

Appendix 1.5: Cumulative Assessment

Cumulative Townscape Receptor		Cumulative Townscape Effects				Notes
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Cumulative Schemes (Including Resolution to Approve)						
National Landscape Character Area						
Natural England's NCA Profile 110: Chilterns	<p>The proposed development and approved cumulative schemes set out below would all be located within the large scale NCA 110:</p> <ul style="list-style-type: none"> • Former BMW Site, • Station Hill, • Kenavon Drive, • Land between Weldale Street and Chatham Street, • 29 Station Road Reading, • 52 to 55 Friar Street and 12 Greyfriars Road. <p>Due to the urban context of this part of the NCA, its susceptibility to tall building development is considered to be low. The combination of the low value and low susceptibility results in a Low cumulative sensitivity.</p>	Very Small	Negligible Adverse	Very Small	Negligible Adverse	<p>The temporary demolition and construction stage of the proposed development would introduce plant and machinery into a localised part of the NCA. Should the demolition and construction stage of the proposed development overlap with demolition and construction stage of other approved cumulative schemes, the influence of the demolition and construction activities would not be perceived over a wide area and only would influence a small proportion of the large scale NCA and the key characteristics of the Chilterns would remain unaffected. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact, resulting in a Negligible Adverse cumulative effect.</p> <p>Although the proposed development would be located within the same NCA as the other approved cumulative schemes, they would all be located within the urban context of Reading, where large built form is typical. The proposed development would cause a cumulative magnitude of effect that is considered to be Very Small as the proposed development and all approved cumulative schemes would not extend the influence of the existing urban area within the large scale NCA. When considered alongside the other approved cumulative schemes, the proposed development would be located within an existing urbanised section of the much larger NCA and not detract from the defining characteristics of the Chilterns where the proposed development would cause a Very Small magnitude of impact. As such, the proposed development would result in a Negligible Adverse cumulative effect.</p>
Reading Tall Building Strategy Townscape Character Area						
CA 22: Vastern Road	<p>The proposed development would be located within CA 22: Vastern Road, as would the approved project of Former BMW Site.</p> <p>The CA contains several warehouses and a retail parks, with built forms comprising low-rise, large-scale blocks of utilitarian massing and appearance (e.g. unarticulated facades and metal cladding), set within extensive areas of surface car parking, which are of a commonplace type in the wider area. No parts of the CA are covered by statutory heritage designations and as such, the value of the CA is considered to be low.</p> <p>The CA comprises an area of existing large-scale built form and road infrastructure within a built-up urban context where the susceptibility of the CA to tall building development is considered to be Low. Furthermore, the RTBS notes that the large block size and lack of any key views or visual focal points, make the CA an appropriate location for tall buildings; and the RCAAP identifies the application site as falling within 'area of potential for tall buildings' (i.e. RC13a Station Area Cluster).</p> <p>As such, the CA is considered to have a Low sensitivity to cumulative development.</p>	Large	Moderate Adverse	Large	Moderate Beneficial	<p>The temporary demolition and construction stage of the proposed development would introduce plant and machinery into the CA. Should the demolition and construction stage of the proposed development overlap with demolition and construction stage of the approved project of the Former BMW Site, the demolition and construction works would temporarily detract from the character of the Vastern Road CA for a short duration. In addition, any perceived effects from the demolition and construction stages of any other approved cumulative schemes in adjacent CA's occurring in parallel to demolition and construction of the proposed development would further enhance the level of disturbance within the urban area. The temporary demolition and construction stage for the proposed development would cause a Large magnitude of impact that would result in a Moderate Adverse cumulative effect.</p> <p>The proposed development with a height of 23 storeys would be located within the same urban townscape CA as the part 13 and part 23 storey development on the Former BMW Site where the two schemes would frame the station area, helping to establish a strong local identity in the townscape. The two developments would combine to increase wayfinding, articulation and legibility of the townscape of the Vastern Road CA and the vicinity of Reading Station by creating greater permeability and a recognisable scale of built form. The proposed development would cause a Large magnitude of impact that would result in a Moderate Beneficial cumulative effect.</p>

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Approved Cumulative Schemes (Including Resolution to Approve)						
CA 12: Caversham Road	<p>The proposed development would be located in an adjacent CA to CA 12: Caversham Road, with the approved cumulative schemes also all located outside the predominantly residential area that is made up of largely Victorian and Edwardian two-storey red brick terraces and semi-detached properties. The CA contains no statutory heritage designations, although the Thames Path extends along its northern boundary, following the southern bank of the river. Based on the above, the value of the CA is considered to be Medium.</p> <p>The small-scale townscape exhibits built forms of a consistent height, massing and form, resulting in a coherent character, albeit with larger scale built form in its wider setting to the east and south and as such, the townscape is considered to have a Medium susceptibility to tall building development.</p> <p>The combination of the Medium value and Medium susceptibility results in a Medium sensitivity to cumulative development.</p>	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Caversham Road CA, nor would the demolition and construction works for other approved cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 12. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Minor Adverse cumulative effect.</p> <p>Although neither the proposed development nor any of the approved cumulative schemes would be located within the CA, the proposed development in addition to the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, would cause some perceived changes to the residential area of Caversham Road. The proposed development, in addition to the other approved cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's while maintaining the more domestic scale of development within CA 12, causing a Very Small magnitude of impact. The proposed development would combine with the other approved cumulative schemes to increase the number of landmark buildings perceptible from CA 12, as well as improving wayfinding, causing a Very Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>
CA 23: King's Meadow	<p>The proposed development would be located outside of CA 23: King's Meadow, as would all of the approved cumulative schemes. The series of open green spaces and playing fields located along the River Thames offer numerous recreational opportunities and contain a wealth of mature trees, which contribute to a well-vegetated character. Whilst it contains no statutory heritage designations, the vast majority of the CA is identified as a 'Major Landscape Feature' and an 'Important Areas of Open Space' (Policy LE14 and RC14) within the RCAAP (2008). Based on the above, the value of the CA is considered to be High.</p> <p>This is an area of undeveloped green spaces which is locally protected open space, albeit within a built-up urban context. On balance the susceptibility of the CA to the tall building development proposed in its setting is considered to be Medium.</p> <p>The combination of the High value and Medium susceptibility results in a High sensitivity to cumulative development.</p>	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the King's Meadow CA, nor would the demolition and construction works for other approved cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 23. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Minor Adverse cumulative effect.</p> <p>Although neither the proposed development nor any of the approved cumulative schemes would be located within the CA, the proposed development in addition to the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, would cause some perceived changes to the residential area of Caversham Road. The proposed development, in addition to the other approved cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's while maintaining the green spaces of CA 23, causing a Very Small magnitude of impact. The proposed development would combine with the other approved cumulative schemes to increase the number of landmark buildings perceptible from CA 23, as well as improving wayfinding, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>

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CA 1: Station Hill	<p>Although the proposed development would not be located within the CA, the approved cumulative schemes of Station Hill and 29 Station Road would be. This CA includes Reading Station and the adjacent office, retail and residential development and areas of high-quality public realm. The height and massing of built forms ranges from between 3 and 15 storeys. Station Square provides a large public open space, with high levels of movement and vibrancy. Overall the value of the CA is considered to be Medium.</p> <p>The CA comprises an area of existing large scale built development and rail infrastructure, including tall buildings, within an urban context. Therefore, the susceptibility of the CA to tall building development is considered to be Low. Furthermore, the RCAAP identifies the application site as falling within 'area of potential for tall buildings' (i.e. RC13a Station Area Cluster).</p> <p>The combination of the Medium value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Station Hill CA, but the demolition and construction activities for the approved cumulative schemes, of Station Hill and 29 Station Road, would. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of these approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance the Station Hill CA. The temporary demolition and construction stage of the proposed development would cause a Minor adverse magnitude of impact that would result in a Minor Adverse cumulative effect.</p> <p>The proposed development adjacent to the Station Hill CA, would cause perceived changes to the CA in addition to direct changes from the approved cumulative schemes within the Station Hill CA and those approved cumulative schemes in adjacent CA's such as Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market which would increase the mass of built form causing a Very Small magnitude of effect. The permeability in the adjacent Vastern Road CA, resulting from the proposed development blocks would help to connect the Station Hill CA to the River Thames corridor and open spaces at Christchurch Meadows, through the application site which would cause a Small magnitude of impact. The proposed development would result in a Negligible Beneficial cumulative effect.</p>
CA 2: Reading Station East	<p>The proposed development would be located outside CA 2, with all approved cumulative schemes also located outside the area of large-scale office blocks. Overall the value of the CA is considered to be Low.</p> <p>The CA comprises an area of existing large-scale built form and highway infrastructure within an urban context. Therefore, the susceptibility of the CA to tall building development in its setting is considered to be Low. Furthermore, the RTBS notes that the CA has a low sensitivity to the development of further tall buildings.</p> <p>The combination of the Low value and Low susceptibility results in a Low sensitivity to cumulative development.</p>	Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Reading Station East CA, nor would the demolition and construction works for other approved cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 2. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>Although neither the proposed development nor any of the approved cumulative schemes would be located within the CA, the proposed development in addition to the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, would cause some perceived changes to the urban area of Reading Station East due to the increase in building mass which would cause a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the quality of built form and wayfinding perceptible from CA 2, causing a Small magnitude of effect. As such, the proposed development in addition to the approved cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>

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CA 7: Reading Station West	<p>The proposed development would be located outside CA 7, with all approved cumulative schemes also located outside the predominantly low rise residential CA. Overall the value of the CA is considered to be Medium.</p> <p>Whilst the CA has little scope to directly accommodate tall buildings (as noted within the RTBS), there is some scope to accommodate it within its setting. Accordingly the townscape is of Medium susceptibility to tall building development.</p> <p>The combination of the Medium value and Medium susceptibility results in a Medium sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Reading Station East CA, nor would the demolition and construction works for other approved cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 7. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact, resulting in a Negligible Adverse cumulative effect.</p> <p>Although neither the proposed development nor any of the approved cumulative schemes would be located within the CA, the proposed development in addition to the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, would cause some perceived changes to the largely residential area of Reading Station West by increasing the mass of development and causing a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the legibility of built form and wayfinding perceptible from CA 7 causing a Small magnitude of change. As such, the proposed development in addition to the approved cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>
CA 13: Cattle Market and Chatham Place	<p>The proposed development would be located outside CA 13, but the approved project of Land between Weldale Street and Chatham Street, would be located within the largely commercial and industrial CA 13 that is centred around the site of the former cattle market.</p> <p>The townscape is overall in a relatively poor condition and there is a proliferation of security fencing that diminishes the scenic quality of the CA. Overall the value of the CA is considered to be Very Low. The susceptibility of CA 13 to tall building development is considered to be Low.</p> <p>The combination of the Very Low value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within CA 13, but the demolition and construction activities for the approved project of Land between Weldale Street and Chatham Street, would. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of these approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance the Cattle Market and Chatham Place CA. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact, resulting in a Negligible Adverse cumulative effect.</p> <p>The proposed development would cause perceived changes to the CA in addition to direct changes from the approved project on Land between Weldale Street and Chatham Street in CA 13: Cattle Market and Chatham. The proposed development would contribute to any perceived changes caused by approved cumulative schemes in adjacent CA's such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, and Kenavon Drive in CA 10: Forbury Retail Park, causing a Very Small magnitude of effect due to the increased mass of development. The proposed development, in addition to the other approved cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the quality of legibility and wayfinding perceptible from CA 13: Cattle Market and Chatham Place, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>

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Approved Cumulative Schemes (Including Resolution to Approve)						
CA 3: Friar Street	<p>The proposed development would be located outside CA 13, but the approved cumulative schemes of Station Hill and 52-55 Friar Street would be located within the CA that is centred along the retail centre of Friar Street.</p> <p>The low architectural quality of many buildings along Friar Street is bookended by views towards the landmarks of Greyfriars Church and St Lawrence Church to the east and west of the CA. Overall the value of the CA is considered to be Very Low.</p> <p>The susceptibility of the CA to tall building development is considered to be Low. The combination of the Very Low value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within CA 3, but the demolition and construction activities for the approved cumulative schemes of Station Hill and 52-55 Friar Street would. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of these approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance the Cattle Market and Chatham Place CA. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>The proposed development would cause perceived changes to the CA in addition to direct changes from the approved cumulative schemes of Station Hill and 52-55 Friar Street. The proposed development would contribute to any perceived changes caused by approved cumulative schemes in adjacent CA's such as Station Hill and 29 Station Road in CA 1: Station Hill, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market and Chatham, where it would contribute to the increase in mass of development causing a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the legibility of built form and wayfinding perceptible from CA 3: Friar Street, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>
CA 4: Station Road	<p>The proposed development would be located outside CA 4, with all approved cumulative schemes also located outside the retail and commercial centre of Friar Street. Overall the value of the CA is considered to be Low as although it is in close proximity to the Market Place and London Road Conservation Area, it is not subject to any landscape or townscape designations.</p> <p>The susceptibility of the CA to tall building development within its setting is considered to be Low. The combination of the Medium value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Station Road CA, nor would the demolition and construction works for other approved cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 4. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>Although neither the proposed development nor any of the approved cumulative schemes would be located within the CA, the proposed development in addition to the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, would cause some perceived changes to the largely commercial area of Station Road due to the increase in mass that would cause a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the quality of built form and wayfinding perceptible from CA 4, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>

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Approved Cumulative Schemes (Including Resolution to Approve)						
CA 11: Napier Road	<p>The proposed development would be located outside CA 11, with all approved cumulative schemes also located outside the residential, commercial and retail development that lines the northern edge of the railway line.</p> <p>The Low architectural quality of the development within the CA means that it is considered to have an overall value of Very Low. The CA is considered to have a Low susceptibility to tall building development within its setting due to the weak townscape character. The combination of the Very Low value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Napier Road CA, nor would the demolition and construction works for other approved cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 11. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>Although neither the proposed development nor any of the approved cumulative schemes would be located within the CA, the proposed development in addition to the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, would cause some perceived changes to the largely commercial area of Napier Road that would increase the mass of development causing a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the legibility of built form and wayfinding perceptible from CA 11, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>
CA 10: Forbury Retail Park	<p>The proposed development would be located outside CA 10, but the approved project of Kenavon Drive would be located within the CA that is largely influenced by retail park development along the southern edge of the railway line.</p> <p>The Low architectural quality of the development within the CA means that it is considered to have an overall value of Very Low. The CA is considered to have a Low susceptibility to tall building development due to the weak townscape character. The combination of the Very Low value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within CA 10, but the demolition and construction activities for the approved project of Kenavon Drive would. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of the approved project, the perceived effects of combined demolition and construction activities would provide indirect disturbance the Forbury Retail Park CA. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>The proposed development would cause perceived changes to the CA in addition to the direct changes caused by the approved project of Kenavon Drive in CA 10: Forbury Retail Park. The proposed development would contribute to any perceived changes caused by approved cumulative schemes in adjacent CA's such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street and Land between Weldale Street and Chatham Street in CA 13: Cattle Market and Chatham where the mass of development would cause a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the legibility of built form and wayfinding perceptible from CA 10: Friar Street, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>
Application Site Character						

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Approved Cumulative Schemes (Including Resolution to Approve)						
Application Site	<p>The application site is largely comprised by warehousing and car parking with a weak townscape character. No parts of the application site are covered by statutory heritage designations and as such, the value of the application site is considered to be low.</p> <p>The application site exhibits an urban context where its susceptibility to tall building development is considered to be Low.</p> <p>As such, the application site is considered to have a Low sensitivity to cumulative development.</p>	Medium	Minor Adverse	Large	Minor Beneficial	<p>Demolition and construction works on the application site would occupy the land currently occupied by the existing retail units and car parking. Any perceived effects on the application site from demolition and construction operations for approved cumulative schemes on other sites would consolidate the sense of disturbance on the application site. The temporary demolition and construction stage for the proposed development would cause a Medium magnitude of impact upon the Low sensitivity application site that would result in a Minor Adverse cumulative effect.</p> <p>The proposed development would cause direct changes to the application site in addition to the perceived changes caused by those approved cumulative schemes on other sites. The proposed development in addition to any perceived changes caused by approved cumulative schemes, would contribute to the increase in mass of development and would cause a Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes would combine to provide the perception of increased urbanisation on the application site as well as an improvement in the legibility of built form and wayfinding, causing a Large magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would result in a Minor Beneficial cumulative effect on the application site.</p>

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Approved Schemes (Including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
National Landscape Character Area						
<p>Natural England's NCA Profile 110: Chilterns</p>	<p>The proposed development and approved cumulative schemes set out below would all be located within the large scale NCA 110:</p> <ul style="list-style-type: none"> • Former BMW Site, • Station Hill, • Kenavon Drive, • Land between Weldale Street and Chatham Street, • 29 Station Road Reading, • 52 to 55 Friar Street and 12 Greyfriars Road, <p>As well as the reasonably foreseeable cumulative schemes of:</p> <ul style="list-style-type: none"> • Network Rail Thames Valley Area site office/Former Royal Mail Site, • Former Scottish and Southern Energy Site, • Broad Street Mall. <p>Due to the urban context of this part of the NCA, its susceptibility to tall building development is considered to be low. The combination of the low value and low susceptibility results in a Low cumulative sensitivity.</p>	Very Small	Negligible Adverse	Very Small	Neutral	<p>The temporary demolition and construction stage of the proposed development would introduce plant and machinery into a localised part of the NCA. Should the demolition and construction stage of the proposed development overlap with demolition and construction stage of other approved cumulative schemes, the influence of the demolition and construction activities would not be perceived over a wide area and only would influence a small proportion of the large scale NCA and the key characteristics of the Chilterns would remain unaffected. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>Although the proposed development would be located within the same NCA as the other approved cumulative schemes and reasonably foreseeable cumulative schemes, they would all be located within the urban context of Reading, where large built form is typical. The proposed development would cause a cumulative magnitude of effect that is considered to be Very Small as the proposed development, approved cumulative schemes and reasonably foreseeable cumulative schemes would not extend the influence of the existing urban area within the large scale NCA. When considered alongside the other approved cumulative schemes and reasonably foreseeable cumulative schemes, the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect, as it would be located within an existing urbanised section of the much larger NCA and not detract from the defining characteristics of the Chilterns.</p>
Reading Tall Building Strategy Townscape Character Area						

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		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (Including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 22: Vastern Road	<p>The proposed development would be located within CA 22: Vastern Road, as would the approved project of Former BMW Site, and reasonably foreseeable cumulative schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site.</p> <p>The CA contains several warehouses and a retail parks, with built forms comprising low-rise, large-scale blocks of utilitarian massing and appearance (e.g. unarticulated facades and metal cladding), set within extensive areas of surface car parking, which are of a commonplace type in the wider area. No parts of the CA are covered by statutory heritage designations and as such, the value of the CA is considered to be low.</p> <p>The CA comprises an area of existing large-scale built form and road infrastructure within a built-up urban context where the susceptibility of the CA to tall building development is considered to be Low. Furthermore, the RTBS notes that the large block size and lack of any key views or visual focal points, make the CA an appropriate location for tall buildings; and the RCAAP identifies the application site as falling within 'area of potential for tall buildings' (i.e. RC13a Station Area Cluster).</p> <p>As such, the CA is considered to have a Low sensitivity to cumulative development.</p>	Large	Moderate Adverse	Large	Moderate Beneficial	<p>The temporary demolition and construction stage of the proposed development would introduce plant and machinery into the CA. Should the demolition and construction stage of the proposed development overlap with demolition and construction stage of the approved project of the Former BMW Site, Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site, the demolition and construction works would temporarily detract from the character of the Vastern Road CA for the duration of overlapping works. In addition, any perceived effects from the demolition and construction stages of any other approved cumulative schemes in adjacent CA's occurring in parallel to demolition and construction of the proposed development would further enhance the level of disturbance within the urban area. The temporary demolition and construction stage of the proposed development would cause a Large magnitude of impact, resulting in a Moderate Adverse cumulative effect.</p> <p>The proposed development with a height of 23 storeys would be located within the same urban townscape CA as the part 13 and part 23 storey development on the Former BMW Site, up to 25 storey development on the Network Rail Thames Valley Area Site Office/Former Royal Mail Site and up to 11 storey development on the Former Scottish and Southern Energy Site. The proposed development in addition to these approved cumulative schemes and reasonably foreseeable cumulative schemes would significantly improve the quality of built form, and provide a strong local identity in the townscape that identifies Reading Station as a key area within the townscape, improving articulation and legibility of the townscape within the Vastern Road CA. This would cause a Large cumulative magnitude of impact that would result in a Moderate Beneficial cumulative effect.</p>

Cumulative Townscape Receptor		Cumulative Townscape Effects				Notes
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (Including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 12: Caversham Road	<p>The proposed development would be located in an adjacent CA to CA 12: Caversham Road, with the approved cumulative schemes and reasonably foreseeable cumulative schemes also all located outside the predominantly residential area that is made up of largely Victorian and Edwardian two-storey red brick terraces and semi-detached properties. The CA contains no statutory heritage designations, although the Thames Path extends along its northern boundary, following the southern bank of the river. Based on the above, the value of the CA is considered to be Medium.</p> <p>The small-scale townscape exhibits built forms of a consistent height, massing and form, resulting in a coherent character, albeit with larger scale built form in its wider setting to the east and south and as such, the townscape is considered to have a Medium susceptibility to tall building development.</p> <p>The combination of the Medium value and Medium susceptibility results in a Medium sensitivity to cumulative development.</p>	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Caversham Road CA, nor would the demolition and construction works for other approved cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 12. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Minor Adverse cumulative effect.</p> <p>Although none of the proposed development, approved cumulative schemes or reasonably foreseeable cumulative schemes would be located within the CA, the proposed development in addition to the approved cumulative schemes of the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, as well as the reasonable foreseeable schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site in CA 22 Vastern Road, and Broad Street Mall in CA 15: Cheapside, would cause some perceived changes to the residential area of Caversham Road due to the increased building mass causing a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes and reasonably foreseeable cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's while maintaining the more domestic scale of development within CA 12. The proposed development would combine with the other approved cumulative schemes and reasonable foreseeable schemes to increase the legibility of built form perceptible from CA 12, as well as improving wayfinding and cause a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Townscape Receptor		Cumulative Townscape Effects				Notes
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (Including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 23: King's Meadow	<p>The proposed development would be located outside of CA 23: King's Meadow, as would all of the approved cumulative schemes and reasonably foreseeable cumulative schemes. The series of open green spaces and playing fields located along the River Thames offer numerous recreational opportunities and contain a wealth of mature trees, which contribute to a well-vegetated character. Whilst it contains no statutory heritage designations, the vast majority of the CA is identified as a 'Major Landscape Feature' and an 'Important Areas of Open Space' (Policy LE14 and RC14) within the RCAAP (2008). Based on the above, the value of the CA is considered to be High.</p> <p>This is an area of undeveloped green spaces which is locally protected open space, albeit within a built-up urban context. On balance the susceptibility of the CA to the tall building development proposed in its setting is considered to be Medium.</p> <p>The combination of the High value and Medium susceptibility results in a High sensitivity to cumulative development.</p>	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the King's Meadow CA, nor would the demolition and construction works for other approved cumulative schemes or reasonably foreseeable cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 23. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Minor Adverse cumulative effect.</p> <p>Although none of the proposed development, approved cumulative schemes or reasonably foreseeable cumulative schemes would be located within the CA, the proposed development in addition to the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, as well as the reasonable foreseeable schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site in CA 22 Vastern Road, and Broad Street Mall in CA 15: Cheapside, would cause some perceived changes to the residential area of Caversham Road due to the increase in building mass causing a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes and reasonably foreseeable cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's while maintaining the green spaces of CA 23. The proposed development would combine with the other approved cumulative schemes and reasonably foreseeable cumulative schemes to increase the legibility of built form perceptible from CA 23, as well as improving wayfinding, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>
CA 1: Station Hill	<p>Although the proposed development would not be located within the CA, the approved cumulative schemes of Station Hill and 29 Station Road would be. This CA includes Reading Station and the adjacent office, retail and residential development and areas of high-quality public realm. The height and massing of built forms ranges from between 3 and 15 storeys. Station Square provides a large public open space, with high levels of movement and vibrancy. Overall the value of the CA is considered to be Medium.</p> <p>The CA comprises an area of existing large scale built development and rail infrastructure, including tall buildings, within an urban context. Therefore, the susceptibility of the CA to tall building development is considered to be Low. Furthermore, the RCAAP identifies the application site as falling within 'area of potential for tall buildings' (i.e. RC13a Station Area Cluster).</p> <p>The combination of the Medium value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Station Hill CA, but the demolition and construction activities for the approved cumulative schemes, of Station Hill and 29 Station Road, would. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of these approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance the Station Hill CA. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Minor Adverse cumulative effect.</p> <p>The proposed development adjacent to the Station Hill CA, would cause perceived changes to the CA in addition to direct changes from the approved cumulative schemes within the Station Hill CA and those approved cumulative schemes in adjacent CA's such as Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, as well as the reasonable foreseeable schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site in CA 22 Vastern Road, and Broad Street Mall in CA 15: Cheapside, where the additional building mass would cause a Very Small magnitude of impact. The permeability in the adjacent Vastern Road CA, resulting from the proposed development blocks would help to connect the Station Hill CA to the River Thames corridor and open spaces at Christchurch Meadows, through the application site, causing a Small magnitude of impact. The proposed development would result a Negligible Beneficial cumulative effect.</p>

