

Reading Station Park, Vastern Road, Reading

## Appendices to Accompany Townscape Proof of Evidence

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## **Appendices**

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## **Appendix MDC-1: LVIA Methodology**

## METHODOLOGY

1.1 GLVIA 3 paragraph 1.1 states that:

***"Landscape and Visual Assessment is a tool used to identify and assess the significance of and the effects of change resulting from development on both the landscape as an environmental resource in its own right and on people's views and visual amenity."***

1.2 Paragraph 2.6 outlines that the definition of landscape applies to townscapes, and is therefore interchangeable with the term 'landscape', with paragraph 2.7 stating:

***"Townscape means the landscape within the built-up area, including the buildings, the relationship between them, the different types of urban spaces, including green spaces, and the relationship between buildings and open space..."***

1.3 The guidelines contained within GLVIA 3 are not intended as a prescriptive set of rules, and have been adapted for the context and nature of the proposed development.

1.4 TVIAs are often undertaken by professionals who are involved in the design of the public realm and preparation of management proposals. This can allow the assessment to proceed as an integral part of the overall proposed development. Judgements are based on training and experience, and supported by clear evidence and reasoned argument.

1.5 The purpose of the TVIA is to identify the potential for, and assess the likely effects of, change resulting from development. Townscape and visual assessments are separate, although linked, procedures. A distinction is made between:

- Townscape - townscape character and the elements and features that contribute to it (townscape receptors); and
- Visual - people who experience views within the townscape (visual receptors).

1.6 A TVIA is typically accompanied by illustrative material, including baseline mapping and photographs of the application site itself and from the surrounding area.

## **Viewpoint Selection**

- 1.7 In order to assess the effects on visual receptors and inform the change that is likely to occur within townscape character areas, a selection of publicly accessible viewpoints is made, which could include representative viewpoints (e.g. representing views of users of a particular footpath) and specific viewpoints (e.g. a key view from a specific visitor attraction). Views are identified through the interrogation of baseline data and consultation with relevant stakeholders and are then refined through ground testing on site visits. The variety of viewpoints aim to provide a representative selection of views available in the study area in terms of direction and distance, as well as receptor type.
- 1.8 Views are categorised as either near-distance, medium-distance or long-distance with the relevant distances dependant on the size and nature of the development, based on professional judgement.
- 1.9 The type of view is typically described firstly as transient (i.e. in passing) or fixed (i.e. from a static location) and then in relation to being filtered (i.e. through intervening vegetation), oblique (i.e. not within the direct field of view), or open (i.e. uninterrupted).
- 1.10 Photographs of representative viewpoints are taken at eye level, using a digital SLR camera, with reference to the Landscape Institute Advice Note 01/11 'Photography and photomontage in landscape and visual impact assessment'.
- 1.11 There are typically three key stages to TVIA, namely:
  - Baseline Studies to establish the existing townscape and visual situation;
  - Consideration of the proposed development and any primary mitigation that has been designed into the proposals; and
  - Assessment of Townscape and Visual Effects, that considers the impact of the proposed development on the townscape and visual receptors identified through the baseline studies.

## **Assessment Criteria**

- 1.12 The criteria used to assess if an effect is significant or not, 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.

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## Townscape Effects

1.13 GLVIA 3 paragraph 5.1 states:

***"An assessment of landscape effects deals with the effects of change and development on landscape as a resource."***

1.14 In order to assess the townscape effects, the sensitivity of the townscape receptor and the magnitude of impact experienced as a result of the proposed development is assessed.

i. Townscape Receptor Sensitivity

1.15 The sensitivity of a townscape receptor is a combination of the value of the townscape receptor and the susceptibility of the townscape receptor to the type of change proposed, using professional judgement.

ii. Townscape Value

1.16 The GLVIA 3 Glossary defines landscape [townscape] value as:

***"The relevant value that is attached to different landscapes by society. A landscape may be valued by different stakeholders for a variety of reasons"***

1.17 Townscapes, including their character and features, may be designated at a range of levels (international, national, county and local level), examples of which are set out below. The assessment of value is based on a combination of the importance of townscape-related planning designations and the following attributes:

- Townscape quality (condition): the measure of the physical state of the townscape. It may include the extent to which typical townscape character is represented in individual areas, the intactness of the townscape and the condition of individual elements;
- Scenic quality: the extent that the townscape receptor appeals to the visual senses;
- Perceptual aspects: the extent that the townscape receptor is recognised for its perceptual qualities (e.g. remoteness or tranquillity);
- Rarity: the presence of unusual elements or features;
- Representativeness: the presence of particularly characteristic features;
- Recreation: the extent that recreational activities contribute to the townscape receptor; and
- Association: the extent that cultural or historical associations contribute to the townscape receptor.

1.18 The overall value for each townscape receptor is categorised as High, Medium, Low or Very Low, as presented in Table 1.2.

**Table 1.2: Townscape Value Criteria**

Value	Criteria
Very Low	Features or areas with little or no evidence of being valued by the community and are not designated.
Low	Features likely to be of importance to the local community but have little or no wider recognition of their value and are not designated.
Medium	Features or areas likely to be of county or borough importance, designated at county or borough level.
High	Features or areas likely to be of international or national importance, designated at national or international level.

iii. Townscape Susceptibility

1.19 The GLVIA 3 Glossary defines landscape [townscape] susceptibility as:

*"The ability of a defined landscape... receptor to accommodate the specific proposed development without undue negative consequences"*

1.20 The following criteria is taken into consideration in the assessment of townscape susceptibility, although not all criteria are equally applicable or important within a given townscape / type of development proposed:

- Landform;
- Pattern/Complexity;
- Composition;
- Landcover; and
- Relationship of a given townscape area to any existing settlements or developments.

1.21 Susceptibility of the character of the townscape / of the townscape features is categorised as High, Medium or Low, as set out in the Table 1.3. Townscape susceptibility can also be considered in the context of the capacity of townscape / townscape features to accommodate change.

**Table 1.3: Townscape Susceptibility Criteria**

Susceptibility	Criteria
Low	The receptor is likely to be able to accommodate the type of change proposed with little or no effect upon its overall integrity.
Medium	The receptor is likely to have some scope to accommodate the type of change proposed without undue effects upon its overall integrity.
High	The receptor is likely to have little scope to accommodate the type of change proposed without undue effects upon its overall integrity.

1.22 Based on the combination of value and susceptibility, an assessment of townscape sensitivity is reached, defined as High, Medium or Low.

iv. Townscape Magnitude of Impact

1.23 The townscape magnitude of impact is informed by judgements about the size and extent of the change brought about by the proposed development both in terms of the existing townscape character and townscape elements / features and the addition of new townscape elements / features, and its duration and reversibility, as set out in Table 1.4 and can be either beneficial or adverse. Where the proposed development is anticipated to give rise to both beneficial and adverse impacts for townscape receptors, they are considered on balance to arrive at an overall magnitude of impact through professional judgement.

**Table 1.4: Townscape Magnitude of Impact Criteria**

Magnitude	Criteria
None	No direct change to the existing townscape receptor or a change that is so inconsequential that it does not alter the existing townscape receptor.
Very Small	Very slight alteration to the existing townscape receptor; may also affect a limited area.
Small	Slight alteration to the existing townscape receptor; may also affect a restricted area.
Medium	Partial alteration to the existing townscape receptor; may also affect a wide area.
Large	Total alteration to the existing townscape receptor; may also affect an extensive area.

v. Visual Effects

1.24 The GLVIA 3 paragraph 6.1 states:

*"An assessment of visual effects deals with the effects of change and development on the views available to people and their visual amenity."*

1.25 In order to assess the visual effects, the sensitivity of the visual receptor and the magnitude of impact experienced as a result of the proposed development are assessed.

vi. Visual Receptor Sensitivity

1.26 The sensitivity of a visual receptor is a consideration of the value of the view and the susceptibility of the visual receptor to the type of change proposed, using professional judgement. The assessment of value is based on the criteria set out in Table 1.5.

1.27 The assessment of visual susceptibility is based on the criteria set out in Table 1.6.

**Table 1.6: Visual Susceptibility Criteria**

Susceptibility	Criteria
Low	People travelling on major roads; and People at their place of work.
Medium	People engaged in outdoor sport and recreation, where their appreciation of their surroundings is incidental to their enjoyment; and People travelling on secondary roads of lanes, rail or other recognised transport routes
High	People at their place of residence; People engaged in outdoor recreation, whose attention is likely to be focussed on the townscape; and People travelling along recognised scenic routes or where their appreciation of the view contributes to the amenity experience of their journey

1.28 Based on the combination of value and susceptibility, an assessment of visual sensitivity is reached, defined as High, Medium or Low.

vii. Visual Magnitude of Impact

1.29 The magnitude of visual impact is typically described with reference to the:

- Scale of change in the view with respect to the loss or addition of features in the view and changes in its composition;
- Duration and nature of the impact;
- Angle of view;
- Distance of the viewer
- Extent of the area over which the changes would be visible.

**Table 1.5: Visual Value Criteria**

Value	Criteria
Low	A location that is not designated, with minimal or no cultural associations.
Medium	A location that is likely to be of local importance, either designated or with local cultural associations, where the view obtained forms part of the experience.
High	A location that is likely to be of national importance, either designated or with national cultural associations, where the view obtained forms an important part of the experience.

1.30 The magnitude of impact can be either beneficial or adverse. Where the proposed development is anticipated to give rise to both beneficial and adverse impacts for visual receptors, they are considered on balance to arrive at an overall magnitude of impact through professional judgement. The magnitude of visual impact classifications are set out in Table 1.7.

**Table 1.7: Visual Magnitude of Impact Criteria**

Magnitude	Criteria
None	No change discernible in the view.
Very Small	The proposals would cause a barely perceptible change in the view.
Small	The proposals would cause an unobtrusive change in the view.
Medium	The proposals would cause a noticeable change in the view.
Large	The proposals would cause a pronounced change to the view.

## viii. Significance Criteria

1.31 In order to draw conclusions about the scale and significance of townscape or visual effects, the combination of the sensitivity of the receptors and the magnitude of impact are considered for the proposed development at the demolition and construction stage and upon completion, as shown in Table 1.8.

1.32 Table 1.8 provides a matrix that represents how receptor sensitivity is combined with the magnitude of impact to derive the significance of effect.

**Table 1.8: Significance of Effect Matrix**

Sensitivity of Receptor	Magnitude of Impact				
	None	Very Small	Small	Medium	Large
Low	Neutral	Negligible	Negligible/ Minor	Minor	Minor/ Moderate
Medium	Neutral/ Negligible	Negligible/ Minor	Minor	Minor/ Moderate	Moderate
High	Negligible	Minor	Minor/ Moderate	Moderate	Major

1.33 The criteria that have informed the significance of effects are set out in Table 1.9.

**Table 1.9: Significance of Effect Criteria**

Scale and Nature of Effect	Townscape Effects Criteria	Visual Effects Criteria
Major Beneficial	Alterations that result in a considerable improvement of the existing townscape resource. Valued characteristic features could be restored or reintroduced as part of the proposed development.	Alterations that typically result in a pronounced improvement in the existing view.
Moderate Beneficial	Alterations that result in a partial improvement of the existing townscape resource. Valued characteristic features could be largely restored or reintroduced.	Alterations that typically result in a noticeable improvement in the existing view.
Minor Beneficial	Alterations that result in a slight improvement of the existing	Alterations that typically result in a limited improvement in the existing view.

Scale and Nature of Effect	Townscape Effects Criteria	Visual Effects Criteria
	townscape resource. Characteristic features could be partially restored.	
Negligible Beneficial	Alterations that result in a very slight improvement to the existing townscape resource, not uncharacteristic within the townscape	Alterations that typically result in a barely perceptible improvement in the existing view.
Neutral	No alteration to any of the components that contribute to the existing townscape resource; or an alteration that does not beneficially or adversely affect the existing townscape receptor.	No change to the view, or a change which on balance neither results in an improvement or deterioration to the existing view.
Negligible Adverse	Alterations that result in a very slight deterioration to the existing townscape resource, not uncharacteristic within the townscape.	Alterations that typically result in a barely perceptible deterioration in the existing view.
Minor Adverse	Alterations that result in a slight deterioration of the existing townscape resource. Characteristic features could be partially lost.	Alterations that typically result in a limited deterioration in the existing view.
Moderate Adverse	Alterations that result in a partial deterioration of the existing townscape resource. Valued characteristic features could be largely lost.	Alterations that typically result in a noticeable deterioration the existing view.
Major Adverse	Alterations that result in a considerable deterioration of the existing townscape resource. Valued characteristic features could be wholly lost.	Alterations that typically result in pronounced deterioration in the existing view.

1.34 Duration of effect has been described as short or long-term, in accordance with the criteria set out in Table 1.10.

**Table 1.10: Duration of Effects Criteria**

Duration	Criteria
Short term, Temporary	0 – 5 Years
Medium Term Temporary	5 – 10 Years
Long term Permanent	10 + Years

1.35 For the purposes of this EIA, effects that are graded as being Major or Moderate are considered significant. Effects that are graded as Minor to None constitute effects that are not considered significant.

**Appendix MDC-2: Reading Tall Building Strategy/ 2018 Update Extracts**

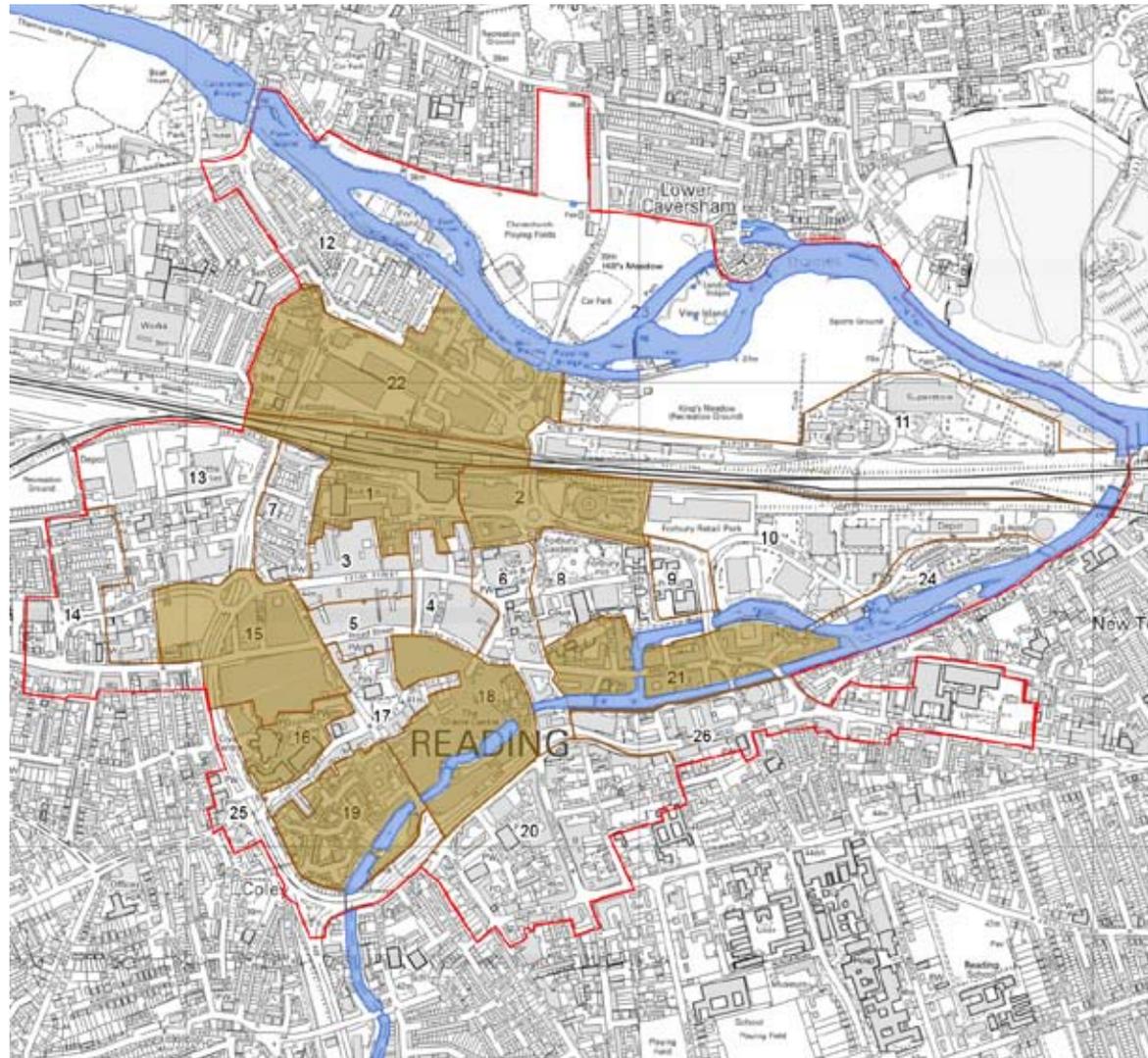


# Reading Tall Building Strategy

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1. Station Hill
  2. Reading station east
  3. Friar Street
  4. Station Road
  5. Broad Street
  6. St.Lawrence and Market Place
  7. Reading Station West
  8. Forbury Gardens
  9. Reading Prison
  10. Forbury Retail Park
  11. Napier Road
  12. Caversham Road
  13. Cattle Market and Chatham Place
  14. Oxford Road and surroundings
  15. Chatham Place
  16. The Civic Centre
  17. St Mary's and Castle Street
  18. The Oracle
  19. Mallard Row to Fobney Street
  20. London Street
  21. Forbury South
  22. Vastern Road
  23. King's Meadow
  24. Kennet Walk
  25. IDR
  26. King's Road
-  Areas with some townscape capacity for tall buildings



**Figure 4.1: Townscape capacity for tall buildings**

### Character Area 22: Vastern Road

Townscape sensitivity to the inclusion of tall buildings	Low: The large block size which exists within the character area and the absence of any key views or visual focal point makes this an appropriate location for tall buildings. However it is proposed that tall structures should not be developed along the north and western boundaries of the character area as these boundaries are shared with small scale residential areas. any proposed built form should respond in terms of height and scale to the residential area. The tallest structures should be located to the south of the character area, adjacent to the railway line. In this area the townscape features are larger scale, and adjacent to large scale features outside of the area e.g. existing station buildings, Thames Tower and Western Tower.
Historical significance	Railway town and growth of manufacturing and commerce post 1840.
Surrounding historical sensitivities	The nearest historical designation is the Market Place conservation Area which is located approximately 300m to the south.
Key views within the character area	No key views have been identified for this area
Key views into the character area	From the elevated position of Caversham Park, Balmore Park and Horse Close, built form within the character area contributes to the view of central Reading.
Tall buildings planning applications	-
Market demand	Currently not considered a major office location although should development around the station be successful in delivering 360 degree accessibility (rather than focusing on the established links to the south of the train line) the location would be sought after by occupiers.
Flood risk	The majority of the area falls within the zone 2 flood risk zone.
Transport	Infrastructural improvements required: Although this area is close to the railway station, access across the railway is poor and will require improvement to take full advantage of its location. The links to the city centre are also poor but two main bus routes cross the area at either end. A future National Cycle Network traffic free route is proposed that would link the existing National Cycle Network traffic-free route along the river to the station area and city centre from one side of the character area.
Suitability as a location for tall buildings	High: The large block size which exists within the character area and the absence of any key views or visual focal point makes this an appropriate location for tall buildings. There are no key views which could be blocked by development of tall buildings. In order for tall building development within this area to be viable in terms of market considerations, there would need to be associated public realm enhancements and enhanced accessibility to improve market perception of the area.

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## 5.2 Conclusion of analysis

Having summarised the baseline information for each character area, and made consideration of the sensitivities of each according to each of the baseline analysis topics, the following areas have been judged most appropriate for the development of tall buildings.

- Site 1: Character area 1 – Station Hill
- Site 2: Character area 2 – Station Road East
- Site 3: Character area 15 – Chatham Place
- Site 4: Character area 16 - Civic Centre
- Site 5: Character area 21 - Kings Road
- Site 6: Character area 22 – Vastern Road

Although the preferred locations broadly share the same boundaries as the character areas, the boundaries have been altered to accommodate the identified key views, i.e. in the southern section of character area 16 where the development of a tall building would block the identified key views of St Mary's church.

