receptor: pedestrians / motorists)	Medium-Low Susceptibility for pedestrians adjoining busy main road as appreciation not particularly focused on the townscape						<p>corridor.</p> <p>The Proposed Development would enhance the north-south route of the green link at the Vastern Road section of the Internal Distributor Road through a combination of human interest at street level, notably through positive treatment of the ground floor frontages, including planting to soften the streetscene, and a legible and inviting public realm, potentially including a public art feature; and a dynamic scale of gateway built form that signals clearly that the pedestrian and cycle route across Vastern Road and on to the river is as important as the vehicular route along it. In combination with the active, human usage of the built form, these features would offset the negative effect on the townscape of the Vastern Road dual carriageway and the large warehouse sheds of the Reading Station Retail Park.</p> <p>Enhancement in sense of place in this view would be experienced through built form which reflects the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology.</p> <p>Adverse Change/Mitigating Factors: There would be a marked increase in massing adjacent to the roadway, creating a strong sense of enclosure, albeit this would be softened by façade detailing, creating visual interest and a distinct perception of bottom-middle-top in the built form.</p> <p>The perceived progression in scale from small-scale residential development to the west of the Site would be softened by a stepping up of height and the advanced stock canopy tree planting flanking Vastern Road. The establishment of this planting over 15 years would provide further softening and anchoring of the built form.</p> <p>The perceived scale of built form massing fronting Vastern Road would be further broken up by the split in massing to enable the green link, the varied façade treatment in brick detailing and the perception of active human usage of the built form, notably on balconies.</p> <p>Note: in seasons with leaves on deciduous trees, the vertical scale of the frontage of the built form to Vastern Road would be softened.</p> <p>Note on cumulative impact: the Reading Station Retail Park proposals are likely to contribute to the sense of enclosure but also the potential for enhanced public realm to the south-west of Vastern Road and strengthened sense of place along Vastern Road.</p>	Balance: Medium Beneficial		Balance: Medium Beneficial	
14. Vastern Road in vicinity of Clearwater Court Photomontage 5 (receptor: pedestrians / motorists)	Medium-Low Low Value as not designated and no cultural associations. Medium-Low Susceptibility for pedestrians/ residents as prevailing infrastructural character of view and vehicle movements largely focuses attention away from appreciation of the townscape.	179m	Partial	Partial	Partial	Transient	<p>Beneficial Change: The Proposed Development would create a strong reinforcement of sense of place in the view, by replacing the existing utilitarian townscape of the Site, which forms a void in the urban grain and is a negative influence on character. The built form would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echoes the role of substantial built forms in signalling the presence of river crossings.</p> <p>The Proposed Development would enhance the north-south route of the green link at the Vastern Road section of the Internal Distributor Road through a combination of human interest at street level, notably through positive treatment of the ground floor frontages, including planting to soften the streetscene, and a legible and inviting public realm, potentially including a public art feature; and a</p>	Medium-Large Beneficial / Medium-Small Adverse Balance: Small Beneficial	Minor Beneficial	Medium-Large Beneficial / Small Adverse Balance: Small Beneficial	Minor-Moderate Beneficial

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
							<p>dynamic scale of gateway built form that signals clearly that the pedestrian and cycle route across Vastern Road and on to the river is as important as the vehicular route along it. In combination with the active, human usage of the built form, these features would offset the negative effect on the townscape of the Vastern Road dual carriageway and the large warehouse sheds of the Reading Station Retail Park.</p> <p>Enhancement in sense of place in this view would be experienced through built form which reflects the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside.</p> <p>Adverse Change/Mitigating Factors: There would be a marked increase in massing adjacent to the roadway, creating a strong sense of enclosure, albeit this would be softened by façade detailing, creating visual interest and a distinct perception of bottom-middle-top in the built form.</p> <p>The perceived progression in scale from substantial commercial development to the east of the Site would be softened by a stepping up of height and the advanced stock canopy tree planting flanking Vastern Road. The establishment of this planting over 15 years would provide further softening and anchoring of the built form.</p> <p>The perceived scale of built form massing fronting Vastern Road would be further broken up by the split in massing to enable the green link, the varied façade treatment in brick detailing and the perception of active human usage of the built form, notably on balconies.</p> <p>Note: in seasons with leaves on deciduous trees, the vertical scale of the frontage of the built form to Vastern Road would be softened.</p> <p>Note on cumulative impact: the Reading Station Retail Park proposals are likely to contribute to the sense of enclosure but also the potential for enhanced public realm to the south-west of Vastern Road and strengthened sense of place along Vastern Road.</p>				