Cumulative Townscape Receptor		Cumulative Townscape Effects				Notes
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (Including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 2: Reading Station East	<p>The proposed development would be located outside CA 2, with all approved cumulative schemes and reasonably foreseeable cumulative schemes also located outside the area of large-scale office blocks. Overall the value of the CA is considered to be Low.</p> <p>The CA comprises an area of existing large-scale built form and highway infrastructure within an urban context. Therefore, the susceptibility of the CA to tall building development in its setting is considered to be Low. Furthermore, the RTBS notes that the CA has a low sensitivity to the development of further tall buildings.</p> <p>The combination of the Low value and Low susceptibility results in a Low sensitivity to cumulative development.</p>	Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Reading Station East CA, nor would the demolition and construction works for other approved cumulative schemes or reasonably foreseeable cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 2. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>Although none of the proposed development nor any of the approved cumulative schemes or reasonably foreseeable cumulative schemes would be located within the CA, the proposed development in addition to the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, as well as the reasonable foreseeable schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site in CA 22 Vastern Road, and Broad Street Mall in CA 15: Cheapside, would cause some perceived changes to the urban area of Reading Station East due to the additional building mass causing a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes and reasonably foreseeable cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the legibility of built form and wayfinding perceptible from CA 2, causing a Small magnitude of impact. As such, the proposed development would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Townscape Receptor		Cumulative Townscape Effects				Notes
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (Including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 7: Reading Station West	<p>The proposed development would be located outside CA 7, with all approved cumulative schemes and reasonably foreseeable cumulative schemes also located outside the predominantly low rise residential CA. Overall the value of the CA is considered to be Medium.</p> <p>Whilst the CA has little scope to directly accommodate tall buildings (as noted within the RTBS), there is some scope to accommodate it within its setting. Accordingly the townscape is of Medium susceptibility to tall building development.</p> <p>The combination of the Medium value and Medium susceptibility results in a Medium sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Reading Station East CA, nor would the demolition and construction works for other approved cumulative schemes or reasonably foreseeable cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes or reasonably foreseeable cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 7. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>Although none of the proposed development, approved cumulative schemes or reasonably foreseeable cumulative schemes would be located within the CA, the proposed development in addition to the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, as well as the reasonable foreseeable schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site in CA 22 Vastern Road, and Broad Street Mall in CA 15: Cheapside, would cause a Very Small magnitude of impact on the largely residential area of Reading Station West due to the additional building mass. The proposed development, in addition to the other approved cumulative schemes and reasonably foreseeable cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the legibility of built form and wayfinding perceptible from CA 7, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would result in Negligible Beneficial cumulative effect.</p>

Cumulative Townscape Receptor		Cumulative Townscape Effects				Notes
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		
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Approved Schemes (Including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 13: Cattle Market and Chatham Place	<p>The proposed development would be located outside CA 13, but the approved project of Land between Weldale Street and Chatham Street, would be located within the largely commercial and industrial CA 13 that is centred around the site of the former cattle market.</p> <p>The townscape is overall in a relatively poor condition and there is a proliferation of security fencing that diminishes the scenic quality of the CA. Overall the value of the CA is considered to be Very Low. The susceptibility of CA 13 to tall building development is considered to be Low.</p> <p>The combination of the Very Low value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within CA 13, nor would any demolition and construction activities for the reasonably foreseeable cumulative schemes, but the demolition and construction activities for the approved project of Land between Weldale Street and Chatham Street, would. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of the approved project, the perceived effects of combined demolition and construction activities would provide indirect disturbance the Cattle Market and Chatham Place CA. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>The proposed development would cause perceived changes to the CA in addition to direct changes from the approved project on Land between Weldale Street and Chatham Street in CA 13: Cattle Market and Chatham. The proposed development would contribute to any perceived changes caused by approved cumulative schemes in adjacent CA's such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, and Kenavon Drive in CA 10: Forbury Retail Park, as well as the reasonable foreseeable schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site in CA 22 Vastern Road, and Broad Street Mall in CA 15: Cheapside, with the additional building mass causing a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes and reasonably foreseeable cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the legibility of built form and wayfinding perceptible from CA 13: Cattle Market and Chatham Place, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>
CA 3: Friar Street	<p>The proposed development would be located outside CA 13, but the approved cumulative schemes of Station Hill and 52-55 Friar Street would be located within the CA that is centred along the retail centre of Friar Street.</p> <p>The low architectural quality of many buildings along Friar Street is bookended by views towards the landmarks of Greyfriars Church and St Lawrence Church to the east and west of the CA. Overall the value of the CA is considered to be Very Low.</p> <p>The susceptibility of the CA to tall building development is considered to be Low. The combination of the Very Low value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within CA 3, but the demolition and construction activities for the approved cumulative schemes of Station Hill and 52-55 Friar Street would. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of these approved cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance the Cattle Market and Chatham Place CA. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>The proposed development would cause perceived changes to the CA in addition to direct changes from the approved cumulative schemes of Station Hill and 52-55 Friar Street. The proposed development would contribute to any perceived changes caused by approved cumulative schemes in adjacent CA's such as Station Hill and 29 Station Road in CA 1: Station Hill, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market and Chatham, as well as the reasonable foreseeable schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site in CA 22 Vastern Road, and Broad Street Mall in CA 15: Cheapside, where the additional building mass would cause a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes and reasonably foreseeable cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the legibility of built form and wayfinding perceptible from CA 3: Friar Street, which would cause a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Townscape Receptor		Cumulative Townscape Effects				Notes
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (Including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 4: Station Road	<p>The proposed development would be located outside CA 4, with all approved cumulative schemes and reasonably foreseeable cumulative schemes also located outside the retail and commercial centre of Friar Street. Overall the value of the CA is considered to be Low as although it is in close proximity to the Market Place and London Road Conservation Area, it is not subject to any landscape or townscape designations.</p> <p>The susceptibility of the CA to tall building development within its setting is considered to be Low. The combination of the Medium value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Station Road CA, nor would the demolition and construction works for other approved cumulative schemes or reasonably foreseeable cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes or reasonably foreseeable cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 4. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>Although none of the proposed development, the approved cumulative schemes or reasonably foreseeable cumulative schemes would be located within the CA, the proposed development in addition to the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, as well as the reasonable foreseeable schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site in CA 22 Vastern Road, and Broad Street Mall in CA 15: Cheapside would cause a Very Small magnitude of impact to the largely commercial area of Station Road due to the increased building mass. The proposed development, in addition to the other approved cumulative schemes and reasonably foreseeable cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the legibility of built form and wayfinding perceptible from CA 4, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Townscape Receptor		Cumulative Townscape Effects				Notes
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (Including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 11: Napier Road	<p>The proposed development would be located outside CA 11, with all approved cumulative schemes and reasonably foreseeable cumulative schemes also located outside the residential, commercial and retail development that lines the northern edge of the railway line.</p> <p>The Low architectural quality of the development within the CA means that it is considered to have an overall value of Very Low. The CA is considered to have a Low susceptibility to tall building development within its setting due to the weak townscape character. The combination of the Very Low value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within the Napier Road CA, nor would the demolition and construction works for other approved cumulative schemes or reasonably foreseeable cumulative schemes, and so would not give rise to any direct cumulative changes. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of other approved cumulative schemes and reasonably foreseeable cumulative schemes, the perceived effects of combined demolition and construction activities would provide indirect disturbance to CA 11. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>Although none of the proposed development, the approved cumulative schemes or the reasonably foreseeable cumulative schemes would be located within the CA, the proposed development in addition to the Former BMW Site in the adjacent Vastern Road CA, and the other approved cumulative schemes such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Kenavon Drive in CA 10: Forbury Retail Park, and Land between Weldale Street and Chatham Street in CA 13: Cattle Market, as well as the reasonable foreseeable schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site in CA 22 Vastern Road, and Broad Street Mall in CA 15: Cheapside would cause a Very Small magnitude of impact to the largely commercial area of Napier Road due to the addition of building mass. The proposed development, in addition to the other approved cumulative schemes and reasonably foreseeable cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the legibility of built form and wayfinding perceptible from CA 11. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would cause a Small magnitude of impact, resulting in a Negligible Beneficial cumulative effect.</p>
CA 10: Forbury Retail Park	<p>The proposed development would be located outside CA 10, but the approved project of Kenavon Drive would be located within the CA that is largely influenced by retail park development along the southern edge of the railway line.</p> <p>The Low architectural quality of the development within the CA means that it is considered to have an overall value of Very Low. The CA is considered to have a Low susceptibility to tall building development due to the weak townscape character. The combination of the Very Low value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within CA 10, but the demolition and construction activities for the approved project of Kenavon Drive would. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of the approved project, the perceived effects of combined demolition and construction activities would provide indirect disturbance the Forbury Retail Park CA. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>The proposed development would cause perceived changes to the CA in addition to the direct changes caused by the approved project of Kenavon Drive in CA 10: Forbury Retail Park. The proposed development would contribute to any perceived changes caused by approved cumulative schemes in adjacent CA's such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street and Land between Weldale Street and Chatham Street in CA 13: Cattle Market and Chatham, as well as the reasonable foreseeable schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site in CA 22 Vastern Road, and Broad Street Mall in CA 15: Cheapside, where the increased building mass would cause a Very Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes and reasonably foreseeable cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the quality of built form and wayfinding perceptible from CA 10: Forbury Retail Park, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Townscape Receptor		Cumulative Townscape Effects				Notes
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		
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Approved Schemes (Including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 15: Cheapside	<p>The proposed development would be located outside CA 15, but the reasonably foreseeable scheme of Broad Street Mall would be located within the CA that is characterised by large scale blocks with absence of notable townscape features.</p> <p>The low architectural quality of the development within the CA that is bisected by the IDR means that it is considered to have an overall value of Very Low. The CA is considered to have a Low susceptibility to tall building development due to the weak townscape character and it is noted in the RTBS that CA 15 has a suitability for re-development. The combination of the Very Low value and the Low susceptibility results in a Low sensitivity to cumulative development.</p>	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would not occur within CA 15, but the demolition and construction activities for the approved project of Broad Street Mall would. Should the demolition and construction stage of the proposed development overlap with the demolition and construction stage of the approved project, the perceived effects of combined demolition and construction activities would provide indirect disturbance the Cheapside CA. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact that would result in a Negligible Adverse cumulative effect.</p> <p>The proposed development would cause perceived changes to the CA in addition to the direct changes caused by the reasonably foreseeable scheme of Broad Street Mall in CA 15: Cheapside. The proposed development would contribute to any perceived changes caused by approved cumulative schemes in adjacent CA's such as Station Hill and 29 Station Road in CA 1: Station Hill, Station Hill and 52-55 Friar Street in CA 3: Friar Street, Land between Weldale Street and Chatham Street in CA 13: Cattle Market and Chatham and Kenavon Drive in CA 10: Forbury Retail Park, as well as the reasonable foreseeable schemes of Network Rail Thames Valley Area Site Office/Former Royal Mail Site and the Former Scottish and Southern Energy Site in CA 22: Vastern Road. The proposed development, in addition to the other approved cumulative schemes and reasonably foreseeable cumulative schemes would combine to provide the perception of increased urbanisation in adjacent CA's as well as an improvement in the legibility of built form and wayfinding perceptible from CA 15: Cheapside, causing a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>
Application Site Character						
Application Site	<p>The application site is largely comprised by warehousing and car parking with a weak townscape character. No parts of the application site are covered by statutory heritage designations and as such, the value of the application site is considered to be low.</p> <p>The application site exhibits an urban context where its susceptibility to tall building development is considered to be Low.</p> <p>As such, the application site is considered to have a Low sensitivity to cumulative development.</p>	Small	Negligible Adverse	Large	Minor Beneficial	<p>Demolition and construction works on the application site would occupy the land currently occupied by the existing retail units and car parking. Any perceived effects on the application site from demolition and construction operations for approved cumulative schemes and reasonably foreseeable cumulative schemes on other sites would consolidate the sense of disturbance on the application site. The temporary demolition and construction stage for the proposed development would cause a Small magnitude of impact upon the Low sensitivity application site that would result in a Negligible Adverse cumulative effect.</p> <p>The proposed development would cause direct changes to the application site in addition to the perceived changes caused by those approved cumulative schemes and reasonably foreseeable cumulative schemes on other sites. The proposed development in addition to any perceived changes caused by approved cumulative schemes and reasonably foreseeable cumulative schemes, would contribute to the increase in mass of development and would cause a Small magnitude of impact. The proposed development, in addition to the other approved cumulative schemes and reasonably foreseeable cumulative schemes would combine to provide the perception of increased urbanisation on the application site as well as an improvement in the legibility of built form and wayfinding, causing a Large magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would result in a Minor Beneficial cumulative effect on the application site.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
03	View north from Station Square North	The viewpoint position is located at Station Square North, approximately 25m to the south of the Site. The view obtained is considered to be of medium value as it is noted as a new view (view 62) within the RSAF. The receptors at this location will comprise people arriving at Reading Station, whose attention will be partially focussed on the surrounding townscape, meaning their susceptibility to tall building development is considered to be medium. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.	Fixed	Open	Full	Most	None	Neutral	None	Neutral	The temporary demolition and construction stage of the proposed development would largely occupy the foreground of views available from the northern station entrance where the demolition and construction activities of approved cumulative schemes would be screened from view, should they coincide. The demolition and construction stage of the proposed development would be seen at close range and would occupy the entirety of views to the north where there would be no views of other demolition and construction stages works. The temporary demolition and construction stage of the proposed development would cause a magnitude of impact of None and result in a Neutral cumulative effect. The completed proposed development would not be seen alongside any approved cumulative schemes and so would cause cumulative magnitude impact of None, resulting in a Neutral cumulative effect.
04	View south-east from Caversham Road	The viewpoint position is located on Caversham Road (A4155), approximately 100m to the north-west of the Site. The value of the view obtained from this location is considered to be medium as it is designated as a shorter distance view (view 39) within the RSAF. As the receptors at this location would comprise people travelling along a busy urban road, their susceptibility to tall building development is considered to be low. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.	Fixed and Transient	Filtered	Partial	Most	Small	Minor Adverse	Very Small	Negligible Beneficial	The temporary demolition and construction stage of the proposed development may appear in addition to the demolition and construction works for the development at 29 Station Road, the Former BMW site, and Station Hill should the demolition and construction stages overlap. The demolition and construction works in the foreground of views would partially screen some views of demolition and construction activities at 29 Station Road, and Station Hill, but extend the amount of view that demolition and construction works are seen in where they appear alongside the activities on the Former BMW site. Demolition and construction works on the application site in addition to the demolition and construction works at the Former BMW site, Station Hill and 29 Station Road would extend demolition and construction activities across larger parts of views along Caversham Road. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact, resulting in a Minor Adverse cumulative effect. The proposed development in addition to the approved cumulative schemes on the Former BMW site, Station Hill and 29 Station Road, would increase the amount of view occupied by tall buildings but would prevent views towards the approved cumulative schemes of development at 29 Station Road, and Station Hill, with the built form at the Former BMW site largely screened from view by foreground vegetation, causing a Very Small magnitude of impact. The proposed development would combine with other approved cumulative schemes to improve views towards the centre of Reading through locally distinctive built form with variety in massing and heights as well as improvements to legibility of the public realm that would cause a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would cause a Negligible Beneficial cumulative effect.

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
05	View south from the Thames Path/De Montfort Road	The viewpoint position is located on the Thames Path at its junction with De Montfort Road, approximately 190m to the north of the Site. The view obtained is considered to be of high value as it is designated as a shorter distance view (view 44) within the RSAF. As the receptors at this location will include people using the Thames Path or people at their place of residence, their susceptibility to tall building development is considered to be high. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.	Fixed and Transient	Filtered/restricted	Partial	Partial	None	Neutral	None	Neutral	The temporary demolition and construction stage of the proposed development would largely occupy views south along the residential street where any demolition and construction activities for approved schemes would be screened from view, should they coincide. The demolition and construction stage of the proposed development would cause a magnitude of impact of None to views and would result in a Neutral cumulative effect. The proposed development would not be seen alongside any approved cumulative schemes and so would cause a magnitude of impact of None, resulting in a Neutral cumulative effect.
07	View east from Swansea Road/Northfield Road	The viewpoint position is located at the junction of Swansea Road and Northfield Road, approximately 150m to the east of the Site. The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 38) within the RSAF. As the receptors at this location will include people at their place of residence, their susceptibility to tall building development is considered to be high. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.	Fixed and Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Small	Negligible Beneficial	The temporary demolition and construction stage of the proposed development may appear in views east from the residential street in addition to the demolition and construction works for the development at the Former BMW site, and Station Hill should the demolition and construction stages overlap. The demolition and construction works for the proposed development would partially screen some views of demolition and construction activities at the Former BMW site, but would extend the amount of view that demolition and construction works are seen in where they appear alongside the activities at Station Hill. Demolition and construction works on the application site in addition to the demolition and construction works at the Former BMW site, and Station Hill would extend demolition and construction activities across a wider amount of views. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact, resulting in a Minor Adverse cumulative effect. The proposed development would screen views of the approved project at the Former BMW site, but would extend the amount of view occupied by tall buildings as the proposed development would be seen in addition to a small part of the approved project at Station Hill, that would be visible above residential properties lining the road, adding to the mass of buildings and causing a Very Small magnitude of impact. The proposed development would combine with other approved cumulative schemes to deliver built form with variety in massing and heights as well as improvements to legibility of the public realm that would cause a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would cause a Small magnitude of impact, resulting in a Negligible Beneficial cumulative effect.

Cumulative Wireline			Cumulative Visual Effects								
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
08	View west from Reading Bridge	This viewpoint is located Reading Bridge, approximately 250m to the east of the Site. The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 46 and 47) within the RSAF. As the receptors at this location will include people travelling along George Street towards central Reading, their susceptibility to tall building development is considered to be low. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.	Transient	Filtered/restricted	Partial	Partial	None	Neutral	None	Neutral	The temporary demolition and construction stage of the proposed development would be partially visible above the existing development that lines the southern banks of the River Thames where any demolition and construction activities for approved schemes would be screened from view, should they coincide. The demolition and construction stage of the proposed development would cause a magnitude of impact of None to views and would result in a Neutral cumulative effect. The proposed development would not be seen alongside any approved cumulative schemes and so would cause a magnitude of impact of None, resulting in a Neutral cumulative effect.
09	View south-west from Christchurch Meadows	The viewpoint position is located on a pedestrian/cycle route within Christchurch Meadows, approximately 380m to the north-east of the Site. The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 43) within the RSAF. As the receptors at this location comprise visitors to the public open space in the pursuit of outdoor recreation with their focus on their surroundings, their susceptibility to tall building development is considered to be high. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.	Transient	Filtered/restricted	Partial	Partial	Medium	Minor Adverse	Medium	Negligible Beneficial	The temporary demolition and construction stage of the proposed development would appear in addition to the demolition and construction activities at 29 Station Road, and Station Hill, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would partially screen some views of demolition and construction activities at the Station Hill, but would extend the amount of view that demolition and construction works are seen in where they appear alongside the activities at 29 Station Road. Demolition and construction works on the application site in addition to the demolition and construction works at 29 Station Road, and Station Hill, would extend demolition and construction activities across a wider amount of views causing a Medium magnitude of impact. The temporary demolition and construction stage of the proposed development would result in a Minor Adverse cumulative effect. The proposed development would be seen in addition to the approved cumulative schemes of 29 Station Road, and Station Hill, where it would occupy the same section of views but would extend the amount of view that tall buildings are visible against the skyline, causing a Small magnitude of impact. Where the proposed development is visible in addition to the approved cumulative schemes and existing built form, it would provide strong visual interest in views to the south-west. As the proposed development would partially screen views of the approved project at Station Hill, and increase the height variance of built form, it would cause a Medium magnitude of impact, resulting in a Negligible Beneficial cumulative effect.