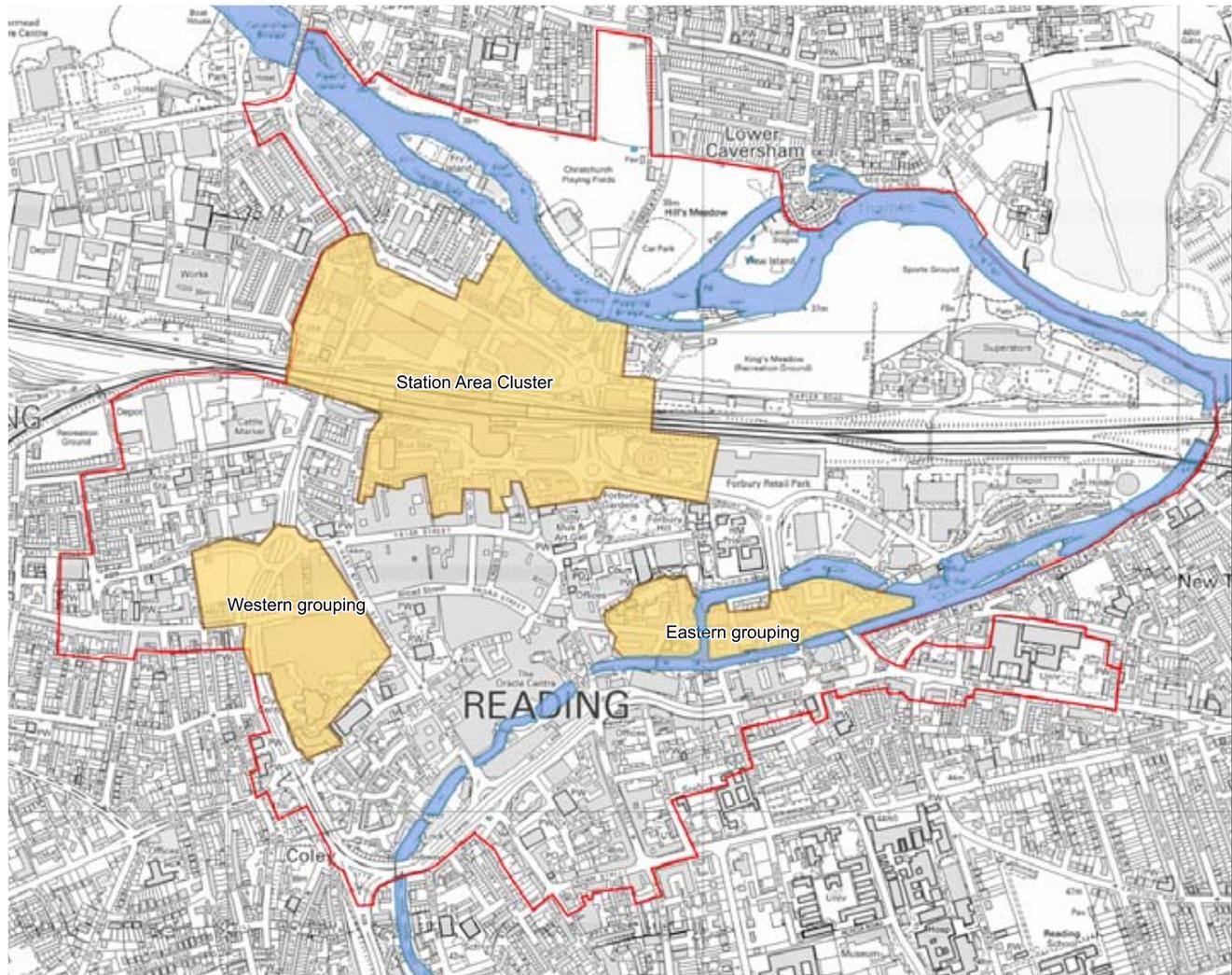
As character areas 12, 2 and 22 are adjacent to one another, and character areas 15 and 16 are adjacent to one another, there has been a grouping of character areas. The following three areas have been created as 'Preferred tall building locations'.

- Station Area Cluster
- Eastern Grouping
- Western Grouping.

Their geographical extent is shown on Figure 5.1.

Although these clusters have been defined as appropriate for tall buildings, there remain detailed design criteria to be considered during decision making processes. These criteria must be taken into consideration at all stages from the initial design phase to the planning approval phase. It would not be appropriate for the entire area to be developed with buildings over 10 storeys. It is necessary to adhere to best practice principles of urban design. General principles of good practice in designing tall buildings, and specific design principles for the 'Preferred tall building locations', are detailed in Chapter 6.

Preferred Tall Building Locations



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Figure 5.1: Preferred tall building locations

# 6 DESIGN GUIDELINES

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## 6.1 Preferred Tall Building Locations

These are areas which have been reached following the extensive baseline assessment detailed in previous chapters above. They are areas which have been identified as suitable for the introduction of taller buildings. In defining these areas it should be noted that there would be a general presumption against the development of buildings significantly taller than the surrounding buildings outside of these locations.

Although these clusters have been defined as appropriate for tall buildings, it would not be acceptable for the entire area to be developed with buildings over 10 storeys. There remain detailed design criteria to be considered during decision making processes at all stages from the initial design phase to the planning approval phase. It is necessary to adhere to best practice principles.

## 6.2 Principles

The introduction of tall buildings to an area will alter the existing character. In some cases this will be advantageous as the existing townscape character is poor, but in other instances there will be existing characteristics of the townscape which are positive and should be conserved. In order to provide clear guidance on how the proposed tall buildings should be introduced to each area, principles have been developed. The principles fall into the following two categories:

- General principles – good practice which should always be adhered to when developing tall buildings; and
- Site specific principles – guidance on the proposed character of the preferred tall building locations; indicative building heights; tall building typology and building densities and urban form.

The tall building typologies which would be used are as follows:

- The Supplementary Tower within the Context of Existing Tall Development: Such developments are usually attached to high capacity infrastructure associated with the existing development and consolidate a cluster of tall development. This typology is potentially the least complicated to integrate into existing urban patterns.
- The Solitary Tower: The development of single tall buildings within the context of smaller buildings reflects some of the issues and problems associated with the residential tower block model of the 1960's. However certain sites, such as those that terminate vistas or mark distinct areas of the city and a solitary tower can contribute positively to the skyline.

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- **New Clusters of Tall Buildings:** Usually within the context of comprehensive redevelopment / regeneration projects, the creation of new clusters of tall buildings is widely accepted as the most positive means of introducing tall forms into the skyline of a city. As well as making for more efficient public transport systems, clustering tall buildings can have distinct advantages in terms of design, infrastructure, and townscape quality.

## 6.3 General principles

It is vital that new tall buildings should not merely be allowed on the basis that they do not detriment the character of Reading. Mediocre tall buildings will not be acceptable. They need to make a positive contribution to the character of the centre of Reading and to views into the centre. They will be visible from a wide area, and it is essential that they are therefore of the highest design quality.

All tall buildings proposals should:

- Afford the highest architectural design quality;
- Enhance Reading's skyline, through distinctive profile and top-quality design of the upper section of the building;
- Contribute to a human scale street environment, through paying careful attention to the lower section of the building, providing rich architectural detailing and reflecting their surroundings through the definition of any upper storey setback and reinforcing the articulation of the streetscape;
- Contribute to high-quality views from distance, views from middle-distance and local views;
- Take account of the context within which they sit, including the existing urban rhythm, local architectural style, fine grain urban detail and historic setting;
- Avoid bulky, dominant massing;
- Avoid detrimental impacts upon conservation areas and listed buildings;
- Use high quality materials that reference their physical, cultural and historic surroundings;

- Create safe, comfortable and attractive spaces around them, and avoid detrimental impacts on the existing public realm;
- Locate any car parking within the development or behind the building;
- Mitigate any wind or overshadowing effects through design and siting; and
- Avoid significant negative impacts on existing residential properties in terms of outlook, privacy, daylight, sunlight, noise, light glare and night-time lighting.

### **Skyline and views**

The influence of distance on the form of tall buildings should be considered as part of the design process:

- In distant views, the overall massing and proportion is most important. The relationship between the building's silhouette and skyline should inform the design;
- In mid-distant views, the building's overall composition and detail are perceived in balance. Here the hierarchy and articulation of elevations are particularly important; and
- The local views show the interrelationships between the building's base and its immediate setting. At this scale, the quality of materials and its detail is particularly critical.

### **Street environment**

A key failing of tall buildings in the past has been the way they meet the ground and therefore how they are perceived/experienced at the short distance. Ultimately the aim should be to create a public realm with a human scale. Human scale need not necessarily be prejudiced by high buildings, provided that these are carefully located,

designed with a top and a bottom and have regard to the effects on the microclimate. There are a number of design solutions that can be used to assist in creating a human scale street environment:

- Stepping down a large mass to its neighbours;
- Ensuring that the ground level is as active and interesting as possible;
- Ensuring that the public realm is naturally surveilled;
- Providing legible and accessible entrances;
- Providing a richness to the detailing and high quality materials;
- Mitigating against the adverse impacts a tall building can often make on the microclimate; and
- Providing a continuity of frontage and provide definition and enclosure to the public realm.

### **Built quality**

The visual prominence of tall buildings tends to demand higher standards of built quality. The intensive use of materials implied by their scale necessitates the expectation of a long lifespan. It is therefore wise to invest in their design and capital cost to generate benefits of quality. Tall buildings' relatively larger external surface area and its implicit over-exposure to natural elements place greater demands on quality of workmanship, detail and durability.

### **Public realm**

Tall buildings offer an opportunity to improve the public realm by introducing new spaces that are accessible, permeable, sheltered and providing a range of new amenities that serve the existing public as well as the new density of oc-

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preferred character areas boundaries. The impact of overshadowing within the boundary is a critical factor that has to be considered as part of the building/s design process.

Details of the overshadowing assessment and the implications of this are detailed below under site specific principles.

## 6.4 Site specific principles

### Station Area Cluster

#### Townscape character

The existing commercial/business character should be further enhanced.

#### Building densities and urban form

The existing urban form is large scale. Within the existing context of Reading the buildings are tall and have large block sizes. It is proposed that tall buildings should continue to be a feature of this area, providing a focal point to views. Particular attention should be paid to creating buildings which are both distinctive and attractive as a skyline feature. The design of any built form within the character area should respond to the routes and vistas which connect to the area. Responding to the existing routes and urban grain will help to ensure a suitable block size and create a good level of permeability.

#### Policy Recommendations

A new cluster of tall buildings with the station at its heart will be created, to draw attention to the station as a major mixed-use destination and the main gateway to and most accessible part of Reading. This will include the tallest buildings in Reading, of around 30 storeys, located in the centre of the cluster, close to the station. Buildings should step down from that highest point towards the lower buildings heights at the fringes. The urban grain within the station area should respond to existing routes whilst also providing a permeable layout that offers direct routes towards any main infrastructure.

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Whilst providing additional open space along street frontages in the form of a landscaped plaza, setbacks or forecourts, the space between the buildings should accommodate cafes and retail displays.

Whilst buildings will be bulkier and closer together than in the other two clusters, there should still be adequate space between the buildings to allow for light to reach the streets and spaces and so that the buildings can be distinguished from each other when viewed from distance.

The bulkier mass of buildings, accommodating larger floor plate sizes, should be placed in the base of buildings in order to define street edges and open space that also will consider any existing and planned context for the site. Where possible, the upper, taller part of buildings should be placed away from affected streets and open space and be of a smaller floor plate that results in slender buildings which allows for more sunlight, improves views of the sky and permits better views between buildings and through the site. This could be achieved by integrating a vertical mix of uses.

Distances between buildings at lower levels must allow for enough space to make pedestrian movement enjoyable and to allow for sunlight to reach streets and spaces at most times of the year. The design should also assist the legibility of routes through any development and linkages to other parts of the Central Area.

At the upper levels boxy and slab like massing should be avoided and massing should reflect a slender and elegant form that is able to contribute to an attractive skyline as well as present a more human scale at street level. When siting buildings that have elongated slab floor plates they should normally be orientated approximately North-South to reduce overshadowing.

The cluster of buildings should complement each other, and particular regard should be given to how uppermost floors achieve a distinctive profile that is overall coherent with each individual tall building in the station area

#### Overshadowing considerations

For the Station Cluster Area, zone C which includes DeMonfort Road, Lynmouth Road and the southern parts of Caversham Road leading into Brigham Road, are susceptible to overshadowing by tall buildings in the northernmost edge of the site. They will be overshadowed throughout the whole day if tall buildings are located on both sides of zone C.

Tall buildings along the easternmost edge next to Forbury Retail Park would only overshadow a section of railway line, making this the area of least impact in the Station Area Cluster (zone E). Tall buildings on the land between George Street and

King's Meadow Road would cast afternoon shadows on King's Meadow Road and a small part of King's Meadow Recreation Ground.

Along the west edge of the cluster area, tall buildings could overshadow Swansea Road, York Road, the back gardens of residences along Addison Road and Tudor Road and Greyfriars Road further south throughout the morning (zones A and B).

Therefore, tall buildings along the northernmost and western edge of the Station Area Cluster should be planned in such a way that they do not unduly overshadow residences in zones A, B and C.

#### **Views to be protected**

Tall buildings should only be permitted within this area if their form,

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spacing and roofline design can be proved to enhance the view:

- From King George's Bridge
- From King's Meadows
- From Balmore Park
- From Caversham Park

Tall buildings as viewed from these locations must meet the following requirements:

- Built form must not appear blocky or overpowering.
- Spaces must be visible between the buildings
- A visible step down in height must be perceived from the tallest buildings down to the roofline of existing built form.



# Reading Tall Building Strategy

## Appendix 1: Townscape and Visual Assessment

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## Character Area 22: Vastern Road

Land Use	Warehouses and retail park
Historical significance	Railway town and growth of manufacturing and commerce post 1840
Architectural style	The predominant material is coloured, metal cladding
Urban grain and townscape scale	The building blocks have a large floor space, although the buildings are not high rise and there is extensive car parking adjacent to the buildings. These features combine to create a medium scale townscape.
Townscape condition	The large, blank faces of the warehouses create an unexceptional area of townscape which does not respond well to the surrounding residential land use. Although the buildings are occupied and function well for their purpose, their design is unattractive and creates a weak and uninspiring area of townscape.
Key views within the character area	There are no key views defined for the character area.
Key views into the character area	Buildings within the character area contribute to the skyline visible from Oxford Road when approaching Reading from the west. From the elevated position of Caversham Park, Balmore Park and Horse Close, built form within the character area contributes to the view of central Reading.
Landmark structures and existing tall buildings	The large, warehouse structures create a consistent, unexceptional townscape. There are no landmark structures. Although the warehouses create a roofline which is elevated above the surrounding residential buildings, there is no one structure which is notable as a tall building.
Tall buildings planning applications	-
Townscape sensitivity to the inclusion of tall buildings	Low: The large block size which exists within the character area and the absence of any key views or visual focal point makes this an appropriate location for tall buildings. However it is proposed that tall structures should not be developed along the north and western boundaries of the character area as these boundaries are shared with small scale residential areas. any proposed built form should respond in terms of height and scale to the residential area. The tallest structures should be located to the south of the character area, adjacent to the railway line. In this area the townscape features are larger scale, and adjacent to large scale features outside of the area e.g. existing station buildings, Thames Tower and Western Tower

**READING TALL BUILDINGS STRATEGY UPDATE NOTE 2018**  
**March 2018**

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## Character Area 22: Vastern Road

Consideration	Original Tall Buildings Strategy comment	2018 update
Land Use	Warehouses and retail park	Major land uses remain the same, although the opening of the northern entrance to the station has brought a public transport interchange into the heart of the site.
Historical significance	Railway town and growth of manufacturing and commerce post 1840	No change.
Architectural style	The predominant material is coloured, metal cladding	No change.
Urban grain and townscape scale	The building blocks have a large floor space, although the buildings are not high rise and there is extensive car parking adjacent to the buildings. These features combine to create a medium scale townscape.	No change.
Townscape condition	The large, blank faces of the warehouses create an unexceptional area of townscape which does not respond well to the surrounding residential land use. Although the buildings are occupied and function well for their purpose, their design is unattractive and creates a weak and uninspiring area of townscape.	Although the new entrance to the station and adjacent square have improved the townscape condition of a small part of the site, the surrounding buildings remain unchanged.
Key views within the character area	There are no key views defined for the character area.	No change.
Key views into the character area	Buildings within the character area contribute to the skyline visible from Oxford Road when approaching Reading from the west. From the elevated position of Caversham Park, Balmore Park and Horse Close, built form within the character area contributes to the view of central Reading.	No change.
Landmark structures and existing tall buildings	The large, warehouse structures create a consistent, unexceptional townscape. There are no landmark structures. Although the warehouses create a roofline which is elevated above the surrounding residential buildings, there is no one structure which is notable as a tall building.	The new northern entrance to the station is a landmark, albeit not particularly high. It will become more prominent as development of surrounding sites allows views of it to open up. The new Christchurch Bridge is a landmark on the river, but is currently visually separated from the rest of the area.
Tall buildings planning applications	-	Outline planning permission (110024) was granted on the sorting office site for a major mixed use development including residential, office, hotel and retail. The plot adjacent to the station entrance would have been up to 16 commercial storeys or 21 hotel storeys, with heights decreasing to the west. This permission has now expired.
Townscape sensitivity to the inclusion of tall buildings	Low: The large block size which exists within the character area and the absence of any key views or visual focal point makes this an appropriate location for tall buildings. However it is proposed that tall structures should not be developed along the north and western boundaries of the character area as these boundaries are shared with small scale residential areas. any proposed built form should respond in terms of height and scale to the residential area. The tallest structures should be located to the south of the character area, adjacent to the railway line. In this area the townscape features are larger scale, and adjacent to large scale features outside of the area e.g. existing station buildings, Thames Tower and Western Tower.	Townscape sensitivity remains low, albeit with the caveats expressed in 2008 continuing to apply.

## Character Area 22: Vastern Road

Consideration	Original Tall Buildings Strategy comment	2018 update
Townscape sensitivity to the inclusion of tall buildings	Low: The large block size which exists within the character area and the absence of any key views or visual focal point makes this an appropriate location for tall buildings. However it is proposed that tall structures should not be developed along the north and western boundaries of the character area as these boundaries are shared with small scale residential areas. any proposed built form should respond in terms of height and scale to the residential area. The tallest structures should be located to the south of the character area, adjacent to the railway line. In this area the townscape features are larger scale, and adjacent to large scale features outside of the area e.g. existing station buildings, Thames Tower and Western Tower.	Townscape sensitivity remains <b>low</b> , albeit with the caveats expressed in 2008 continuing to apply.
Historical significance	Railway town and growth of manufacturing and commerce post 1840.	No change.
Surrounding historical sensitivities	The nearest historical designation is the Market Place conservation Area which is located approximately 300m to the south.	No change.
Key views within the character area	No key views have been identified for this area	The reading Station Area Framework looked in more depth at key views in the area. In particular, it identified a number of points where views could be improved, and, of most significance, opportunities to create new lines of sight through the area, from the Christchurch bridge southwards and from the northern station entrance northwards, so assist in creation of the north-south link.
Key views into the character area	From the elevated position of Caversham Park, Balmore Park and Horse Close, built form within the character area contributes to the view of central Reading.	No change.
Tall buildings planning applications	-	Outline planning permission (110024) was granted on the sorting office site for a major mixed use development including residential, office, hotel and retail. The plot adjacent to the station entrance would have been up to 16 commercial storeys or 21 hotel storeys, with heights decreasing to the west. This permission has now expired.
Market demand	Currently not considered a major office location although should development around the station be successful in delivering 360 degree accessibility (rather than focusing on the established links to the south of the train line) the location would be sought after by occupiers.	The 360 degree accessibility has been achieved with the northern station entrance and the pedestrian underpass, and interest has been expressed in this as a tall building location, including the now expired planning permission. It is considered likely that there is potential tall building market demand.
Flood Risk	The majority of the area falls within the zone 2 flood risk zone.	The flood risk across the site has been reduced in the 2018 SFRA, with most of the site now within Flood Zone 2 and very few areas in Flood Zone 3. However, assessment of climate change scenarios show that flood risk would increase across most of the site in these eventualities.
Transport	Infrastructural improvements required: Although this area is close to	This site has benefitted from significant improvements to

	<p>the railway station, access across the railway is poor and will require improvement to take full advantage of its location. The links to the city centre are also poor but two main bus routes cross the area at either end. A future National Cycle Network traffic free route is proposed that would link the existing National Cycle Network traffic-free route along the river to the station area and city centre from one side of the character area.</p>	<p>accessibility, as a result of the new northern station entrance, underpass linking the area to the core of the town centre to the south, the public transport interchange adjacent to the station entrance, and the Christchurch Bridge linking the site to Caversham. Transport accessibility is now very good.</p>
<p>Suitability as a location for tall buildings</p>	<p>High: The large block size which exists within the character area and the absence of any key views or visual focal point makes this an appropriate location for tall buildings. There are no key views which could be blocked by development of tall buildings. In order for tall building development within this area to be viable in terms of market considerations, there would need to be associated public realm enhancements and enhanced accessibility to improve market perception of the area.</p>	<p>The suitability as a location for tall buildings remains <b>high</b>, particularly with improvements to transport access. A new station square north also helps to enhance public realm, although redevelopment of adjacent buildings will be needed to fully realise this.</p>

**Appendix MDC-3a: Planning Policy Summary**

## 1.0 PLANNING POLICY CONTEXT

1.1 I set out below a summary of the planning policies of relevance to townscape and visual matters.

### **National Planning Policy**

National Planning Policy Framework (2021)

1.2 The National Planning Policy Framework (NPPF) outlines that "*the purpose of the planning system is to contribute to the achievement of sustainable development*", which is defined as "*meeting the needs of the present without compromising the ability of future generations to meet their own needs*".

1.3 The NPPF also clarifies that planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. The NPPF is a material consideration in planning decisions.

1.4 The NPPF states that the planning system has three overarching objectives: economic, social and environmental. The environmental objective is described as follows: "*to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy*".

1.5 Paragraph 9 of the NPPF also notes that the objectives should be delivered through the planning process but recognises that planning policies and decisions should "*take local circumstances into account, to reflect the character, needs and opportunities of each area*".