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
15. King's Meadow Road (receptor: pedestrians/ motorists)	Medium-Low Low Value as not designated and no cultural associations. Medium-Low Susceptibility for pedestrians/ residents as prevailing infrastructural character of view and vehicle movements largely focuses attention away from appreciation of the townscape.	297m	Partial	Partial	Partial	Transient	Beneficial Change: The built form would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echoes the role of substantial built forms in signalling the presence of river crossings, like Clearwater Court and Reading Bridge House in the immediate vicinity. The Proposed Development would enhance the north-south route of the green link at the Vastern Road section of the Internal Distributor Road through a dynamic scale of gateway built form that signals clearly that the pedestrian and cycle route across Vastern Road and on to the river is as important as the vehicular route along it. In combination with the active, human usage of the built form, these features would offset the negative effect on the townscape of the Vastern Road dual carriageway and the station multi-storey car park. Enhancement in sense of place in this view would be experienced through built form which reflects the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology, create visual interest and a distinct perception of bottom-middle-top in the built form. A perceived progression in scale from substantial commercial development to the east of the Site would be achieved by a stepping up of height and the advanced stock canopy tree planting flanking Vastern Road. The establishment of this planting over 15 years would provide further progression in scale. Note: in seasons with leaves on deciduous trees, the vertical scale of the frontage of the built form to Vastern Road would be softened. Note on cumulative impact: the proposals to the south-west of Vastern road are likely to contribute to the potential for strengthened sense of place along Vastern Road.	Medium-Small Beneficial	Minor-Moderate Beneficial	Medium-Small Beneficial	Minor-Moderate Beneficial
16. Thames Path at Kings Meadow (receptor: pedestrians)	Medium-High Medium-High Value as not designated albeit viewpoint is on the Thames Path National Trail. High Susceptibility for pedestrians as attention largely focused on appreciation of the townscape.	601m	Partial	Glimpse	Small Amount	Transient	The Proposed Development would barely be perceptible beyond existing vegetation flanking the River Thames. Where visible, in winter conditions, the proposed riverside built form would draw the River Thames into the expanding townscape of Reading town centre, through improved legibility using a built form signpost of notable visual interest that would signpost the River Thames across the wider townscape.	None / Very Small Beneficial	Neutral / Minor Beneficial	None / Very Small Beneficial	Neutral / Minor Beneficial
17. Reading Bridge Photomontage 6 and 6A (receptor: pedestrians / motorists)	Medium Medium Value as view referenced in RTBS and RSAF Medium-High Susceptibility for pedestrians notwithstanding busy main road, as attention largely focused on appreciation of the townscape.	216m	Partial	Partial	Partial	Transient	Beneficial Change: The Proposed Development would create a strong reinforcement of sense of place in the view, by replacing the existing utilitarian townscape of the Site, which forms a void in the urban grain and is a negative influence on character, as well as the largely non-descript skyline beyond (which is filtered by the belt of poplar trees to the south-east of the Site), at the point where at a human, pedestrian level the evolving town centre meets the Thames. The Proposed Development would introduce a positive townscape frontage on the southern riverbank to Christchurch Bridge and park, including built form of a scale reflecting this notable interface. This would affirm the closer relationship of Christchurch Meadows with the town centre and herald the urban character of the town centre to the south.	Medium Beneficial / Small Adverse Balance: Medium-Small Beneficial	Minor-Moderate Beneficial	Medium Beneficial / Small-Very Small Adverse Balance: Medium Beneficial	Moderate Beneficial