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
10	View north from Station Road	<p>This viewpoint is located on Station Road, approximately 340m to the south of the application site. Station Road extends into the background of the view, perpendicular to the viewer.</p> <p>The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 58) within the RSAF and has cultural associations due to views of the listed station building. As the receptors at this location will comprise people who are passing through the townscape along a main route, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Small	Negligible Adverse	<p>The temporary demolition and construction stage of the proposed development would appear in addition to the demolition and construction activities at 29 Station Road, should the demolition and construction stages overlap. Should the demolition and construction stage of the proposed development coincide with the demolition and construction stage of 29 Station Road, the proposed development would contribute to additional visual disturbance along Station Road where it would extend the amount of views occupied by demolition and construction activities. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Minor Adverse cumulative effect.</p> <p>The proposed development would be seen in addition to the approved project of 29 Station Road, where it would occupy the same section of views but would extend the amount of view that tall buildings are visible against the skyline and reduce the prominence of the Main Building of Reading Station (Grade II Listed) causing a Very Small magnitude of impact but would introduce locally distinctive built form with variety in massing and heights that would complement the approved project of 29 Station Road. The proposed development, seen in addition to the approved project of 29 Station Road, would result in a Negligible Adverse cumulative effect as it would appear below the existing skyline in views causing a Small magnitude of impact. This would result in a Negligible Adverse cumulative effect.</p>
11	View south-east from Christchurch Meadows	<p>This viewpoint is located on the towpath along the River Thames, adjacent to the War Memorial within Christchurch Meadows, approximately 425m to the north-west of the application site.</p> <p>The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 41) within the RSAF. As the receptors at this location comprise visitors to the public open space in the pursuit of outdoor recreation with their focus on their surroundings, their susceptibility to the tall building development is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Medium	Moderate Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would appear in addition to the demolition and construction activities for the approved cumulative schemes of Former BMW site, 29 Station Road, and Station Hill, in views south-east along the Thames should the demolition and construction stages overlap. The demolition and construction activities for the proposed development in addition to the approved cumulative schemes would contribute to additional visual disturbance that would be seen above the existing development along the southern bank of the river. The addition of the demolition and construction activities for the proposed development would extend the amount of view that demolition and construction works are visible in and the amount of skyline that they occupy, causing a Medium magnitude of impact. This would result in Moderate Adverse cumulative effect.</p> <p>The proposed development would appear against the skyline above the existing built form on the southern bank of the Thames, where it would constitute an increase in tall buildings seen against the skyline in views towards the centre of Reading, causing a Very Small magnitude of impact. The proposed development in addition to the approved cumulative schemes of Former BMW site, and Station Hill, would occupy a wide section of the view, while the proposed development would screen views of the approved project at 29 Station Road. The variety of heights and the consolidation of views towards the centre of an urban area where improvements to the legibility of the urban centre would cause a Small magnitude of impact that would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline			Cumulative Visual Effects								
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
12	View north-east from Great Knollys Street	<p>This viewpoint position is located on Great Knollys Street, approximately 460m to the south-west of the application site.</p> <p>The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 29) within the RSAF. As the receptors at this location will comprise people travelling along a busy road and people at their place of work, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.</p>	Fixed and Transient	Filtered/restricted	Partial	Limited	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would appear in addition to the demolition and construction activities for the approved cumulative schemes of Former BMW site, 29 Station Road, and Station Hill, in views north-east, should the demolition and construction stages overlap. The demolition and construction activities for the proposed development in addition to the approved cumulative schemes would contribute to additional visual disturbance that would be seen above the existing development and clutter that occupies the foreground of views. The addition of the demolition and construction activities for the proposed development would extend the amount of view that demolition and construction works are visible in and the amount of skyline that they occupy, causing a Very Small magnitude of impact. This would result in Negligible Adverse cumulative effect.</p> <p>The proposed development would appear against the skyline above the low quality built form and clutter that occupies the foreground in views to the north-east, where it would constitute an increase in tall buildings seen against the skyline in views towards the centre of Reading. The proposed development in addition to the approved cumulative schemes of Former BMW site, 29 Station Road, and Station Hill, would occupy a wide section of the view, causing a Very Small magnitude of impact. The variety of heights and the consolidation of views towards the centre of an urban area where improvements to the legibility of the urban centre would cause a Small magnitude of impact that would result in a Negligible Beneficial cumulative effect.</p>
14	View west from Kings Meadow	<p>The viewpoint location in Kings Meadow, approximately 560m to the east of the application site.</p> <p>The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 49) within the RSAF. As the receptors at this location comprise visitors to the public open space in the pursuit of outdoor recreation with their focus on their surroundings, their susceptibility to tall building development is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.</p>	Transient	Filtered/restricted	Glimpse	Limited	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development may appear in views to the west from Kings Meadow, in addition to the demolition and construction works for the approved cumulative schemes at the Former BMW site, and Station Hill should the demolition and construction stages overlap. The demolition and construction works for the proposed development would slightly extend the amount of view that demolition and construction works are seen in where they appear alongside the activities for the approved cumulative schemes and cause a Very Small magnitude of impact, resulting in a Negligible Adverse cumulative effect.</p> <p>The proposed development would be partially visible in addition to the approved cumulative schemes of the Former BMW site, and Station Hill, where it would extend the amount of view occupied by tall buildings. The proposed development would combine with other approved cumulative schemes where improvements to the legibility of the urban centre would cause a Small magnitude of impact that would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
16	View south from Balmore Park	<p>This viewpoint position is located within Balmore park approximately 1.2km to the north of the application site.</p> <p>The view obtained is considered to be of medium value as it is designated as a longer distance key view (view 14) within the RTBS (views from Balmore Park are also designated as a longer distance view (view 5) within the RSAF. As the receptors at this location visitors to Balmore Park in the pursuit of outdoor recreation, their susceptibility to tall building development is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.</p>	Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development may appear in views to the south from Balmore Park, in addition to the demolition and construction works for the approved cumulative schemes at Former BMW site, Station Hill, and 29 Station Road, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would slightly extend the amount of view that demolition and construction works are seen in where they appear alongside the activities for the approved cumulative schemes in views towards the urban area, causing a Small magnitude of impact. This would result in a Minor Adverse cumulative effect.</p> <p>The proposed development would appear in front of the approved cumulative schemes of Station Hill and 29 Station Road, as well as alongside the approved project of Former BMW site where it would increase the mass of development visible and cause a Very Small magnitude of impact. The addition of the proposed development to the approved cumulative schemes in views towards the urban centre of Reading would add to the variety in heights and architectural form visible in the centre of Reading where it would not only mark the urban centre in views but would also add to landmark buildings visible by virtue of its scale and height, causing a Small magnitude of impact. As such, the proposed development would result in a Negligible Beneficial cumulative effect.</p>
17	View north from Mount Pleasant/ Southampton Street	<p>The viewpoint position is located at junction of Mount Pleasant and Southampton Street, approximately 1.6km to the south of the application site.</p> <p>The view obtained is considered to be of medium value as it is designated as a longer distance view (view 12) within the RSAF. As the receptors at this location will comprise people travelling along the busy Mount Pleasant and Southampton Street, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.</p>	Transient and Fixed	Filtered/restricted	Glimpse	Partial	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development may appear in views to the north from Mount Pleasant, in addition to the demolition and construction works for the approved cumulative schemes at Station Hill, and 29 Station Road, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would slightly extend the amount of view that demolition and construction works are seen in where they appear alongside the activities for the approved cumulative schemes in views towards the urban area and cause a Small magnitude of impact, resulting in a Minor Adverse cumulative effect.</p> <p>The proposed development would appear in addition to the approved cumulative schemes of Station Hill and 29 Station Road. The addition of the proposed development to the approved cumulative schemes in views towards the urban centre of Reading would increase the mass of buildings visible, causing a Very Small magnitude of impact. The addition of the proposed development would add to the variety in heights and form visible in the centre of Reading where it would not only mark the urban centre in views but would also add to landmark buildings visible, causing a Small magnitude of impact. As such, the proposed development would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
22	View west from London Road, Shepherds Hill	<p>This viewpoint is located on London Road, approximately 3.3km to the east of the application site. The foreground and middle ground of the view comprise the busy London Road and adjacent predominantly 2 storey residential dwellings.</p> <p>The view obtained is considered to be of medium value as it is designated as a longer distance view (view 11) within the RSAF. As the receptors at this location will comprise people travelling along the busy London Road on approach to central Reading, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.</p>	Transient and Fixed	Filtered/restricted	Glimpse	Limited	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development may appear in views to the west from London Road, in addition to the demolition and construction works for the approved cumulative schemes at Former BMW site, Station Hill, and 29 Station Road, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would slightly extend the amount of view that demolition and construction works are seen in where they appear alongside the activities for the approved cumulative schemes in views towards the urban area where it would cause a Very Small magnitude of impact, resulting in a Negligible Adverse cumulative effect.</p> <p>The very top of the proposed development would appear in addition to the very tops of the approved cumulative schemes of Former BMW site, Station Hill and 29 Station Road. The addition of the top of the proposed development to the tops of the approved cumulative schemes in views towards the urban centre of Reading would add to mass of buildings visible and cause a Very Small magnitude of impact. The proposed development would increase the variety in heights and built form visible in the centre of Reading where it would not only mark the urban centre in views but would also add to landmark buildings visible, causing a Small magnitude of impact. As such, the proposed development would result in a Negligible Beneficial cumulative effect.</p>
23	View south-west from Dunsden Way	<p>This viewpoint is located on Dunsden Way in Dunsden Green, approximately 3.7km to the north-east of the application site.</p> <p>The value of the view obtained from this location is considered to be low as it is not designated and has minimal or no cultural associations. As the receptors at this location will comprise transient receptors on the country lane that is lined on both sides by hedgerow vegetation, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.</p>	Transient and Fixed	Filtered/restricted	Glimpse	Limited	Very Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development may appear in views to the south-west from Dunsden Way, in addition to the demolition and construction works for the approved cumulative schemes at Former BMW site, Station Hill, 29 Station Road, and Kenavon Drive, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would slightly extend the amount of view that demolition and construction works are seen above vegetation on intervening land where they appear in addition the activities for the approved cumulative schemes in views towards the urban area where it would cause a Very Small magnitude of impact, resulting in a Negligible Adverse cumulative effect.</p> <p>The very top of the proposed development would appear in addition to the very tops of the approved cumulative schemes of Former BMW site, Station Hill, 29 Station Road, and Kenavon Drive. The addition of the top of the proposed development to the tops of the approved cumulative schemes in views towards the urban centre of Reading would increase the mass of buildings visible, causing a Very Small magnitude of impact. The proposed development would add to the variety in heights and form visible in the centre of Reading where it would not only mark the urban centre in views but would also add to landmark buildings visible, causing a Small magnitude of impact. As such, the proposed development would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline			Cumulative Visual Effects								
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
25	View north from Station Square	<p>This viewpoint is located at the Station Hill, approximately 230m to the south of the application site.</p> <p>The view obtained is considered to be of medium value as although it is not designated within the RSAF, it has cultural associations due to views of the listed station building. As the receptors at this location will comprise people who are passing through the townscape along a main route, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	None	Neutral	None	Neutral	<p>The temporary demolition and construction stage of the proposed development would be seen in the backdrop against the skyline above the Main Building of Reading General Station (Grade II Listed) in views where any demolition and construction activities for approved schemes would be screened from view, should they coincide. The demolition and construction stage of the proposed development would cause a magnitude of impact of None, resulting in a Neutral cumulative effect.</p> <p>The proposed development would not be seen in addition to any approved cumulative schemes and so would cause a cumulative magnitude of impact of None, resulting in a Neutral cumulative effect.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
03	View north from Station Square North	<p>The viewpoint position is located at Station Square North, approximately 25m to the south of the application site. The view obtained is considered to be of medium value as it is noted as a new view (view 62) within the RSAF. The receptors at this location will comprise people arriving at Reading Station, whose attention will be partially focussed on the surrounding townscape, meaning their susceptibility to tall building development is considered to be medium.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.</p>	Fixed	Open	Full	Most	None	Neutral	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would largely occupy the foreground of views available from the northern station entrance. The demolition and construction stage of the proposed development would be seen at close range and would partially prevent views further north towards development on the Former Scottish and Southern Energy site where any demolition and construction occurring at the same time would occupy views between the foreground demolition and construction activities. These demolition and construction works would occupy the entirety of views to the north where they would replace views of the poor quality built form that exhibits little architectural merit. As such, the temporary demolition and construction stage of the proposed development would cause a magnitude of impact of None, resulting in a Neutral cumulative effect</p> <p>The proposed development in addition to development on the Former Scottish and Southern Energy site, would introduce a large mass of built form into the close range views that would occupy the entirety of views to the north in the same way that the existing built form does, causing a Very Small magnitude of impact. The addition of the proposed development to views north would increase the length of the views north as they would be channelled along the gap between development blocks. The proposed development in addition to reasonably foreseeable scheme at the Former Scottish and Southern Energy site, would add to the level of visual amenity experienced due to the combination variety in massing and heights, improvements to the legibility of the public realm and the way in which views would be re-focused by the variety of built forms, causing a Small magnitude of impact upon. The proposed development in addition to development on the Former Scottish and Southern Energy site, would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
04	View south-east from Caversham Road	<p>The viewpoint position is located on Caversham Road (A4155), approximately 100m to the north-west of the application site. The value of the view obtained from this location is considered to be medium as it is designated as a shorter distance view (view 39) within the RSAF. As the receptors at this location would comprise people travelling along a busy urban road, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.</p>	Fixed and Transient	Filtered	Partial	Most	Medium	Minor Adverse	Medium	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development occupy views towards the centre of Reading where it would be seen in addition to the demolition and construction activities for the approved cumulative schemes of 29 Station Road, Former BMW site, and Station Hill, as well as the reasonably foreseeable cumulative schemes of Former Scottish and Southern Energy site, and Network Rail Thames Valley site office/Former Royal Mail site. The proposed development would increase the amount and scale of demolition and construction activities visible along Caversham Road, causing a Medium magnitude of impact. This would result in a Minor Adverse effect.</p> <p>The proposed development in addition to the approved cumulative schemes on the Former BMW site, Station Hill and 29 Station Road, as well as the reasonably foreseeable cumulative schemes of Former Scottish and Southern Energy site, and Network Rail Thames Valley site office/Former Royal Mail site would increase the amount of view occupied by tall buildings but would prevent views towards the approved cumulative schemes at 29 Station Road, and Station Hill as well as screening all but the top of the reasonably foreseeable scheme at Network Rail Thames Valley site office/Former Royal Mail site, causing a Very Small magnitude of impact. The built form of the approved project at the Former BMW site, and the reasonably foreseeable scheme at the Former Scottish and Southern Energy site, would largely screened from view by foreground vegetation. The proposed development in addition to other approved cumulative schemes and reasonably foreseeable cumulative schemes would improve views towards the centre of Reading through variety in massing and heights and improvements to the legibility of public realm that would cause a Medium magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
05	View south from the Thames Path/De Montfort Road	<p>The viewpoint position is located on the Thames Path at its junction with De Montfort Road, approximately 190m to the north of the application site. The view obtained is considered to be of high value as it is designated as a shorter distance view (view 44) within the RSAF. As the receptors at this location will include people using the Thames Path or people at their place of residence, their susceptibility to tall building development is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would largely occupy views south along the residential street where any demolition and construction activities for approved schemes would be screened from view, but the demolition and construction activities would be seen in addition to those taking place for the reasonably foreseeable scheme on the Network Rail Thames Valley site office/Former Royal Mail site, should the demolition and construction stages coincide. The demolition and construction works for the proposed development would occupy the same section of views as those for the reasonably foreseeable scheme and would cause a Small magnitude of impact, resulting in a Negligible Adverse cumulative effect</p> <p>The proposed development would be seen in addition to the reasonably foreseeable scheme at the Network Rail Thames Valley site office/Former Royal Mail site, where it would occupy the same section of views along the residential street, and the same section of the skyline in views towards the centre of Reading, causing a Very Small magnitude of impact. The proposed development in addition to the reasonably foreseeable cumulative schemes contribute to the variety in massing and heights as well as improvements to the public realm of views towards the urban centre where it would cause a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline				Cumulative Visual Effects							Notes
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
07	View east from Swansea Road/Northfield Road	<p>The viewpoint position is located at the junction of Swansea Road and Northfield Road, approximately 150m to the east of the application site. The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 38) within the RSAF. As the receptors at this location will include people at their place of residence, their susceptibility to tall building development is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Medium	Moderate Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development may appear in views east from the residential street in addition to the demolition and construction works for the approved project at the Former BMW site, and Station Hill, as well as the reasonably foreseeable scheme at the Network Rail Thames Valley site office/Former Royal Mail site, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would increase the amount of views that demolition and construction operations at Network Rail Thames Valley site office/Former Royal Mail site occupy, as well as extending the amount of view that demolition and construction works are seen in alongside the activities at Station Hill. Demolition and construction works on the application site in addition to the demolition and construction works at the Former BMW site, Station Hill, and Network Rail Thames Valley site office/Former Royal Mail site, would extend demolition and construction activities across a wider amount of views, causing a Medium magnitude of impact. This would result in a Moderate Adverse cumulative effect.</p> <p>The proposed development in addition to the approved project of Station Hill and the reasonably foreseeable scheme of Network Rail Thames Valley site office/Former Royal Mail site, would extend the amount of view occupied by tall buildings which would cause a Very Small magnitude of impact. The proposed development would combine with other approved cumulative schemes and reasonably foreseeable cumulative schemes the deliver variety in massing and heights as well as improvements to legibility of the public realm, marking the location of the railway station and the urban centre of Reading which would cause a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>
08	View west from Reading Bridge	<p>This viewpoint is located Reading Bridge, approximately 250m to the east of the application site. The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 46 and 47) within the RSAF. As the receptors at this location will include people travelling along George Street towards central Reading, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.</p>	Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would be partially visible above the existing development that lines the southern banks of the River Thames where it would extend the amount of view that is occupied by demolition and construction activities for the reasonably foreseeable scheme at the Former Scottish and Southern Energy site, should they coincide. The demolition and construction stage of the proposed development in addition to the reasonably foreseeable scheme would cause a Small magnitude of impact, resulting in a Minor Adverse cumulative effect.</p> <p>The proposed development in addition to development on the Former Scottish and Southern Energy site, would extend the amount of built form that is visible above existing development along the southern banks of the Thames, causing a Very Small magnitude of impact. The proposed development in addition to reasonably foreseeable scheme at the Former Scottish and Southern Energy site, would increase visual interest in views along the Thames where the it would mark the northern station entrance and connection between the station and the Thames corridor, causing a Small magnitude of impact. This would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
09	View south-west from Christchurch Meadows	<p>The viewpoint position is located on a pedestrian/cycle route within Christchurch Meadows, approximately 380m to the north-east of the application site.</p> <p>The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 43) within the RSAF. As the receptors at this location comprise visitors to the public open space in the pursuit of outdoor recreation with their focus on their surroundings, their susceptibility to tall building development is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.</p>	Transient	Filtered/restricted	Partial	Partial	Small	Negligible Adverse	Small	Negligible beneficial	<p>The temporary demolition and construction stage of the proposed development would appear in addition to the demolition and construction activities for the approved cumulative schemes at 29 Station Road, and Station Hill, as well as the reasonably foreseeable cumulative schemes at Former Scottish and Southern Energy site, and Network Rail Thames Valley site office/Former Royal Mail site, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would occupy the same section of views as demolition and construction works for Station Hill, Former Scottish and Southern Energy site, and Network Rail Thames Valley site office/Former Royal Mail site. The proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would constitute a very slight extension of the amount of view that demolition and construction works occupy which would cause a Small magnitude of impact. This would result in a Negligible Adverse cumulative effect.</p> <p>The proposed development would be seen in addition to the approved cumulative schemes of 29 Station Road, and Station Hill, as well as the reasonably foreseeable cumulative schemes of the Former Scottish and Southern Energy site, and Network Rail Thames Valley site office/Former Royal Mail site where it would increase the mass of built form visible and cause a Very Small magnitude of impact. Where the proposed development is visible in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes as well as existing built form, it would provide visual interest in views to the south-west as well as legibility to the townscape, causing a Small magnitude of impact. The addition of the proposed development to views would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
10	View north from Station Road	<p>This viewpoint is located on Station Road, approximately 340m to the south of the application site. Station Road extends into the background of the view, perpendicular to the viewer.</p> <p>The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 58) within the RSAF and has cultural associations due to views of the listed station building. As the receptors at this location will comprise people who are passing through the townscape along a main route, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Small	Negligible Adverse	Small	Negligible Adverse	<p>The temporary demolition and construction stage of the proposed development would appear in addition to the demolition and construction activities for the approved project at 29 Station Road, and the reasonably foreseeable scheme at Former Scottish and Southern Energy site should the demolition and construction stages overlap. The proposed development would contribute to an additional level of visual disturbance along Station Road, where it would slightly extend the amount of views occupied by demolition and construction activities which would cause a Small magnitude of effect. This would result in a Negligible Adverse cumulative effect.</p> <p>The proposed development would be seen in addition to the approved project of 29 Station Road, where it would occupy the same section of views but would extend the amount of view that tall buildings are visible against the skyline and reduce the prominence of the Main Building of Reading Station (Grade II Listed) where it would cause a Very Small magnitude of impact. The proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would increase variety in massing and heights that would complement the approved project of 29 Station Road. The proposed development, seen in addition to the approved project of 29 Station Road, would cause a Small magnitude of impact that would result in a Negligible Adverse cumulative effect as it would appear below the existing skyline in views offering an improvement in architectural forms but altering the composition of the station building.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
11	View south-east from Christchurch Meadows	<p>This viewpoint is located on the towpath along the River Thames, adjacent to the War Memorial within Christchurch Meadows, approximately 425m to the north-west of the application site.</p> <p>The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 41) within the RSAF. As the receptors at this location comprise visitors to the public open space in the pursuit of outdoor recreation with their focus on their surroundings, their susceptibility to the tall building development is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Medium	Moderate Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would appear in addition to the demolition and construction activities for the approved cumulative schemes at 29 Station Road, and Station Hill, as well as the reasonably foreseeable cumulative schemes at Former Scottish and Southern Energy site, and Network Rail Thames Valley site office/Former Royal Mail site, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would occupy the same section of views as demolition and construction works for Station Hill, Former Scottish and Southern Energy site, and Network Rail Thames Valley site office/Former Royal Mail site. The proposed development in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes would constitute a very slight extension of the amount of view that demolition and construction works occupy which would cause a Medium magnitude of impact. This would result in a Moderate Adverse cumulative effect.</p> <p>The proposed development would be seen in addition to the approved cumulative schemes of 29 Station Road, and Station Hill, as well as the reasonably foreseeable cumulative schemes of the Former Scottish and Southern Energy site, and Network Rail Thames Valley site office/Former Royal Mail site where it would increase the mass of buildings in the view and cause a Very Small magnitude of impact. Where the proposed development is visible in addition to the approved cumulative schemes and reasonably foreseeable cumulative schemes as well as existing built form, it would provide visual interest in views to the south-west as well as increase legibility of the urban realm. The addition of the proposed development to views would cause a Small magnitude of impact that would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
12	View north-east from Great Knollys Street	<p>This viewpoint position is located on Great Knollys Street, approximately 460m to the south-west of the application site.</p> <p>The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 29) within the RSAF. As the receptors at this location will comprise people travelling along a busy road and people at their place of work, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.</p>	Fixed and Transient	Filtered/restricted	Partial	Limited	Small	Negligible Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would appear in addition to the demolition and construction activities for the approved cumulative schemes of Former BMW site, 29 Station Road, and Station Hill, in views north-east, should the demolition and construction stages overlap. The demolition and construction activities for the proposed development in addition to the reasonably foreseeable scheme of Network Rail Thames Valley site office/Former Royal Mail site would occupy the same section of the view where it would contribute to additional visual disturbance above the existing clutter that occupies the foreground of views. The addition of the demolition and construction activities for the proposed development would extend the amount of view that demolition and construction works are visible in and the amount of skyline that they occupy, causing a Small magnitude of impact. This would result in Negligible Adverse cumulative effect.</p> <p>The proposed development would appear against the skyline above the low quality built form and clutter that occupies the foreground in views to the north-east, where it would constitute an increase in tall buildings seen against the skyline in views towards the centre of Reading and cause a Very Small magnitude of impact. The proposed development would be partially screened by the reasonably foreseeable scheme of Network Rail Thames Valley site office/Former Royal Mail site, where it would combine with the approved cumulative schemes of Former BMW site, 29 Station Road, and Station Hill, offering a variety of heights and the consolidation of views towards the centre of an urban area where it would cause a Small magnitude of impact. This would result in a Negligible Beneficial cumulative effect.</p>
14	View west from Kings Meadow	<p>The viewpoint location in Kings Meadow, approximately 560m to the east of the application site.</p> <p>The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 49) within the RSAF. As the receptors at this location comprise visitors to the public open space in the pursuit of outdoor recreation with their focus on their surroundings, their susceptibility to tall building development is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.</p>	Transient	Filtered/restricted	Glimpse	Limited	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development may appear in views to the west from Kings Meadow, in addition to the demolition and construction works for the approved cumulative schemes at the Former BMW site, and Station Hill should the demolition and construction stages overlap. The demolition and construction works for the proposed development would slightly extend the amount of view that demolition and construction works are seen in where they appear alongside the activities for the approved cumulative schemes, causing a Very Small magnitude of impact. This would result in a Negligible Adverse cumulative effect.</p> <p>The proposed development would be partially visible in addition to the approved cumulative schemes of the Former BMW site, and Station Hill, where it would extend the amount of view occupied by tall buildings and cause a Very Small magnitude of impact. The proposed development would combine with other approved cumulative schemes to form variety in massing and heights that would increase the legibility of the urban realm and cause a Small magnitude of impact. As such, the proposed development in addition to the approved cumulative schemes would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline			Cumulative Visual Effects								
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
16	View south from Balmore Park	<p>This viewpoint position is located within Balmore park approximately 1.2km to the north of the application site.</p> <p>The view obtained is considered to be of medium value as it is designated as a longer distance key view (view 14) within the RTBS (views from Balmore Park are also designated as a longer distance view (view 5) within the RSAF. As the receptors at this location visitors to Balmore Park in the pursuit of outdoor recreation, their susceptibility to tall building development is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.</p>	Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development may appear in views to the south from Balmore Park, where it would appear in the same section of views as the demolition and construction works for the approved cumulative schemes at Former BMW site, Station Hill, and 29 Station Road, as well as the reasonably foreseeable scheme of Network Rail Thames Valley site office/Former Royal Mail site, and Broad Street Mall, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would slightly extend the amount of view that demolition and construction works are seen in where they appear alongside the activities for the approved cumulative schemes and reasonably foreseeable cumulative schemes in views towards the urban area which would cause a Small magnitude of impact. This would result in a Minor Adverse cumulative effect.</p> <p>The proposed development would appear in front of the approved cumulative schemes and reasonably foreseeable cumulative schemes of Station Hill, 29 Station Road, and Network Rail Thames Valley site office/Former Royal Mail site, as well as alongside the approved cumulative schemes of Former BMW site, Broad Street Mall and Former Scottish and Southern Electricity Site where it would increase the mass of built form visible and cause a Very Small magnitude of impact. The addition of the proposed development to the approved cumulative schemes and reasonably foreseeable cumulative schemes in views towards the urban centre of Reading would add to the variety in heights and visible in the centre of Reading where it would not only mark the urban centre in views but would also add to landmark buildings visible by virtue of its height and scale where it would cause a Small magnitude of impact. As such, the proposed development would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
17	View north from Mount Pleasant/ Southampton Street	<p>The viewpoint position is located at junction of Mount Pleasant and Southampton Street, approximately 1.6km to the south of the application site.</p> <p>The view obtained is considered to be of medium value as it is designated as a longer distance view (view 12) within the RSAF. As the receptors at this location will comprise people travelling along the busy Mount Pleasant and Southampton Street, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.</p>	Transient and Fixed	Filtered/restricted	Glimpse	Partial	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development may appear in views to the north from Mount Pleasant, in addition to the demolition and construction works for the approved cumulative schemes at Station Hill, 29 Station Road, and the reasonably foreseeable cumulative schemes of Network Rail Thames Valley site office/Former Royal Mail site and Broad Street Mall, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would extend the amount of view that demolition and construction works are seen in where they appear alongside the activities for the approved cumulative schemes and reasonably foreseeable cumulative schemes in views towards the urban area, causing a Small magnitude of impact. This would result in a Minor Adverse cumulative effect.</p> <p>The proposed development would appear in addition to the approved cumulative schemes of Station Hill and 29 Station Road, as well as the reasonably foreseeable cumulative schemes of Network Rail Thames Valley site office/Former Royal Mail site, and Broad Street Mall. Where it would contribute to the increase in mass of built form visible, causing a Very Small magnitude of impact. The addition of the proposed development to the approved cumulative schemes and reasonably foreseeable cumulative schemes in views towards the urban centre of Reading would add to the variety in heights and form visible, where it would not only mark the urban centre in views but would also add to landmark buildings visible by virtue of its height and scale where it would cause a Small magnitude of impact. As such, the proposed development would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
22	View west from London Road, Shepherds Hill	<p>This viewpoint is located on London Road, approximately 3.3km to the east of the application site. The foreground and middle ground of the view comprise the busy London Road and adjacent predominantly 2 storey residential dwellings.</p> <p>The view obtained is considered to be of medium value as it is designated as a longer distance view (view 11) within the RSAF. As the receptors at this location will comprise people travelling along the busy London Road on approach to central Reading, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.</p>	Transient and Fixed	Filtered/restricted	Glimpse	Limited	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development may appear in views to the west from London Road, in addition to the demolition and construction works for the approved cumulative schemes at Former BMW site, Station Hill, and 29 Station Road, as well as the reasonably foreseeable cumulative schemes of Broad Street Mall, Network Rail Thames Valley site office/Former Royal Mail site, and the Former Scottish and Southern Energy Site, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would slightly extend the amount of view that demolition and construction works are seen in but would appear in the same section of views as Network Rail Thames Valley site office/Former Royal Mail site. Demolition and construction works for the proposed development in addition to demolition and construction work for the approved cumulative schemes and reasonably foreseeable cumulative schemes would cause a Small magnitude of impact. This would result in a Minor Adverse cumulative effect.</p> <p>The very top of the proposed development would appear in addition to the very tops of the approved cumulative schemes of Former BMW site, Station Hill and 29 Station Road, as well as the reasonably foreseeable cumulative schemes of Broad Street Mall, Network Rail Thames Valley site office/Former Royal Mail site, and the Former Scottish and Southern Energy Site where it would contribute to the increase in mass of buildings visible and cause a Very Small magnitude of impact. The addition of the top of the proposed development to the tops of the approved cumulative schemes and reasonably foreseeable cumulative schemes in views towards the urban centre of Reading would add to the variety in heights and architectural form where it would not only mark the urban centre in views but would also constitute a landmark building by virtue of its height and scale which would cause a Small magnitude of impact. As such, the proposed development would result in a Negligible Beneficial cumulative effect.</p>