1.6 Section 11 is concerned with making effective use of land. Paragraph 119 states: "*Planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions...*".

1.7 Paragraph 120 states that planning policies and decisions should:

- a) "*encourage multiple benefits from both urban and rural land, including through mixed use schemes and taking opportunities to achieve net environmental gains – such as developments that would enable new habitat creation or improve public access to the countryside; and*

- b) *recognise that some undeveloped land can perform many functions, such as for wildlife, recreation, flood risk mitigation, cooling/shading, carbon storage or food production... "*

1.8 Paragraph 124 states that planning policies and decisions should support development that makes efficient use of land by taking account of:

- d) *"... the desirability of maintaining an area's prevailing character and setting (including residential gardens)... ; and*
- e) *the importance of securing well-designed, attractive and healthy places."*

1.9 Section 12 of the NPPF sets out requirements for achieving well-designed places. Paragraph 126 outlines the importance of the design of the built environment and states that "***good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities***".

1.10 Of particular relevance to the Appeal Scheme are Paragraphs 127 - 134, which focus on achieving well-designed places and promote good design of the built environment. Paragraph 130 states:

***"Planning policies and decisions should ensure that developments:***

- a) *will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- b) *are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- c) *are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
- d) *establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*
- e) *optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and*
- f) *create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience."*

1.11 Paragraph 134 states:

***"Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes. Conversely, significant weight should be given to:***

- a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or***
- b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings."***

1.12 Section 15 of the NPPF relates to the conservation and enhancement of the natural environment. Paragraph 174 sets out that planning policies and decisions should look to achieve the above by a) ***"protecting and enhancing valued landscapes... (in a manner commensurate with their statutory status...)"*** and b) ***"recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services"***. The intention of Paragraph 174 is to protect the most valuable landscapes such as AONB and National Parks, with the Appeal Site identified within an area at the lowest end of the landscape designation hierarchy.

Planning Practice Guidance

1.13 To support the policies of the NPPF, the Government provides Planning Practice Guidance (PPG), which covers a number of topics. The PPG was first published online in March 2014 and provides detailed guidance to support the NPPF. The PPG is continually updated, and in relation to 'Design: process and tools' was last updated on 1st October 2019. The PPG is complemented by the National Design Guide that sets out the characteristics of well-designed places and demonstrates what good design means in practice.

1.14 Good design is set out in the National Design Guide under the following 10 characteristics:

- ***"Context;***
- ***Identity;***
- ***Built form;***
- ***Movement;***
- ***Nature;***
- ***Public Spaces (safe, social and inclusive);***

- *Uses;*
- *Homes and Buildings;*
- *Resources; and*
- *Lifespan."*

1.15 Further guidance is outlined within the 10 characteristics in the National Design Guide. Those points of particular relevance to townscape and visual matters include:

- C1: Understand and relate well to the site, its local and wider context;
- I1: Respond to existing local character and identity;
- I2: Well-designed, high quality and attractive;
- I3: Create character and identity;
- B1: Compact form of development;
- B2: Appropriate building types and forms;
- B3: Destinations;
- N1: Provide high quality, green open spaces with a variety of landscapes and activities, including play; and
- P1: Create well-located, high quality and attractive public spaces;

1.16 Under the heading of Natural Environment, sub-heading Green infrastructure, Paragraph 5 focuses on how the natural capital green infrastructure can add to communities including, "*... enhanced wellbeing, outdoor recreation and access, enhanced biodiversity and landscapes...*". Paragraph 6 outlines several benefits of Green Infrastructure, including:

- *"... Achieving well-designed places;*
- *Promoting healthy and safe communities;*
- *Mitigating climate change, flooding and coastal change; and*
- *Conserving and enhancing the natural environment".*

1.17 Under the heading of Natural Environment, sub-heading Landscape, Paragraph 37 of the PPG supports the use of Landscape Sensitivity and Capacity Assessments "*to help assess the type and scale of development that might be able to be accommodated without compromising landscape character*". It also supports the use of Landscape and Visual Impact Assessment to "*demonstrate the likely effects of a Appeal Scheme on the landscape*".

## **Local Planning Policy**

Reading Borough Local Plan (2019)

1.18 The following policies and extracts from the Local Plan are considered relevant to the Appeal Site and Appeal Scheme with regard to landscape and visual matters.

1.19 Policy CC3 (Adaptation to Climate Change) states:

***"All developments will demonstrate how they have been designed to incorporate measures to adapt to climate change. The following measures shall be incorporated into development:***

- ***... Use of trees and other planting, where appropriate as part of a landscape scheme, to provide shading of amenity areas, buildings and streets and to help to connect habitat, designed with native plants that are carefully selected, managed and adaptable to meet the predicted changed climatic conditions ..."*** (p.23).

1.20 Policy CC7 (Design and the Public Realm) states:

***"All development must be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located ... will be assessed to ensure that the development proposed makes a positive contribution to the following urban design objectives:***

- ***Character - a place with its own identity and sense of place;***
- ***Continuity and enclosure;***
- ***Quality of the public realm;***
- ***Ease of movement and permeability;***
- ***Legibility - clear image and easy to understand;***
- ***Adaptability – capable of adaptation over time;***
- ***Diversity – meets a wide range of needs.***

***Developments will also be assessed to ensure that they:***

- ***Respond positively to their local context and create or reinforce local character and distinctiveness, including protecting and enhancing the historic environment of the Borough and providing value to the public realm;***
- ***Create safe and accessible environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion;***
- ***Address the needs of all in society and are accessible, usable and easy to understand by them;***

- ***Are visually attractive as a result of good high quality built forms and spaces, the inclusion of public art and appropriate materials and landscaping ..."*** (p.28).

1.21 Policy CC8 (Safeguarding Amenity) states:

- ***"Development will not cause a significant detrimental impact to the living environment of existing or new residential properties, in terms of:***
- ***... Access to sunlight and daylight;***
- ***Visual dominance and overbearing effects of a development ..."*** (p.30).

1.22 Policy EN7 (Local Green Space and Public Open Space) states:

***"The following Local Green Spaces (LGS) and Public Open Space (POS), as shown on the Proposals Map, will be protected from development. Proposals that would result in the loss of any of these areas of open space, erode their quality through insensitive adjacent development or jeopardise their use or enjoyment by the public, will not be permitted ..."*** (p.42).

1.23 Policy EN9 (Provision of Open Space) states:

***"All new development should make provision for appropriate open space based on the needs of the development. This can be achieved through on or off-site provision, contributions toward provision or improvement of existing leisure or recreational facilities ..."*** (p.45).

1.24 Policy EN10 (Access to Open Space) states:

***"In areas with relatively poor access to open space facilities (including as a result of severance lines), new development should make provision for, or contribute to, improvements to road and other crossings to improve access to green space and/or facilitate the creation or linking of safe off-road routes to parks"*** (p.48).

1.25 Policy EN12 (Biodiversity and the Green Network) states:

***"... New development shall demonstrate how the location and type of green space, landscaping and water features provided within a scheme have been arranged such that they maintain or link into the existing Green Network and contribute to its consolidation ..."*** (p.51).

1.26 Policy EN14 (Trees, Hedges and Woodlands) states:

***"Individual trees, groups of trees, hedges and woodlands will be protected from damage or removal where they are of importance, and Reading's vegetation cover will be extended. The quality of waterside vegetation will be maintained or enhanced;***

***New development shall make provision for tree retention and planting within the application site, particularly on the street frontage, or off-site in appropriate situations, to improve the level of tree coverage within the Borough, to maintain and enhance the character and appearance of the area in which a site is located, to provide for biodiversity and to contribute to measures to reduce carbon and adapt to climate change. Measures must be in place to ensure that these trees are adequately maintained"*** (p.55).

1.27 Policy H10 (Private and Communal Outdoor Space) states:

***"... The design of outdoor areas will respect the size and character of other similar spaces in the vicinity, clearly identify whether they are private or communal spaces, ensure that they are appropriately related to main entrances, enhance safety and the perception of safety for future residents and the general public, and not be compromised by the relationship of other buildings which may be detrimental in terms of overlooking, overbearing or overshadowing"*** (p.90).

1.28 Policy CR2 (Design in Central Reading) states:

***"Applications for development within Central Reading should demonstrate the following attributes:***

- a) Development will build on and respect the existing grid layout structure of the central area, providing continuity and enclosure through appropriate relationships between buildings and spaces, and frontages that engage with the street at lower levels, and contributing towards enhanced ease of movement through and around the central area;***
- b) Development will provide appropriate, well designed public spaces and other public realm, including squares, open spaces, streetscape, utilising high quality and well maintained hard and soft landscaped areas, and public art, that provide suitable functions and interest, sense of place and safe and convenient linkages to adjoining areas;***
- c) Development should consider and, where possible, include ways of providing green infrastructure designed into the development, for instance through roof gardens, green walls and green roofs, to enhance the otherwise very urban environment;***
- d) The architectural details and materials used in the central area should be high quality and respect the form and quality of the detailing and materials in areas local to the development site;***

- e) *Development and any associated public realm should contribute to the diversity of the central area, be capable of easy adaptation over time to meet changing circumstances, and be designed to enhance community safety;*
- f) *Development should be designed with consideration of adjacent development sites, and should not prevent or cause unreasonable burdens on the future development of those sites” (p.129).*

1.29 Policy CR3 (Public Realm in Central Reading) states:

*“Proposals for new development will need to make a positive contribution towards the quality of the public realm of the central area and will be assessed against the following criteria:*

- ii) *...Imaginative uses of open space and the public realm, which contribute to the offer of the centre, will be encouraged, and new open spaces should be of a size and shape to be flexible enough to accommodate such uses. The provision of water features, trees (including street trees) and other planting, as well as hard landscaping, to create high-quality spaces, will be encouraged;...” (p.54).*

1.30 Policy CR10 (Tall Buildings) states:

*“In Reading, tall buildings are defined as 10 storeys of commercial floorspace or 12 storeys of residential (equating to 36 metres tall) or above. Tall buildings will meet all the requirements below;*

- i) *Within Reading Borough, tall buildings will only be appropriate within the ‘areas of potential for tall buildings’ as defined on the Proposals Map. These areas are as follows:*
  - *CR10a Station Area Cluster*
  - *CR10b Western Grouping*
  - *CR10c Eastern Grouping” (p.49).*

1.31 The Appeal Site falls within CR10a Station Area Cluster, which states:

*“A new cluster of tall buildings with the station at its heart will signify the status of the station area as a major mixed-use destination and the main gateway to and most accessible part of Reading.*

- *Tall buildings in this area should:*
-

- *Follow a pattern of the tallest buildings at the centre of the cluster, close to the station, and step down in height from that point towards the lower buildings at the fringes;*
- *Contribute to the creation of a coherent, attractive and sustainable cluster of buildings with a high quality of public realm;*
- *Ensure that adequate space is provided between the buildings to avoid the creation of an overly dense townscape and to allow buildings to be viewed as individual forms ...” (p.140).*

1.32 Policy CR10 also lists several requirements for tall building developments, which apply in addition to the area specific requirements:

- *“Enhance Reading’s skyline, through a distinctive profile and careful design of the upper and middle sections of the building;*
- *Contribute to a human scale street environment, through paying careful attention to the lower section or base of the building, providing rich architectural detailing and reflecting their surroundings through the definition of any upper storey setback and reinforcing the articulation of the streetscape;*
- *Contribute to high-quality views from distance, views from middle-distance and local views;*
- *Take account of the context within which they sit, including the existing urban grain, streetscape and built form and local architectural style;*
- *Avoid bulky, over-dominant massing;*
- *Preserve and, where appropriate, enhance the setting of conservation areas and listed buildings;*
- *Use high quality materials and finishes;*
- *Create safe, pleasant and attractive spaces around them, and avoid detrimental impacts on the existing public realm ...;*
- *Ensure adequate levels of daylighting and sunlighting are able to reach buildings and spaces within the development;*
- *Avoid significant negative impacts on existing residential properties and the public realm in terms of outlook, privacy, daylight, sunlight, noise, light glare and night-time lighting” (p.141).*

1.33 Policy CR11 (Station/River Major Opportunity Area (MOA)) states the following of particular relevance to townscape and visual matters:

***“Development in the Station/River Major Opportunity Area will:***

- i) Contribute towards providing a high-density mix of uses to create a destination in itself and capitalise on its role as one of the most accessible locations in the south east. Development for education will be an acceptable part of the mix;***
- ii) Help facilitate greater pedestrian and cycle permeability, particularly on the key movement corridors. North-south links***

- through the area centred on the new station, including across the IDR, are of particular importance;*
- iii) Provide developments that front onto and provide visual interest to existing and future pedestrian routes and open spaces;*
  - ...*
  - v) Provide additional areas of open space where possible, with green infrastructure, including a direct landscaped link between the station and the River Thames;*
  - vi) Give careful consideration to the areas of transition to low and medium density residential and conserve and, where possible, enhance listed buildings, conservation areas and historic gardens and their settings;*
  - ...*
  - viii) Demonstrate that it is part of a comprehensive approach to its sub-area, which does not prevent neighbouring sites from fulfilling the aspirations of this policy, and which contributes towards the provision of policy requirements that benefit the whole area, such as open space; and*

1.34 Furthermore, at CR11e, North of the Station, Policy CR11 goes on to state:

*"There will be retail and leisure development on the ground floor activating the streets and spaces including the new northern station square, with other uses including residential and offices on upper floors. Retail will have good pedestrian links to, and will not have a detrimental impact on, the rest of the retail core of the centre. Public car parking will be provided. A high quality route incorporating a green link should be provided through to the Thames. Development should take account of mitigation required as a result of a Flood Risk Assessment, and should consider opportunities to open up the culverted Vastern Ditch and enhance it as an ecological feature."*

### **Evidence Base Documents**

1.35 A number of supporting documents are relevant and I consider these further below.

Reading Borough Housing and Economic Land Availability Assessment (HELAA, 2017)

1.36 The Housing and Economic Land Availability Assessment (HELAA) document identifies the Site as AB004: North of Station, which uses the Reading Central Area Action Plan (RCAAP) MOA sub-area RC1e as a basis for the assessment. The Site is considered as "*potentially achievable*" for a total of 634 units.

Reading Borough Council Reading Station Area Framework (RSAF 2010)

1.37 The Reading Station Area Framework (RSAF) has the status of Supplementary Planning Document, and is designed to supplement Policy RC1 within the RCAAP. The document sets out six principles for the RSAF in guiding development within the Station Area, which should achieve ***"A vital and enjoyable place, a place to work, a place to live, a well connected and accessible place, a place to value and a highly sustainable place"***. The Appeal Site falls within the Station Area Boundary as defined in Figure 2.1 (p.12) of the RSAF. The RSAF is now 12 years old and context of the centre of Reading has evolved since its adoption, although a number of key design principles and aspirations have been carried forward into policies set out in the Local Plan.

1.38 The delivery of quality public realm within the Station Area is a key consideration of the RSAF, which sets out the following detailed aims for achieving quality public spaces at paragraph 5.4:

- ***"Stitching' together the various development sites within the Area, both visually and physically;***
- ***Unifying the area through a coordinated design approach that utilises the best contemporary modern materials and street furniture;***
- ***Creating an environment that is busy, overlooked and safe through its relationship with adjoining buildings ('passive surveillance');***
- ***Contributing to the character and identity of the town centre, helping to instil a strong sense of place and underpinning investment;***
- ***Creating more opportunities for sustainable forms of transport, particularly walking and cycling, by enhancing the connectivity and legibility of the area"*** (p.24).

1.39 Ten public realm priorities are listed within the RSAF, eight are specific location references and two general themes, of which the Appeal Site forms a nodal point for Priority 2: Station Square North, Priority 3: Kennet-Thames Spine, Priority 5: Vastern Road, Pedestrian Grid and Landscaping and Public Art.

1.40 Priority 2: Station Square North states:

***"The two station entrances will lead out into high quality multi functional public spaces - new 'town squares' - one to the north and one to the south of the Station. Although there will be great competition for space outside the station entrances (buses, taxis, cars etc.), public space and pedestrian movement should be prioritised"*** (p.25).

1.41 Priority 3: Kennet-Thames Spine states:

*"The spine will extend across the Thames with a new footbridge(s) and new riverside parks, which can act as amenity space for new residents. The spine will include enhancements including wider pavements and greater pedestrian priority in Station Road. North of the railway, the spine will incorporate a 'green link' towards the river. Buildings will face onto the spine rather than away from it, and, on all parts of the spine south of Vastern Road, the frontages will be enlivened with active uses including retail and leisure" (p.26).*

1.42 Priority 5: Vastern Road states:

*"Potential changes to Vastern Road could reduce the dominance of speeding traffic and transform the character of the road from a by-pass at the edge of the town centre into a tree lined avenue as a central element of the town centre public realm, by planting in the central reservation and creating planted verges" (p.27).*

1.43 Landscaping is listed as a priority theme for the Station Area public realm stating:

*"Although the development of the Station Area is unlikely to result in major new areas of green space, there will be a significant opportunity to provide new landscaping ... In particular, the Council wishes to see new tree planting in the area. The Council's Tree Strategy (adopted 2010) states that the Council will seek to prioritise the protection, maintenance and planting of trees that enhance the appearance of central Reading, particularly its various public realm. There should be new tree planting along Vastern Road, for instance, including the central reservation" (p.29).*

1.44 The RSAF sets out guidance on development density, mass and height with the Site covered by individual development plots **N3 to N6**. In relation to density the document states that plot N3 should reflect a **"Medium"** density range, N4 and N5 should reflect a **"Medium to High"** density range and N6 should reflect a **"High to Very High"** density range (Figure 6.7, p.35).

1.45 In relation to massing the RSAF states:

*"Development in the Station Area should be characterised by high density development with an intense, fine grained urban fabric framing flexible development plots capable of adaptation to many land uses, combinations of land uses (vertical and horizontal) and many building types and forms" (p.34)*

- 1.46 In terms of building heights, the RSAF uses landmark and benchmark heights, which are then applied to each individual development plot. Plot N3 is assigned a benchmark height of 6 storeys, Plot N4 7 storeys, Plot N5 8 storeys and Plot N6 a benchmark of at least 10 storeys (Figure 6.9, p.37).
- 1.47 Figure 6.5 on page 34 of the RSAF indicates how a cluster of tall buildings around Local Landmark buildings should emerge to the north of the station with a cluster of tall buildings around District Landmark buildings, defining the crown of built form south of the station.
- 1.48 The guidance does include for a degree of flexibility in benchmark heights, subject to specific criteria, as stated in paragraph 6.23:

***"Benchmark heights may be modified upwards in order to realise certain urban design or other major planning benefits, or where applicants have demonstrated convincingly that the potential impact of higher buildings on the surroundings can be mitigated" (p.36).***

- 1.49 Paragraphs 6.28 and 6.29 make specific recommendations concerning building heights that relate to the Appeal Site and its immediate context:

***"Much of the surrounding area consists of fairly low density, low rise residential areas. High-density development can also be achieved through lower-rise compact development forms and this will be particularly appropriate immediately adjoining low rise residential areas to the west of Caversham Road and the residential streets leading from Vastern Road northwards towards the Thames (e.g. Lynmouth Road);***

***A transition zone (buffer zone) should be formed towards adjacent areas (particularly the historic core of the town and low-rise residential areas to the west and north) with heights stepping down so that they relate appropriately to surrounding development and residential areas. Development should respect the amenity, privacy and light requirements of these properties ..." (p.37).***

- 1.50 Figure 6.10 (p.38) considers sensitive receptors within the Station Area and identifies properties along Lynmouth Road and De Montfort Road, which lie to the north of the Appeal Site and separated by Vastern Road, as within an area of ***"particular sensitivity to the effects of tall buildings"***.