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
							<p>The Proposed Development would provide a positive landscaped setting to the southern riverbank, including riparian shrub and tree planting, as part of a new southern landing of the bridge.</p> <p>The scale of built form at the riverside and alongside Vastern Road would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings.</p> <p>Beyond the riverside landscaping, substantial built form and public realm would create visual interest and a positive sense of place. A positive built frontage to the river, including through fenestration and balconies, would allow a perception of human engagement and visual links with the river corridor.</p> <p>The Proposed Development would reflect the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside.</p> <p>Adverse Change/Mitigating Factors: The Proposed Development would focus height on the south-eastern side of the Site, in keeping with the scale of the Poplar belt to the south-east.</p> <p>The substantial built form would create a strong sense of enclosure on the southern side of the river, albeit this is in keeping with other built forms creating enclosure along the riverside. Varied façade treatments, on both the horizontal and vertical axis, would break up the perceived massing, assist in creating progression in scale and create visual interest and a stronger sense of place. Such detailing would provide a distinct perception of bottom-middle-top in the taller built forms. The use of windows and balconies creates further variation in façades, as well as a perception of active human usage of the built form. The glazed rooftop pavilions would provide lightness in form and diminish the perceived massing. The setting-back of the rooftop pavilions would diminish the vertical scale of the riverside frontage.</p> <p>Cranked building lines in the riverside blocks further soften the scale and massing of built form and contribute to a more relaxed character of built form adjacent to the river.</p> <p>Tree planting would soften the frontage of built form to the river, albeit not to such an extent that the sense of connection between the built forms and river were diminished and the dynamism of vertical form of considerable interest as seen elsewhere adjacent to the river is missed. The establishment of this planting over 15 years would provide further softening and anchoring of the built form.</p> <p>Note: in seasons with leaves on deciduous trees, the Proposed Development would be softened.</p> <p>Note on cumulative impact: the cumulative schemes to the south-west would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.</p>				

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
18. George Street (receptor: pedestrians / motorists)	Medium-Low Low Value as not designated and no cultural associations. Medium Susceptibility for pedestrians adjoining busy main road as appreciation not particularly focused on the townscape.	345m	Partial	Partial	Partial	Transient	<p>Beneficial Change: Where visible in winter months, the Proposed Development would create a strong reinforcement of sense of place in the view, by replacing the existing utilitarian void in the townscape of the Site, with a positive townscape frontage on the southern riverbank to the bridge and park, including built form of a scale reflecting this notable interface. This would affirm the closer relationship of Christchurch Meadows with the town centre and herald the urban character of the town centre to the south.</p> <p>The Proposed Development would provide a positive landscaped setting to the southern riverbank, including riparian shrub and tree planting, as part of a new southern landing of the bridge.</p> <p>The scale of built form at the riverside and alongside Vastern Road would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings.</p> <p>Beyond the riverside landscaping, substantial built form and public realm would create visual interest and a positive sense of place. A positive built frontage to the river, including through fenestration and balconies, would allow a perception of human engagement and visual links with the river corridor.</p> <p>The Proposed Development would reflect the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside.</p> <p>Adverse Change/Mitigating Factors: The substantial built form would create a strong sense of enclosure on the southern side of the river, albeit this is in keeping with other built forms creating enclosure along the riverside. Varied façade treatments, on both the horizontal and vertical axis, would break up the perceived massing, assist in creating progression in scale and create visual interest and a stronger sense of place. Such detailing would provide a distinct perception of bottom-middle-top in the taller built forms. The use of windows and balconies creates further variation in façades, as well as a perception of active human usage of the built form. The glazed rooftop pavilions would provide lightness in form and diminish the perceived massing. The setting-back of the rooftop pavilions would diminish the vertical scale of the riverside frontage.</p> <p>Cranked building lines in the riverside blocks further soften the scale and massing of built form and contribute to a more relaxed character of built form adjacent to the river.</p> <p>Tree planting would soften the frontage of built form to the river, albeit not to such an extent that the sense of connection between the built forms and river were diminished and the dynamism of vertical form of considerable interest as seen elsewhere adjacent to the river is missed. The establishment of this planting over 15 years would provide further softening and anchoring of the built form.</p>	Medium-Small Beneficial / Very Small Adverse Balance: Small Beneficial	Minor-Moderate Beneficial	Medium-Small Beneficial / Very Small Adverse Balance: Small Beneficial	Minor-Moderate Beneficial