Cumulative Wireline			Cumulative Visual Effects								
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
23	View south-west from Dunsden Way	<p>This viewpoint is located on Dunsden Way in Dunsden Green, approximately 3.7km to the north-east of the application site.</p> <p>The value of the view obtained from this location is considered to be low as it is not designated and has minimal or no cultural associations. As the receptors at this location will comprise transient receptors on the country lane that is lined on both sides by hedgerow vegetation, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.</p>	Transient and Fixed	Filtered/restricted	Glimpse	Limited	Small	Minor Adverse	Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development may appear in views to the south-west from Dunsden Way, in addition to the demolition and construction works for the approved cumulative schemes at Former BMW site, Station Hill, 29 Station Road, and Kenavon Drive, as well as the reasonably foreseeable cumulative schemes of Broad Street Mall, and Network Rail Thames Valley site office/Former Royal Mail site, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would occupy the same part of views as the Station Hill and Network Rail Thames Valley site office/Former Royal Mail site developments where they are seen above vegetation on intervening land in views towards the urban area which would cause a Small magnitude of impact, resulting in a Minor Adverse cumulative effect.</p> <p>The very top of the proposed development would appear in the same section of views as the Station Hill and Network Rail Thames Valley site office/Former Royal Mail site developments where it would add to the mass of buildings visible. The addition of the top of the proposed development to the tops of the approved cumulative schemes and reasonably foreseeable cumulative schemes in views towards the urban centre of Reading would add to the variety in heights and form visible where it would not only mark the urban centre in views but would also add to landmark buildings visible by virtue of its height and scale, causing a Small magnitude of impact. As such, the proposed development would result in a Negligible Beneficial cumulative effect.</p>
25	View north from Station Square	<p>This viewpoint is located at the Station Hill, approximately 230m to the south of the application site.</p> <p>The view obtained is considered to be of medium value as although it is not designated within the RSAF, it has cultural associations due to views of the listed station building. As the receptors at this location will comprise people who are passing through the townscape along a main route, their susceptibility to tall building development is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Medium	Moderate Adverse	Medium	Moderate Adverse	<p>The temporary demolition and construction stage of the proposed development would be seen in the backdrop against the skyline above the Main Building of Reading General Station (Grade II Listed) in addition to the demolition and construction activities for Network Rail Thames Valley site office/Former Royal Mail site, should they coincide. The demolition and construction stage of the proposed development would extend the amount of view demolition and construction activities are visible in behind the historic station building where it would cause a Medium magnitude of impact. This would result in a Moderate Adverse cumulative effect.</p> <p>The proposed development would be seen in addition to the reasonably foreseeable scheme of Network Rail Thames Valley site office/Former Royal Mail site, where it would occupy the same section of views but would extend the amount of view that tall buildings are visible against the skyline and reduce the prominence of the Main Building of Reading Station (Grade II Listed) causing a Medium magnitude of impact. However, the proposed development in addition to the Network Rail Thames Valley site office/Former Royal Mail site would introduce built form with variety in massing and heights. This would result in a Moderate Adverse cumulative effect as it would alter the composition of the station building in close range views.</p>

ⁱ Type of receptor: Fixed, Transient

- ii Nature of the view of the Development: Open, Filtered/restricted, None
- iii Degree of visual intrusion of the Development (extent of the view occupied by the Development): Full, Partial, Glimpse, None
- iv Proportion of the Development visible: Full, Most, Partial, Limited, None
- v Type of receptor: Fixed, Transient
- vi Nature of the view of the Development: Open, Filtered/restricted, None
- vii Degree of visual intrusion of the Development (extent of the view occupied by the Development): Full, Partial, Glimpse, None
- viii Proportion of the Development visible: Full, Most, Partial, Limited, None

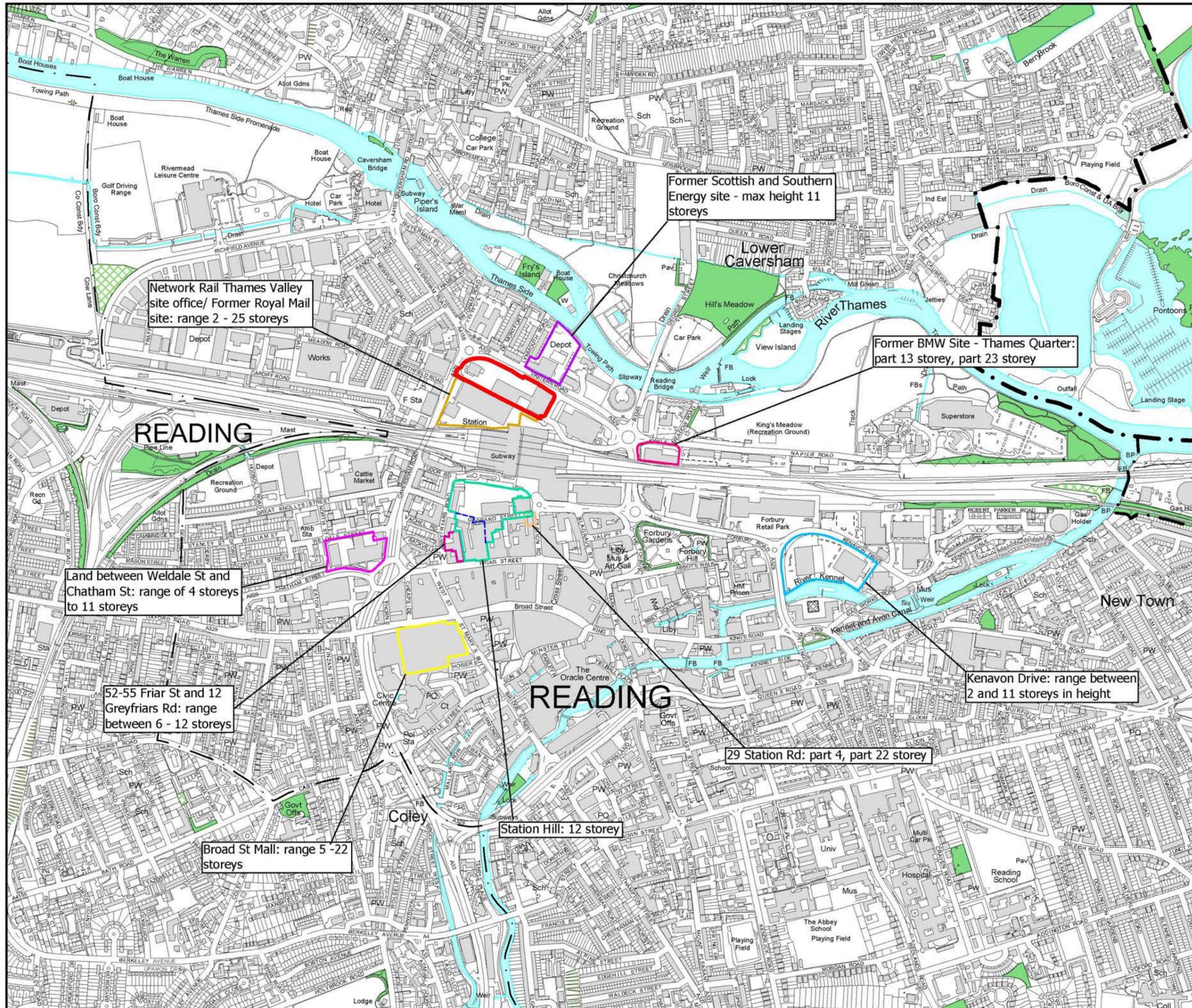
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Revision Date Drn Ckd



LEGEND

-  Site Boundary
-  29 Station Road - 121m
-  52-55 Friar Street & 12 Greyfriars - 84.92m
-  Broad Street Mall - 125.89m
-  Former BMW Site - 112.23m
-  Former Scottish and Southern Energy Site - 71.36m
-  Kenavon Drive - 72.98m
-  Land Between Weldale St and Chatham Street - 78.57m
-  Network Rail Thames Valley site - 123.18m
-  Station Hill - 128m



TVIA FIGURE 6

Project
Reading Station Park

Drawing Title
Cumulative Schemes

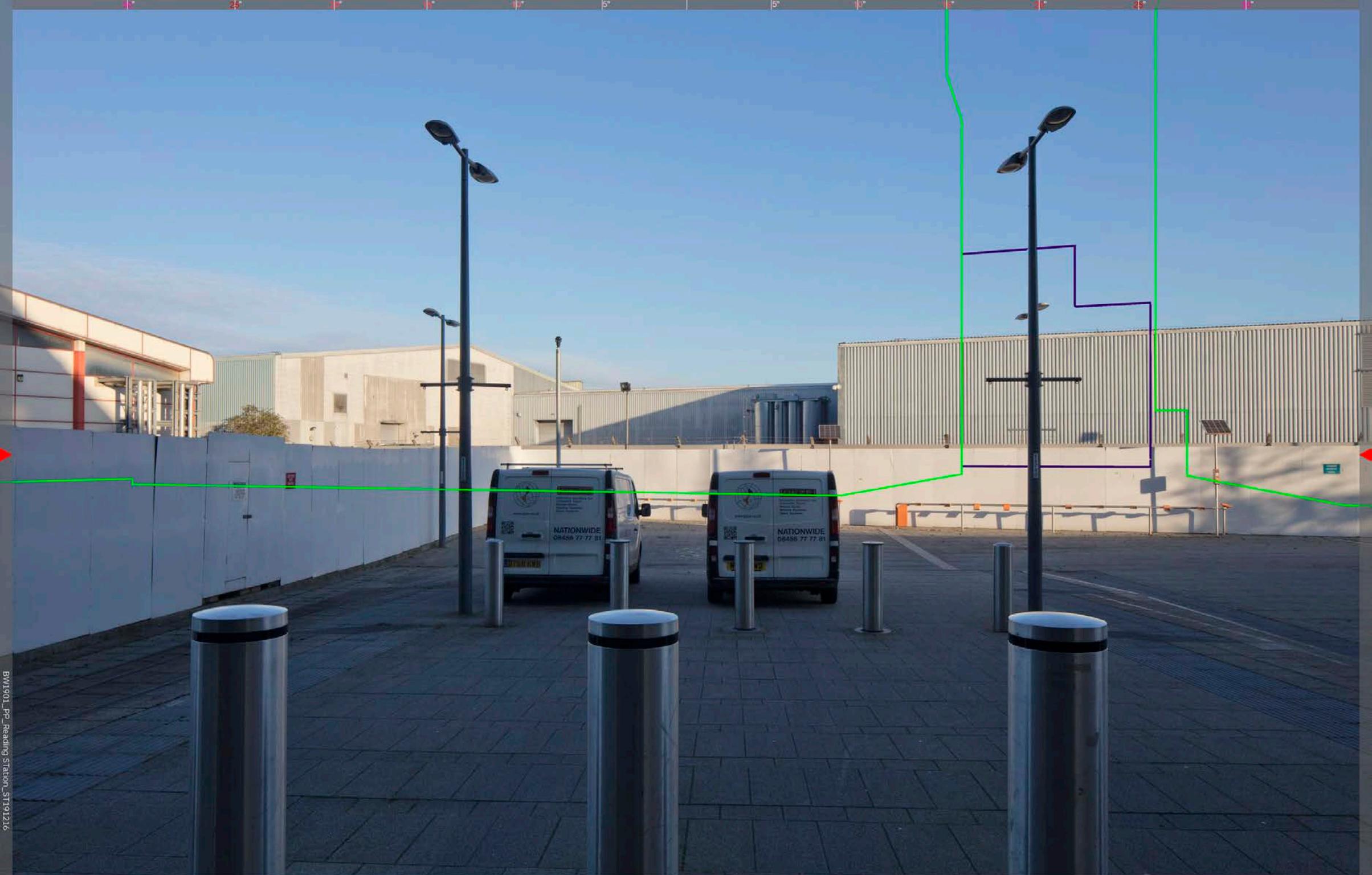
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Project No	Drawing No	Revision	
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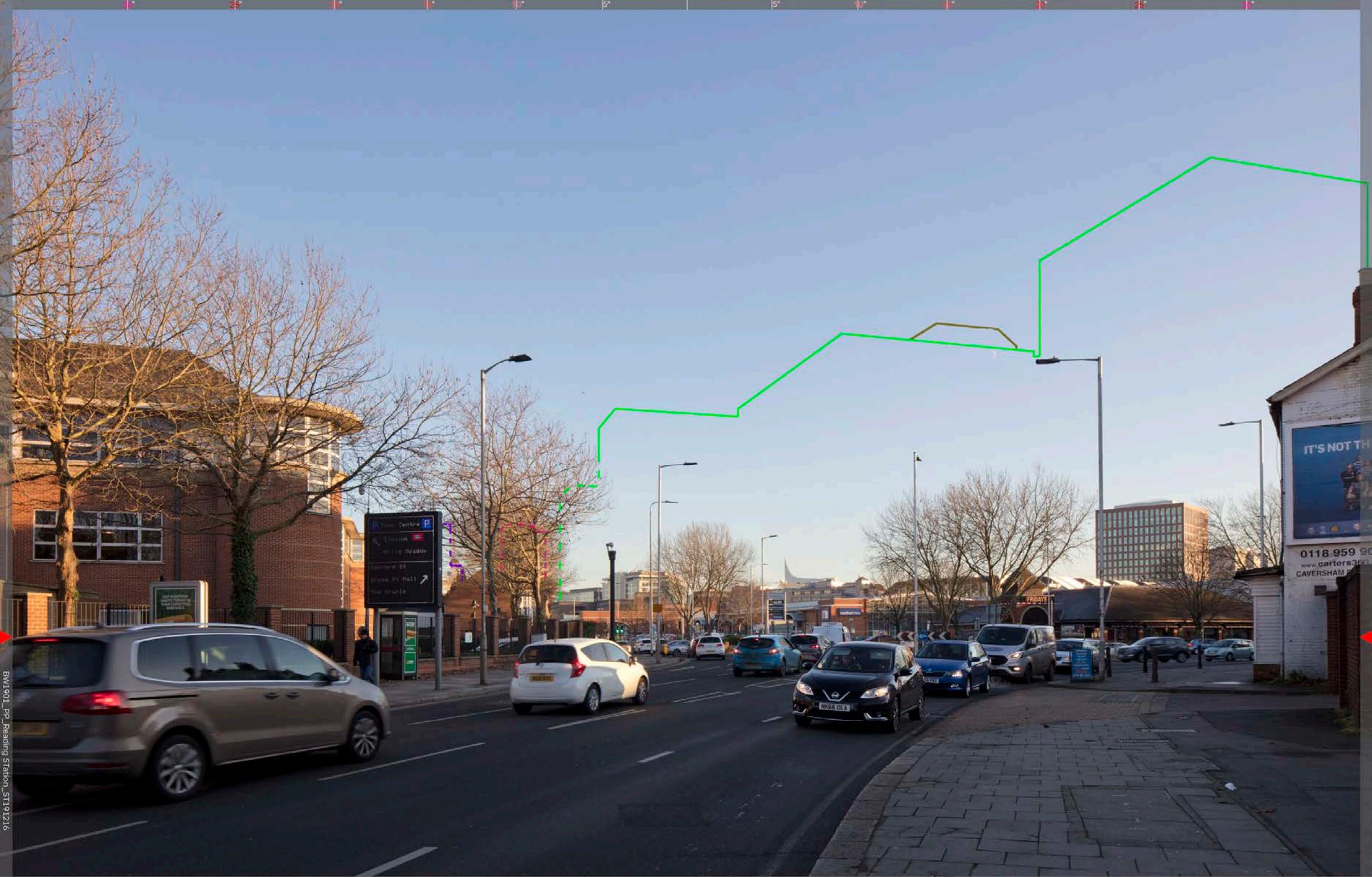
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EW1301_pp1_Reading Station_ST191216





BW1901_ppr_Reading Station_ST191216



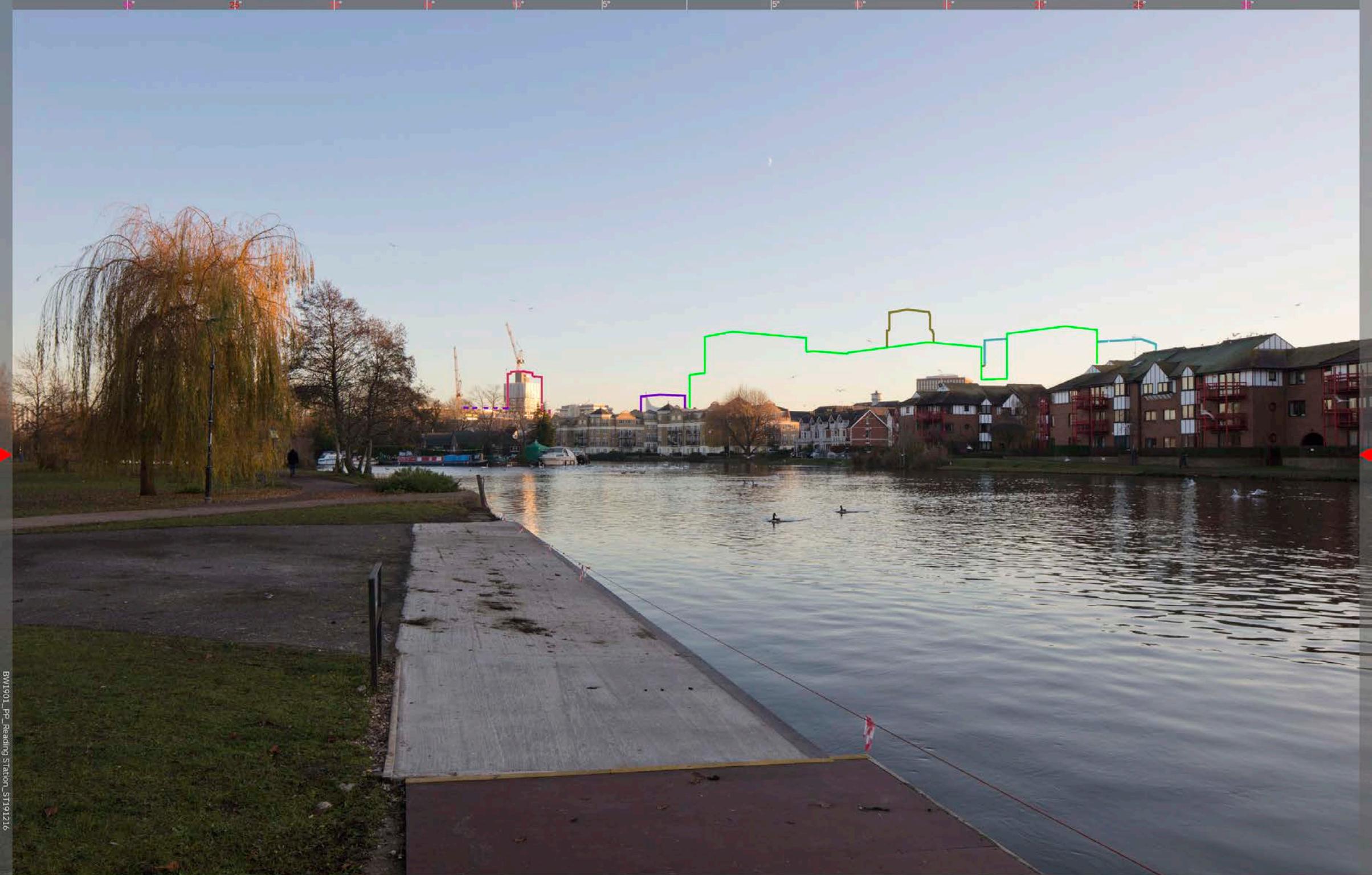
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BW1501_pp_Reading Station_ST191216



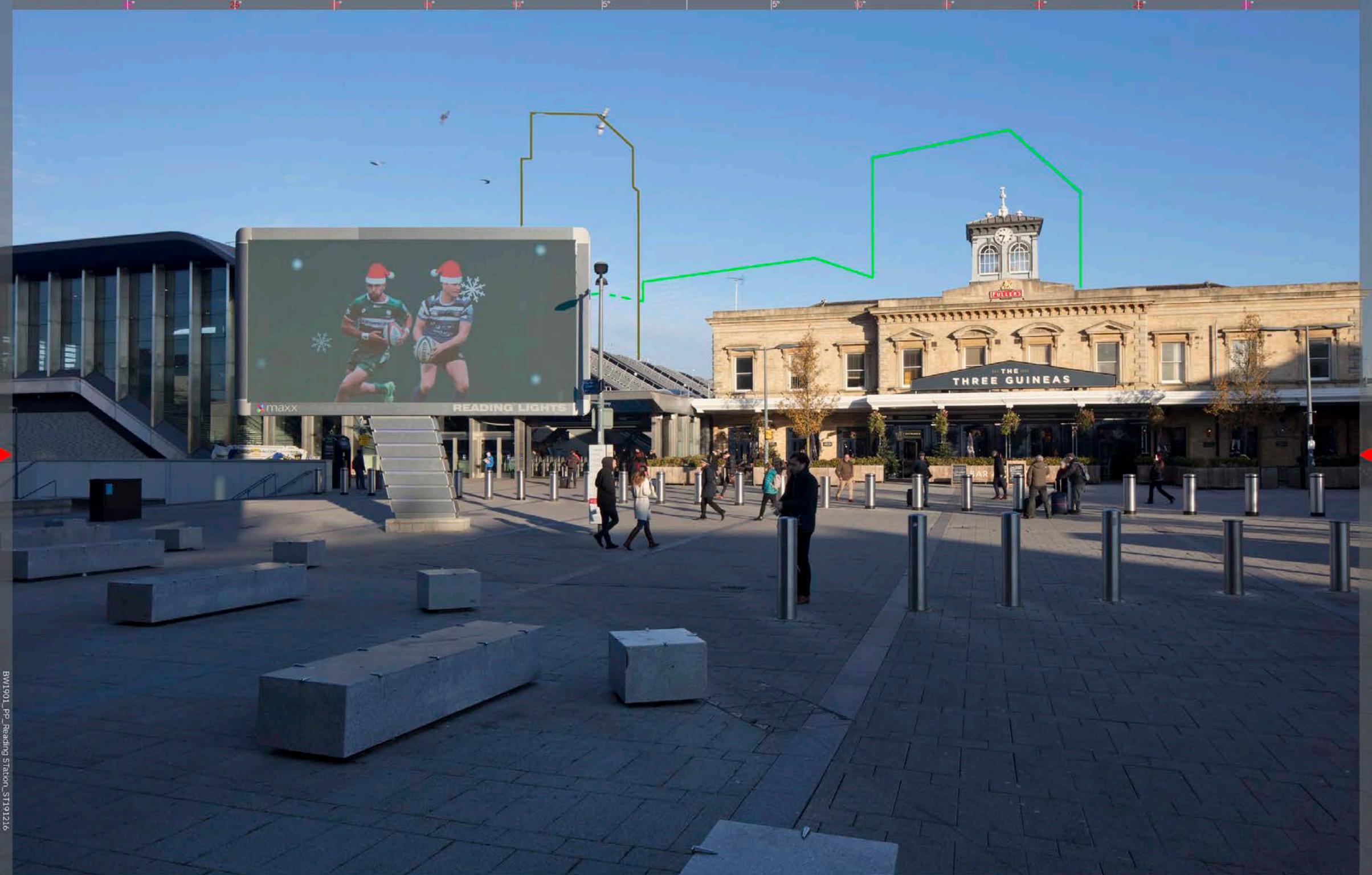
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Appendix 1.6: **Verified View Methodology**

AVR LONDON VERIFIED VIEW METHODOLOGY

Project: Reading Station Shopping Park
Date: January 2020

AVR London was commissioned by Barton Willmore to produce a number of verified views of the proposals for Reading Station Shopping Park. The AVR positions were identified by Barton Willmore.

2D plans, Ordnance Survey Mapping, local survey data, and the 3D model for the proposed development were provided by Collado Collins Architects.

1. Photography

Equipment

Canon 5DS
 Canon TS-E 24mm f/3.5L II

1.1 All photography is undertaken by AVR London's in-house professional photographers.

1.2 In professional architectural photography, having the camera level with the horizon is desirable in order to prevent three point perspective being introduced to the image and to ensure the verticals within the photographed scene remain parallel. This is standard practice and more realistically reflects the viewing experience.