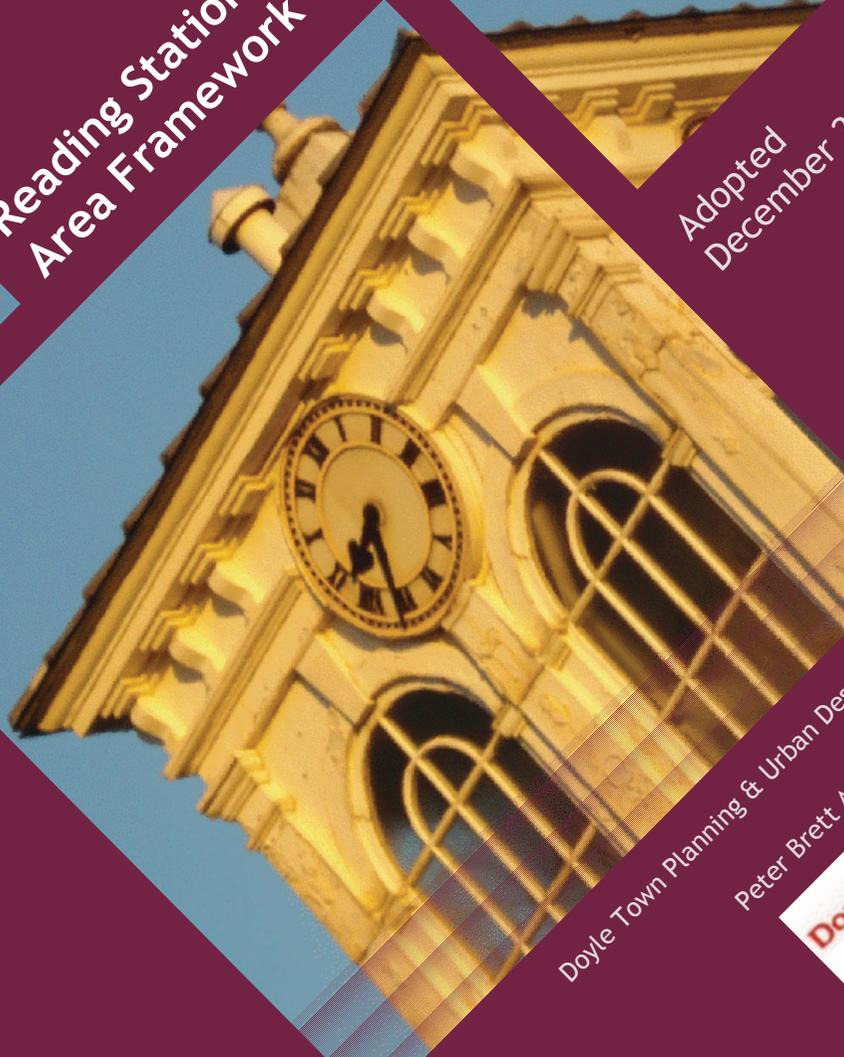
**Appendix MDC-3b: Reading Station Area Framework Extracts**

Reading Borough  
Council



# Reading Station Area Framework

Adopted  
December 2010



Doyle Town Planning & Urban Design  
Peter Brett Associates  
with



Chapter

# 6

density, mass  
and height



RCAAP Policy RC13: TALL BUILDINGS

In Reading, tall buildings are defined as 10 storeys of commercial floorspace or 12 storeys of residential (equating to 36 metres tall) or above. Tall buildings will meet all the requirements below.

i) Within Reading Borough, tall buildings will only be appropriate within the 'areas of potential for tall buildings' as defined on the Proposals Map. These areas are as follows:

- RC13a Station Area Cluster
- RC13b Western Grouping
- RC13c Eastern Grouping

Figure 8.2\* gives an 'at a glance' diagrammatic indication of the principles for each area set out in the following sections.

ii) RC13a, Station Area Cluster:

A new cluster of tall buildings with the station at its heart will signify the status of the station area as a major mixed-use destination and the main gateway to and most accessible part of Reading.

Tall buildings in this area should:

- Be located at the centre of the cluster, close to the station, and step down in height from that point towards the lower buildings at the fringes;
- Contribute to the creation of a coherent, attractive and sustainable cluster of buildings with a high quality of public realm;
- Ensure that adequate space is provided between the buildings to avoid the creation of an overly dense townscape and to allow buildings to be viewed as individual forms;
- Be designed to fit within a wider planning framework or master plan for the area, which allows separate parcels of land to come forward at different times in a co-ordinated manner.

iii) RC13b, Western Grouping:

A small number of tall buildings would be appropriate to create a distinctive grouping, focused along the line of the IDR, to mark the area as the civic heart of Reading and a gateway to the centre.

Tall buildings in this area should:

- Be distinctive landmarks of a complementary design;
- Be generally lower in height than the tallest buildings appropriate for the station cluster, as well as slimmer and spaced further apart;
- Be linked to the physical regeneration of a wider area and should not be proposed in isolation;
- Where buildings are to be integrated or front onto existing streets, include upper storeys of the taller structures that are set back from a base which is in line with the general surrounding building heights, particularly where the structure adjoins a conservation area;
- Not intrude on the key view between Greyfriars Church and St Giles Church, and a view from the open space in the Hosier Street development to St Mary's Church.

iv) RC13c, Eastern Grouping:

One or two landmark buildings situated at street corners or other gateway sites are appropriate to mark the extent of the business area.

Tall buildings in this area should:

- Be of a smaller scale than the tallest buildings around the station;
- Be slim in nature and avoid dominant massing;
- Avoid setting back upper storeys on Kings Road in order to align strategic views into and out of the centre;
- Not intrude on the view from Blakes Bridge towards Blakes Cottages.

One tall building is already under construction, and if the permitted tall building at 120 Kings Road is constructed, there will no longer be scope for additional tall buildings in this area.

v) In addition to the area-specific requirements, all tall building proposals should be of excellent design and architectural quality, and should:

- Enhance Reading's skyline, through a distinctive profile and careful design of the upper and middle sections of the building;
- Contribute to a human scale street environment, through paying careful attention to the lower section or base of the building, providing rich architectural detailing and reflecting their surroundings through the definition of any upper storey setback and reinforcing the articulation of the streetscape;
- Contribute to high-quality views from distance, views from middle-distance and local views;
- Take account of the context within which they sit, including the existing urban grain, streetscape and built form and local architectural style;
- Avoid bulky, over-dominant massing;
- Preserve and, where appropriate, enhance the setting of conservation areas and listed buildings;
- Use high quality materials and finishes;
- Create safe, pleasant and attractive spaces around them, and avoid detrimental impacts on the existing public realm;
- Locate any car parking or vehicular servicing within or below the development;
- Maximise the levels of energy efficiency in order to offset the generally energy intensive nature of such buildings;
- Mitigate any wind speed or turbulence or overshadowing effects through design and siting;
- Ensure adequate levels of daylighting and sunlighting are able to reach buildings and spaces within the development;
- Avoid significant negative impacts on existing residential properties and the public realm in terms of outlook, privacy, daylight, sunlight, noise, light glare and night-time lighting;
- Provide managed public access to an upper floor observatory and to ground floors where appropriate, and ensure that arrangements for access within the building are incorporated in the design stage;
- Incorporate appropriate maintenance arrangements at the design stage.

# density, mass and height

## Wider policy

6.1 The Council has produced a number of local development documents and evidence studies in respect of density, mass and height which relate to central Reading and the Station Area.

6.2 Building height and massing in the wider central area is addressed in the RCAAP, particularly policies RC1-3 and RC13. Guidance in this Station Framework interprets and applies the Plan policies.

6.3 Much of the Station Area is defined as an area of potential for tall buildings, where tall buildings can potentially contribute to and not harm the urban character. The framework therefore explores a series of organising principles to guide and control tall buildings in the Station Area.

6.4 A series of height, massing and sectional studies have been undertaken, particularly examining the inter-relationship of tall buildings immediately around the Station and beside the railway tracks. These studies form the basis of the following guidance on density, mass and scale.

\* Reproduced as figure 6.1 in this document

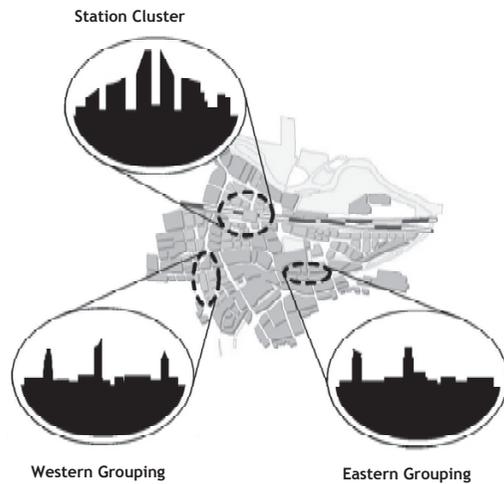


Figure 6.1 Diagrammatic indicative representation of the Station Cluster (Adopted RCAAP).

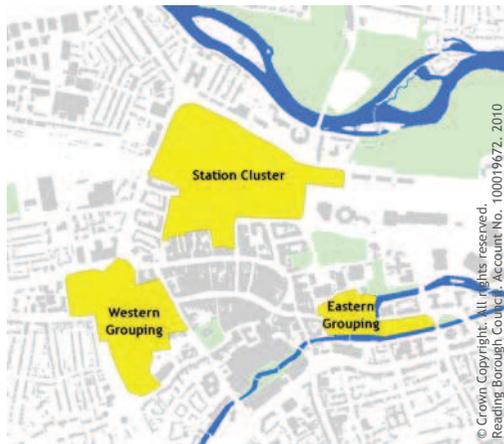


Figure 6.2 Locations potentially appropriate for tall buildings under RCAAP policy RC13

### Perimeter blocks

6.5 One aim of the density, scale and massing guidance is to promote the formation of perimeter blocks wherever possible. Perimeter blocks are considered to be a particularly robust form of urban development capable of accommodating a mix of uses, providing amenity space within the centre of each block whilst framing and reinforcing the network of streets and the pedestrian grid.

### Guidelines

6.6 Tall buildings and high density developments are an integral part of the vision for central Reading. The Framework therefore provides guidance on the density, mass and scale of new developments.

6.7 The guidance does not address the detailed design of tall buildings which should be individually assessed on their design merits and in the context of other policies and considerations, including those on design, amenity, sustainability and other matters.

6.8 The guidance is intended to accord with the Core Strategy, the RCAAP, and CABE and English Heritage’s ‘Guidance on Tall Buildings’.

### Three-fold approach

6.9 A summary of the proposed measures relating to density, mass and scale/ height is given in figure 6.4. All of the measures are for general guidance purposes only and dependent upon the highest standards of design quality and amenity being achieved.

6.10 The specific guidelines on density, mass and scale described on the following pages are inter-dependent and are designed to combine into a coherent set of inter-related controls: a three-fold approach. This three-fold approach is illustrated in figure 6.3.

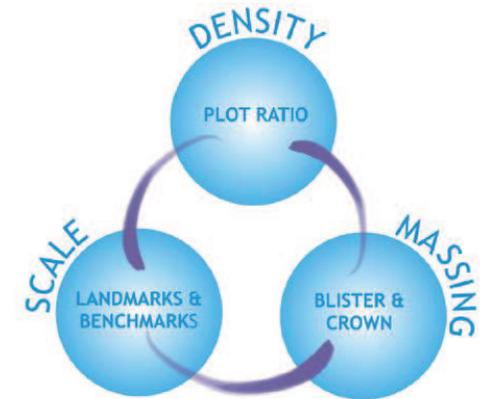


Figure 6.3 Combined density, mass and height controls

Density	<p><b>Plot ratio</b> The ratio of the total floor area of buildings to the size of the parcel of land on which they are to be located. The Framework sets a range of indicative densities based upon an analysis of the capacity and constraints on individual plots, which can be translated into broad plot ratio ranges. The range is expressed as a percentage so that a ratio of 250% is equivalent to ratio of 2.5:1</p>
Height/ Scale	<p><b>Landmarks</b> Individual or groups of tall or prominent buildings which can enable people to orientate themselves and recognise where they are, emphasise important places or districts and create a distinctive and memorable skyline. Landmark heights will often exceed benchmark height controls and may exceptionally breach the ‘blister’ massing control principle.</p>
	<p><b>District landmarks</b> The very tallest and most prominent buildings visible and distinguishable from across the central Reading district.</p>
	<p><b>Local landmarks</b> Tall or prominent buildings above ten storeys which are nevertheless clearly subordinate and therefore lower than district landmarks.</p>
Mass	<p><b>Benchmarks</b> The benchmark height is the recommended height for each plot or parcel of land, apart from landmark buildings. A plot may have a relatively low benchmark height as well as a landmark designation permitting a taller building on one part of the plot. Benchmark heights do not exceed ten storeys because ten storeys automatically triggers tall building policies, design guidance and the landmark height controls. The Benchmark height is defined in storeys, not metres. Benchmark heights are not absolute limits and may be modified upwards in certain circumstances.</p>
	<p><b>Crown</b> A cluster of district and local landmark buildings located in close proximity so that they coalesce visually into a single coherent urban form or composition. The crown denotes the railway Station as the gateway to the town centre and the central or focal point of the Station Area.</p> <p><b>Blister</b> The general shape or silhouette of development formed by buildings in the Station Area where lower buildings at the periphery gradually rise higher towards the centre. The pattern may be varied but not irregular, with no sudden shifts in scale.</p>

Figure 6.4 Density, mass and height controls and definitions

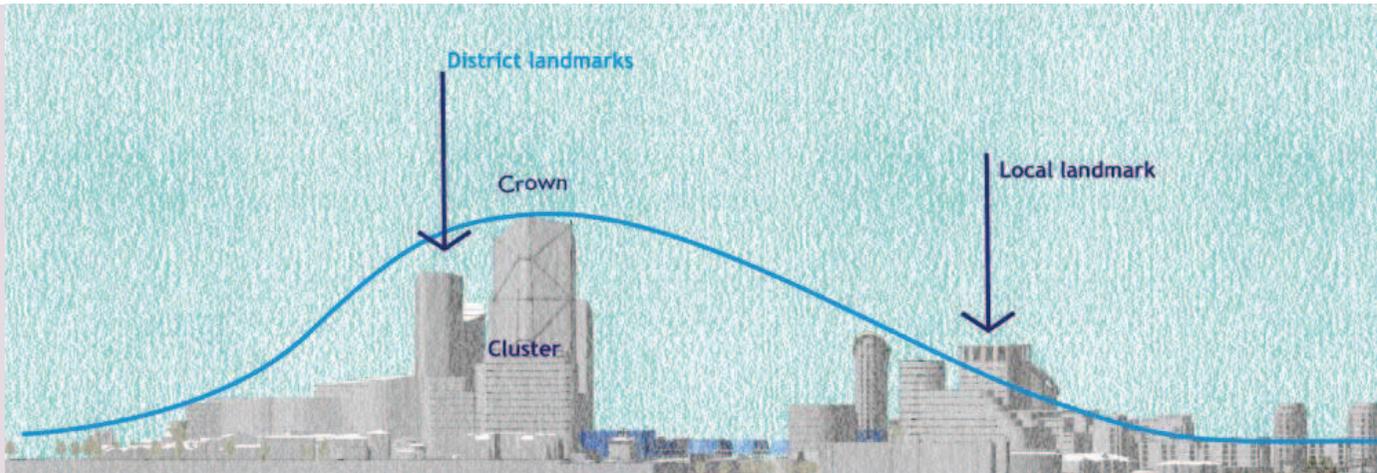


Figure 6.5 Massing strategy

### Area massing principles

6.11 Development in the Station Area should be characterised by high density development with an intense, fine grained urban fabric framing flexible development plots capable of adaptation to many land uses, combinations of land uses (vertical and horizontal) and many building types and forms.

6.12 Tall buildings should rise up around the Station 'nexus'.

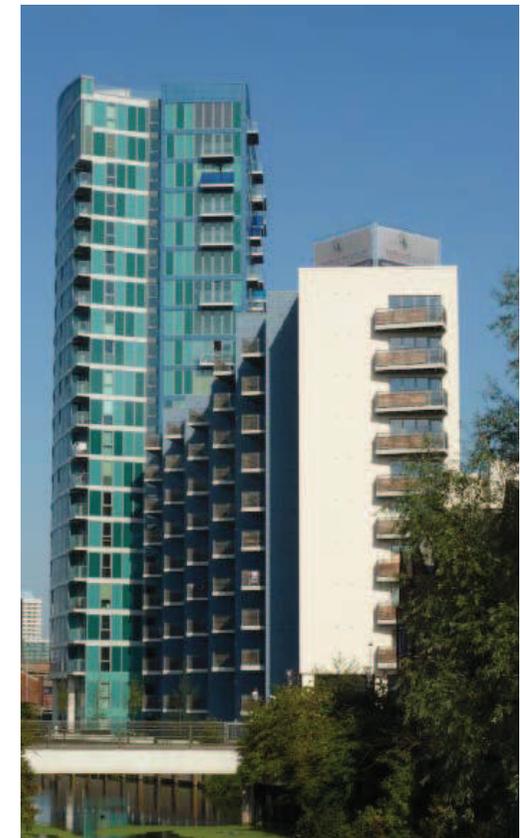
6.13 The approach to building massing should be dramatic with a new cluster of taller buildings forming a new and distinctive skyline for the Station Area as a centrepiece of the centre.

6.14 The 'dome' of development is identified with the 'crown', the area of greatest permissible height, immediately adjoining and to the south of the Station entrance.

### Defining the 'crown'

6.15 The area close to the southern Station entrance has been selected as a suitable place for the tallest buildings and for a cluster of tall buildings for the following reasons:

- The Station entrance is a major transport node at the heart of the northward extension of the town centre.
- A cluster will mark the Station as an important place and landmark in itself.
- The area marks a bluff or low hill with the ground rising from the Thames flood plain to the east, north and west. Building heights can mirror this topography. Conversely, lower buildings are to be encouraged on the lower ground.
- The combination of proximity to the Station and the existing core of the town, the availability of suitable sites and current development interest.
- The area is suitable for the formation of a cluster of tall buildings which will form a dramatic skyline in views from higher ground and open space to the north and also in views from the south east and south west.
- There are appropriately sized sites available for development in the short and medium term so that the setting of tall buildings can be controlled and adapted in ways which may not be possible with small or confined sites.
- The Council has resolved to grant the Station Hill redevelopment scheme (SH2). The redevelopment of the area will change the character of the central area by introducing a tall building cluster.
- The relative lack of areas sensitive to tall buildings compared to other potential locations.
- RCAAAP policy RC13 requires that the tallest buildings will be located in the centre of the cluster, and gradually step down in height to the outer areas.





## Density

6.16 Strategic and local development policies require that new developments make the best possible use of their sites to accommodate planned growth. The general aim for the Area is therefore to maximise densities provided this is compatible with the local context, urban and sustainable design principles and public transport capacity.

6.17 The purpose of the density ranges, outlined in figure 6.7, is to guide the intensity of development and enable assumptions to be made about the impact of development. They are not exact building controls but provide a general indication of the range of densities likely to be appropriate, subject to other considerations.

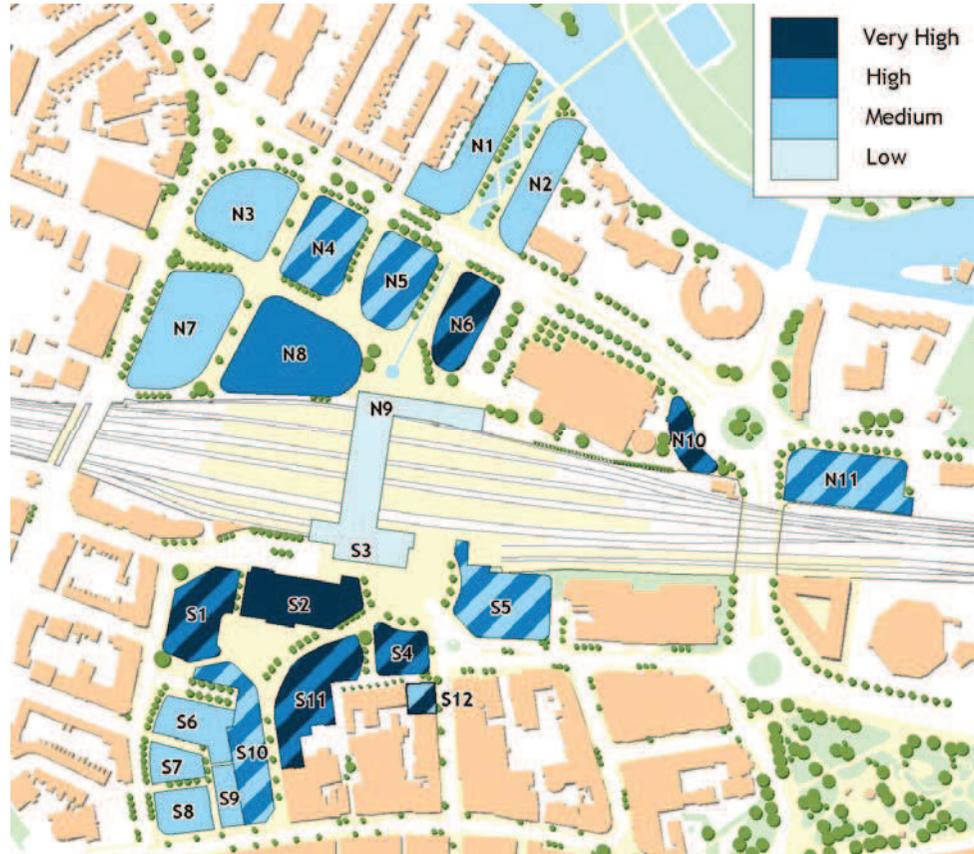


Figure 6.6 Indicative appropriate densities for individual development plots

6.18 The densities equate approximately to the following plot ratios:

- Low: Less than 200% (or 2:1)
- Medium: 200-500% (or 2:1 - 5:1)
- High: 500-1,000% (or 5:1 - 10:1)
- Very High: More than 1,000% (or 10:1)

6.19 Generally, low densities, e.g. those found in suburban areas, are not appropriate for the Central Area due to the levels of accessibility and high land values. The exception is the new station complex, as higher densities are not considered to be achievable (see paragraph 9.11).

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Plot reference	Density range
N1	Medium
N2	Medium
N3	Medium
N4	Medium - High
N5	Medium - High
N6	High - Very High
N7	Medium
N8	High
N9	Low
N10	High - Very High
N11	Medium - High
S1	High - Very High
S2	Very High
S3	Low
S4	High - Very High
S5	Medium - High
S6	Medium
S7	Medium
S8	Medium
S9	Medium
S10	Medium - High
S11	High - Very High
S12	Medium - Very High

Figure 6.7 Density guidance



## Building heights

6.20 The approach to the height guidelines set out in figures 6.8 and 6.9 is a simple one. Two main measures, landmark heights and benchmark height, are applied to each main development area which may then be modified according to circumstances.