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
							<p>Note: in seasons with leaves on deciduous trees, the Proposed Development would be barely perceptible, notably once the young gap filling poplar planting in front of this viewpoint has further established.</p> <p>Note on cumulative impact: the cumulative schemes to the south-west would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.</p>				
<p>19. Henley Road junction with Lower Henley Road</p> <p>(receptor: pedestrians / motorists)</p>	<p>Medium-Low</p> <p>Medium Value as view referenced in RSAF.</p> <p>Medium-Low Susceptibility for pedestrians adjoining busy main road as appreciation not particularly focused on the townscape.</p>	1.56km	Partial	Glimpse	Small Amount	Transient	<p>Beneficial Change: Intervening built form, infrastructure and vegetation would almost entirely screen the Proposed Development.</p> <p>Where visible, in winter conditions, the proposed riverside built form would provide signposts of notable visual interest that would identify the River Thames across the wider townscape.</p> <p>Note on cumulative impact: the cumulative schemes to the south-west and south-east would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.</p>	None / Very Small Beneficial	Neutral / Negligible Beneficial	None / Very Small Beneficial	Neutral / Negligible Beneficial
<p>20. Junction of Prospect Street and Peppard Road</p> <p>Photomontage 7</p> <p>(receptor: pedestrians / motorists)</p>	<p>Medium-Low</p> <p>Medium Value as view referenced in RSAF.</p> <p>Medium-Low Susceptibility for pedestrians adjoining busy main road as appreciation not particularly focused on the townscape.</p>	800m	Partial	Partial	Partial	Transient	<p>Beneficial Change: Intervening built form, infrastructure and vegetation would almost entirely screen the Proposed Development.</p> <p>Where visible, in winter conditions, the proposed riverside built form would provide signposts of notable visual interest that would identify the River Thames across the wider townscape.</p> <p>The scale of built form at the riverside and alongside Vastern Road would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings.</p> <p>The Proposed Development would reflect the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside.</p> <p>Note on cumulative impact: the cumulative schemes to the south-west and south-east would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.</p>	Small Beneficial	Minor Beneficial	Small Beneficial	Minor Beneficial

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
<p>21. The Horse Close</p> <p>Photomontage 8</p> <p>(receptor: pedestrians / residents)</p>	<p>Medium-High</p> <p>Medium Value as view referenced in RSAF and RTBS.</p> <p>High susceptibility for residents as The Horse Close as attention largely focused on the townscape.</p>	1.75km	Partial	Glimpse	Small Amount	Transient/ Fixed	<p>Beneficial Change:</p> <p>Intervening built form and vegetation would almost entirely screen the Proposed Development.</p> <p>Where visible, in winter conditions, the proposed riverside built form would provide signposts of notable visual interest that would identify the River Thames across the wider townscape.</p> <p>The scale of built form at the riverside and alongside Vastern Road would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings.</p> <p>The Proposed Development would reflect the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside.</p> <p>Note: in seasons with leaves on deciduous trees, the Proposed Development would be barely perceptible.</p> <p>Note on cumulative impact: the cumulative schemes to the south-west and south-east would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.</p>	None / Very Small Beneficial	Neutral / Minor Beneficial	None / Very Small Beneficial	Neutral / Minor Beneficial
<p>22. Balmore Park</p> <p>Photomontage 9</p> <p>(receptor: pedestrians)</p>	<p>Medium-High</p> <p>Medium Value as view referenced in RTBS and RSAF</p> <p>High Susceptibility for pedestrians as, attention largely focused on appreciation of the townscape.</p>	1.17km	Partial	Glimpse	Small Amount	Transient	<p>Beneficial Change:</p> <p>Intervening built form and vegetation would almost entirely screen the Proposed Development.</p> <p>Where visible, in winter conditions, the proposed riverside built form would provide signposts of notable visual interest that would identify the River Thames across the wider townscape.</p> <p>The scale of built form at the riverside and alongside Vastern Road would provide legible steps in the visual linkage perceived from the wider townscape, between tall buildings in the town centre and the river corridor and echo the role of substantial built forms in signalling the presence of river crossings.</p> <p>The Proposed Development would reflect the distinctive industrial heritage of the Site, including use of the industrial aesthetic for façade and roofline articulation and brick as a façade material, with reference to the detailing of the historic structures on the Site. Brickwork would also reflect the Thames valley geology. In addition, the glazed rooftop pavilions in the riverside blocks reference riverside pavilions/villas/garden rooms in reflecting the character of the wider Thames corridor, creating a distinct and more leisurely character at the riverside.</p> <p>Note: in seasons with leaves on deciduous trees, the Proposed Development would be barely perceptible.</p> <p>Note on cumulative impact: the cumulative schemes to the south-west and south-east would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in</p>	None / Very Small Beneficial	Neutral / Minor Beneficial	None / Very Small Beneficial	Neutral / Minor Beneficial