1.3 The lens used by the photographer has the ability to shift up or down while remaining parallel to the sensor, allowing for the horizon in the image to be above, below or central within the image whilst maintaining two point perspective. This allows the photographer to capture the top of a taller proposed development which would usually be cropped, without introducing three point perspective.

1.4 Once the view positions are confirmed by the townscape consultant, AVR London takes professional photography from each location. At each location the camera is set up over a defined ground point using a plumb line to ensure the position can be identified later.

1.5 The centre of the camera lens is positioned at a height of 1.60 metres above the ground to simulate average viewing height. For standard verified photography, each view is taken with a lens that gives a 68 degree field of view, approximately, a standard which has emerged for verified architectural photography. The nature of digital photography means that a record of the time and date of each photograph is embedded within the photo file; this metadata allows accurate lighting timings to be recreated within the computer model.

1.6 Once the image is taken, the photographer records the tripod location by photographing it in position to ensure the position can be accurately located for surveying (figure 1).

1.7 Each image is processed by the photographer to ensure it visually matches the conditions on site when the photograph is taken.

1.8 For 360 degree photography a panoramic head is used to ensure the lens is orientated around the nodal point preventing parallax distortion and an overlap of 33 - 50% is maintained between images to provide adequate control points for stitching. The camera/lens is set up in portrait orientation to provide greater vertical context.

1.9 Night time photography is taken after 'astronomical twilight', officially night, once the sun is 18 degrees below the horizon, to ensure all the images are at the same level of darkness. View positions are visited in daylight before the night photos are taken so the photographer is familiar with the locations and environment. Head torches are often used to ensure safe working. Ground positions are clearly marked by the surveyor (using pins, stakes and UV paint) in daylight before night photography commences. This ensures positions can be identified consistently in the dark by the photographers. GPS is also used if necessary. The photographs are exposed to accurately represent the lighting conditions experienced by the photographer onsite. Stitching of night time 360 degree photography is completed using proprietary stitching software which brightens each image to ensure accuracy of control points before returning it to the original exposure

Point Number	Easting	Northing	Height	Description	View
25	471487.304	173752.845	44.111	Camera Position	View 25
2501	471471.592	173768.695	44.243	Front top right corner of bench	View 25
2502	471480.413	173761.642	44.395	Front top right corner of bench	View 25
2503	471484.649	173757.784	44.454	Front top right corner of bench	View 25
2504	471487.175	173756.049	44.480	Front of bracket on bench	View 25
2505	471487.428	173759.424	43.922	Front right corner of cover	View 25
2506	471486.746	173763.507	43.903	Bottom centre of bollard	View 25
2507	471493.681	173766.453	43.944	Bottom centre of bollard	View 25
2508	471513.523	173806.160	54.526	Top right corner of building	View 25
2509	471499.929	173807.084	54.923	Top right corner of building frontage	View 25
2510	471479.830	173810.972	54.578	Top left corner of building	View 25
2511	471481.051	173775.395	51.002	Inside top right corner of screen	View 25
2512	471473.153	173774.043	47.002	Bottom left corner of screen	View 25
2513	471476.559	173774.491	44.152	Front top left corner of base	View 25
2514	471465.453	173791.220	45.541	Front top corner of wall	View 25
2515	471493.689	173801.189	44.926	Top left corner of "B" on wooden screening	View 25
2516	471504.149	173794.911	45.176	Top right corner of wooden screening	View 25

Table 1: Sample surveying data



Figure 1: Tripod location as documented by photographer

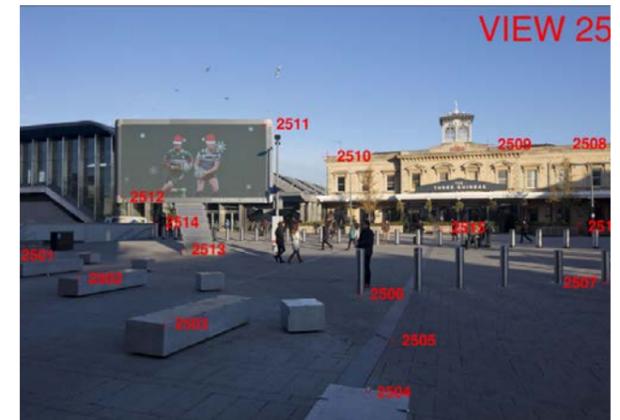


Figure 2: Survey points as highlighted by surveyor

AVR LONDON VERIFIED VIEW METHODOLOGY

2. Survey

Equipment

Leica Total Station Electronic Theodolite which has 1" angle measuring accuracy and 2mm + 2ppm distance accuracy.

Leica Smart Rover RTK Global Positioning System.

Wild/Leica NAK2 automatic level which a standard deviation of +/- 0.7mm/km

2.1 The photographer briefs the surveyor, sending across the prepared photographs, ground positions and appropriate data.

2.2 The surveyor establishes a line of sight, two station baseline, coordinated and levelled by real time kinetic GPS observations, usually with one of the stations being the camera location. The eastings and northings are aligned to the Ordnance Survey National Grid (OSGB36) and elevation to Ordnance Survey Datum (OSD) using the OSTN15 GPS transformation program.

2.3 Once the baseline is established, a bearing is determined and a series of clearly identifiable static points across the photograph are observed using the total station. These observations are taken throughout the depth of field of the photograph and at differing heights within the image.

2.4 The survey control stations are resected from the OS base mapping and wherever possible, linked together to form a survey network. This means that survey information is accurate to tolerances quoted by GPS survey methods in plan and commensurate with this in level.

2.5 Horizontal and vertical angle observations from the control stations allow the previously identified points within the view to be surveyed using line of sight surveying and the accurate coordination of these points determined using an intersection program. These points are then related back to the Ordnance Survey grid and provided in a spreadsheet format showing point number, easting, northing and level of each point surveyed, together with a reference file showing each marked up image (Figure 2 and Table 1).

2.6 The required horizon line within the image is established using the horizontal collimation of the theodolite (set to approximately 1.60m above the ground) to identify 3 or 4 features that fall along the horizon line.

2.7 Using the surveyed horizon points as a guide, each photograph is checked and rotated, if necessary, in proprietary digital image manipulation software to ensure that the horizon line on the photograph is level and coincident with the information received from the surveyor.



Figure 3: Example AVR London graticule

3. Accurate Visual Representation Production

Process

3.1 The 3D computer model is precisely aligned to a site plan on the OS coordinate grid system.

3.2 Within the 3D software a virtual camera is set up using the coordinates provided by the surveyor along with the previously identified points within the scene. The virtual camera is verified by matching the contextual surveyed points with matching points within the overlaid photograph. As the surveyed data points, virtual camera and 3D model all relate to the same 3-dimensional coordinate system, there is only one position, viewing direction and field of view where all these points coincide with the actual photograph from site. The virtual camera is now verified against the site photograph.

3.3 For fully-rendered views a lighting simulation (using accurate latitude, longitude and time) is established within the proprietary 3D modelling software matching that of the actual site photograph. Along with the virtual sunlight, virtual materials are applied to the 3D model to match those advised by the architects. The proprietary 3D modelling software then uses the verified virtual camera, 3D digital model, lighting and material setup to produce a computer generated render of the proposed building.

3.4 The proposal is masked where it is obscured behind built form or street furniture.

3.5 Using the surveyed information and verification process described above, the scale and position of a proposal with a scene can be objectively calculated. However, using the proprietary software currently available the exact response of proposed materials to their environment is subjective so the exact portrayal of a proposal is a collaboration between illustrator and architect. The final computer generated image of the proposed building is achieved by combining the computer-generated render and the site photography within proprietary digital compositing software.

4. Presentation

Graticule

4.1 Each Accurate Visual Representation is framed by a graticule which provides further information including time and date of photography, horizon markers and field of view of the lens (Figure 3).

4.2 The Field of View is represented along the top of the image in the form of markers with degrees written at the correct intervals.

4.3 The horizon markers indicate where the horizontal plane of view from the camera lies, this is defined as described above, by the surveyor.

4.4 The date and time stamp documents the time the photograph was taken and this information is taken directly from the EXIF data of the camera.

5. References

- 5.1 GLA - London View Management Framework: Supplementary Planning Guidance (2012)
- 5.2 Landscape Institute - Visual Representation of Development Proposals - Technical Guidance Note (September 2019)
- 5.3 Landscape Institute - Advice Note (January 2011) Photography and Photomontage in Landscape and Visual Impact Assessment
- 5.4 Landscape Institute - Guidelines for Landscape and Visual Impact Assessment: 3rd edition (April 2013)

2 BUILT HERITAGE

Introduction

- 2.1** This chapter of the ES reports on the likely significant effects of the proposed development on built heritage. The assessment considers direct effects on the particular significance of the built heritage assets at the application site and within the surrounding study area (including statutory listed buildings, conservation areas, registered parks and gardens and special historic interest and locally listed buildings), as well as indirect effects through change in their settings. For the purposes of this assessment, the term 'built' heritage refers to above-ground heritage assets.
- 2.2** The chapter provides a description of the methods used to conduct the assessment, the relevant baseline conditions of the application site, and an assessment of the potential impacts and likely effects of the proposed development with respect to built heritage associated with the demolition and construction stage and completed development/operational stage of the proposed development. Additional mitigation measures are identified, where appropriate, to avoid, reduce or offset any adverse effects identified. The nature and scale of any residual effects are also described.
- 2.3** This chapter is supported by Appendix 2.1: Heritage Statement.

Methodology

- 2.4** There is no published guidance for built heritage assessment in EIA. Accordingly, the assessment has been informed by the following legislation, policies and published guidance:
- NPPF¹;
 - PPG²;
 - Planning (Listed Building and Conservation Areas) Act 1990³;
 - General Planning Advice 3 (GPA3), Historic England 2015⁴;
 - Historic Environment Good Practice Advice in Planning Note 2, Historic England 2015⁵;
 - Principles of Selection for Listing Buildings, Department for Digital, Culture, Media and Sport's⁶; and
 - Reading Borough Local Plan 2019⁷.
- 2.5** In addition, professional judgment has been applied.

Consultation

- 2.6** No consultations have been undertaken in addition to the formal EIA scoping process. At the time of undertaking the assessment, the EIA Scoping Opinion remains outstanding.

Assessment Scope

- 2.7** The assessment has been based on a series of development parameters, commitments and assumptions as described in Chapter 2: EIA Process and Methodology; Chapter 4: Proposed Development Description; and Chapter 5: Demolition and Construction Environmental Management. Due to the flexibility being sought in respect of land use classes and associated development scenarios,

the built heritage assessment has been undertaken of the worst-case massing proposals, represented by Parameter Plan 105.

Technical Scope

- 2.8** Historic environment and planning legislation identifies the significance of heritage assets (listed buildings, conservation areas etc.) and the contribution that setting makes to that significance. Accordingly, this assessment considers both likely direct (on the assets) and indirect (on the settings and views/visual appearance of the assets) impacts and effects. Setting is not a heritage asset and not a heritage designation. Its importance lies in what it may, or may not, contribute to the significance of a heritage asset. On this basis, the receptors addressed in this assessment comprise those heritage assets within the study area, the settings of which may be affected by the proposed development.

Spatial Scope

- 2.9** The assessment has considered the potential for the proposed development, as a whole, to affect those elements of setting that contribute to the heritage significance of the relevant heritage assets within 500 m of the application site centre. This radius is a typical one in EIA procedures and no inference about the area of actual effect should necessarily be drawn from this dimension.
- 2.10** Following on from the identification of heritage assets within the study area, analysis focussed on those whose setting could be affected by the proposed development. Not all identified heritage assets within a study radius will be affected by the proposed development due to local street alignment and the height of existing buildings on these streets. Analysis of the heritage assets that could be affected was aided by the TVIA in Chapter 1 of ES Volume 2.

Temporal Scope

- 2.11** The assessment has considered the following scenarios:
- Existing baseline;
 - Existing baseline + proposed development; and
 - Existing baseline + proposed development + cumulative schemes.

Baseline Characterisation Method

Desk Study

- 2.12** Historic Environment Records (HER), historic mapping and archival data were used to establish the built historical development of the application site and study area. Historic England's National Designation List also provided information on nearby designated heritage assets. Information from RBC provided details on locally listed buildings and Conservation Areas.

Field Study

- 2.13** A site visit was undertaken in April 2019. This involved a visit of the application site and the surrounding study area. Photographs were taken of the application site and the nearby heritage assets and are included in the Technical Appendix 10.1.

¹ Secretary of State for Ministry of Housing, Communities and Local Government, 2019. National Planning Policy Framework.

² <https://www.gov.uk/government/collections/planning-practice-guidance>

³ HM Government, The Planning (Listed Buildings and Conservation Areas) Act 1990

⁴ <https://historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/>

⁵ <https://historicengland.org.uk/images-books/publications/gpa2-managing-significance-in-decision-taking/>

⁶ DCMS, 2010, Principles of Selection for Listing Buildings

⁷ Reading Borough Council, 2019. Reading Borough Local Plan. RBC.

Assessment Method

Methodology

- 2.14 The baseline for the assessment of built heritage effects is the existing site conditions. A description of the baseline characterisation is presented within the 'Baseline Conditions' section of this chapter and has been derived from the detailed information provided in the Heritage Statement in ES Volume 2: Technical Appendix 2.1.
- 2.15 Sensitive receptors for the purposes of this assessment are heritage assets as defined by the NPPF. Designated heritage assets include listed buildings, conservation areas, scheduled monuments and registered parks and gardens. Locally listed buildings are non-designated heritage assets and so do not benefit from any statutory protection.

Defining 'Heritage Significance'

- 2.16 The term 'significance' is defined in the NPPF as: "*the value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic*". The Historic England 'Historic Environment Good Practice Advice in Planning Note 2' provides an alternative definition as "*the sum of its architectural, historic, artistic or archaeological interest*".
- 2.17 The quality in a heritage asset that is affected by change is described as 'significance', referred to for clarity throughout the assessment as 'heritage significance'. This incorporates the concepts of 'special architectural and historic interest' (in relation to listed buildings and conservation areas) and 'character and appearance' in relation to conservation areas. The 'significance' of a heritage asset is a quality that may be more or less sensitive to change, depending on the specific circumstances of the asset and the nature of that change.
- 2.18 The heritage significance of heritage assets, both designated and non-designated, varies according to the nature and circumstances of the asset in question. A number of listed buildings at the same grade, for instance, may have greater or lesser levels of heritage significance depending on:
- the nature of their special architectural or historic interest (i.e. the reason for listing);
 - the degree to which the listed building has changed since it was listed (i.e. whether physical alteration of the building since listing has preserved or enhanced its special interest); or
 - the degree to which the setting of the listed building has changed since listing.
- 2.19 A general classification of a heritage asset (into grades) does not equate to an identical or similar level of heritage significance in every asset of the same grade. The Planning (Listed Buildings and Conservation Areas) Act 1990 does not refer to grades of listed building or conservation area, referring only to 'special architectural or historic interest', and the statutory tests are applied equally to the designated heritage assets concerned. The Department for Digital, Culture, Media and Sport's 'Principles of Selection for Listing Buildings' states that "*Buildings on the list are graded to reflect their relative architectural and historic interest*". Grading therefore provides a helpful general indication of a level of heritage significance, and that has been used in assessing the sensitivity of heritage assets to change.

Approach to Assessing Heritage Significance

- 2.20 The heritage significance of a listed building that may be affected is its 'special architectural and historic interest'. More precisely, a development may affect this special architectural and historic interest by harming or reducing the degree to which such interest can be appreciated (i.e. the potential impact).
- 2.21 The heritage significance of a conservation area that may be affected by the proposed development is its 'character and appearance'. Conservation areas are defined in the Planning (Listed Buildings and

Conservation Areas) Act 1990 as being "*areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance*". A development may affect this character and appearance by harming or reducing the degree to which these qualities can be appreciated (the potential impact).

- 2.22 Unlike listed buildings where it is the special architectural and historic interest that may be effected by a development, it is the general architectural and historic interest that can affect the heritage significance of a locally listed building or a building considered to make a positive contribution to the character and appearance of a conservation area.
- 2.23 The methodology adopted to assess the potential impacts of the proposed development upon the heritage significance of the heritage receptors is to measure those impacts – using professional judgement - against criteria contained in national and local policy and guidance relating to the historic built environment.
- 2.24 The methodology that was used to determine the significance of built heritage assets, the severity of any impacts upon them, and the resulting significance of environmental effect, is as follows:
- Evaluation of the significance (i.e. sensitivity) of built heritage assets (based on existing designations; and professional judgement where such resources have no formal designation);
 - Prediction of the magnitude of likely impacts upon the known significance of built heritage assets;
 - Consideration of any inherent mitigation measures that have been included within the development proposals (and any additional mitigation that might be required in the design and construction or operational lifetime of the proposed development) in order to reduce or eliminate any significant adverse effects upon heritage assets; and
 - Quantification of residual effects (those that might remain after mitigation).
- 2.25 The likely significance of any effect the proposed development may have on a built heritage asset or its setting is a function of the sensitivity of a built heritage asset and the magnitude of the impact resulting from the proposed development.

Demolition and Construction

- 2.26 The methodology utilised for assessing the demolition and construction effects has been consistent with that utilised for the completed development stage effects. Demolition and construction works are a necessary first step in the redevelopment of any site. It is common across urban environments and means that receptors would have a general awareness of demolition and construction activities taking place. In this instance, demolition and construction impacts would not be considered to be significant in EIA terms, as they are indirect, temporary in nature and short-medium term in duration. Accordingly, a qualitative assessment has been undertaken.

Completed Development

- 2.27 The effect of the proposed development on each of the identified heritage assets has been considered and a judgement formed as to the importance and sensitivity of the heritage assets (as considered in the baseline study); the magnitude of impact; and the duration, extent and scale of the effect. In doing so, consideration has been given to embedded mitigation measures. Appropriate cross-referencing has been made to the Accurate Visual Representations (AVRs) in Technical Appendix 1.4 of Chapter 1: Townscape and Visual in ES Volume 2.

Assessment Criteria

- 2.28 The criteria used to assess if an effect is significant, is set out in subsequent sub-sections. This is determined by consideration of the sensitivity of the receptor, magnitude of impact, duration of the effect, geographical extent of the effect and application of professional judgement.

Receptor Sensitivity Criteria

- 2.29** While the heritage significance of a heritage asset may be an assessable quality that can be analysed and described for each asset, and may be at a higher or lower level, the sensitivity of that significance to change varies depending on the specific circumstances of the asset in relation to the source of the change.
- 2.30** The relative sensitivity of heritage assets is assessable in the abstract (without considering a specific physical relationship to a specific type and magnitude of change) up to a certain point, given the distinction between designated and non-designated heritage assets, which is principally the distinction between national special architectural or historic interest (designated heritage assets including conservation areas) and purely local architectural or historic interest (locally listed buildings). Designated heritage assets are considered to have a higher sensitivity to change and non-designated heritage asset are considered to have less sensitivity. By virtue of the potentially greater level of heritage significance contained in the fabric and appearance of a statutorily listed building than, say, a locally listed building, its significance is considered to be greater and thus it is more sensitive to change in its context. The sensitivity of a conservation area to potential impacts is less than that of listed buildings as conservation areas are larger in scale than individual buildings, with variations in levels of heritage significance and areas of no heritage significance, and thus more capable of accepting change. Registered landscapes are considered to be comparable to listed buildings in terms of sensitivity and are thus assessed in a similar fashion.
- 2.31** This approach is applied to the specific circumstances of the heritage assets that could be affected by the proposed development. The sensitivity of individual heritage assets to change are considered against the general levels of significance outlined above, and are varied by the specific circumstances of individual heritage assets, their relationship to the application site and the nature of the change. A heritage asset, regardless of its type, that is within the application site or in close proximity to the application site, has a higher sensitivity to change than a heritage asset that is further away from the application site and, for instance, lacks inter-visibility with the proposed development. This approach is intended to provide a realistic assessment of the sensitivity of heritage assets in the vicinity of the application site to change. This approach to sensitivity to change is then combined with consideration of the magnitude of change in order to arrive at a reliable and realistic assessment of effects.
- 2.32** Following the application of this approach, the sensitivity of individual heritage assets in the study area is set out in Table 2.1, taking into account the nature of the receptor in question and its relationship with the application site. The sensitivity of heritage assets to change is described as High, Medium or Low. To be clear, this approach acknowledges the statutory or locally designated status of the heritage assets in question and is consistent with the objective measure of their heritage significance.

Sensitivity	Criteria
Low	<ul style="list-style-type: none"> Buildings/sites/areas with some evidence of significance but in an incoherent or eroded form, of local interest and generally with no statutory protection. The asset has low importance by virtue of its overall low evidential, historical, aesthetic and communal value. Often buildings of local interest. Assets may be so badly damaged that too little remains to justify inclusion into a higher grade.
Medium	<ul style="list-style-type: none"> Buildings/sites/areas of national and/or regional significance, or local assets of particular significance. The asset has moderate importance by virtue of its overall moderate evidential, historical, aesthetic and communal value. Often Listed Buildings Grade II and their settings, Conservation Areas and their settings, and registered Historic Parks and Gardens Grade II and their settings.
High	<ul style="list-style-type: none"> Building/site/area of international and/or national significance.

	<ul style="list-style-type: none"> The asset has high importance by virtue of its overall high evidential, historical, aesthetic and communal value. Often Listed Buildings with Grade I and II* and their settings, Scheduled Monuments, registered Historic Parks and Gardens Grade I and II* and their settings. Always World Heritage Sites.
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Impact Magnitude Criteria

- 2.33** The magnitude of impact has been classified as nil to high, in accordance with the criteria set out in Table 2.2.

Magnitude of Impact	Criteria
Nil	There would be no change to the fabric of the built heritage receptor or its setting.
Negligible	There would be change, but it would not be perceptible.
Low	Slight change to the built heritage receptor or its setting that would not be readily noticed.
Medium	An obvious change to the fabric of the built heritage receptor or its setting that would be noticeable but not necessarily in contrast to the existing urban fabric.
High	Considerable change to the fabric of the built heritage receptor or its setting in complete contrast with the existing urban fabric.

Scale of Effects

- 2.34** The environmental effect is determined by comparing the sensitivity of heritage assets with the magnitude of impact, as outlined in Table 2.3. Effects are assessed as being beneficial, negligible or adverse. For effects described as beneficial or adverse, significance levels of minor, medium and major are assessed.

Magnitude of Impact	Sensitivity of Receptors		
	Low	Medium	High
Nil	Nil	Nil	Nil
Negligible	Negligible	Negligible	Negligible
Low	Negligible	Minor	Minor/Moderate
Medium	Minor	Minor/Moderate	Moderate
High	Minor/Moderate	Moderate	Major

- 2.35** Combining respective value and magnitude of change matrices may not provide the appropriate category of significance. These judgements are supported by qualitative assessment text describing the effects and a professional judgement about their significance. This is necessary because heritage impact assessment is not a strict quantitative process and some of these considerations will depend upon professional judgement. Accordingly, there is an emphasis on narrative text throughout the report to describe the receptors and the judgements in reference to the significance of the identified effects.
- 2.36** Note that moderate and major effects are considered to be 'significant' (the shaded cells in Table 2.3).
- 2.37** The nature of effects has been described as:
- Beneficial or adverse;

- Temporary or Permanent;
- Short, medium or long term; and
- Significant (moderate or major) or insignificant (indiscernible or minor).

2.38 Following their identification, significant beneficial or adverse effects have been classified on the basis of their nature and duration as follows:

- Temporary: Effects that persist for a limited period only (due, for example, to particular activities taking place for a short period of time);
- Permanent: Effects that result from an irreversible change to the baseline environment (e.g. alterations to built fabric) or which will persist for the foreseeable future (e.g. noise from regular or continuous operations or activities);
- Direct: Effects that arise from the effect of activities that form an integral part of the proposed development (e.g. construction of a new building);
- Indirect: Effects that arise from the effect of activities that do not explicitly form part of the proposed development; and
- Secondary: Effects that arise as a consequence of an initial effect of the proposed development (e.g. induced employment elsewhere)

2.39 All listed buildings and historic buildings that make a positive contribution to the character of a conservation area have been identified. Where these have a group value relationship, or if they are in a similar location, the assessment has considered the effects of the proposed development on the built heritage receptors as a whole in order to avoid repetitive assessment. Notwithstanding this, each assessment has identified each building that is considered to fall within that group.

Assumptions and Limitations

2.40 The assessment of effects has been undertaken on the basis of the information supplied on the proposed development works and estimated completion date for the proposed development, as presented in ES Chapter 5: Demolition and Construction Management in ES Volume 1. The assessment relies on available data, and best endeavours have been made to ensure that the data are accurate and up to date.

2.41 The proposed development has assessed the potential impact and likely effects on heritage assets based on the worst case height and massing and, in the absence of detailed information, commitments in respect of building materiality, articulation, and landscaping. Where appropriate, assumptions have been based on commitments made in the Design Code.