6.21 Benchmark and landmark heights are applied to areas broadly defined by the urban design and development analysis in this Framework which identifies the major development sites and the main blocks of development between the existing and proposed pattern of streets and public spaces.

6.22 The benchmark height is the general recommended height for each area. The benchmark height is defined in commercial storeys, not metres and does not exceed ten storeys because this is the point at which tall building controls and design guidance applies. As a general rule, 10 commercial storeys equate to 12 residential storeys.

6.23 Benchmark heights may be modified upwards in order to realise certain urban design or other major planning benefits, or where applicants have demonstrated convincingly that the potential impact of higher buildings on the surroundings can be mitigated.



6.24 Benchmark heights are not guarantees and may be modified downwards where it becomes clear that proposed buildings will harm residential amenity or affect the setting of listed buildings, important views or open spaces.

6.25 There is a general presumption that benchmark heights should grade back to the established heights in the surrounding areas.

6.26 Landmark buildings may exceptionally 'puncture' the benchmark heights and the general 'dome' massing pattern in order to create emphasis and to mark important places. It is not envisaged that every potential landmark location in figure 6.9 will necessarily provide a landmark building.

Plot reference	Benchmark	Landmark
N1	4	None
N2	6	None
N3	6	None
N4	7	Local
N5	8	Local
N6	*	Local
N7	6	None
N8	8	Local
N9	6	None
N10	8	Local
N11	8	Local
S1	*	Local
S2	*	District
S3	4	None
S4	*	Local
S5	6	Local
S6	6	None
S7	6	None
S8	6	None
S9	6	None
S10	8	Local**
S11	8	District**
S12	*	Local

\* Benchmark height likely to be at least 10 storeys - refer to tall building policies and design guidance.

\*\* Only parts of the plot within the Tall Buildings Clusters as defined by the RCAAP are appropriate for landmarks.

Figure 6.9 Scale/height guidelines



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Figure 6.8 Main development plots

6.27 The Station Area borders the attractive open spaces and nature areas of the Thames riverside. The area also has an exceptional built heritage, both archaeological and architectural. Building heights should have regard to the qualities of buildings and areas of architectural and historic interest and important views and prospects.

6.28 Whilst encouraging high density generally, the Framework does not necessarily advocate the provision of tall buildings across the Area. Much of the surrounding area consists of fairly low density, low rise residential areas. High-density development can also be achieved through lower-rise compact development forms and this will be particularly appropriate immediately adjoining low rise residential areas to the west of Caversham Road and the residential streets leading from Vastern Road northwards towards the Thames (e.g. Lynmouth Road).

6.29 A transition zone (buffer zone) should be formed towards adjacent areas (particularly the historic core of the town and low-rise residential areas to the west and north) with heights stepping down so that they relate appropriately to surrounding development and residential areas. Development should respect the amenity, privacy and light requirements of these properties, and not have significant detrimental effects on them in terms of noise and pollution.

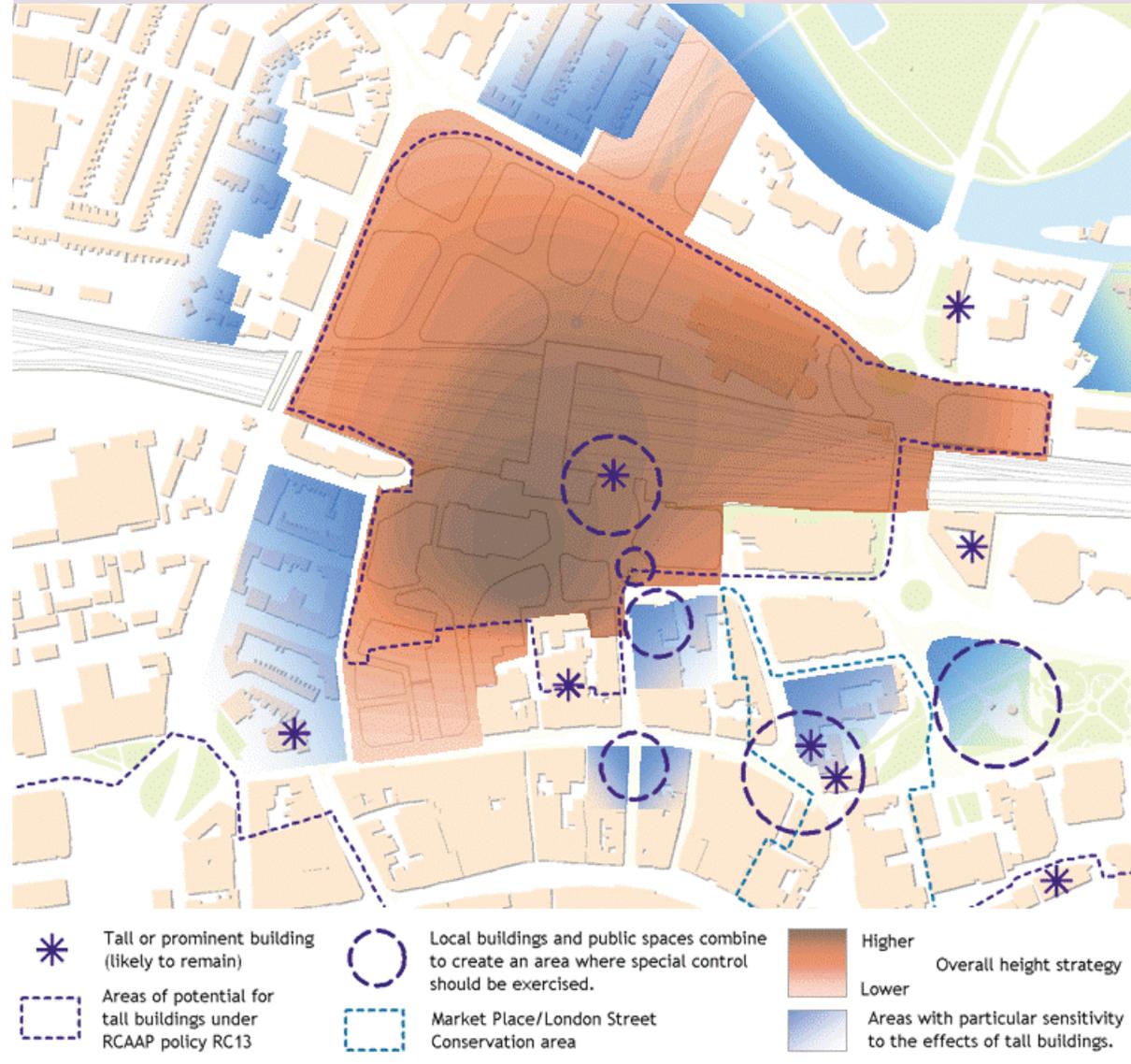
6.30 All plant on top of tall buildings will need to adequately screened from public view.

## Sensitive receptors

6.31 A number of constraints impose limits on the densities that can realistically be achieved in some parts of the area. The Station Area is already well developed and most sites are already constructed to relatively high plot ratios. Parts of the area are 'sensitive' to intensification in terms of the established urban character or the need to safeguard residential amenity.

6.32 Areas which might be harmed by high density development ('sensitive receptors') are indicated in figure 6.10. It is important to ensure that new development in or near such areas does not harm local amenity or the established urban character. Figure 6.10 also shows the overall height strategy (the 'crown' and 'blister' concept).

6.33 New buildings, whether or not they lie within the boundaries of a Conservation Area, will be expected to make a positive contribution to the area and they should conserve and where appropriate enhance the character or appearance of Conservation Areas and conserve the setting of listed buildings.



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Figure 6.10 Tall building location guidance

Chapter

7

views

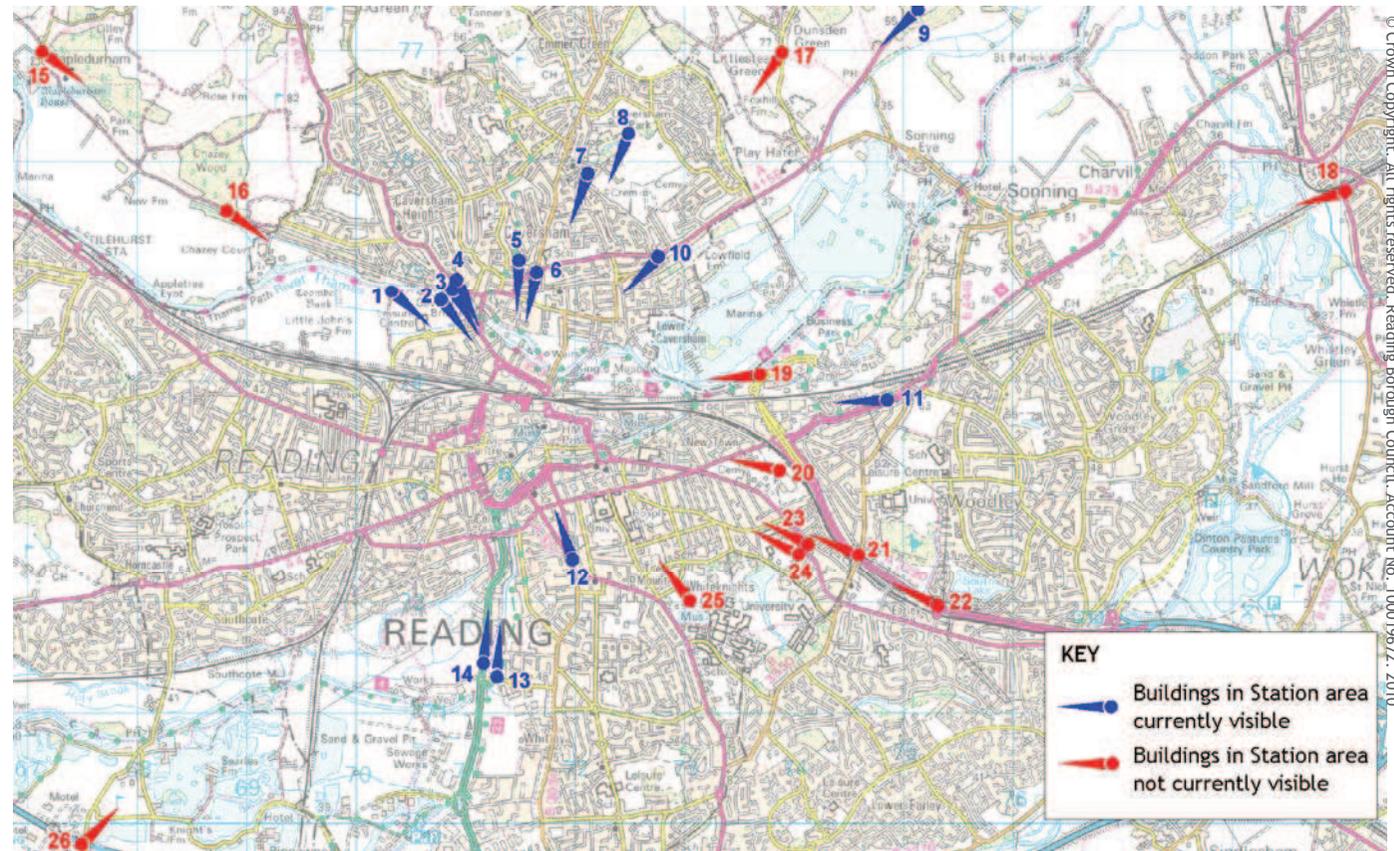




# views

7.1 It is likely that the scale of development proposed will have a significant effect on views within the Station Area and the rest of the centre, and on views of the centre from further afield.

7.2 This section identifies key views, and potential views, of the Station Area. They have been derived from various sources, including the Tall Buildings Strategy and evidence for the Reading Central Area Action Plan, and detailed work relating to the Station Hill application. They should be taken into account in considering development proposals in the area.



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Figure 7.1 Longer-distance views

## Longer distance views

7.3 Figure 7.1 identifies longer-distance views that should be considered, i.e. those over 0.5 km from the Station Area boundary.

7.4 Buildings within the Station Area are already visible from some viewpoints:

1	Thames Promenade at northern end of Cow Lane
2	Thames Promenade opposite canoe club
3	Caversham Court Gardens
4	St Peter's Churchyard
5	Balmore Walk
6	Junction of Prospect Street and Peppard Road
7	Horse Close
8	Caversham Park
9	Span Hill (A4155)
10	Junction of Henley Road and Lower Henley Road
11	A4 at Shepherds Hill, Earley
12	Junction of Mount Pleasant and Southampton Street
13	Rose Kiln Lane at bridge over River Kennet
14	A33 near water treatment works

7.5 Generally Western Tower, Thames Tower and the Ibis/Novotel hotels are the main buildings visible, although from some viewpoints, e.g. Balmore Walk, many of the lower-rise buildings are also evident. The emphasis from these points will be enhancement of the views, and on making a positive contribution to an overall skyline for Reading.

7.6 From other points, taller buildings may bring the Station Area into the view for the first time:

15	Unclassified road north of Mapledurham
16	The Warren footpath at Chazey Wood
17	Dunsden Way, south of Dunsden Green
18	Hurst Road, Twyford
19	Thames Path at Thames Valley Park
20	Palmer Park
21	Church Road, Earley at bridge over A3290
22	Footbridge at Earley station
23	Junction of Wokingham Road and Green Road
24	Green Road
25	Whiteknights Campus, University of Reading
26	Burghfield Road at bridge over M4

7.7 From these points, the emphasis will be on ensuring that, where development is visible, that it makes a positive contribution to the view.



### Shorter-distance views

7.8 There are a number of important views within the central area which development in the Station Area has the potential to affect. Some of these are panoramic views of the centre, others are direct views of the Station Area, while others still are local views of individual streets or spaces where buildings in the Station Area may form a backdrop. Not all views will be applicable to all developments.

27	Chatham Street
28	Weldale Street
29	Great Knollys Street
30	Junction of Friar Street and Greyfriars Road looking along Friar Street
31	Junction of Friar Street and Greyfriars Road looking along Greyfriars Road
32	Vachel Road
33	Junction of Vachel Road and Greyfriars Road
34	Stanshawe Street
35	Tudor Road
36	Network Rail depot
37	Cardiff Road
38	Northfield Road
39	Caversham Road
40	Caversham Bridge
41	War memorial, Christchurch Meadows
42	Wolsey Road
43	Christchurch Meadows

44	De Montfort Road
45	Lynmouth Road
46	Reading Bridge looking west
47	Reading Bridge looking south west
48	Hills Meadow
49	Kings Meadow
50	Napier Road
51	Forbury Road near Reading Prison
52	Junction of Forbury Road and Vastern Road
53	Forbury Gardens
54	Blagrove Street
55	St Laurence's Church
56	Duke Street and Market Place
57	Queen Victoria Street
58	Station Road
59	Friar Street looking west
60	Union Street
61	Junction of Castle Street and St Mary's Butts

7.9 Views of particular sensitivity are those where historic assets form part of the composition of the view. These are marked in red on figure 7.2, and, in these cases, the effect any change to the view has on the historic asset should be taken into account. For other views, the emphasis will be on ensuring that, where development is visible, that it makes a positive contribution to the view.

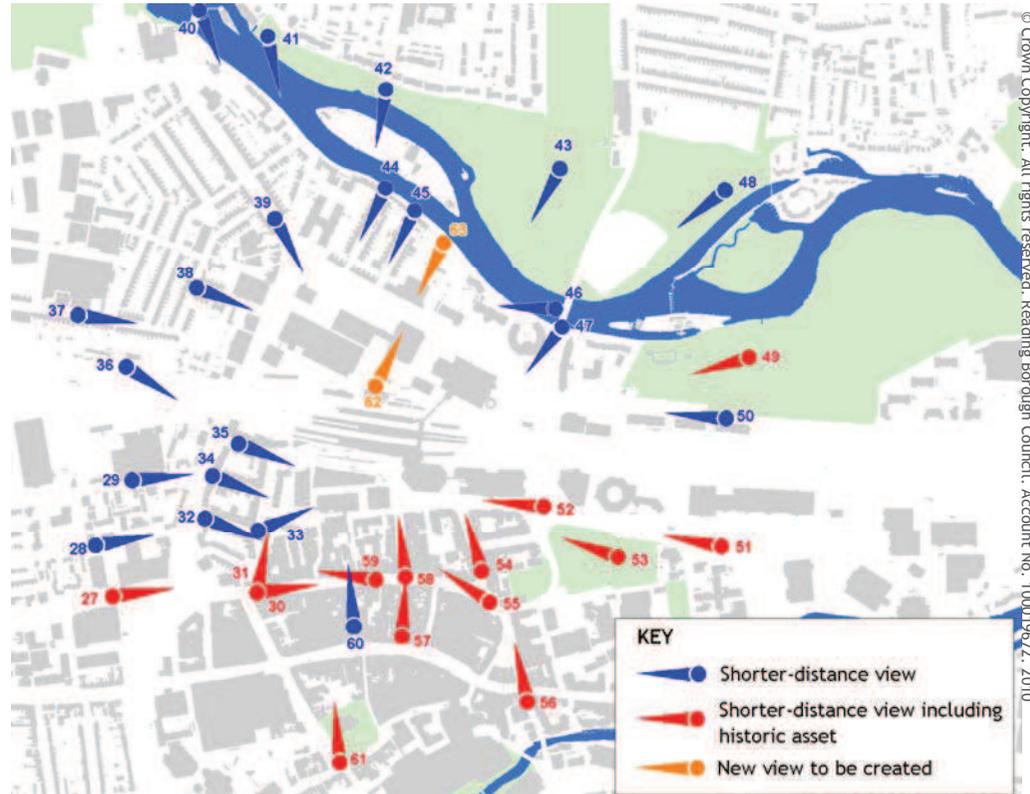


Figure 7.2 Shorter-distance views

7.10 The new development will result in new views being opened up within the Station Area itself. Of particular significance are views along the direct north-south link, between the Station and the Thames, where there should be an unbroken line of sight.

62	Station Square north looking north
63	New public space on Thames looking south



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Chapter

# 8

urban design  
framework

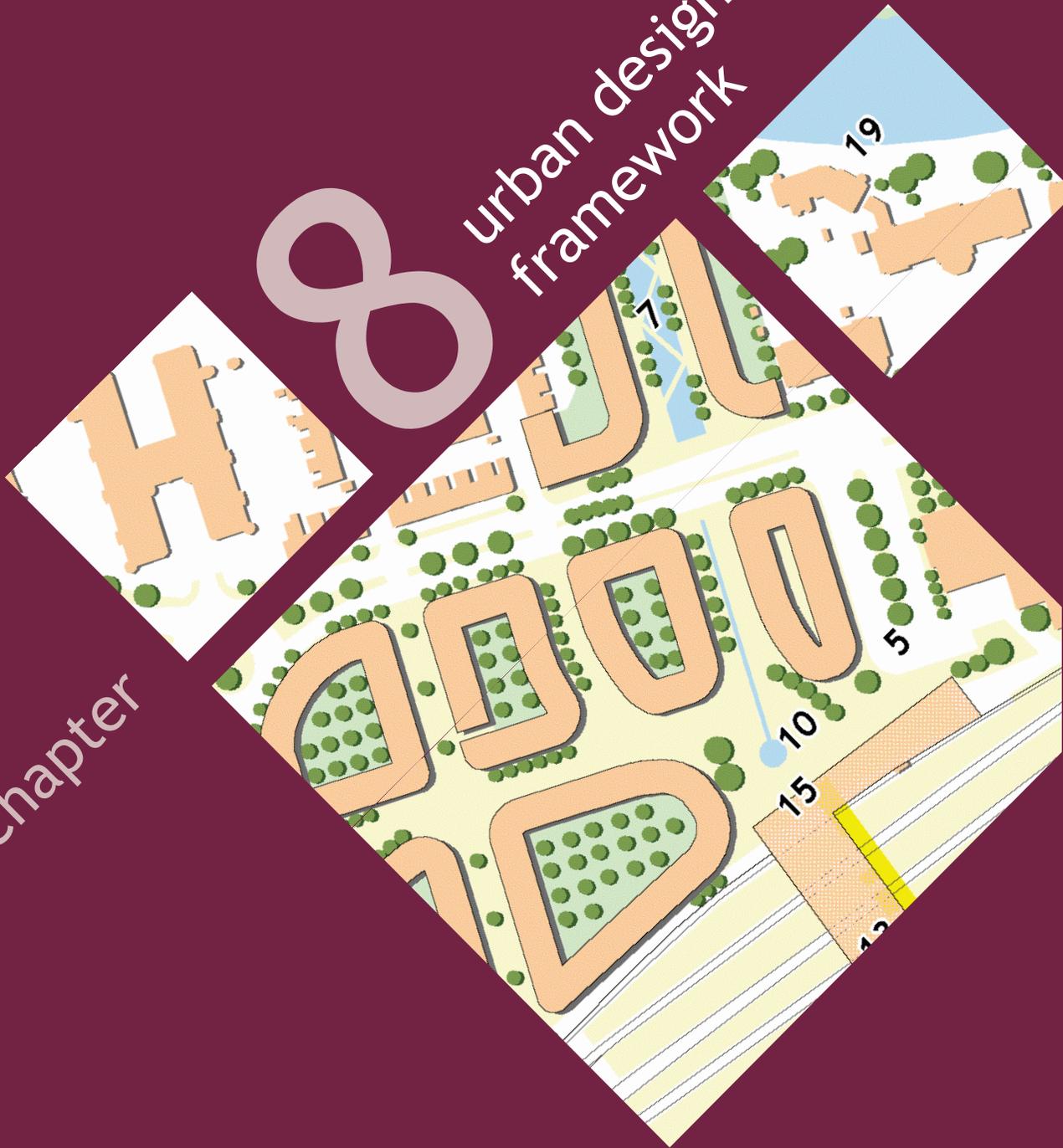


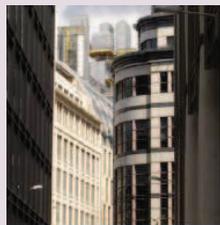
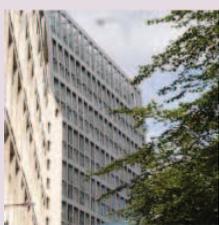
Figure 8.1 Exemplars



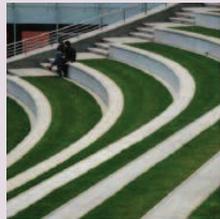
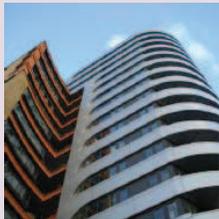
Potsdamer Platz, Berlin



City of London north fringe (City Wall and Broadgate)



Paddington Basin and Paddington Central, London



Brindley Place, Birmingham



## urban design framework

8.1 This chapter sets out the Urban Design Framework based on an analysis of the planning policy context and the site. It outlines the principles that will underpin the successful transformation of this area by:

- Integrating transport infrastructure with development;
- Creating a mix of complementary land uses; and
- Promoting high quality buildings, streets and spaces.