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
							scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.				
23. Caversham Court Gardens (receptor: pedestrians)	Medium-High Medium Value as view referenced in RTBS and RSAF and lies within St Peter's Conservation Area High Susceptibility for pedestrians as, attention largely focused on appreciation of the townscape.	890m	Partial	Glimpse	Small Amount	Transient	Beneficial Change: Intervening built form and vegetation would almost entirely screen the Proposed Development. Where visible, in winter conditions, the proposed riverside built form would provide signposts of notable visual interest that would identify the River Thames across the wider townscape. Note: in seasons with leaves on deciduous trees, the Proposed Development would be barely perceptible. Note on cumulative impact: the cumulative schemes to the south-west and south-east would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes, but nevertheless provide a positive townscape frontage, befitting the meeting of the town centre and the river.	None / Very Small Beneficial	Neutral / Minor Beneficial	None / Very Small Beneficial	Neutral / Minor Beneficial
24. Oxford Road junction with Wigmore Road (receptors: pedestrians / motorists)	Medium-Low Medium-Low Value as view referenced in now-expired RBC planning polic. Medium-Low Susceptibility for pedestrians adjoining busy main road as appreciation not particularly focused on the townscape.	2.91km	None	None	None	Transient	Intervening built form and vegetation would entirely screen the Proposed Development.	None	Neutral	None	Neutral
25. A33 near Water Treatment Works (receptors: pedestrians/ motorists)	Medium-Low Medium Value as view referenced in RTBS and RSAF. Medium-Low Susceptibility for pedestrians adjoining busy main road as appreciation not particularly focused on the townscape.	2.62km	None	None	None	Transient	Intervening built form and vegetation would entirely screen the Proposed Development.	None	Neutral	None	Neutral
26. Junction of Mount Pleasant and Southampton Street Photomontage 10 (receptors: pedestrians/ motorists)	Medium-Low Medium Value as view referenced in RTBS and RSAF. Medium-Low Susceptibility for pedestrians/residents adjoining busy main road as appreciation not particularly focused on the townscape.	1.71km	None	None	None	Transient	Intervening built form and vegetation would entirely screen the Proposed Development.	None	Neutral	None	Neutral

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial

Visual Receptor Viewpoints Site Context Photograph/ Photomontage / CGI no. (Receptor type)	Sensitivity of visual receptor (1)	Characteristics of view (winter conditions)					Commentary on Development	Completion		Residual (accounts for growth of planting by Year 15)	
		Distance from nearest extent of Appeal Site (approx.)	Nature of View (2)	Degree of Visual Intrusion (3)	Proportion of Development Visible (4)	Transient / Fixed		Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect	Magnitude (5) and Type (7) of Change	Significance (6) and Type (7) of Effect
27. Junction of Wokingham Road and Green Road (receptor: pedestrians/ motorists)	Medium-Low Medium Value as view referenced in RTBS and RSAF. Medium-Low Susceptibility for pedestrians adjoining busy main road as appreciation not particularly focused on the townscape.	2.98km	None	None	None	Transient	Intervening built form and vegetation would entirely screen the Proposed Development.	None	Neutral	None	Neutral
28. A4 at Shepherd's Hill, Earley (receptors:	Medium-Low Medium Value as view referenced in RSAF. Medium-Low Susceptibility for pedestrians/residents adjoining busy main road as appreciation not particularly focused on the townscape.	3.31km	Partial	Glimpse	Small Amount	Transient	Beneficial Change: Intervening built form, infrastructure and vegetation would almost entirely screen the Proposed Development. Where visible, in winter conditions, the proposed riverside built form would provide signposts of notable visual interest that would identify the River Thames across the wider townscape. Note on cumulative impact: the cumulative schemes to the south-west and south-east would create a strong perception of the intensification of the wider town centre of which the Proposed Development would form a more relaxed interface with the river open space to the north. The built form would be subservient in scale to the cumulative schemes.	None / Very Small Beneficial	Neutral / Negligible Beneficial	None / Very Small Beneficial	Neutral / Negligible Beneficial

Notes:

- 1 Sensitivity of receptor: High, Medium, Low
- 2 Nature of View (degree of visibility of Development): Open, Partial, None
- 3 Degree of Visual Intrusion (extent of the view that would be occupied by the Development): Full, Partial, Glimpse, None
- 4 Proportion of Development Visible: Full, Most, Partial, Small Amount, None
- 5 Magnitude of Change: Large, Medium, Small, Very Small, None
- 6 Significance of Effect: Major, Moderate, Minor, Negligible
- 7 Type of Change/Effect: Adverse, Neutral, Beneficial