Baseline Conditions

Existing Baseline

2.42 This chapter is supported by a Heritage Statement (ES Volume 2: Technical Appendix 2.1) which describes the history of the application site and its surroundings, and analyses and describes any heritage significance. The Heritage Statement includes illustrations.

2.43 The application site is bounded by Vastern Road to the north; Trooper Potts Way to the east; the former Royal Mail sorting office and Reading Railway Station to the south; and Caversham Road to the west. To the north of the application site are residential buildings and low lying industrial buildings which front on to the River Thames. Further residential and commercial areas extend to the east, west and south of the application site.

2.44 The application site is occupied by pavilion style commercial units (including an Aldi, The Range, TGI Fridays, Mothercare, Majestic Wine) and associated surface car parking. The units are low rise, approximately two storeys high.

2.45 The application site does not contain any designated or undesignated heritage assets, nor is it located within a conservation area. Within the 500 m radius study area, 14 designated heritage assets (listed buildings) have been identified. These are presented in the Table 2.4.

Number	NHL Number	Grade	Name	Distance from Centre of Application Site
1	1321892	II	Main building of Reading General Station	230 m south-east
2	1113434	II	Regent Place	366 m south-west
3	1113433	II	29 and 31 Caversham Road	464 m south-west
4	1113589	II	Statue of King Edward VII	320 m south-east
5	1113591	II	Great Western House	365 m south-east
6	1113590	II	13 and 15 Station Road	401 m south-east
7	1113486	II	15 Friar Street	458 m south-east
8	1113485	II	14 Friar Street	466 m south-east
9	1321950	II	13 Friar Street	468 m south-east
10	1113484	II	12 Friar Street	469 m south-east
11	1321949	II	11 Friar Street	468 m south-east
12	1321990	II	Reading Museum	478 m south-east
13	1113600	II	Former School of Art	484 m south-east
14	1248738	II	Walter Parsons Corn Stores	420 m south-east

2.46 Furthermore, the application site is located approximately 360 m north of the Market Place Conservation Area.

2.47 All the designated heritage assets are located south-east of the application site within the historic centre of Reading and obscured from the application site by the railway viaduct and new railway station. The exception to this is 29 and 31 Caversham Road, as well as Regent Place which are to the south-west of the application site.

2.48 There is a locally listed building (non-designated heritage asset) on the opposite side of Vastern Road (No 55), approximately 35 m north of the centre of the application site. The locally listed building does not benefit from statutory protection. The locally listed building is the front façade of a house associated with the offices of SSE behind it, as such it is semi-industrial in nature. As a locally listed building, it does not benefit from any statutory protection.

Sensitive Receptors

2.49 Table 2.4 lists all heritage assets, both designated and non-designated identified within the 500 m study area. Subsequent analysis of the setting of these heritage assets and the intervening built townscape form undertaken as part of the Heritage Statement concluded that only those identified in Table 2.5. have the potential to be affected by the proposed development. The remaining analysis focuses on these.

Receptor	Sensitivity
Main building of Reading General Station	Medium
Regent Place	Medium

29 and 31 Caversham Road	Medium
Great Western House	Medium
13 and 15 Station Road	Medium
Statue of King Edward VII	Medium
Reading Museum	Medium
No 55 Vastern Road	Low

- 2.50** The other designated heritage assets identified within the study area have not been considered in the assessment due to the intervening built landscape form and infrastructure providing visual and physical barriers. Many of the streets south of the application site and within the identified Market Place Conservation Area are narrow and have 4-5 storey buildings on either side of the street. As such, views from the Conservation Area to the proposed development would remain unaffected.
- 2.51** The Forbury Gardens, which a registered park and garden, lies just beyond the study area to the south east of the application site and is not considered in this assessment as the proposed development would not be visible from the garden due to the intervening built landscape form.

Assessment of Effects

Demolition and Construction Effects

- 2.52** The impact on heritage receptors caused by the demolition and construction stage would be indirect, temporary and short-term compared to completed development effects which are longer term or permanent.
- 2.53** The effects caused by the demolition and construction phases relate to the enclosure of the application site with hoardings; demolition of the buildings on-site; and effects related to construction traffic and noise. The latter effects are directly related to this assessment because the experience of a built heritage asset (which is influenced by uses or activity) can contribute to setting, and therefore also contribute to the heritage significance.
- 2.54** This approach is taken from page 6 of GPA3 (2015),⁸ which states: "the setting of a heritage asset is the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral".
- 2.55** None of the identified designated heritage assets would be affected during the demolition and construction phases due to their distance from the application site and the intervening built townscape form. Taking into account the embedded mitigation measures that would be adopted as part of the CEMP, the overall effect of the demolition and construction works would be temporary, indirect, Negligible Adverse.
- 2.56** The locally listed building on Vastern Road would suffer some demolition and construction effects, mainly noise related due to its proximity. The setting of this heritage asset is semi-industrial in nature and it has already been altered by the presence of the dual carriageway Vastern Road. Taking into account the embedded mitigation measures that would be adopted as part of the CEMP, the overall effect of the demolition and construction works would be temporary, indirect, Negligible Adverse.

⁸ <https://historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/>

Completed Development Effects

- 2.57** The application site has no heritage significance. While the application site is not derelict and is still in use as a retail park, the application site has a neutral effect on its surroundings.
- 2.58** The proposed development would be of considerable scale and density and would change the setting of heritage assets by virtue of its visibility and presence. That visibility is not, by itself, harmful. The heritage significance of each of the heritage assets assessed does not inherently rely on no change occurring in their setting, nor is it necessarily harmed by the presence of new development in their setting that is highly visible. Quite the opposite; the visibility of new development is frequently a highly positive quality, signalling regeneration and assisting in place-making.
- 2.59** The proposed development would enhance the application site by providing commercial and residential accommodation, as well as public spaces and new access routes. The design at ground level would provide an active street frontage which would be of benefit to Vastern Road. Interpretation of the Design Code provides commitments to deliver high quality design at the reserved matters stage.
- 2.60** Table 2.6 summarises the sensitivity of the identified heritage assets, assessed in line with the methodology described earlier (specifically assessed in terms of the relationship of the asset to the proposed development), the magnitude of impact arising from the completed development, and the resulting scale of the effect on heritage significance.

Heritage Asset	Sensitivity	Magnitude of Impact	Scale of Effect
Main building of Reading General Station	Medium	Medium	Moderate
Regent Place	Medium	Negligible	Negligible
29 and 31 Caversham Road	Medium	Negligible	Negligible
Great Western House	Medium	Low	Minor
13 and 15 Station Road	Medium	Negligible	Negligible
Statue of King Edward VII	Medium	Negligible	Negligible
Reading Museum	Medium	Negligible	Negligible
No 55 Vastern Road	Low	High	Minor

Listed Buildings

- 2.61** The completed development effects would vary between each heritage asset due to the immediate setting of each heritage asset and the degree of visibility of the proposed development from each heritage asset. The main building of Reading General Station and Great Western House would have direct views of the proposed development. While there are other modern buildings around each, none of them are as tall as those proposed for the completed development.
- 2.62** The architectural importance of the glazed tower of the main building of Reading General Station would be diminished by the height of the buildings of the proposed development behind it. As such the effects would be permanent, indirect, Moderate Adverse. The effect would be significant.
- 2.63** The setting of Great Western House has been changed by virtue of its neighbouring modern buildings. The further change that would be introduced by the proposed development would be in keeping with the existing urban fabric and would only slightly affect the ability to appreciate the significance of the heritage assets. Accordingly, the effect is concluded as permanent, indirect, Minor Adverse and not significant.

2.64 The other identified heritage assets in Table 2.5 are further away and would not have a direct view of the proposed development and/or the proposed development would not be visible in views of these assets, so the scale of the effect would be permanent, indirect, Negligible Adverse.

Locally Listed Buildings

2.65 The locally listed No55 Vastern Road would have a direct view of the proposed development. The introduction of the proposed development would represent a high magnitude impact given the scale and massing of the newly introduced buildings. However, the setting of this heritage asset is semi-industrial in nature and it has already been altered by the presence of the dual carriageway Vastern Road. The proposed development would improve the character of the application site, introduce new high quality public realm and thereby improve the ability to appreciate the locally listed building. Considering these factors, as well as the low sensitivity of the receptor, the effect would be permanent, indirect Minor Adverse and not significant.

Assessment of Residual Effects

Additional Mitigation

2.66 At the detailed design stage, the commitments made within the Design Code in regard to high quality design, the delivery of a landmark development, locally distinctive built form, variety in massing and height, articulation of the facade, quality materiality, creation of a distinct sense of place, permeability and high quality public realm and landscape interventions, would be delivered.

2.67 This would help to reduce the scale of effects identified in this assessment. However, as the proposed development is currently at outline stage, this detailed design information is not currently available and therefore cannot be relied upon as additional mitigation.

Enhancement Measures

2.68 No enhancement measurements are proposed in respect of built heritage.

Demolition and Construction Residual Effects

2.69 The residual effects remain unchanged, namely temporary, indirect, Negligible Adverse.

Completed Development Residual Effects

2.70 The residual effects remain unchanged, namely permanent, indirect, Negligible Adverse to permanent, indirect, Moderate Adverse.

Summary of Residual Effects

Receptor	Residual Effect	Additional Mitigation	Nature of Residual Effect*					St Mt Lt
			Scale of Effect**	+	D I	P T	R IR	
Demolition and Construction								
No 55 Vastern Road	Introduction of demolition and	n/a	Negligible	-	I	T	R	St

Main building of Reading General Station	construction features and activities and the resulting visual and aural disruption to the setting of the listed buildings and locally listed building affecting the ability to appreciate the heritage significance	n/a	Negligible	-	I	T	R	St
Regent Place		n/a	Negligible	-	I	T	R	St
29 and 31 Caversham Road		n/a	Negligible	-	I	T	R	St
Great Western House		n/a	Negligible	-	I	T	R	St
13 and 15 Station Road		n/a	Negligible	-	I	T	R	St
Statue of King Edward VII		n/a	Negligible	-	I	T	R	St
Reading Museum		n/a	Negligible	-	I	T	R	St
Completed Development								
55 Vastern Road	Introduction of new built form within views of heritage assets and the resulting visual alteration to the setting of the listed buildings and locally listed building affecting the ability to appreciate the heritage significance	n/a	Minor	-	I	T	R	P
Main building of Reading General Station		n/a	Moderate	-	I	T	R	P
Regent Place		n/a	Negligible	-	I	T	R	P
29 and 31 Caversham Road		n/a	Negligible	-	I	T	R	P
Great Western House		n/a	Minor	-	I	T	R	P
13 and 15 Station Road		n/a	Negligible	-	I	T	R	P
Statue of King Edward VII		n/a	Negligible	-	I	T	R	P
Reading Museum	n/a	Negligible	-	I	T	R	P	
Notes: * - = Adverse/ + = Beneficial/ +/- Neutral; D = Direct/ I = Indirect; P = Permanent/ T = Temporary; R=Reversible/ IR= Irreversible; St- Short term/ Mt –Medium term/ Lt –Long term. **Negligible/Minor/Moderate/Major								

2.71 The residual built heritage effects on the main building of Reading General Station would be significant.

Cumulative Effects

2.72 Table 2.8 provides a summary of the likelihood for inter-project cumulative effects to arise during demolition and construction and at the completed development stage for the proposed development taking into consideration the list of cumulative schemes presented in Chapter 2: EIA Process and Methodology of ES Volume 1.

	Demolition and Construction	Operation / Completed Development

Table 2.8: Inter-Project Cumulative Effects

Cumulative Development	Cumulative Effects Likely?	Reason	Cumulative Effects Likely?	Reason
Former BMW Site – Thames Quarter	No	Development considered to be too far away	No	Development considered to be too far away
Station Hill				
Toys R Us				
Land between Weldale Street and Chatham Street				
Network Rail Thames Valley Area site office/Former Royal Mail site	Yes	Demolition and construction phases may overlap and much of the area would be boarded up and there would be increase noise levels	Yes	Another tall development near the proposed development
Former Scottish and Southern Energy site				
29 Station Road				
Broad Street Mall, Broad Street	No	Development considered to be too far away	No	Development considered to be too far away

2.73 Accordingly, the cumulative effects assessment has focused on the following schemes by virtue of their proximity to the application site:

- Network Rail Thames Valley Area site office/Former Royal Mail site;
- Former Scottish and Southern Energy site; and
- 29 Station Road.

Demolition and Construction Cumulative Effects

2.74 Should the three cumulative schemes be constructed at the same time as the proposed development, the cumulative effect on heritage assets in the vicinity of the application site may be magnified from the adverse effect resulting the proposed development by itself.

2.75 The closest designated heritage asset is the main building of Reading General Station. Between it and the cumulative schemes of Network Rail Thames Valley Area site are the railway lines. The SSE site is too far away and 29 Station Road is closer but is still separated by roads and as such the cumulative effects through demolition and construction works would not change and remain as temporary, indirect, Negligible Adverse.

2.76 The same can be said of Great Western House. The SSE development is too far away to have any effect and the railway lines provide a buffer between it and the Network Rail Thames Valley Area site. 29 Station Road is separated by a road which further reduces the likelihood of any cumulative effect. The effects would therefore remain as temporary, indirect, Negligible Adverse.

2.77 Should the demolition and construction of the former Scottish and Sothern Energy site and the proposed development take place at the same time, then cumulative effects are likely to arise in respect of No 55 Vastern Road. This would be due to the proximity of these schemes. The cumulative effect would be temporary, indirect Minor Adverse.

2.78 The other identified heritage assets are too far away from the application site to suffer any cumulative demolition and construction effects.

Completed Development Cumulative Effects

2.79 The introduction of cumulative schemes would be in keeping with urban context and changing surrounding townscape. As these schemes would put the proposed development within context, the scale of the cumulative effects would remain unchanged from that reported for the proposed development in isolation.

2.80 The proposed redevelopment of the former Royal Mail site would result in the introduction of a 25 storey building and would have a cumulative effect with the proposed development on the main building of Reading General Station by virtue of its proximity and massing and height. The cumulative development effect would be permanent, indirect, Moderate Adverse. The effect would be significant.

2.81 The proposed redevelopment of 29 Station Road would result in the introduction of a 22-storey building and would result in cumulative effects on the main building of Reading General Station, Great Western House and 13 and 15 Station Road. All three heritage assets will now have views on to three tall developments which will be in close proximity to each other. The cumulative effects would result in a substantial change to the setting of these heritage assets, and a resulting permanent, indirect Moderate Adverse effect. The effect would be significant.

2.82 The development of the former Scottish and Southern Energy site would result in the introduction of a 11 storey building. This would have a cumulative effect on No 55 Vastern Road in combination with the proposed development. The effect would be permanent, indirect, Minor Adverse.

2.83 The other identified heritage assets are too far away from the application site to experience any cumulative demolition and construction effects.

2.84

**Reading Station Park
Vastern Road
Reading
RG1 8AL**

Heritage Statement

NGR 471426 174045
Sign-off history

issue no.	issue date	prepared by	reviewed by	approved by	reason for issue
1	02/01/2020	Rebecca Reynolds Heritage Consultant	Sam Abelman Lead Consultant Built Heritage	Sam Abelman Contract Manager	First issue
2	16/01/2020	Rebecca Reynolds Heritage Consultant	Sam Abelman Lead Consultant Built Heritage	Sam Abelman Contract Manager	Revisions
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4	10/02/2020	Rebecca Reynolds Heritage Consultant	Sam Abelman Lead Consultant Built Heritage	Sam Abelman Contract Manager	Revisions

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- Fig 1 Location of subject site showing individually designated and non-designated heritage assets (indicated by red squares on the map) and those likely to be affected by the proposed development (indicated by blue triangles for designated heritage and assets and green triangles for locally listed buildings) (Source: MOLA ArcGIS)
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- Fig 11 Regent's Place on Caversham Road (Grade II listed)
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- Fig 13 Locally listed building on Vastern Road
- Fig 14 Parameter plan 105 – Plot Heights Mixed Use (source: ColladoCollins Architects)
- Fig 15 Approved view 10 looking north on Station Road with wireframe of proposed development
- Fig 16 Approved view 25 looking north-west from the top of Station Road with wireframe of proposed development

Note: site outlines may appear differently on some figures owing to distortions in historic maps. North is approximate on early maps.

Ramboll, on behalf of Aviva Life and Pensions UK Limited, has commissioned MOLA to carry out a heritage statement in advance of proposed development at Vastern Court Retail Park, Vastern Road, Reading RG1 8AL in the County of Berkshire. The proposed development is anticipated to comprise of:

- Demolition of existing buildings on-site;
- Construction of a single level basement to allow for any necessary below ground surface water attenuation;
- Construction of approximately four new buildings, up to approximately 112.9 mAOD, indicatively up to 23 storeys;
- Delivery of a total maximum floorspace of up to 115,000 m² gross external area (GEA), which could include:
 - up to a maximum of approximately 1,000 new residential units within a minimum of 69,160 m² GEA and a maximum floorspace of up to 100,000 m² GEA, provided within a range of apartment buildings of varying scale and a mix of unit sizes, including a proportion of affordable homes;
 - a minimum floorspace of 2,000 m² GEA of flexible retail, leisure and community uses (Use Class A1-A5, D1-D2) and up to a maximum floorspace of approximately 6,000 m² GEA;
 - up to a maximum floorspace of approximately 115,000 m² GEA office use (Use Class B1a);
 - up to a maximum floorspace of approximately 7,000 m² GEA hotel use (Use Class C1);

In order to facilitate the proposed development, the existing two buildings on-site would be demolished. New pedestrian and cycle routes would be provided within the proposed development creating permeability through the application site. New vehicular routes would also be provided within the application site.

The application site is currently a retail park with associated car parking and access routes off Vastern Road, a large dual carriageway. The surrounding area is characterised by urban development with a mixture of commercial, industrial and residential uses.

The application site does not lie within a Conservation Area. Opposite the application site there is a locally listed building and to the south there are a number of designated heritage assets.

Historically, the application site was located within marshy ground to the north of the settlement at Reading and there is no evidence of extensive use or settlement within close vicinity of the application site until the later post-medieval period.

This desk-based study assesses the possible impacts of the proposed development on built heritage assets in and around the application site.

This heritage statement is required to be submitted with the accompanying planning application.

This report has the following findings:

- This assessment has found that the proposed development would have a moderate adverse effect in built heritage terms on the Grade II listed main building of Reading General Station and a minor adverse effect on the Grade II listed Great Western House. The main building to Reading General Station will have its architectural significance and visual prominence diminished by the height and massing of the proposed development visible immediately behind it. In both instances this would amount to less than substantial harm.
- Proposals would present a positive effect on the application site itself in terms of contemporary design and providing public benefits.

The main recommendation is as follows:

- Continued discussion with the local authority to ensure a sufficiently sympathetic materiality and landscaping design to the proposed development, chiefly at the Vastern Road frontage and planned pedestrian routes.

Introduction

1.1 Origin and scope of the report

1.1.1 Ramboll, on behalf of Aviva Life and Pensions UK Limited, has commissioned MOLA (Museum of London Archaeology) to carry out a heritage statement in advance of proposed development at Vastern Court Retail Park, Vastern Rd, Reading RG1 8AL; National Grid Reference (NGR) 471427 174045: Fig 1). The proposed development is anticipated to comprise of:

- Demolition of existing buildings on-site;
- Construction of a single level basement to allow for any necessary below ground surface water attenuation;
- Construction of approximately four new buildings, up to approximately 112.9 mAOD, indicatively up to 23 storeys;
- Delivery of a total maximum floorspace of up to 115,000 m² gross external area (GEA), which could include:
 - up to a maximum of approximately 1,000 new residential units within a minimum of 69,160 m² GEA and a maximum floorspace of up to 100,000 m² GEA, provided within a range of apartment buildings of varying scale and a mix of unit sizes, including a proportion of affordable homes;
 - a minimum floorspace of 2,000 m² GEA of flexible retail, leisure and community uses (Use Class A1-A5, D1-D2) and up to a maximum floorspace of approximately 6,000 m² GEA;
 - up to a maximum floorspace of approximately 115,000 m² GEA office use (Use Class B1a);
 - up to a maximum floorspace of approximately 7,000 m² GEA hotel use (Use Class C1);

1.1.2 In order to facilitate the proposed development, the existing two buildings on-site would be demolished.

1.1.3 New pedestrian and cycle routes would be provided within the proposed development creating permeability through the application site. New vehicular routes would also be provided within the application site.

1.1.4 This desk-based study assesses the impact of the scheme on built heritage assets (standing buildings). It forms an initial stage of investigation of the area of proposed development (hereafter referred to as the 'site') and may be required in relation to the planning process in order that the local planning authority (LPA) can formulate an appropriate response in the light of the impact upon any known or possible heritage assets. These are parts of the historic environment which are considered to be significant because of their historic, evidential, aesthetic and/or communal interest.

1.1.5 The assessment has been carried out in accordance with the requirements of the National Planning Policy Framework (NPPF) (DCLG 2012, 2014, 2018, 2019) and to standards specified by the Chartered Institute for Archaeologists (CIfA Dec 2014a, 2014b), Historic England (EH 2008, 2017), and the Greater London Archaeological Advisory Service (GLAAS 2014). Under the 'Copyright, Designs and Patents Act' 1988 MOLA retains the copyright to this document.

1.1.6 Note: within the limitations imposed by dealing with historical material and maps, the information in this document is, to the best knowledge of the author and MOLA, correct at the time of writing. Further information about the nature of the present buildings, and/or more detailed proposals for redevelopment may require changes to all or parts of the document.

1.2 Heritage assets

1.2.1 The application site does not contain any nationally designated (protected) heritage assets; such as scheduled monuments, listed buildings or registered parks and gardens nor is the application site situated in a Conservation Area.



Fig 1 Location of application site showing individually designated and non-designated heritage assets (indicated by red squares on the map) and those likely to be affected by the proposed development (indicated by blue triangles for designated heritage assets and green triangles for locally listed buildings) (Source: MOLA ArcGIS)

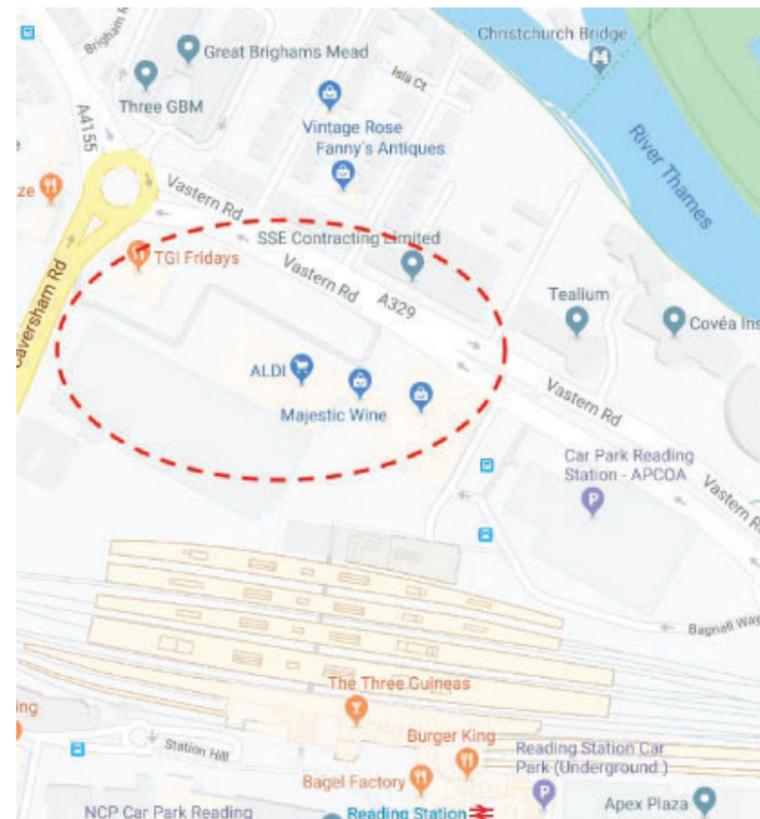


Fig 2 Application site location (Source: Google Satellite)

1.2.2 There are a number of Listed Buildings south and east of the application site, only those within a 500m radius from the centre of the application site are listed in Table 1 below.

NHL number	Grade	Name	Distance from site
1321892	II	Main building of Reading General Station	230m south-east
1113434	II	Regent Place	366m south-west
1113433	II	29 and 31 Caversham Road	464m south-west
1113589	II	Statue of King Edward VII	320m south-east
1113591	II	Great Western House	365m south-east
1113590	II	13 and 15 Station Road	401m south-east
1113486	II	15 Friar Street	458m south-east
1113485	II	14 Friar Street	466m south-east
1321950	II	13 Friar Street	468m south-east
1113484	II	12 Friar Street	469m south-east
1321949	II	11 Friar Street	468m south-east
1321990	II	Reading Museum	478m south-east
1113600	II	Former School of Art	484m south-east
1248738	II	Walter Parsons Corn Stores	420m south-east

1.2.3 The application site lies 360m north of the Market Place/London Street Conservation Area. The Conservation Area was designated in 1972 and extended in 1982. Its designation comes from the preservation of aspects of the medieval centre of Reading, groups of historic buildings around Market Place, fine examples of Georgian and Victorian architecture and examples of Reading's extensive brickworks.¹

1.2.4 There is a locally listed building on the opposite side of Vastern Road (No 55), 35m north of the centre of the application site.