8.2 The framework has been developed in the light of a long history of design work in this area, including the City Centre Framework, as well as a series of central area urban redevelopment schemes of a similar scale and mix. These are illustrated in figure 8.1. The Framework needs to be read in conjunction with design policies in the Core Strategy (CS7) and the RCAAP (RC5).

8.3 The framework is based upon five key concepts:

- Establishing a layout that maximises the potential of sites compatible with the local context;
- Creating permeable development that strengthens north-south links and improves connectivity across the area;
- Integrating public spaces and active frontages to establish vibrant, safe and enjoyable areas and create a focus to the sites;
- Incorporating gateway and landmark buildings and focal points that create a 'sense of place' and identity for the area; and
- Complementing the character and historical context of the Central Area.

## A framework for development

8.4 Figure 8.2 illustrates the broad urban design structure that will guide the development and forms the foundation for this Framework.

8.5 The various diagrams aim to:

- Address infrastructure and connectivity, particularly the integration of the station and interchange with planned redevelopment;
- Resolve highways, servicing and car parking matters, highlighting potential conflicts/pressures;
- Describe a balance which has been struck, after testing, between routes, spaces and buildings. The development sites and parcels described in the diagrams result from site planning exercises which considered geometry and plot testing and found the approach to be robust. The overall framework is designed to be capable of accommodating a wide variety and many combinations of land uses at a range of densities;
- Describe a potentially high density central district which is compact and urban in character, connected to the existing town centre and which in turn connects to the surrounding inner suburbs;
- Specify the amount and distribution of open spaces and incorporate connections to adjoining spaces;
- Define parcels and plots in a way which works with the grain or pattern of land ownership so that development can progress in stages.

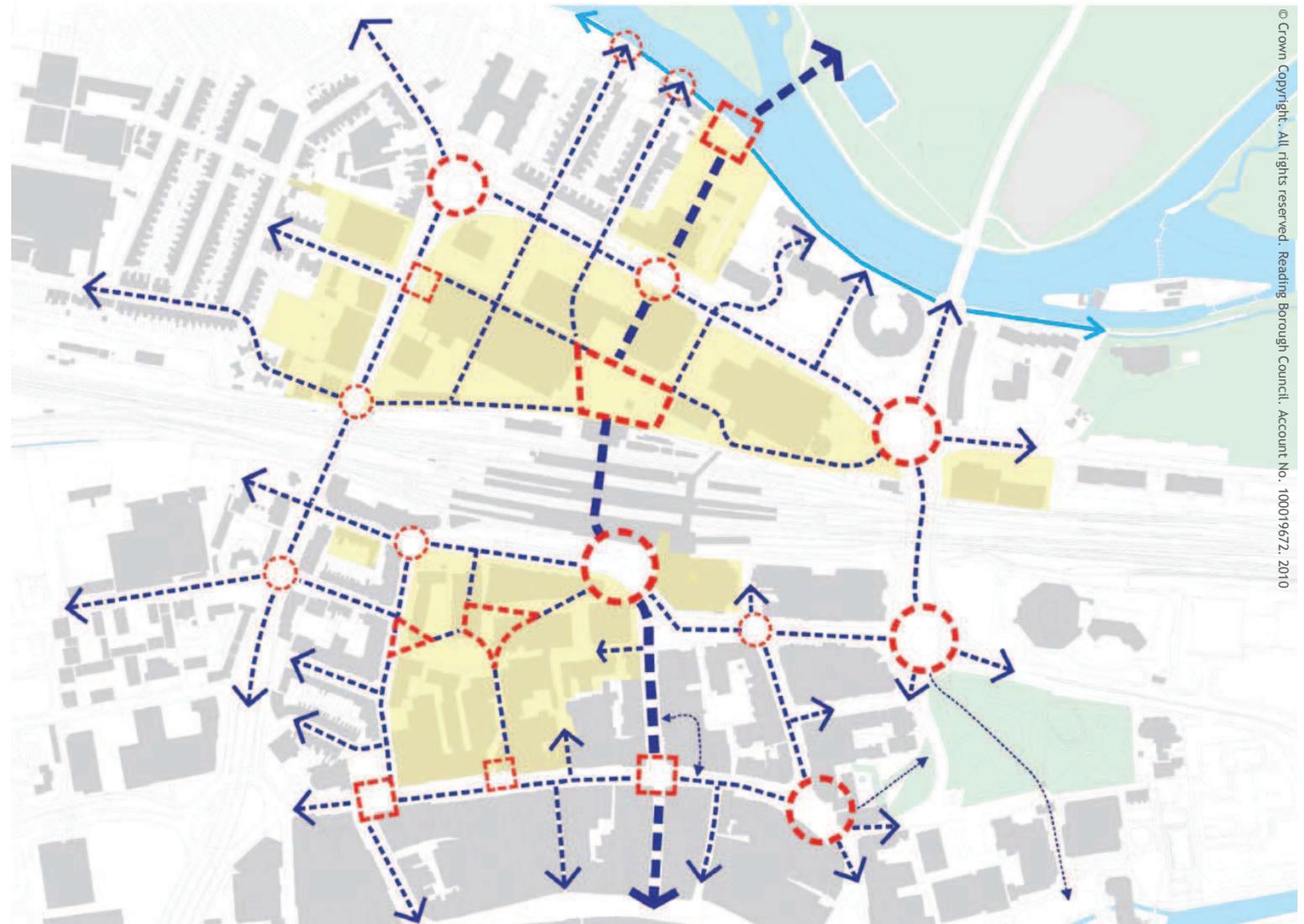
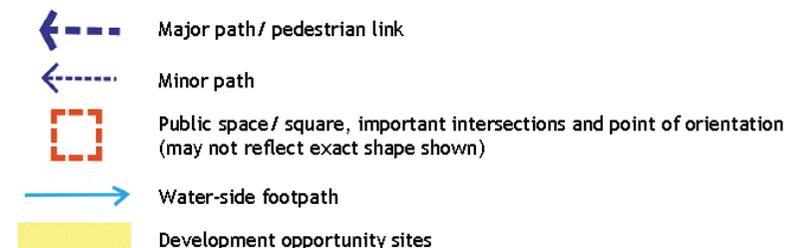


Figure 8.2 Framework structure



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## chapter 08 urban design framework

### Core Strategy Policy CS7: DESIGN AND THE PUBLIC REALM

All development must be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located. The various components of development form, including:

- Layout: urban structure and urban grain;
- Landscape;
- Density and mix;
- Scale: height and massing; and
- Architectural detail and materials.

will be assessed to ensure that the development proposed makes a positive contribution to the following urban design objectives: -

- Character - a place with its own identity and sense of place
- Continuity and enclosure
- Quality of the public realm
- Ease of movement and permeability
- Legibility - clear image and easy to understand
- Adaptability - capable of adaptation over time

- Diversity - meets a wide range of needs.

Developments will also be assessed to ensure that they: -

- Respond positively to their local context and create or reinforce local character and distinctiveness, including protecting and enhancing the historic environment of the Borough and providing value to the public realm;
- Create safe and accessible environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion;
- Address the needs of all in society and are accessible, usable and easy to understand by them; and
- Are visually attractive as a result of good high quality built forms and spaces, the inclusion of public art and appropriate materials and landscaping.

Applications for major and minor developments should be accompanied by a design and access statement that deal with all the above matters.

### RCAAP Policy RC5: DESIGN IN THE CENTRE

Applications for development within the Reading central area should demonstrate the following attributes:

a. Development will build on and respect the existing grid layout structure of the central area, providing continuity and enclosure through appropriate relationships between buildings and spaces, and frontages that engage with the street at lower levels, and contributing towards enhanced ease of movement through and around the central area;

b. Development will provide appropriate, well designed public spaces and other public realm, including squares, open spaces, streetscape, utilising high quality and well-maintained hard and soft landscape, public art, that provide suitable functions and interest, sense of place and safe and convenient linkages to adjoining areas;

c. The architectural details and materials used in the central area should be high quality and respect the form and quality of the detailing and materials in areas local to the development site;

d. Development and any associated public realm should contribute to the diversity of the central area, be capable of easy adaptation over time to meet changing circumstances, and be designed to enhance community safety.

## What the framework diagrams describe or guide

### Public Realm

8.6 In terms of the building plots identified, the Framework is a good indicator of the size and form of plots needed to achieve the level of permeability shown in figure 8.2. Plots of a slightly different size and shape, or sub-division of plots will be acceptable where the structure in figure 8.2 can still be achieved. Likewise, the building shapes identified in figure 8.3 are indicative of the appropriate type of building form, and deviation from these shapes that fulfils the aims of this Framework will be acceptable.

8.7 The Framework identifies the approximate location, extent and inter-connectivity of the public realm forming the context for all development. The scale and distribution of the principal and secondary public spaces and the connecting streets and paths are indicated.

### Land Use

8.8 The Framework sets out a range of appropriate land uses in the area, and emphasises the principle of mixed use. The principal active and activity generating frontages are indicated.

### Transport and Access

8.9 The Framework indicates how development can integrate with transport infrastructure, particularly the rail station, interchanges, and pedestrian routes but also car parking, bus routes, cycle routes, roads and service access. The main distribution routes and indicative site accesses are shown.

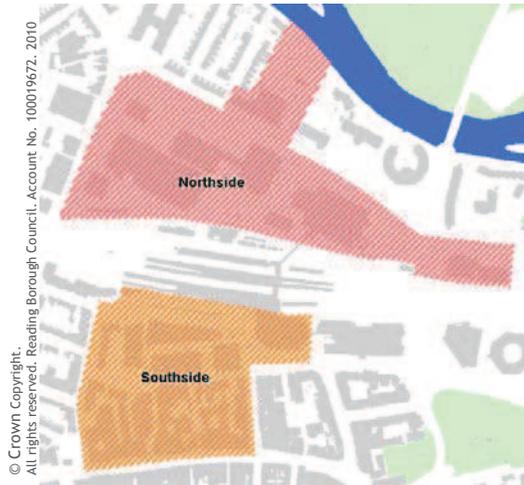
### Railway

8.10 The Framework indicates the proposed railway 'footprint', the Station platform layout, concourse alignment and the Station entrances and potential connections across the railway.

Key	
1	Potential footbridge link across Garrard Street
2	Station Hill central piazza
3	Permeable network of lanes and alleyways, potentially connecting though to the Station Hill site
4	South west interchange
5	Northern interchange
6	South east interchange
7	Ingress of creek
8	Potential new foot and cycle bridge across the River Thames
9	Station square south
10	Station square north
11	Station Road pedestrian and bus priority scheme
12	Potential land mark building at Reading Bridge roundabout which masks the car park
13	Station overbridge
14	Station entrance south
15	Station entrance north
16	Widened and enhanced public subway link underneath the railway
17	Historic station entrance (the 'heritage building') in improved setting
18	Potential re-cladding with green walls or reinforced landscape buffers to car park
19	Riverside walk and strategic pedestrian route
20	Green walls to retaining wall adjoining the railway
21	Enhancements to pedestrian routes under the railway
22	Creation of a tree lined avenue along Vastern Road



Figure 8.3 Framework diagram



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Figure 8.4 Northside and Southside

## Northside

8.11 The Framework portrays a grid of streets focusing upon the north side station entrance. The range and proportions of city blocks are such that they are able to incorporate a wide range of building forms and dimensions up to and including major new commercial and residential buildings (and also retail) with some scope for tall buildings as local landmarks. This area will incorporate car parking. A number of potential MRT corridors traverse the area, which should be protected.

8.12 There are three key elements of the public realm in the area: the north-south spine between the station and Thames (and across the river), and two public spaces along the spine - a new Station entrance square, and a public space on the southern bank of the Thames. In addition, high quality public realm will be created along new and existing streets, particularly the link to Caversham Road.

8.13 The new foot and cycle bridge across the Thames will improve access to the riverside open spaces and links between central Reading and Caversham, and will be a key element of the north-south spine.

8.14 Whilst new pedestrian links to the east are constrained by the existing station car park and proposed transport interchange, pedestrian routes that travel through to Reading Bridge/ Napier Road via the car park and interchange should nevertheless be provided.

8.15 The proposed new northern station entrance will connect into the station square. Potentially, commercial development can wrap around and over the station entrance. A new bus, taxi and vehicle set down will be located in front of the new entrance, around the existing station car park, and along Vastern Road.



Figure 8.5 Proposed Northern Station Entrance (Network Rail)



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Figure 8.6 Framework for the Northside area

## Southside

8.16 Southside will contain a balanced mix of residential, commercial and retail development with leisure uses. The Framework portrays existing and proposed streets converging upon the new Southern Station entrance. The range and proportions of city blocks are more constrained than in Northside, due to the configuration of sites and ownerships and proximity to existing developments.

8.17 Some parcels are considered sub-optimal, but a balance has been struck with the need to provide routes and public spaces on the best alignments. Nevertheless, they are able to incorporate a wide range of building forms and dimensions up to and including major new commercial buildings (and also retail), with some scope for tall buildings including the buildings likely to be the tallest in central Reading.

8.18 The Framework illustrates a pedestrian route from Friar Street to the station passing through a new public space. This follows as direct a route as possible, given that an entirely direct diagonal path, when combined with the constrained dimensions of the site and land ownership boundaries, results in unnecessarily restricted development parcels. A second route travels northwards to a possible new second railway bridge/concourse, linking to the Northside development area. Routes through the area are aligned with surrounding streets to encourage better integration.

8.19 This area can incorporate a significant amount of undercroft car parking where the general ground plane is formed at the level of the station entrance, although active frontage and public routes will still be required at the lower level of the sites and connecting to the proposed subway link through the station. The northern edge of this area will share a boundary with the reconfigured bus interchange (the 'South West Interchange').



Figure 8.7 Proposed Southern Station Entrance (Network Rail)

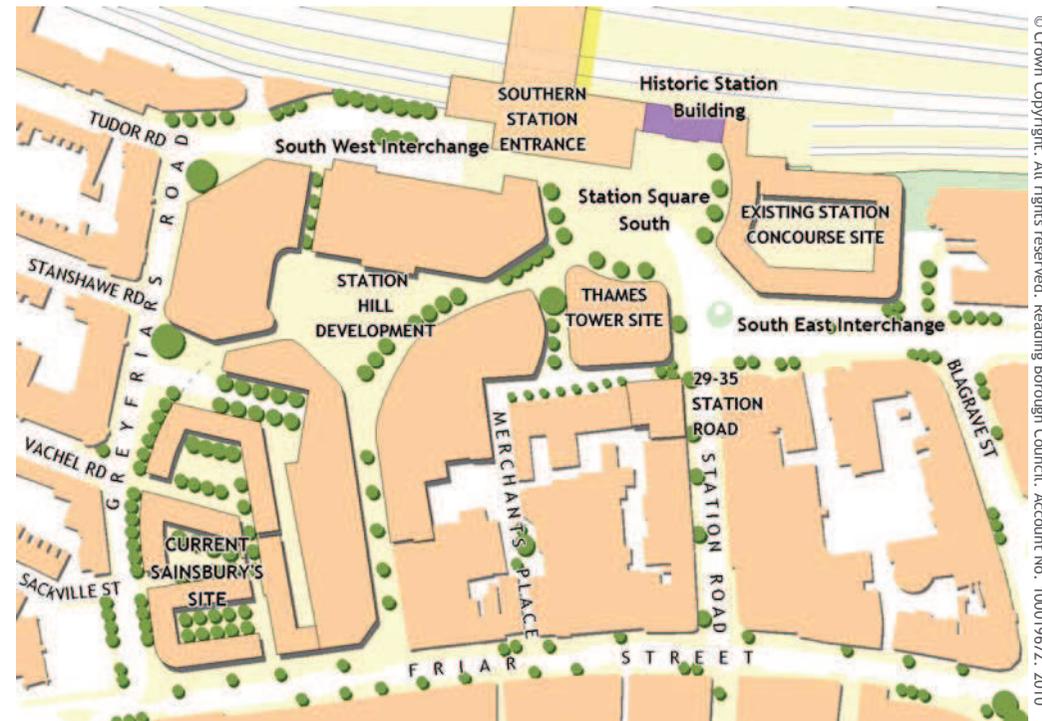


Figure 8.8 Framework for the Southside area

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## Key opportunity sites

8.20 There are a total of fourteen potential development opportunity sites within the Station Area, the development of which may contribute to realising the objectives of this framework.

8.21 Seven sites in seven land ownerships are identified as key to the realisation of the framework objectives (RCAAP site references are given in brackets):

- Royal Mail and Vastern Road Retail Park and Station Car Park (RC1e);
- Rail station (RC1d);
- Riverside (SEB) (RC1g);
- Napier Road (RC1h);
- Station Hill and Friars Walk (RC1b and c);
- Thames Tower (RC1a); and
- Station concourse (RC1d).

8.22 The key sites have been selected for the following reasons:

- They cover the centre of the station area and immediately adjoin the station.
- They are affected by, or their development may help to facilitate, transport improvements (rail, interchange and roads) and other infrastructure such as public car parking.
- They are the largest opportunity sites with the greatest potential development capacity and therefore offer the major opportunities for crosssubsidy.
- There are indications that they may become available for redevelopment (although not necessarily in the short term).
- They are the locations for the principal public open spaces and links in the framework.

8.23 In addition to the key opportunity sites the remaining sites within the framework area and other adjoining sites may be redeveloped, in time, and integrated with the new district.

8.24 The opportunity sites are broad groupings of sites which together appear to require some degree of coordination or integrated development across existing property and ownership boundaries. They do not correspond exactly with the land ownerships pattern, although this has been taken into account.

8.25 In some cases proposals are already well advanced, with schemes that have been developed in detail, such as Station Hill. Other sites are in active economic use and represent only longer term development potential. Realisation of the principal components of the framework are not dependent upon these longer term prospects.

## Designing for Safety

8.26 This Framework has been drawn up having regard to principles of designing for safety and crime prevention. Policy CS7 of the Core Strategy ensures that new developments create safe environments, and this will apply to the Station Area, since central Reading, as a focus for large gatherings of people, already experiences significant crime levels. Developments should have regard to the principles of Secured By Design, as well as other national guidance on designing for safer places, including:

- Safer Places: The Planning System and Crime Prevention;
- Crowded Places: The Planning System and Counter-Terrorism; and
- Protecting Crowded Places: Design and Technical Issues.

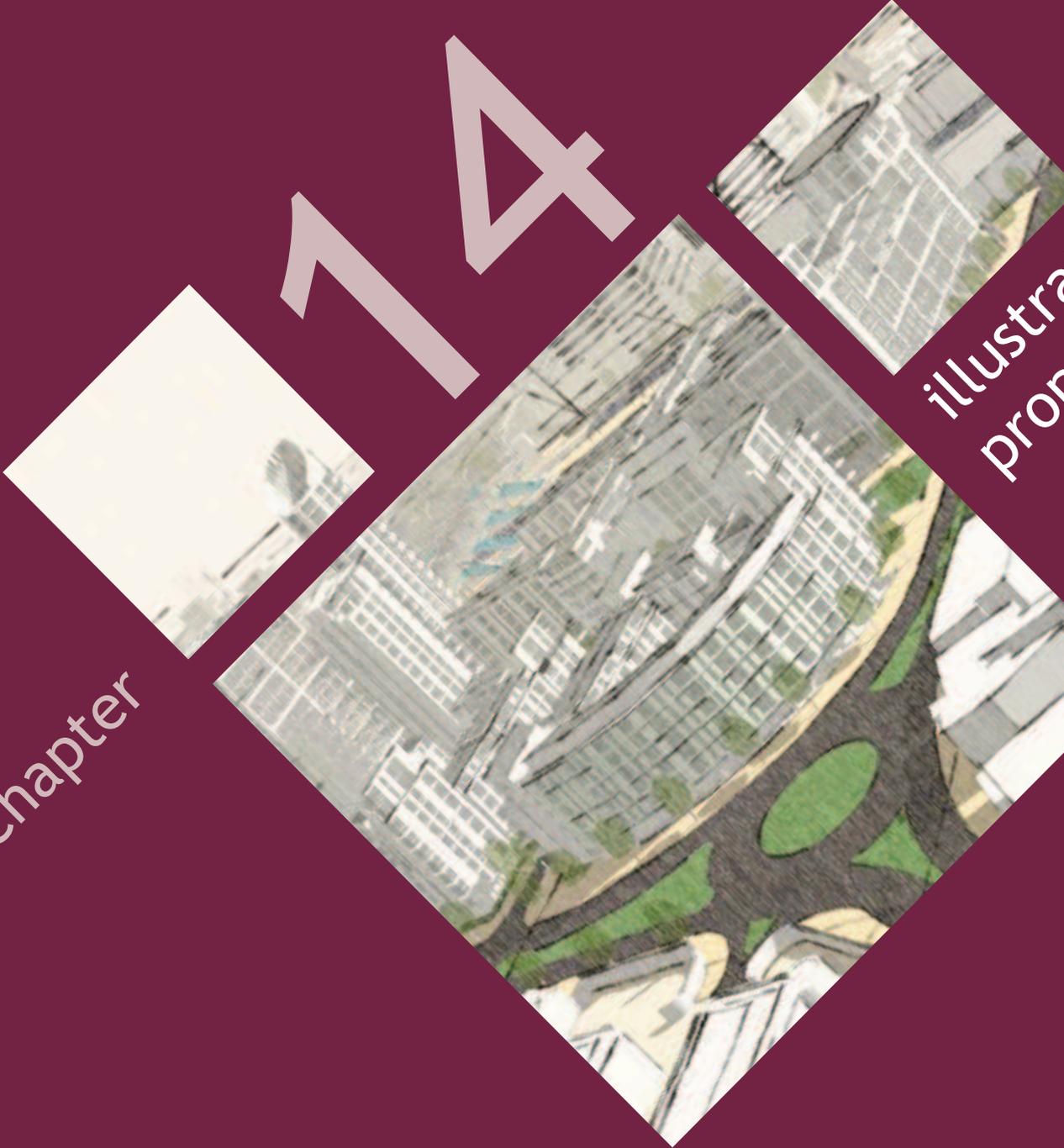
8.27 Planning for prevention of terrorism will have particular relevance for the design of the new public spaces, such as the Station Squares North and South, and transport interchange areas.

8.28 Crime prevention design advice should be sought from Thames Valley Police at the design stage. CCTV provision should link into the existing coverage. In terms of terrorism prevention, advice should also be sought from the Council's Emergency Planning Officer.

Chapter

# 14

illustrative  
proposals



## illustrative proposals

14.1 The following illustrations are included as an aid to the wider framework development process, primarily to establish the potential density and massing of development and to determine key principles of site layout. They provide an indicative vision of the Station Area in the future, but represent one possible scheme that would comply with the Framework and are provided for illustration only.

Figure 14.1 Illustrative layout



## The principal features of the approach

14.2 The figures in this section illustrate one possible way in which the components can be combined to form a coherent scheme.

14.3 The key principles from the Framework are visible in the images. The overall massing strategy of rising to a crown immediately south of the Station is visible, with development decreasing in height to the more sensitive areas around the fringes. The approach of overall benchmark heights, punctuated by landmarks, breaks the overall massing strategy up to some extent, and provides visual interest.

14.4 New crossings re-unite central Reading, which was historically cut in two by the railway. A new overbridge, new northern and southern Station halls and entrances combine to create a landmark station building complex.

14.5 Major new 'Town Squares' to the north and south form gateways to Reading and the new Station square opens up the northern quarter and connects through to the River Thames. Bus and Mass Rapid Transport routes converge on new public transport interchange hubs to the north, south east and south west which are an integral part of the new Station.



Figure 14.2 Station Square South



Figure 14.3 Northern Interchange from Vastern Road



Figure 14.4 Perspective view along Station Road looking North



Figure 14.5 Perspective view looking from the North



Figure 14.6 Perspective view looking from the South

14.6 New high quality streets, avenues and pedestrian routes focus on the interchange hub whilst a grid of streets and squares ‘stitch’ the new development into the wider grid of streets within the centre. High density mixed use development is arranged along streets and around squares, with activity and vitality generating uses at ground floor level, and elegant landmark towers rising above to mark important places, creating a dramatic new silhouette for the town centre. New landscaping and tree planting enhance the environment of the key routes and spaces. The development facilitates high levels of pedestrian and vehicular accessibility to the interchange to which the developments are directly connected.

14.7 Perimeter blocks, particularly north of the station, allow light penetration to buildings and provide communal amenity space. Parking and service access areas are incorporated within buildings and structures to allow the creation of pleasant, pedestrian friendly, public spaces.



Figure 14.7 Station overbridge



Figure 14.8 Perspective view from Caversham Road



Figure 14.9 Perspective view from the North East



Figure 14.10 Perspective view from the South East



Figure 14.11 Perspective view from the South West

**Appendix MDC-4: Email Correspondence Viewpoint Agreement**

## Michel Loftus

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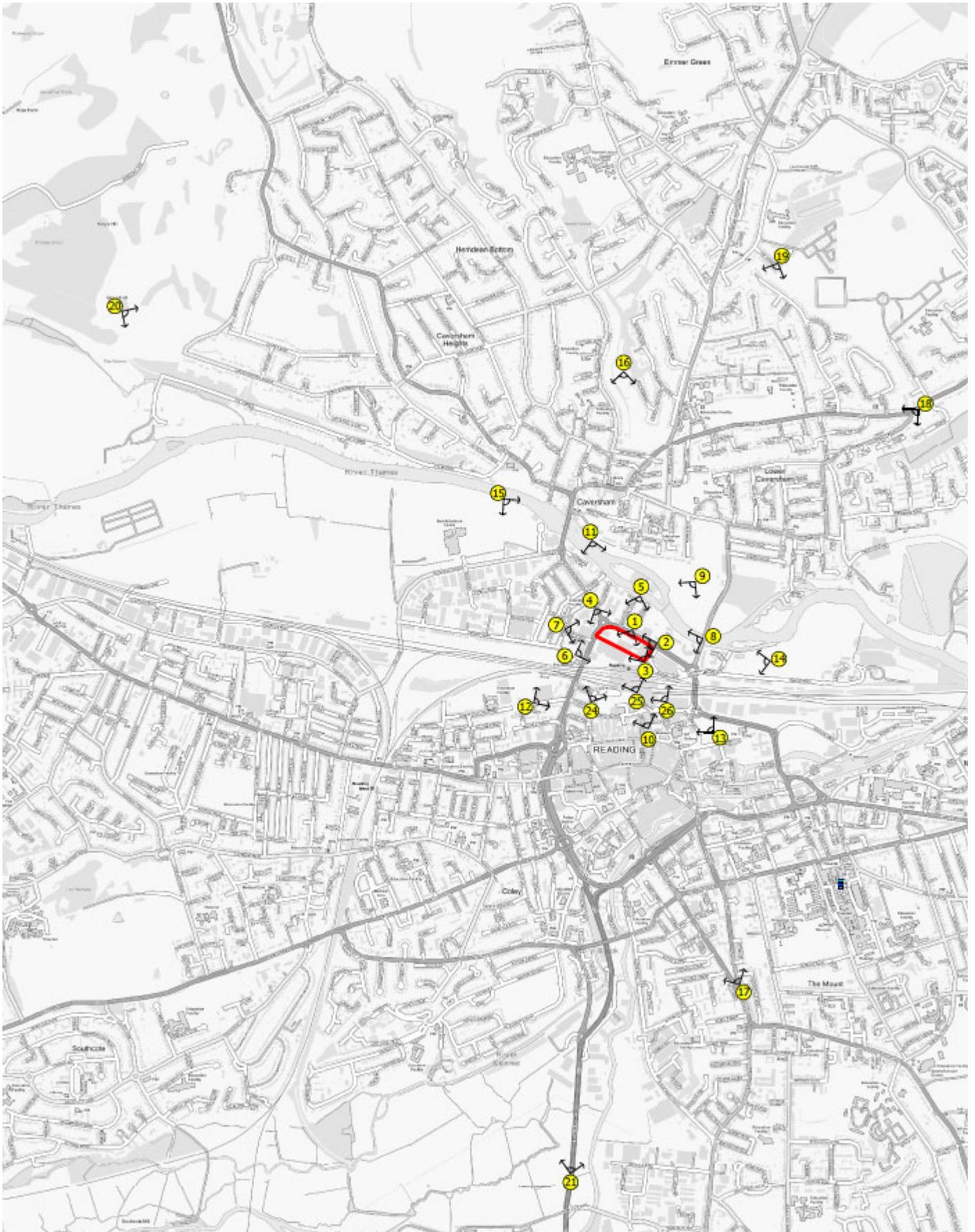
**From:** David Hope  
**Sent:** 28 November 2019 15:40  
**To:** Conlon, Brian  
**Cc:** Marie Jasper; Patrick Clark  
**Subject:** RE: Reading Station Shopping Park - Representative Viewpoint Selection

**Categories:** Filed by Newforma

Hi Brian,

Thanks for your time earlier. Following on from our conversation regarding verified views, we have now included viewpoint 3 and viewpoint 25 (in place of viewpoint 20 and 15). For clarity we are now proposing that the following 15 viewpoints have verified views produced which will provide a sufficient range of views and distances to inform the TVIA (I have included a screen grab of viewpoint map below for convenience):

<b>Viewpoint</b>	<b>Location</b>	<b>Comment</b>
3	Station Square North, looking north	To be taken from entrance to the station underpass looking north to pick up the proposed movement corridor.
4	Caversham Road, looking south-east	
5	Thames Path/De Montfort Road, looking south	
7	Swansea Road/Northfield Road, looking east	
8	Reading Bridge, looking west	
9	Christchurch Meadows, looking south-west	
10	Station Road, looking north	
11	Christchurch Meadows, looking south-east	
12	Great Knollys Street, looking north-east	
14	Kings Meadow, looking west	
16	Balmore Park, looking south	
17	Mount Pleasant/Southampton Street, looking north	
22	London Road, Shepherds Hill, looking west	
23	Dunsden Way, looking south-west	
25	View north from Station Hill	



I trust this is now satisfactory.

Many thanks,

**David Hope**  
Senior Landscape Planner



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**From:** Conlon, Brian <Brian.Conlon@reading.gov.uk>  
**Sent:** 28 November 2019 12:43  
**To:** David Hope <David.Hope@bartonwillmore.co.uk>  
**Subject:** RE: Reading Station Shopping Park - Representative Viewpoint Selection

Many thanks David,

If you could give me a quick call that would be much appreciated.

Many thanks

Brian

**Brian Conlon** BA Hons MSC MRTPI  
Principal Planner  
Planning Section | Directorate of Environment and Neighbourhood Services

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---

**From:** David Hope [<mailto:David.Hope@bartonwillmore.co.uk>]  
**Sent:** 28 November 2019 08:49  
**To:** Conlon, Brian  
**Cc:** Marie Jasper; Patrick Clark  
**Subject:** RE: Reading Station Shopping Park - Representative Viewpoint Selection

Hi Brian,

Thanks for your response on this – we have included the three additional views as requested.

Just to confirm, are you satisfied with the 15 views selected for verified view? If there are any specific viewpoint locations from which you'd like verified views producing please do let us know as soon as possible.

Many thanks,

**David Hope**

Senior Landscape Planner



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**From:** Conlon, Brian <[Brian.Conlon@reading.gov.uk](mailto:Brian.Conlon@reading.gov.uk)>

**Sent:** 17 October 2019 13:08

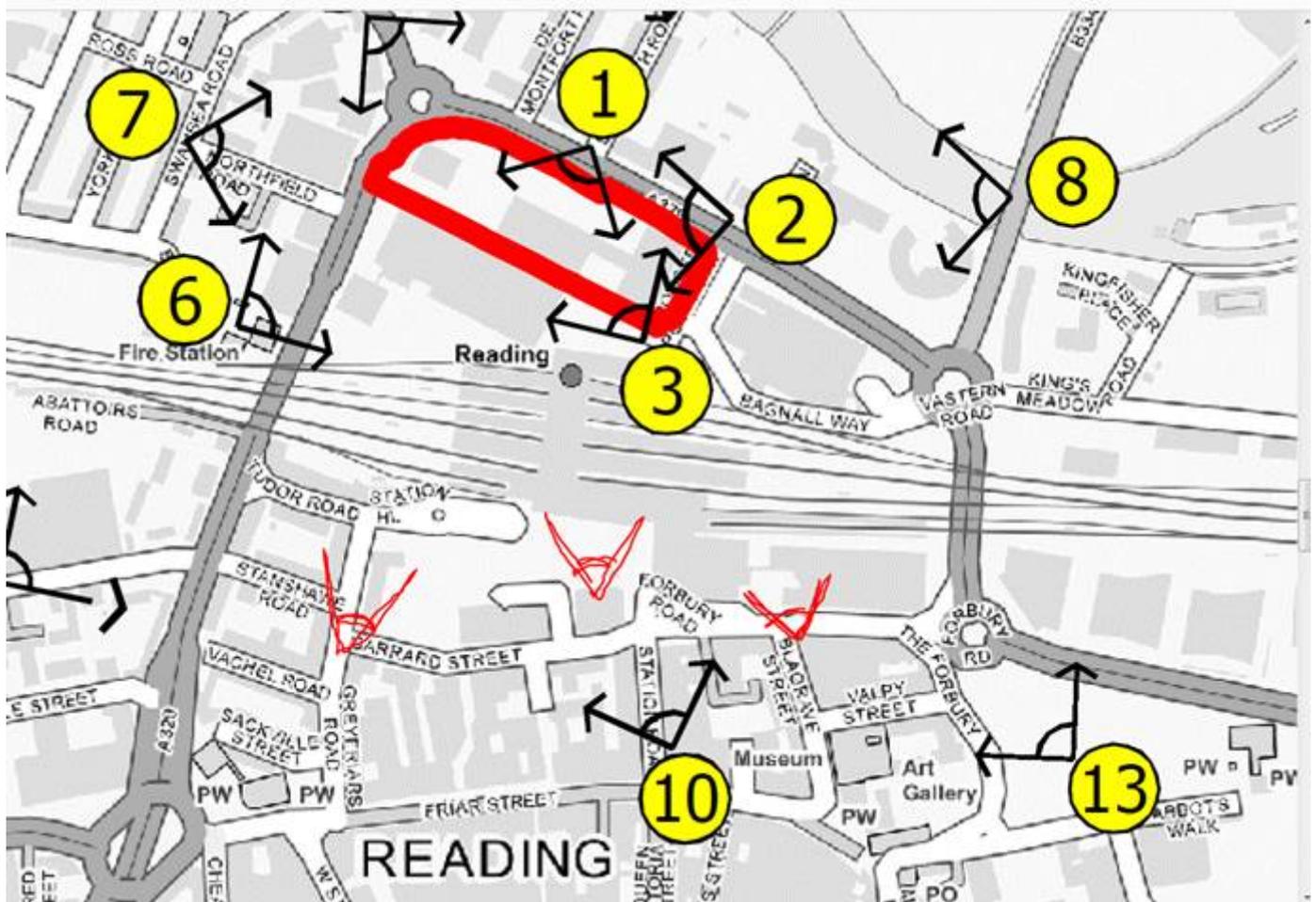
**To:** David Hope <[David.Hope@bartonwillmore.co.uk](mailto:David.Hope@bartonwillmore.co.uk)>

**Cc:** Marie Jasper <[marie.jasper@bartonwillmore.co.uk](mailto:marie.jasper@bartonwillmore.co.uk)>; Patrick Clark <[Patrick.Clark@bartonwillmore.co.uk](mailto:Patrick.Clark@bartonwillmore.co.uk)>

**Subject:** RE: Reading Station Shopping Park - Representative Viewpoint Selection

Dear David.

Please see three additional views we would want considered as part of this assessment. These views are likely to become more important the further advanced Station hill development becomes.



Many thanks

Brian

Brian Conlon BA Hons MSC MRTPI

Principal Planner  
Planning Section | Directorate of Environment and Neighbourhood Services

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[Website](#) | [Facebook](#) | [Twitter](#) | [YouTube](#)



---

**From:** David Hope [<mailto:David.Hope@bartonwillmore.co.uk>]  
**Sent:** 17 October 2019 12:38  
**To:** Conlon, Brian  
**Cc:** Marie Jasper; Patrick Clark  
**Subject:** Reading Station Shopping Park - Representative Viewpoint Selection

**This is an EXTERNAL EMAIL. STOP. THINK before you CLICK links or OPEN attachments.**

Dear Brian,

Barton Willmore Landscape Planning and Design (BWLPD) has been commissioned by Aviva Investors Ltd to undertake a Townscape and Visual Impact Assessment (TVIA) of proposed mixed use development (the 'Development') on the site of the Reading Station Shopping Centre (the 'Site') located to the north of Reading Railway Station, off Vastern Road (A329). The proposed built forms would be classed as 'tall building' development as defined by Policy RC12 of the Reading Central Area Action Plan (RCAAP). However, as you will be aware, the Site is identified within the RCAAP as falling within the 'Station/River Major Opportunity Area (MOA)' and within an 'area of potential for tall buildings' (RC13a Station Area Cluster), with the latter deemed appropriate for tall buildings.

In addition to considering the effects of the Development on townscape character as part of the Townscape Assessment (utilising relevant published Character Assessments, such as that presented within the Reading Tall Building Strategy (RTBS)), we have selected 23 representative viewpoints to inform the Visual Assessment. The locations of the viewpoints are shown on the attached draft plan (17127 LN-LP-07 Viewpoint Location Plan) with further rationale provided in the attached Viewpoint Selection database (17127 RSSP - Viewpoint Selection). The selection process has taken account of relevant designated views identified within the RTBS, the RCAAP and the Reading Station Area Framework (RSAF), with further detail and rationale provided in the attached Designated View Database (17127 RSSP – Designated View Database).

In addition, we propose to include verified wireline views (Accurate Visual Representation 1) for up to 15 of the 23 selected viewpoints, as indicated in the Viewpoint Selection database, to help inform the Visual Assessment.

The selected viewpoint locations provide a range of view directions and distances (i.e. near, middle and long-range), representing the views generally available to surrounding visual receptors, which are sufficient to identify any potential significant visual effects and allow a robust Visual Assessment. It should be noted that the aim of the viewpoints is not to capture every conceivable view towards the Development, but to provide a representative sample of views on which to base the Visual Assessment. In this regard the selected viewpoints are reasonable and proportional to the scale and nature of the Development and its likely significant effects, in accordance with the Guidelines for Landscape and Visual Impact Assessment, 3rd Edition, 2013 (GLVIA3).

If you have any comments or suggestions on our viewpoint selection and/or verified wireline view selection, please do get in touch; otherwise we will assume that you consider our selection to be acceptable.