1.2.5 The Forbury Gardens, a registered park and garden lies just outside the study area to the south-east of the application area. The proposed development is unlikely to be seen from the Forbury Gardens due to the intervening built and landscape form and is therefore not considered in this report.

1.3 Aims and objectives

1.3.1 The aim of the assessment is to:

- identify the presence of any known built heritage assets that may be affected by the proposals;
- describe the significance of such assets, as required by national planning policy;
- assess the likely impacts upon the significance of the assets arising from the proposals; and
- provide recommendations for further assessment where necessary of the historic assets affected, and/or mitigation aimed at reducing or removing completely any adverse impacts upon buried heritage assets and/or their setting.

¹ <https://www.reading.gov.uk/media/8394/Market-Place-London-St-Original-CAA/pdf/Market-Place-London-St-Original-CAA.pdf>

2 Methodology and sources consulted

2.1 Baseline

2.1.1 The baseline for this assessment has been determined primarily through desk-based research into designated and undesignated heritage assets on and near the application site of the proposed development. It has been confirmed and extended by a site visit by a MOLA Built Heritage Consultant.

2.1.2 The following are the principal sources consulted:

- MOLA - in-house Geographical Information System (GIS) with statutory designations GIS data, the locations of all key indicators of known prehistoric and Roman activity across Greater London, past investigation locations, projected Roman roads and burial grounds from the Holmes burial ground survey of 1896; georeferenced published historic maps; Defence of Britain survey data, in-house archaeological deposit survival archive; and archaeological publications.
- Historic England - information on statutory designations including scheduled monuments and listed buildings, along with identified Heritage at Risk
- Groundsure - historic Ordnance Survey maps from the first edition (1860-70s) to the present day, and Goad fire insurance maps;
- Ramboll - architectural drawings (ColladoCollins Architects)
- Internet - web-published material including LPA local plan, and information on conservation areas and locally listed buildings.

2.2 Significance

2.2.1 The assessment considers all structures on or near the site of a proposed development to have potential significance as heritage assets. From this start position, the values and significance of each asset will be determined using criteria set out in Historic England (formerly English Heritage)'s *Conservation Principles, Policies and Guidance* (EH 2008). All structures with a level of significance as heritage assets will be discussed in the report and included as material considerations in the assessment. Structures of negligible value and significance as heritage assets will not be assessed further and will generally be excluded from the report except where there is a need for explanation of their exclusion from the assessment, such as being part of the site.

2.2.2 For each built heritage asset to be considered, a description will be provided leading to a statement of significance for that asset. Section 10 sets out the criteria used to determine the significance of heritage assets. This is based on four values set out in Historic England's *Conservation Principles, Policies and Guidance* (EH 2008), and comprise evidential, historical, aesthetic and communal value. The report assesses the likely presence of such assets within (and beyond) the site, factors which may have compromised buried asset survival (i.e. present and previous land use), as well as possible significance.

2.2.3 The significance of the asset is derived from its historical, evidential, communal and aesthetic values, these in turn derived from the building's fabric, design, landscape and history.

2.2.4 In the case of Conservation Areas, the significance will be primarily found in their character assessments and those aspects of the historic built environment that make positive contributions to them.

2.2.5 The methodology for assessing the setting of designated heritage assets follows best practice as covered in Historic England's Good Practice Advice (GPA) document 3 (HE 2017). The basis for this methodology is set out below:

All heritage assets have significance, some of which have particular significance and are designated. The contribution made by their setting to their significance also varies.

Although many settings may be enhanced by development, not all settings have the same capacity to accommodate change without harm to the significance of the heritage asset or the ability to appreciate it. This capacity may vary between designated assets of the same grade or of the same type or according to the nature of the change. It can also depend on the location of the asset: an elevated or overlooked location; a riverbank, coastal or island location; or a location within an extensive tract of flat land may increase the sensitivity of the setting (ie the capacity of the setting to accommodate change without harm to the heritage asset's significance) or of views of the asset. This requires the implications of development affecting the setting of heritage assets to be considered on a case-by-case basis.

2.2.6 GPA3 sets out this methodology in stages, or steps:

- Step 1 - identify the asset(s) likely to be affected and the extent of setting
- Step 2 - assess how and to what degree the setting makes a contribution to the significance of the assets
- Step 3 - assess the effect of the proposed development on the significance of the asset;
- Step 4 - seek to maximise enhancement and minimise harm; and
- Step 5 - document and monitor outcomes

2.3 General Planning Advice 3 (GPA3) The Setting of Heritage Assets (Historic England 2015)

2.3.1 General Planning Advice 3 (GPA3) The Setting of Heritage Assets (Historic England 2015) sets out the broad methodology for assessing the impact of development on the significance of assets. This suggests a staged approach - Step 1 being the identification of assets potentially affected; Step 2 being to assess whether, how and to what degree the setting makes a contribution to the significance of the heritage asset(s); Step 3 is to assess the effects of the proposed development, whether beneficial or harmful, on that significance; Step 4 is to explore the ways to maximise enhancement and avoid or minimise harm; and Step 5, which is the preserve of the LPA, is to make and document the decision and monitor outcomes.

2.3.2 This report has identified 14 Grade II listed buildings, a Conservation Area and a locally listed building within the study area around the application site. Many of these heritage assets will not be affected by the development due to the intervening built landscape form which includes many reasonably tall modern buildings. The railway station which is south of the application site is a large structure which blocks much of the views to and from the application site. Further south of the station, where the other heritage assets are located, the streets are reasonably narrow and lined by 4-5 storey buildings, thus preventing any views to and from the application site to these heritage assets. The heritage assets likely to be affected are presented in the table below and shown as green triangles on Fig 1 (Step 1).

NHL number	Grade	Name	Distance from site
1321892	II	Main building of Reading General Station	230m south-east
1113434	II	Regent Place	366m south-west
1113433	II	29 and 31 Caversham Road	464m south-west
1113591	II	Great Western House	365m south-east
1113590	II	13 and 15 Station Road	401m south-east
1113589	II	Statue of King Edward VII	320m south-east
1321990	II	Reading Museum	478m south-east

2.3.3 In detail, Step 2 considers:

- a) the physical surroundings of the asset, including its relationship with other heritage assets;
- b) the way the asset is appreciated; and
- c) the asset's associations and patterns of use.

2.3.4 Commentary of the various facets of these factors is as follows:

a) The asset's physical surroundings

- *Topography* – the area is generally flat.
- *Aspect* – the locally listed building faces onto Vastern Road, a large dual carriageway. Regent Place and 29 and 31 Caversham face onto Caversham Road, another large dual carriageway. The main building of Reading Station faces south away from the application site and behind it is the large modern building that forms the rest of the station building. The statue of King Edward VII is in front of Reading Station on a large open square. The corner of Great Western House faces the station while its main façade is on Station Road. 13 and 15 also face onto Station Road which is a narrow street with 4-5 storey buildings on each side. Reading Museum along with the Concert Hall, Town Council Chamber and Offices with Clock Tower (all designated heritage assets) face Blagrove Street, another street flanked by 4-5 storey buildings.
- *Other heritage assets (including buildings, structures, landscapes, areas or archaeological remains)* – there are several other heritage assets within the 500m study area around the application site but these are scattered and the intervening built and landscape form means that they will not be affected by the proposed development.
- *Definition, scale and 'grain' of surrounding streetscape, landscape and spaces* – all the considered heritage assets are isolated and most of them are surrounded by mid-rise modern buildings.
- *Formal design e.g. hierarchy, layout* – there is no formal design attributed to any of the heritage assets.
- *Orientation and aspect* – as above.
- *Historic materials and surfaces* – the Reading Museum is of Gothic style with dark blue and dark red brick while the Great Western House is in white stucco as is Regent Place. 13-15 Station Road is red brick as is 29-31 Caversham Road.
- *Green space, trees and vegetation* – there are some trees along Vastern Road but no open green spaces. Christchurch Meadow is north of the application site on the other side of the River Thames.
- *Openness, enclosure and boundaries* – all the heritage assets are enclosed by other buildings with the exception of the statue of King Edward VII.
- *Functional relationships and communications* – none in particular.
- *History and degree of change over time* – the station building and Great Western House date to 1840 when the Great Western Railway was finished. Both of these have changed significantly over time as have their surroundings. The other heritage assets date to the late 19th century. The application site and the surrounding area have been built up for over 100 years and have changed a little over time.

b) Experience of the asset

- *Surrounding landscape and townscape character* – all of the assets are situated within the centre of Reading and/or near the station. They are all on narrow streets surrounded by modern mid-rise buildings. Taller buildings are nearby such as near the station.
- *Views from, towards, through, across and including the asset* – none of the designated heritage assets have wide expansive views due to their location within the centre of Reading.
- *Visual dominance, prominence or role as focal point* – none in particular.
- *Noise, vibration and other nuisances* – none in particular.
- *Diurnal changes* – minor changes as a result of diurnal changes.
- *Sense of enclosure, seclusion, intimacy or privacy* – all of the designated heritage assets front onto busy roads and are not enclosed. Some of them are public buildings or have a commercial purpose.
- *Land use* – the main building of Reading Station is a public house within the station,

Great Western House is a hotel, Reading Museum is public building, 13 and 15 Station Road have commercial use, Regent Place ad 29 and 31 Caversham Road are private residences.

- *Accessibility, permeability and patterns of movement* – all of the heritage assets are on busy roads with high vehicular and pedestrian traffic.
- *Degree of interpretation or promotion to the public* – the area is characteristic of its time.

c) Associations

- *The assets associative attributes* – none in particular.
- *Associative relationships between heritage assets* – as above.

2.3.5 The proposed works are major in nature and will involve the demolition of the existing retail outlets to be replaced by four blocks up to 112.9 m AOD storeys high. This will likely have an effect on some of the nearby heritage assets and is further detailed in section 7 of this report (Step 3).

2.3.6 The proposed works are major in nature and any mitigation will have to be assessed (Step 4). Step 5 will be undertaken by LPA in due course.

2.4 Impact

2.4.1 Impacts are those actions associated with the proposed development with potential to alter the significance of a heritage asset through affecting the values that contribute to it.

2.4.2 For each built heritage asset, the potential impacts of demolition and construction will be assessed in terms of how they may alter these values and, by extension, significance of each.

2.4.3 For Conservation Areas, the assessment will focus on the preservation and/or enhancement of their historic character.

2.5 Conclusions and Recommendations

2.5.1 The built heritage assessment will conclude with a list of impacts, potentially ranging from major adverse to major positive, on built heritage assets in the baseline.

2.5.2 This list is primarily intended to inform mitigation, whether through design or ameliorative archaeological recording of assets in advance of their alteration.

3 Policy Baseline

3.1 Introduction

3.1.1 There is potential for the proposed development to impact on the significance of designated and undesignated built heritage assets and Conservation Areas. These impacts will likely take the form of demolition or other physical alteration to buildings, demolition and new construction that may alter the setting of designated heritage assets, and demolition and new construction that may affect the character and setting of Conservation Areas.

3.1.2 The following lays out the general criteria upon which the proposed development will be assessed.

3.2 Statutory protection

Listed Buildings and Conservation Areas

3.2.1 The *Planning (Listed Buildings and Conservation Areas) Act 1990* sets out the legal requirements for the control of development and alterations which affect buildings, including those which are listed or in conservation areas. Buildings which are listed or which lie within a Conservation Area are protected by law. Grade I are buildings of exceptional interest. Grade II* are particularly significant buildings of more than special interest. Grade II are buildings of special interest, which warrant every effort being made to preserve them.

3.3 National Planning Policy Framework

3.3.1 The Government issued the *National Planning Policy Framework (NPPF)* in March 2012 (DCLG 2012) and supporting *Planning Practice Guidance* in 2014 (DCLG 2014). The 2012 NPPF was revised and a new NPPF published in July 2018, with minor revisions in February 2019 (MHCLG 2019).

Conserving and enhancing the historic environment

3.3.2 The NPPF section concerning “Conserving and enhancing the historic environment” (section 12 of the NPPF 2012) has been replaced by NPPF 2018 Section 16 (unchanged in February 2019), reproduced in full below:

Para 184. Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.

Para 185. Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. This strategy should take into account:

- a) the desirability of sustaining and enhancing the significance of heritage assets, and putting them to viable uses consistent with their conservation;
- b) the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;
- c) the desirability of new development making a positive contribution to local character and distinctiveness; and
- d) opportunities to draw on the contribution made by the historic environment to the character of a place.

Para 186. When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.

Para 187. Local planning authorities should maintain or have access to a historic environment record. This should contain up-to-date evidence about the historic environment in their area and be used to:

- a) assess the significance of heritage assets and the contribution they make to their environment; and
- b) predict the likelihood that currently unidentified heritage assets, particularly sites of historic and archaeological interest, will be discovered in the future.

Para 188. Local planning authorities should make information about the historic environment, gathered as part of policy-making or development management, publicly accessible.

Proposals affecting heritage assets

Para 189. In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.

Para 190. Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.

Para 191. Where there is evidence of deliberate neglect of, or damage to, a heritage asset, the deteriorated state of the heritage asset should not be taken into account in any decision.

Para 192. In determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

Considering potential impacts

Para 193. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

Para 194. Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;
- b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.

Para 195. Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- a) the nature of the heritage asset prevents all reasonable uses of the site; and
- b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and

- c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and
- d) the harm or loss is outweighed by the benefit of bringing the site back into use.

Para 196. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

Para 197. The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

Para 198. Local planning authorities should not permit the loss of the whole or part of a heritage asset without taking all reasonable steps to ensure the new development will proceed after the loss has occurred.

Para 199. Local planning authorities should require developers to record and advance understanding of the significance of any heritage assets to be lost (wholly or in part) in a manner proportionate to their importance and the impact, and to make this evidence (and any archive generated) publicly accessible. However, the ability to record evidence of our past should not be a factor in deciding whether such loss should be permitted.

Para 200. Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

Para 201. Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 195 or less than substantial harm under paragraph 196, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.

Para 202. Local planning authorities should assess whether the benefits of a proposal for enabling development, which would otherwise conflict with planning policies but which would secure the future conservation of a heritage asset, outweigh the disbenefits of departing from those policies.

3.4 Local planning policy

Local Plan

3.4.1 The Reading Borough Local Plan was adopted 4 November 2019. The Local Plan replaces the previous development plans - the Core Strategy, Reading Central Area Action Plan and Sites and Detailed Policies Document – and is the main consideration in planning decisions. The relevant policies are as follows:

EN1: Protection and Enhancement of the Historic Environment

Historic features, areas of historic importance and other elements of the historic environment, including their settings will be protected and where possible enhanced. This will include:

- Listed Buildings;
- Conservation Areas;
- Scheduled Monuments;
- Historic parks and gardens; and
- Other features with local or national significance, such as sites and features of archaeological importance, and assets on the Local List.

All proposals will be expected to protect and where possible enhance the significance of heritage assets and their settings, the historic character and local distinctiveness of the area in which they are located. Proposals should seek to avoid harm in the first instance. Any harm to or loss of a heritage asset should require clear and convincing justification, usually in the form of public benefits.

Applications which affect Listed Buildings will not have an adverse impact on those elements which contribute to their special architectural or historic interest including, where appropriate, their settings.

Applications which affect Historic Parks and Gardens will safeguard features which form an integral part of the special character or appearance of the park or garden. Development will not detract from the enjoyment, layout, design, character, appearance, features or setting of the park or garden, key views out from the park, or prejudice its future restoration.

Applications which affect, or have the potential to affect, the significant features of heritage assets should be justified by a Heritage Statement.

The Council will monitor buildings and other heritage assets at risk through neglect, decay or other threats, proactively seeking solutions for assets at risk including consideration of appropriate development schemes that will ensure the repair and maintenance of the asset, and, as a last resort, using its statutory powers.

Where there is evidence of deliberate neglect or of damage to a heritage asset, the deteriorated state of the heritage asset should not be taken into account in any decision.

EN4: Locally Important Heritage Assets

Development proposals that affect locally important heritage assets will demonstrate that development conserves architectural, archaeological or historical significance which may include the appearance, character and setting of the asset.

Planning permission may be granted in cases where a proposal could result in harm to or loss of a locally important heritage asset only where it can be demonstrated that the benefits of the development significantly outweigh the asset's significance. Where it is accepted by the Local Planning Authority that retention is not important, recording of the heritage asset should be undertaken and submitted alongside development proposals. Replacement buildings should draw upon heritage elements of the previous design, incorporating historical qualities that made the previous building significant. This may include appearance, scale and architectural quality.

Built Heritage Baseline

3.5 History of the application site

- 3.5.1 The application site was open land until the later half of the 19th century, known as “Vasterns” it was likely meadowland criss-crossed by drainage canals leading to the River Thames.
- 3.5.2 The Great Western Railway was created by an act of Parliament in 1835 in order to create a double tracked railway line connecting London and Bristol. Isambard Kingdom Brunel was the engineer retained by Great Western Railway to construct the line and as a result the line was first constructed using his broad-gauge tracks which required considerably more land within the railway cut. The work on the line began in 1836 at both ends with the intention of meeting in the middle (Great Western Archive 2013). The line to Reading was completed in 1840 with the full line's completion in 1841. Reading Station was originally designed by Isambard Kingdom Brunel and built in 1840. The main building of Reading General Station is Grade II listed and an enlargement and remodelling of the original design was undertaken by Mr Lane, the Chief Engineer of the Great Western Railway Company between 1865 and 1867. A railway works was constructed to the north of the station.
- 3.5.3 The Ordnance Survey 1st edition 25”-mile map of 1881 (fig 3) shows the development of the railway to the south of the application site with a works building and railway tracks extending into the south-east corner of the application site. The application site is crossed by two drainage canals leading to a single canal from the north-east side of Vastern Road. Industrial buildings including a timber yard and malthouses have been constructed to the west of the application site. The land to the north of Vastern Road remains open to the Thames River.
- 3.5.4 The Ordnance Survey 2nd edition 25”-mile map of 1900 (fig 4) shows the coal depot of the Great Western Railway Works has been constructed within the application site along with other railway lines. The land to the north of the application site has been fully developed with terraces housing and industrial works including a saw mill, electric works and iron works. The land to the west of the application site has been redeveloped as terraced housing. The railway works continued to expand and develop until it was at its largest extent as seen in the Ordnance Survey 1:1250 scale map of 1956–57 (fig 5).
- 3.5.5 The Ordnance Survey 1:1250 scale map of 1969–72 (fig 6) shows clearance of the railway work apparatus to the east of the application site and the construction of a small car park in the west of the application site suggesting that the works were no longer a priority.
- 3.5.6 The application site has been completely cleared and redeveloped by the Ordnance Survey 1:1250 scale map of 1988–93 (fig 7) and has not changed since. The buildings on the application site are various large pavilion style brick built retail units with metal roofs. The railway works to the south-west of the application site have been demolished and redeveloped as a sorting office.



Fig 3 OS map of 1881

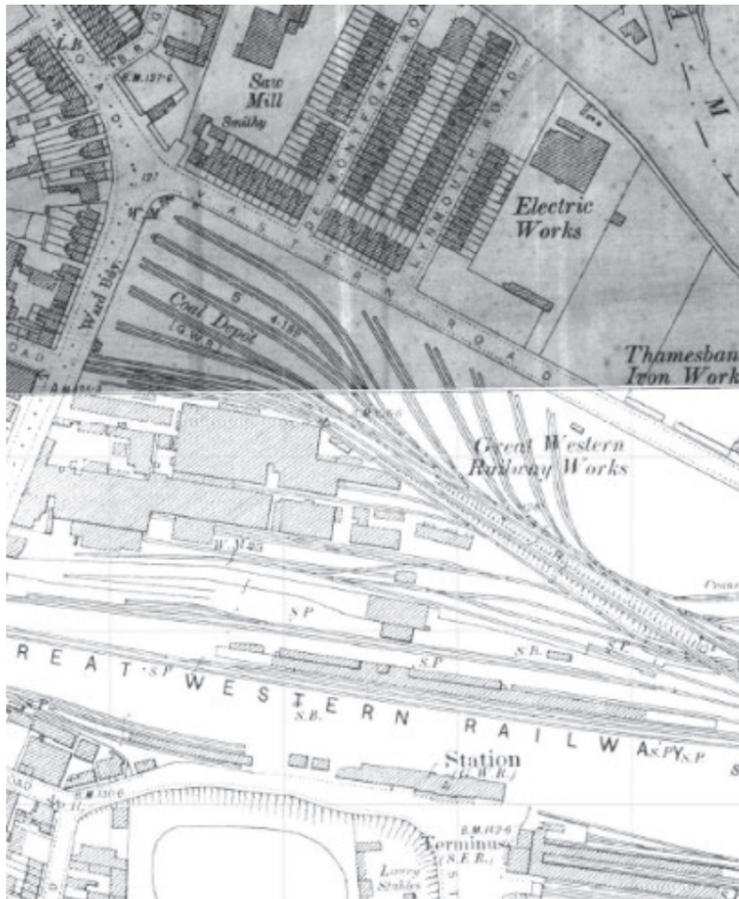


Fig 4 OS map of 1900

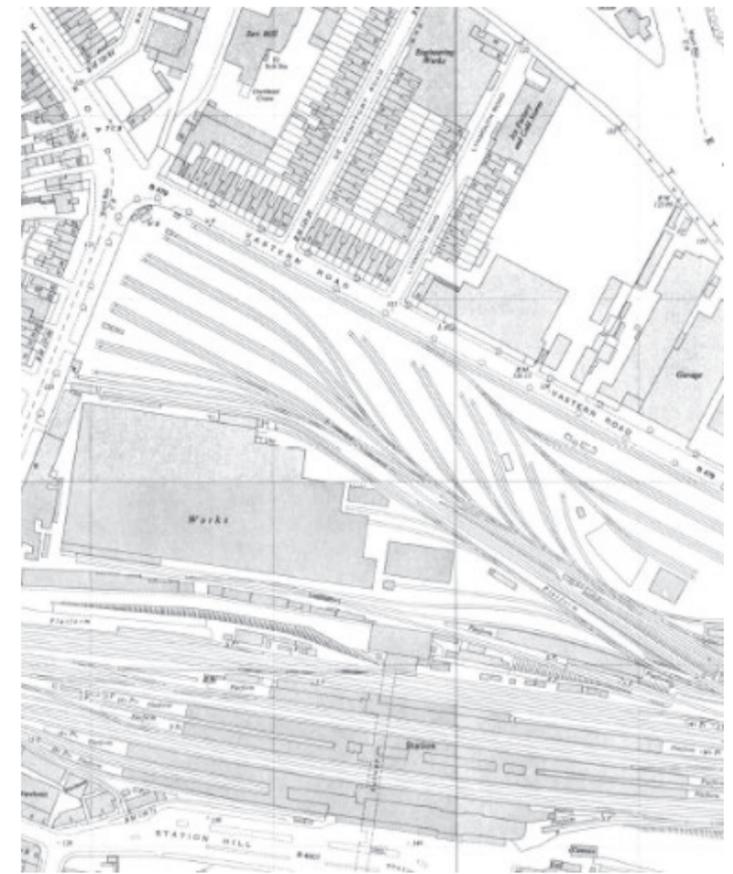


Fig 5 OS map of 1956-1957

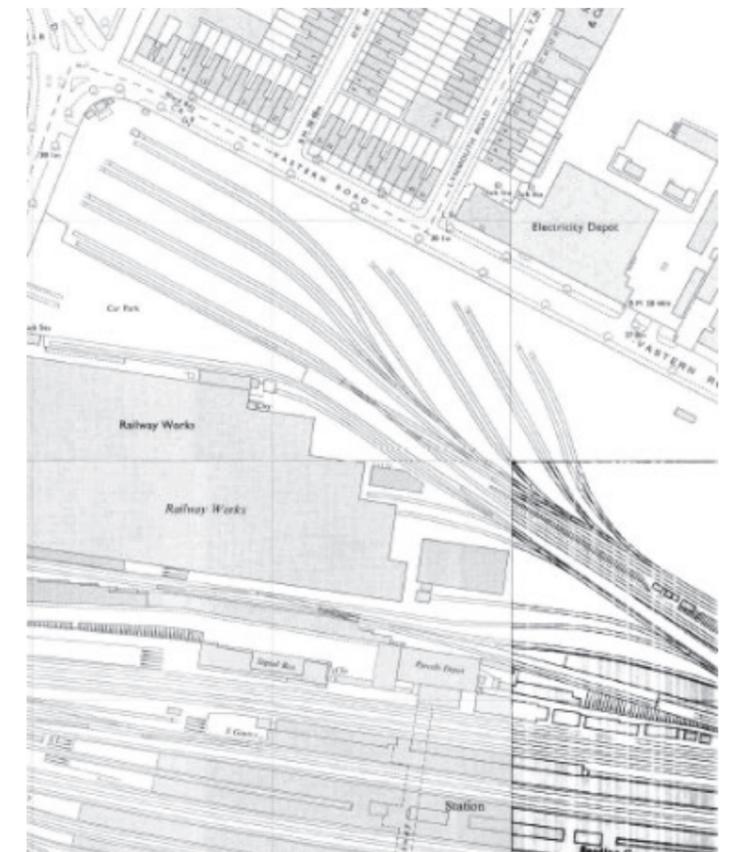


Fig 6 OS map of 1969-1972

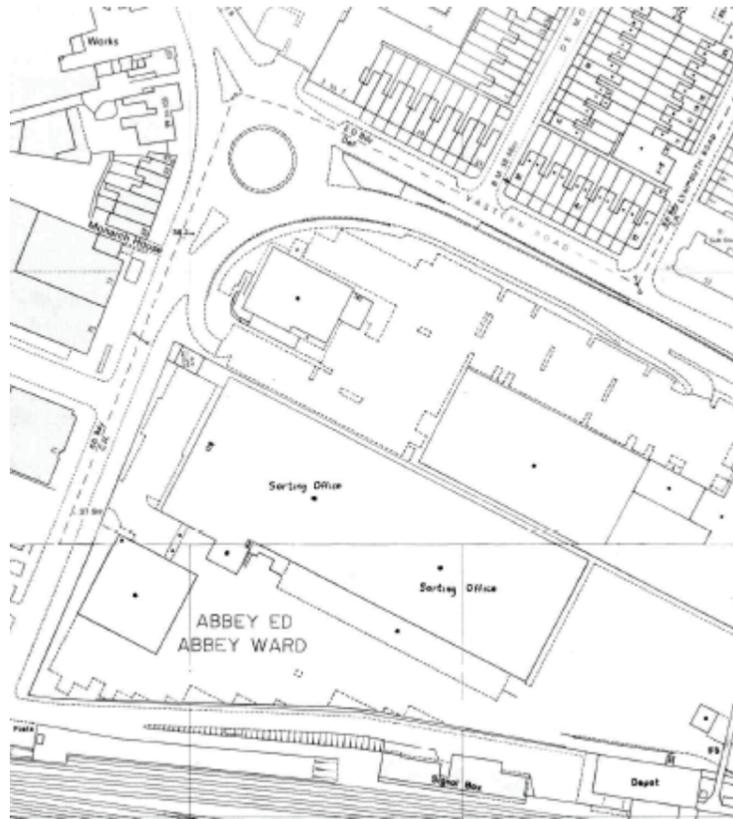


Fig 7 OS map of 1988

3.6 Application site description

- 3.6.1 The application site is a series of brick built pavilion style double storey commercial units. All of these buildings date to the 1980s.
- 3.6.2 The application site is bounded by Vastern Road to the north, beyond which are residential units and a Scottish and Southern Energy (SSE) office unit. To the east is Trooper Potts Way, Network Rail Thames Valley Area Site Office and Reading Railway Station are to the south and Caversham Road to the west on which there are commercial, residential and industrial units.
- 3.6.3 The area surrounding the application site can be characterised as urban development with a mix of commercial, industrial and residential uses.



Fig 8 View of the site from the north side of Vastern Road



Fig 9 View from Caversham Bridge looking south-east towards the site

3.7 Nearby heritage assets

- 3.7.1 The 14 designated heritage assets identified in section 2.3 are described below as is the locally listed building, No 55 Vastern Road.
- 3.7.2 The Reading Museum is:
1894 designed by a local architect (W.R Howell) to fill corner between concert hall and earlier school of art (qv). Asymmetric design in Gothic style closely echoing the style

of the concert hall. Two storeys attic and basement. Dark blue brick with dark red brick and terracotta dressings. Sandstone plinth. Terracotta band over ground floor, the carved reliefs depicting history of Reading; (incomplete but Saxon foundation, founding of Abbey and Magna Carta however can be seen). Arcaded cornice continued right across.

Projecting terracotta polygonal porch turret, heavy arcaded and decorated ground floor, gables over first floor windows. Three bay gable to right matches entrance to concert hall (coped gable, poppy head saddlestone, arcaded band and polygonal corner buttresses); two attic lancets flanking statue of Queen Victoria in canopied niche, C13 style. Two-light and oculus windows on first floor, segmental headed on ground floor. Corner block polygonal, basically a projecting chamfered turret with steep saddleback roof and three extremely rich gabled French Renaissance dormers with C13 geometrical tracery. First floor blind with three canopied niches on corners. On ground floor five foiled lancets and a basement of segmental headed windows. Commemorative marble tablet on corner. Return to Valpy Street repeats Waterhouse and Lainson use of triangular section buttresses capped with pinnacles between bays. Five bays. First floor blind, ground floor has two-light and oculus pointed windows with gables over. Tiled roofs. Octagonal belfry at east end, crenellated.

This composition is loosely said to be derived from Waterhouses Manchester Town Hall. Despite some similarities with other Gothic-style buildings in Manchester's Albert Square it is in fact much more closely related to the Waterhouse and Lainson blocks adjacent.

3.7.3 The main building at Reading Station is:

1865-67, architect Mr Lane (Chief Engineer of the GWR Co). Enlargement and remodelling of I K Brunel's original station of circa 1840. Italianate details. 2 storey symmetrical main building of buff brick from Coalbrookdale with Bath stone dressings, rusticated quoins. 10 bays wide, slight break to centre 4. Frieze, moulded cornice and blocking course, the projecting centre having console brackets to the cornice and the blocking course raised as solid pediment. The ground floor of the centre break has guilloche frieze and panelled pilasters with wreath caps flanking the windows and doorways. Cornices on console brackets over 1st floor windows, with triangular and segmental pediments over those in centre break. Canopy across ground floor. Hipped slate roof, chimneys removed. Pleasant central cupola, which has round headed lights and bracket eaves to pyramidal roof with finial. Canopy extends over ground floor extensions on both sides, about 12 bays to left and 7 to right.

3.7.4 The list entry for Regent Place describes it as:

Dated 1847. 3 storey and basement terrace block. Slight end breaks. Red brick on stucco basement. Stucco cornice, high parapet with panels to breaks. 1:5:1 bays, tripartite glazing bar sashes with brackets to cills and stucco architraves, plain stucco raised surrounds on 2nd floor. End bays have frieze and cornice to ground and 1st floor windows. No 47 altered to modern casements. Steps to 2 panel doors with moulded architraves and cornices. Nos 47-53 (odd) retain trefoil headed rails with heavier standards. Stucco date panel in centre inscribed "Regent Place MDCCCXLVII". Hidden slate roof.

3.7.5 29 and 31 Caversham Road are:

Circa 1847. 2 storey and basement pair. Red brick, with 1st floor cill band. Hipped slate roof with central chimney. 1 bay each, glazing bar sashes. 1 bay set back porch extensions to sides each with urn on coping.

3.7.6 Great Western House on Station Road is:

One of the 1st Railway Hotels in Britain. 1844 Italianate. 3 storeys and basement. Stucco with rusticated quoins. Ground floor channelled. 5x3 bays divided by pilasters supporting an entablature and boldly projecting modillion cornice. Glazing bar sash windows with architraves. Balustraded balcony, frieze and cornice to 1st floor windows, centre with pediment. 2nd floor windows with bracket cornice. Central

projecting portico with full Doric order and paired columns. 2 bay canted extension to right in matching style. North front has central bowed 3 light bay with cornice over on ground floor. High panelled parapet over cornice. Later 4 storey extension to left with carriage entry. Moulded coping to parapet. 2+1 bays. Modern extension to south. Similarities with Royal Station Hotel at Slough suggest I K Brunel as architect or one of his assistants. Balustraded area to street with heavy balusters. Curved to station approach corner.

3.7.7 13 and 15 Station Road are:

Probably circa 1903 and by Joseph Morris. Similar exuberant mixture of Baroque Art Nouveau and Flemish styles as Nos 17-27 (odd) qv. Very elaborate. 3 storeys and attic. Red and yellow glazed brick with terracotta enrichment to front only. Tiled roofs. 2 bays, tripartite sash windows. Bracketed oriel on 2nd floor to left. Enriched crows step gables of differing heights. Modern shop front.

3.7.8 The sculpture of King Edward VII is:

1902 to commemorate Coronation. Sculptor: George Edward Wade. Large bronze statue of the King in Coronation robes. High polished granite plinth with Ionic corner scroll balusters and re-entrant cornice.

3.7.9 The locally listed building is the entrance to Scottish and Southern Electric.

Date of building looks to be around 1900, possibly 1903. Building is now integrated within the wider (architecturally later) office and industrial depot SSE complex on Vastern Road, but is clearly architecturally separately identifiable and distinct, Building thought to be connected to the electric works. In 1903 the electric tramways also opened in Reading (Reading Corporation Tramways) and although this appears to be unconnected to this building, there was clearly an electric revolution in the town at that time, and it could mean that this may be the last original part of the original electric works. The street directory entry for Vastern Road in 1933 suggests that it might have been an individual building as a John Edwards is listed at 55 Vastern Road. The 1939 register lists him as the 'electric works superintendent', so there is the possibility that this was the caretaker's lodge to the electric works. Main construction is orange brick in Flemish Bond with some grey/blue brick, which is characteristic of Reading. Liberal use of stone suggests a higher quality building. The style is an eclectic mix of a number of architectural styles, making use of polychromatic effects, including Neo-Gothic elements, appearing to be a Victorian building in a kind of Classical/Georgian revival, fashionable at the time. There is use of stone in the string work, porticos, headers and pillars which gives this small building grandeur beyond its size.



Fig 10 The main building to Reading Station (Grade II listed)



Fig 11 Regent's Place on Caversham Road (Grade II listed)



Fig 12 29 and 31 Caversham Road (Grade II listed)



Fig 13 Locally listed building – 55, Vastern Road

4 Statement of Significance

4.1 Introduction

- 4.1.1 The application site does not contain any nationally designated (protected) heritage assets; such as scheduled monuments, listed buildings or registered parks and gardens. There are several designated heritage assets that may be affected.

4.2 Significance Criteria

- 4.2.1 'Significance' lies in the value of a heritage asset to this and future generations because of its heritage interest, which may be archaeological, architectural, artistic or historic. Archaeological interest includes an interest in carrying out an expert investigation at some point in the future into the evidence a heritage asset may hold of past human activity, and may apply to standing buildings or structures as well as buried remains. Known and potential heritage assets within the site and its vicinity have been identified from national and local designations, HER data and expert opinion. The determination of the significance of these assets is based on statutory designation and/or professional judgement against four values (EH 2008):

Evidential value: the potential of the physical remains to yield evidence of past human activity. This might take into account date; rarity; state of preservation; diversity/complexity; contribution to published priorities; supporting documentation; collective value and comparative potential.

Aesthetic value: this derives from the ways in which people draw sensory and intellectual stimulation from the heritage asset, taking into account what other people have said or written;

Historical value: the ways in which past people, events and aspects of life can be connected through heritage asset to the present, such a connection often being illustrative or associative;

Communal value: this derives from the meanings of a heritage asset for the people who know about it, or for whom it figures in their collective experience or memory; communal values are closely bound up with historical, particularly associative, and aesthetic values, along with and educational, social or economic values.

- 4.2.2 Table 2 gives examples of the significance of designated and non-designated heritage assets.

Table 2: Significance of heritage assets

Heritage asset description	Significance
World heritage sites Scheduled monuments Grade I and II* listed buildings Historic England Grade I and II* registered parks and gardens Protected Wrecks Heritage assets of national importance	Very high (International/ national)
Historic England Grade II registered parks and gardens Conservation areas Designated historic battlefields Grade II listed buildings Burial grounds Protected heritage landscapes (e.g. ancient woodland or historic hedgerows) Heritage assets of regional or county importance	High (national/ regional/ county)
Locally listed buildings and heritage assets with a district value or interest for education or cultural appreciation and local (ie parish) value or interest for education or cultural appreciation	Low (Local)
Historic environment resource with no significant value or interest	Negligible
Heritage assets that have a clear potential, but for which current knowledge is insufficient to allow significance to be determined	Uncertain

4.3 Listed building

- 4.3.1 The following Grade II listed buildings have a high significance baseline;

Reading Museum

Evidential and Historic Value

- 4.3.2 Reading Museum forms a group with the Town Council and Clock Tower and Concert Hall. All three are architecturally similar and the museum was built to fit in with its neighbouring buildings. The evidential and historic value stems from their architectural style (Gothic) and their clustering together.

Aesthetic Value

- 4.3.3 The architecture of all three buildings is similar and dates to the end of the 19th century. The museum was built to sit alongside the other buildings and thus forms an aesthetic cluster of historically important buildings amongst modern mid-rise buildings. It therefore has a high aesthetic value.

Communal Value

- 4.3.4 All of these buildings are public buildings and thus have great communal value. The Museum has an education and entertainment value.

Summary of Significance

- 4.3.5 Based on the above Reading Museum has a high significance.

Station Building and Great Western Building

Evidential and Historic Value

- 4.3.6 Both of these buildings' historic value lies in their relationship with the construction of the Great Western Railway. The Great Western Building was the first railway hotel, and remains a hotel today. Both of these buildings have a strong historic association due to their connection with the railway.

Aesthetic Value

- 4.3.7 The aesthetic value of these buildings lies in their contribution of historic vernacular architecture. Furthermore their architectural style is unusual in the area due to the very modern station building and modern mid-rise buildings around the area.

Summary of Significance

- 4.3.8 Based on the above these three buildings have a high significance.

The statue of King Edward VII

Evidential and Historic Value

- 4.3.9 The historic and evidential value of the statue is the commemorative reason for why it has been erected; the coronation of Edward VII.

Aesthetic Value

- 4.3.10 The aesthetic value of the statue lies in its design and construction.

Communal Value

- 4.3.11 The communal value in the statue is the information and memory that can be appreciated by passers by.

Summary of Significance

4.3.12 Based on the above the statue has a medium significance.

13 and 15 Station Road

Evidential and Historic Value

4.3.13 The historic and evidential value in these buildings is their architectural style dating to early 20th century and that they are a pair.

Aesthetic Value

4.3.14 The aesthetic value rests in their contribution of historic vernacular architecture which can be appreciated by all as they are commercial buildings. Additionally, their architectural style is unusual in the immediate neighbouring locale.

Communal Value

4.3.15 The communal value in these buildings lie in their position on a busy road with plenty of pedestrian traffic and that the ground floors are commercial premises.

Summary of Significance

4.3.16 Based on the above these two buildings have a high significance.

Regents Place and 39 and 41 Caversham Road

Evidential and Historic Value

4.3.17 Both of these properties have a low evidential and historic value as they are private residences. Any interest lies in their architectural style.

Aesthetic Value

4.3.18 The aesthetic value of these buildings lies in their architectural style as examples of vernacular architecture and that they are unusual given the surrounding architecture which is mainly modern.

Communal Value

4.3.19 These buildings have very little communal value as they are private dwellings.

Summary of Significance

4.3.20 Based on the above these three buildings have a high significance.

Market Place Conservation Area

4.3.21 Conservation Areas have a high baseline significance. The Market Place Conservation Area is situated to the south-east of the application site. The high built landscape form means it is unlikely the development will be seen from within the Conservation Area or its peripheries

55, Vastern Road

4.3.22 Locally listed buildings have a medium significance baseline. It is only the front of this building as the entrance to Scottish and Southern Energy (SSE). The evidential and historic value of the building lies in its association with SSE. Its aesthetic value lies in its architectural form which is different to the surrounding buildings. The building has little communal value as it belongs to a private company and has no public access. Therefore the significance of this building is low to medium.

5 Proposed development

5.1 Proposal

5.1.1 Due to the outline nature of the application, the height and massing of the proposed development has been assessed based on a worst case interpretation of the development parameters, as described in ES Chapter 4: Proposed Development Description. The Built Heritage Assessment has been undertaken on the worst-case massing proposals, represented by Parameter Plan 105 (fig 14). All reference hereafter to the proposed development is based on the development proposals as permitted by Parameter Plan 105.

5.1.2 The proposed development would deliver four new builds that will be up to 112.9 m ADO storeys high in parts. The four blocks will be in a linear formation the length of the application site. All buildings will be divided into two blocks and each will be of differing height. The north-west corner of the application site will have a square block and be surrounded by a curved building which follows the shape of the application site boundary. The other buildings are square or rectangular in shape. There are passages between each of the buildings and an open space at the back of the buildings along the southern boundary. The buildings will be taller along the southern boundary. The heights will be as follows:

- Plot A – max. 71.1m AOD in the northern portion and max. 94.4m AOD in the southern portion
- Plot B - max. 61.8m AOD in the northern portion and max. 92.8m AOD in the southern portion
- Plot C - max. 79.1m AOD in the northern portion and max. 94.4m AOD in the southern portion
- Plot D - max. 87.9m AOD in the northern portion and max. 112.9m AOD in the southern portion

5.1.3 The Design Code has given some indication of the materiality and finishes likely to be incorporated. Floor to ceiling glazing will be used on the ground floor to provide an active street frontage. Large glazed windows will be present on the floors above, though dominance of glazing will depend on whether the buildings are residential or office use.

5.1.4 Podium gardens may be included and these would assist in breaking up the massing as well as having a high public benefit.

5.1.5 The roof design will respond to the scale of the local character and pitched roofs are suggested for lower height roofs and these would contribute to Reading's character and aesthetics.

5.1.6 The materials for the façades will be consistent with the local character of Reading. Historically Reading has had many brickworks and blue/grey bricks combined with red bricks are characteristic of some historic buildings. All buildings will use the same materials so as to create uniformity.

5.1.7 Clear delineations between the bottom, medium and top of the buildings will be incorporated to create visual divisions and assist in breaking up the height and massing.

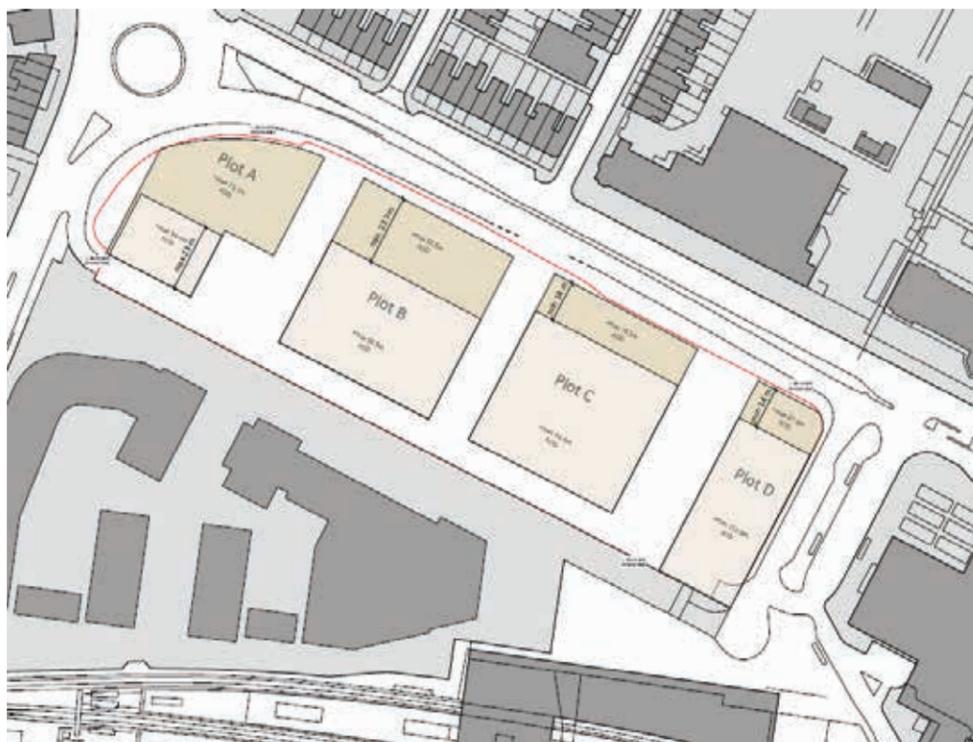


Fig 14 Parameter plan 105 – Plot Heights Mixed Use (source: ColladoCollins Architects)

6 Impact of Proposed Development

6.1 Impact on application site

- 6.1.1 There are no designated heritage assets on the application site. The only impact on the application site will be the demolition of the existing buildings to be replaced by the new builds.
- 6.1.2 The application site has a neutral impact on the surrounding area and its redevelopment will bring a more active street frontage on Vastern Road as well as domestic accommodation and public amenity space. Final designs, materiality and finishes have not been received yet and these will have to be taken into account but it is assumed that the scheme will be delivered to a high architectural quality. As such the scheme will have a positive effect on the application site and the surrounding area.

6.2 Impact on nearby heritage assets

- 6.2.1 There are a number of designated heritage assets as well as a locally listed building around the application site. There will be no physical impacts to any of these assets due to their distance from the application site.
- 6.2.2 The height of the proposed buildings means they will be seen from several of the surrounding heritage assets. The setting of most of these has changed considerably over time. Regent Place is a row of 5 terrace houses and the surrounding buildings and opposite are all modern, the same can be said of 29 and 31 Caversham Road though these two are part of a row of similar looking houses though those opposite are also modern.
- 6.2.3 The immediate setting of the main building of Reading Station has changed considerably as the station has been expanded and altered significantly. The historic station building is now a public house and the rest of the station is a modern building.
- 6.2.4 Verified view 10 (Fig 15) and 25 (Fig 16) from the supplied Town and Visual Assessment (TVIA) illustrates the impact the proposed development will have on the setting and views of the historic main building. While the proposed development will be behind the station building the height and scale of the proposed development is unprecedented in the area. The height and massing of the proposed development will detract from its architectural significance and prominence. As such the proposed development will have some harm on this heritage asset but this will be outweighed by any public benefit and can be mitigated by high quality architectural design and finishing.
- 6.2.5 Great Western House opposite the station still has some association with the station building as both date to the opening of the Great Western Railway. However, this value is now primarily historical association as the surrounding buildings are all of contemporary development which has had the result of reducing the historical and architectural links. This harm is less than that on the main building of Reading General Station and will not be significant.
- 6.2.6 The Town Council Chamber and Offices with Clock Tower as well as the Reading Museum and Concert Hall have a strong architectural and historic association and form a group. The buildings opposite and to the north are modern but to the south and east there are older buildings that help contribute to the setting of these heritage assets. The buildings of the proposed development are unlikely to be seen from the Reading Museum and so will not have an impact on these heritage assets.
- 6.2.7 The setting of the statue of Edward VII is immediate and is meant to be enjoyed at close proximity. The proposed development will therefore not have any impact on this heritage asset.
- 6.2.8 The locally listed building, No 55 Vastern Road will face the proposed development. While it is still the entrance to the offices of SSE, the surrounding buildings have changed and are no longer contemporary with the building in question. Its setting can be described as semi-industrial. It is also surrounded by modern buildings so the importance of its setting has reduced. It will benefit from the new active street frontage and the high quality architectural design of the proposed development. As a locally listed building it also does not benefit from any statutory protection.

6.2.9 There are cumulative schemes nearby that have planned tall buildings, these are at the Former Royal Mail site just south of the application site, the former SSE site north-east of the application site and at 29 Station Road. The main building of Reading General Station will suffer a cumulative effect if the Former Royal Mail site is developed. This will be a major adverse effect. The development at 29 Station Road will also have a cumulative effect on the main building of Reading General Station, as well as the Great Western House and 13 and 15 Station Road. This will only be a moderate adverse effect as the views will not be direct and parts of the surrounding area have already been subject to modern redevelopment. The development of the former SSE site will not effect any of the designated heritage assets as the application site is in between them. It will have a cumulative effect on the locally listed No 55 Vastern Road, this will be minor adverse. As a locally listed building, No 55 Vastern Road does not benefit from any statutory protection.



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Fig 16 Approved view 10 looking north on Station Road with wireframe of proposed development (Source: AVR London)



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Fig 17 Approved view 25 looking north-west from the top of Station Road with wireframe of proposed development (Source: AVR London)

7 Conclusions and Recommendations

7.1 Conclusions

- 7.1.1 This assessment has found that the proposed development would have a moderate adverse effect in built heritage terms on the main building to Reading General Station and a minor adverse effect on Great Western House and the other designated heritage assets. In both instances this would amount to less than substantial harm.
- 7.1.2 The views towards these assets will be impacted by the visual prominence of the proposed development, views north from Station Road have previously been uninterrupted leaving the clock tower of the Grade II listed station building as a focal point. However, this can be mitigated by careful design and finishing.
- 7.1.3 No 55 Vastern Road, the locally listed building, will have direct views on the proposed development and will benefit from the more active street frontage on Vastern Road. The proposed development will involve tall buildings but the beneficial public benefit will outweigh any adverse effects and so the overall effect can be summarised as minor beneficial. As a locally listed building, No 55 Vastern Road does not benefit from any statutory protection.
- 7.1.4 Proposals would present a positive effect on the site itself in terms of contemporary design and providing public benefits.

7.2 Recommendations

- 7.2.1 Continued discussion with the local authority to ensure a sufficiently sympathetic materiality, landscaping design to the proposed development, chiefly at the Vastern Road frontage, Vastern Road and planned pedestrian routes.

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8.1 Published and documentary sources

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