Kind Regards,

**David Hope**

Senior Landscape Planner



**DDI:** 0207 446 6855

**W:** [www.bartonwillmore.co.uk](http://www.bartonwillmore.co.uk)

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**Appendix MDC-5a: Townscape Effect Tables**

Townscape Receptor		Townscape Effects				Notes
Area	Sensitivity	Demolition and Construction Stage		Operational Stage – Completed Development (Parameter Plans)		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>National Landscape Character Area</b>						
Natural England's NCA Profile 110: Chilterns	<p>The application site and surrounding townscape form a localised part of this extensive NCA which extends from Hitchin in the north-east to Reading and Goring in the south-west. The NCA as a whole comprises a combination of countryside mixed with major settlements that incorporate extensive urban fringe and growth areas, including Luton, Hemel Hempstead and High Wycombe and major transport routes such as the M40, M1 M25 and A1(M) as well as A404, A4010, A413, A41 and A5. The application site and adjoining townscape are clearly urban in character. The surrounding built elements are not particularly distinctive or characteristic of the wider NCA which is described in the published NCA as extensively wooded and farmed. On the basis of the above the NCA is considered to be of low value.</p> <p>Due to the urban context of this part of the NCA, its susceptibility to the type of development proposed is considered to be low.</p> <p>The combination of the low value and low susceptibility results in a Low sensitivity.</p>	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would introduce plant and machinery, material stockpiles and welfare facilities into a localised part of the NCA. However, the very localised nature of the demolition and construction activities in relation to the wider extent of the NCA would not be perceived over a wide area and would represent a direct alteration to only a very small proportion of the NCA as a whole. The key characteristics of the NCA would remain unaffected. This would cause a Very Small magnitude of impact and result in a Negligible Adverse effect.</p> <p>At Completion, the proposed development would not influence a wide area of the NCA. The proposed development would contribute positively to the built environment in the centre of Reading, although there would be an increase in massing locally. However this massing would be arranged in four blocks with sufficient space between the blocks to allow for a spatially positive arrangement. These changes are of such a small geographic extent in relation to the scale of this NCA, and within an urban area, that overall the proposed development would cause a Very Small magnitude of impact and result in a Negligible Beneficial effect.</p>
<b>Reading Tall Building Strategy (RTBS) Townscape Character Area</b>						

Townscape Receptor		Townscape Effects				Notes
Area	Sensitivity	Demolition and Construction Stage		Operational Stage – Completed Development (Parameter Plans)		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
CA 22: Vastern Road	<p>The CA contains several warehouses and a retail park, 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. This results in a consistent yet unexceptional townscape, albeit there are some examples of recently constructed taller development of higher-quality architecture in places (e.g. Clearwater Court). Development on the fringes of the CA to the north and west comprises smaller scale two to three-storey residential and commercial properties while development on the former BMW site introduces 13 and 23 storey buildings. The sense of tranquillity is diminished by the busy Vastern Road and Caversham Road (A329), which traverse the CA; the Great Western Mainline and Reading Railway Station, which defines the southern edge of the CA. The recently completed northern entrance to the station provides good quality public realm interventions within the CA, which adds an element of townscape quality and enhances the visual amenity experience and sense of place. The CA contains no recreational resources and carries no statutory heritage designations. Based on the above, 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 tall buildings are currently under construction and existing tall buildings located within the adjacent townscape. Therefore, the susceptibility of the CA to the type of development proposed is considered to be Low. Furthermore, the RTBS notes under 'Townscape sensitivity to the inclusion of tall buildings' that the large block size which exists within the CA and the absence of any key views or visual focal point, make this CA an appropriate location for tall buildings and that the tallest structures should be located to the south of the character area, adjacent to the railway line. In this area the townscape features are larger scale and adjacent to large scale features outside of the area e.g. existing station buildings, Thames Tower and Western Tower. 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 low value and low susceptibility results in a Low sensitivity.</p>	Large	Moderate Adverse	Large	Moderate Beneficial	<p>The demolition and construction activities would be located within the central part of this CA adjacent to the railway station, occupying a large proportion of its area. The temporary introduction of plant and machinery, demolition and construction traffic and demolition and construction activities would result in direct changes to the CA where they would be perceived as detracting from the character of the CA for the duration of the demolition and construction works. This would result in a Moderate Adverse effect.</p> <p>At Completion, the introduced built form would fundamentally alter the fabric of a large part of this CA, helping to establish a strong local identity in the townscape. The overall form, layout, mass and scale of the introduced built form would provide application site wide improvements to the quality of built form. Whilst the proposed development would increase the mass of building in the CA, it would create a landmark building on the roundabout with enhanced legibility. The proposed development would also provide improvements to the legibility of the public realm that would relate well to the key townscape features of the northern station entrance, creating a coherent townscape element that positively contributes to the local area. The considered block arrangement of the proposed development would allow a connection from the subway that passes under the railway station through the application site and would contribute to the aspirations set out within Reading BC planning documents to connect the river corridor to the centre of Reading, south of the railway line. As a result, the legibility of the northern entrance to the station would be much clearer with improved sightlines leading towards the station and the River Thames. The increased building mass along with improvements to legibility and built form through the creation of a landmark building by virtue of its scale and the higher element of Block D, would constitute a Large magnitude of impact to the CA. On balance, this would result in a Moderate Beneficial effect to the townscape character of CA22.</p>

Townscape Receptor		Townscape Effects				Notes
Area	Sensitivity	Demolition and Construction Stage		Operational Stage – Completed Development (Parameter Plans)		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
CA 12: Caversham Road	<p>The CA forms a residential area comprising predominantly Victorian and Edwardian two-storey red brick terraces and semi-detached properties. Whilst this small-scale townscape features some more recently constructed larger residential blocks of up to four storeys in height adjacent to the river, the townscape retains a sense of cohesion with some scenic quality, although some properties exhibit slight wear. The limited garden space and enclosure ratio of the narrow streets produces a tight urban grain and results in a sense of enclosure and a resulting degree of tranquillity the further away you go from the busy Caversham Road and Vastern Road. One notable exception to the small-scale residential built form is the large office block (Great Brighams Mead), which is located centrally at the junction of Caversham Road and Vastern Road. 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>This is a small-scale townscape comprising 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. Whilst the CA has little scope to directly accommodate the type of development proposed (as noted within the RTBS), there is scope to accommodate it within its setting without undue significant adverse affects arising. Accordingly the townscape is of Medium susceptibility.</p> <p>The combination of the Medium value and Medium susceptibility results in a Medium sensitivity.</p>	Small	Minor Adverse	Small	Negligible Beneficial	<p>Although the demolition and construction activities associated with the proposed development would not cause any direct changes to the CA, the temporarily introduced tall plant and machinery (including cranes) in the adjacent CA would detract from the townscape characteristics of the Caversham Road CA, particularly where street orientation allows channelled views towards the application site. The temporary demolition and construction activities would be perceived as intrusive features, which would partially alter the setting of this CA and would be at odds with its over-riding Victorian and Edwardian residential character for the duration of the demolition and construction stage. However, from much of the CA the demolition and construction works would not be perceptible due to the high enclosure ratio. As such, the temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact and result in a Minor Adverse effect.</p> <p>At Completion, the proposed development would be imperceptible from much of the CA due to the existing enclosure provided by the tight urban grain. However, where the taller built forms of the proposed development are perceived, they would contrast with the prevailing 2 to 3 storey Victorian and Edwardian residential development in the CA. The configuration of the proposed development would allow physical and visual permeability between the blocks, thus helping to reduce their perceived mass, helping the proposed development to relate to the street pattern of this adjacent CA. In addition, the progression in height from the predominantly 2 to 3-storey built forms that characterise this CA and the taller forms of the Development would be moderated by a stepping up in height, which would help to reduce any sense of physical over-dominance. Where perceived within the setting of the CA, the proposed development would introduce a positive contribution to the skyline that would help to enhance legibility and wayfinding for the northern entrance to the railway station through the connection of the recognisable Christchurch Bridge to the north and the northern station entrance to the south that would cause a Small magnitude of impact upon the CA, although the increased building mass would cause a Very Small magnitude of impact. Considering both the positive and negative aspects above, on balance the proposed development would cause a Negligible Beneficial effect.</p>

Townscape Receptor		Townscape Effects				Notes
Area	Sensitivity	Demolition and Construction Stage		Operational Stage – Completed Development (Parameter Plans)		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
CA 23: King's Meadow	<p>This CA comprises a series of open green spaces and playing fields located along the River Thames, including river meadows and sports pitches, which offer numerous recreational opportunities. The various open spaces are generally in good condition and contain a wealth of mature trees, which contribute to a well-vegetated character and, along with the adjacent river, enhance the scenic quality and sense of place of the CA. The green open spaces also offer a sense of tranquillity within an otherwise built-up urban context. 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 (2009). Based on the above, the value of the CA is considered to be Medium.</p> <p>This is an area of undeveloped green space which comprise locally protected open space, (albeit within a built-up urban context containing some large-scale developments). On balance the susceptibility of the CA to the type of development proposed in its setting is considered to be Medium.</p> <p>The combination of the Medium value and Medium susceptibility results in a Medium sensitivity.</p>	Small	Minor Adverse	Small	Minor Beneficial	<p>Although the demolition and construction activities associated with the proposed development would not cause any direct changes to the CA, the temporarily introduced tall plant and machinery (including cranes) in the adjacent CA would be visible from the large expanse of open meadows. Whilst cranes are typical features seen within an urban setting when development is under construction, the temporary demolition and construction activities would be perceived as features, which would slightly alter the setting of this CA and would be at odds with the recreational resource of the open meadows. Although immediately adjacent to the Vastern Road CA, the King's Meadow CA is afforded some level of separation from the application site. However, the temporary demolition and construction stage of the proposed development would be imperceptible from large areas of the CA due to screening by existing built form. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Minor Adverse effect upon the setting of this CA where the demolition and construction activities are perceptible above the bankside vegetation of the River Thames.</p> <p>At Completion, the proposed development would cause some slight changes to the setting of the CA where it is perceptible above the bankside vegetation of the River Thames. The proposed taller forms would contrast with the open meadows of the CA but would be perceived alongside other tall buildings that identify the centre of Reading and which would adversely affect the sense of place. This would cause a Very Small magnitude of adverse? impact. However, the considered configuration of the proposed development would allow physical and visual permeability between the blocks, thus helping to reduce their perceived massing. Where the proposed taller built forms are perceived in the setting of this CA, they would introduce a positive contribution to the skyline that would help to enhance wayfinding by sign-posting the location of the centre of Reading as well as connecting the recognisable Christchurch Bridge within the CA and the northern station entrance to the south which would cause a Small magnitude of impact. Considering both the positive and negative aspects above, on balance the proposed development would cause a Minor Beneficial effect.</p>

Townscape Receptor		Townscape Effects				Notes
Area	Sensitivity	Demolition and Construction Stage		Operational Stage – Completed Development (Parameter Plans)		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
CA 1: Station Hill	<p>This CA includes Reading Station and the area of office, retail and residential land uses immediately adjacent to south. This is an emerging townscape following the demolition of a number of structures and the introduction of new high-quality architecture, including the new station building, set within high-quality public realm interventions such as Station Square. The height and massing of built forms ranges from between 3 and 15 storeys, with 'Thames Tower' (15 storeys) forming a visual focus that sign-posts the location of the station and provides a degree of legibility within the surrounding townscape. The Station building, the Edward XVII statue and Great Western House (now Malmaison) are all listed (all Grade II). Station Square provides a large public open space, with large numbers of people passing to and from the station giving rise to a sense of 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 a built-up urban context. Therefore, the susceptibility of the CA to the type of development proposed in its setting 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 to Medium sensitivity.</p>	Small	Minor Adverse	Small	Negligible Beneficial	<p>Given the enclosed nature of this CA, demolition and construction activities associated with the Development would not be readily perceptible from the vast majority of the CA. Whilst the uppermost parts of taller demolition and construction plant and machinery such as cranes, would be perceptible from the Great Western main line immediately to the north of the application site, these would be perceived in context with existing rail infrastructure which are a defining characteristic of this CA. In light of the above there would be no alteration to any of the key characteristics of the CA and the demolition and construction activities would cause a Small magnitude of impact that would result in a Minor Adverse effect.</p> <p>At Completion, the proposed development would give rise to some slight changes to the setting of the CA where it is perceptible above the large structure of the station building. The taller elements of the temporary demolition and construction stage would be perceived alongside other tall buildings that identify the centre of Reading such as the Thames Tower within the CA. The positive spatial permeability resulting from the configuration of the proposed development blocks would help to reduce their perceived massing as well as visually connecting the Station Hill CA through the application site to the River Thames and Thames Path, Christchurch Bridge and Christchurch Meadow recreational area. The perception of building mass in the adjacent CA would cause a Very Small magnitude of effect with the increased legibility of townscape causing a Small magnitude of effect. On balance, the proposed development would result in a Negligible Beneficial effect upon the setting of this CA.</p>

Townscape Receptor		Townscape Effects				Notes
Area	Sensitivity	Demolition and Construction Stage		Operational Stage – Completed Development (Parameter Plans)		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
CA 2: Reading Station East	<p>The CA comprise an area of large-scale office blocks, dating from the 1970s through to the early 20<sup>th</sup> century. Built forms are of an unremarkable design and quality, although the more recent additions have introduced a higher-quality architecture that has enhanced the overall condition of the area. The individual buildings within the character area (e.g. Apex Plaza) are large and blocky structures extending up to 12 storeys in height ('One Reading Central'), which create a sense of a large-scale townscape. Apex Plaza in particular is a local landmark due to its height and distinctive pink colour. Perceptual qualities are influenced by the busy Vastern Road and Forbury Road (A329), which traverse the CA and diminish the sense of tranquillity. The CA contains only one Grade II listed building – the Walter Parsons Corn Stores – but contains no recreational resources. 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 road infrastructure within a built-up urban context. Therefore, the susceptibility of the CA to the type of development proposed in its setting is considered to be Low. Furthermore, the RTBS notes that due to the high density of development, characteristic large block size and the absence of historic townscape features within the area, 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.</p>	Small	Negligible Adverse	Small	Negligible Beneficial	<p>While the temporary demolition and construction stage of the proposed development would not occur within this CA, the tall plant and machinery (including cranes) would be perceived in its setting from some limited areas in the CA. In these areas, the demolition and construction activities would be perceived alongside the existing built form of largely unremarkable architectural quality where they would not alter the key characteristics of the CA. The temporary demolition and construction activities would cause a Small adverse magnitude of impact which would result in a Negligible Adverse effect.</p> <p>At Completion, the proposed development would give rise to some slight changes to the setting of the CA where it is perceptible amongst the existing built form and railway infrastructure. The proposed taller forms would introduce a positive contribution to the skyline that would help to enhance legibility and wayfinding in the townscape and where perceived, would introduce locally distinctive architectural improvements with variety in massing and heights, into the setting of this CA which would cause a Small magnitude of impact. The proposed development would cause a Negligible Beneficial effect on the setting of this CA.</p>
CA 7: Reading Station West	<p>This CA has a predominantly residential land use, albeit interspersed with occasional small-scale commercial office blocks. Built forms comprise a mix of two to three-storey Victorian terraces with later infill development of three to five storey blocks, which largely respect the scale and grain of the earlier structures resulting in consistent townscape pattern. Housing is generally in good condition and the low rise, terraced housing creates a fine grained, small-scale townscape with a strong residential character. The CA contains only one Grade I listed building, Greyfriars Church, but contains no recreational resources. Overall the value of the CA is considered to be Medium.</p> <p>This is a small-scale townscape with 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. Whilst the CA has little scope to directly accommodate the type of development proposed (as noted within the RTBS), there is some scope to accommodate it within its setting. Accordingly the townscape is of Medium susceptibility.</p> <p>The combination of the Medium value and Medium susceptibility results in a Medium sensitivity.</p>	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	<p>Although the temporary demolition and construction activities for the proposed development would not occur within this CA, the tall plant and machinery (including cranes) would be perceived from very small parts of its setting. However, from much of the CA the demolition and construction works would not be perceptible due to the high enclosure resulting from the fine grained urban scale. The temporary demolition and construction works would cause a Very Small magnitude of impact which would result in a Negligible Adverse effect.</p> <p>At Completion, the proposed development would be largely imperceptible from the CA due to the high enclosure ratio of much of the Reading Station West CA. as a result of the fine urban grain. Where the proposed development is perceptible in the setting of this CA, it would introduce a positive contribution to the skyline due to the delivery of a high quality designed landmark building by virtue of its spatial configuration, contribution to the sense of place, scale and height. The proposed development would cause a Very Small magnitude of impact that would result in a Negligible Beneficial effect on the setting of this CA.</p>

Townscape Receptor		Townscape Effects				Notes
Area	Sensitivity	Demolition and Construction Stage		Operational Stage – Completed Development (Parameter Plans)		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
CA 13: Cattle Market and Chatham Place	<p>This CA comprises an area of commercial and industrial development, centred on the site of the former cattle market, with the exception of a small area of residential development on Weldale Street and occasional residential blocks. The majority of the built forms date from the mid-20<sup>th</sup> century onwards, albeit with some older buildings along Caversham Road to the east; are predominantly low-rise one and two storeys, although with some taller forms on the Caversham Road frontage; and are of a low architectural quality, comprising red brick and metal-clad sheds and warehousing, although some of the more recent developments and the older developments provide a higher-quality architecture. 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. The area is defined to the north by the Great Western Mainline and by the busy Caversham Road (A329) to the east, and frequent heavy goods traffic is associated with the predominant land-use, which diminishes the sense of tranquillity. The CA contains two Grade II buildings on the Caversham Road frontage but contains no recreational resources. Overall the value of the CA is considered to be Very Low.</p> <p>The CA is typified by the presence of industrial and commercial development set within a built-up urban context. Due to the diminished visual amenity experience, and the presence of larger scale built form within its setting to the south and east, the susceptibility to the type of development proposed within the setting of the CA is considered to be Low.</p> <p>The combination of the Very Low value and the Low susceptibility results in a Low sensitivity.</p>	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	<p>The temporary demolition and construction activities for the proposed development would not occur within this CA but some of the taller plant and machinery (including cranes) would be perceived from very small parts of it. However, from much of the CA the demolition and construction works would not be perceptible due to the high enclosure ratio and large scale built form occupying intervening land. The temporary demolition and construction works would cause a Very Small magnitude of impact that would result in a Negligible Adverse effect on the setting of this CA.</p> <p>At Completion, the proposed development would be largely imperceptible from the CA due to the levels of enclosure in some parts of it and the existing development in the vicinity of Station Hill and Reading Station West. Where the proposed development is perceptible in the setting of this CA, it would introduce a positive contribution to the skyline due to its landmark nature by virtue of its scale and height. The proposed development would cause a Very Small magnitude of impact that would result in a Negligible Beneficial effect on the setting of this CA.</p>

Townscape Receptor		Townscape Effects				Notes
Area	Sensitivity	Demolition and Construction Stage		Operational Stage – Completed Development (Parameter Plans)		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
CA 3: Friar Street	<p>This CA is centred along the retail street of Friar Street where the form of the CA is comprised of commercial and residential properties with hotel development fronting onto the road. Although the buildings and public realm are generally in good condition, the mixture of built forms appear relatively dated and exhibit a low architectural merit with a level of discordance that detracts from the quality of the Victorian facades that remain in some buildings. The townscape has a medium scale that is created by the largely four to six storey development that is interspersed with taller elements such as the 14 storey Ibis hotel.</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 the type of development proposed within its setting is considered to be Low. The combination of the Very Low value and the Low susceptibility results in a Low sensitivity.</p>	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	<p>The temporary demolition and construction activities for the proposed development would not occur within this CA but some of the taller plant and machinery (including cranes) would be perceived from very small parts of it. The demolition and construction works would not be perceptible from the majority of the CA due to the high enclosure ratio and existing built form. 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 effect on the setting of this CA where demolition and construction activities are perceptible.</p> <p>At Completion, the proposed development would be largely imperceptible from the CA due to the levels of enclosure in some parts of it and the existing development in the vicinity of Station Hill. Where the proposed development is perceptible in the setting of this CA, it would introduce a positive contribution to the skyline due to an increase in the perception of a landmark building by virtue of its scale providing legibility to Reading Station. The proposed development would cause a Very Small magnitude of impact that would result in a Negligible Beneficial effect on the setting of this CA.</p>
CA 4: Station Road	<p>This CA is centred along the retail street of Friar Street where the form of the CA is largely comprised of commercial properties with some historic building frontages that hide the more modern retail buildings. Key elements of the CA include the consistent architectural quality of buildings along the pedestrianised Queen Victoria Street.</p> <p>The townscape has a medium scale that is created by the largely three storey development that has a high density. 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 the type of development proposed within its setting is considered to be Low due to the physical separation from the application site. The combination of the Low value and the Low susceptibility results in a Low sensitivity.</p>	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	<p>Temporary demolition and construction activities for the proposed development would not occur within this CA but some of the taller plant and machinery (including cranes) would be perceived from very small parts of it although would not detract from the consistent architectural quality of Queen Victoria Street. The temporary demolition and construction works would cause a Very Small magnitude of impact that would result in a Negligible Adverse effect on the setting of this CA where demolition and construction activities are perceptible.</p> <p>At Completion, the proposed development would be largely imperceptible from the CA due to the levels of enclosure in some parts of it and the existing development in the vicinity of Station Hill. Where the proposed development is perceptible in the setting of this CA, it would not detract from the open skyline where experienced but instead would introduce a positive contribution to the skyline that would help to enhance wayfinding in the townscape and where perceived, would introduce a locally distinctive built form with variety in massing and heights, into the setting of this CA. The proposed development would provide legibility that would enhance wayfinding for Reading Station. The proposed development would cause a Very Small magnitude of impact that would result in a Negligible Beneficial effect on the setting of this CA.</p>

Townscape Receptor		Townscape Effects				Notes
Area	Sensitivity	Demolition and Construction Stage		Operational Stage – Completed Development (Parameter Plans)		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
CA 11: Napier Road	<p>This CA is focused along the railway line to the east of Reading Station and includes the existing residential, commercial and retail development largely set within woodland vegetation that lies between the railway line and the River Thames.</p> <p>Although the existing built form is up to 10 storeys tall, the individual block sizes are relatively small and are separated by parking and landscaped areas to create a medium scale townscape. Recent development on the former BMW site introduces building heights on the edge of Napier Road to 13 and 23 storeys.</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 the type of change proposed 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.</p>	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	<p>While the temporary demolition and construction stage of the proposed development would not occur within this CA, the tall plant and machinery (including cranes) would be perceived in its setting from some areas in the CA alongside the existing unremarkable built form adjacent to the railway line. 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 effect on the setting of this CA where demolition and construction activities are perceptible.</p> <p>At Completion, the proposed development would give rise to some slight changes to the setting of the CA where it is perceptible amongst the existing built form and railway infrastructure. The taller forms of the proposed development would introduce a positive contribution to the skyline that would help to enhance wayfinding in the townscape and where perceived, would introduce a locally distinctive built form with variety in massing and heights, into the setting of this CA where recent development on the former BMW site immediately adjacent to it has a strong influence. The proposed development would cause a Very Small magnitude of impact that would result in a Negligible Beneficial effect on the setting of this CA.</p>
<b>Application Site Character</b>						

Townscape Receptor		Townscape Effects				Notes
Area	Sensitivity	Demolition and Construction Stage		Operational Stage – Completed Development (Parameter Plans)		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Application Site	<p>The existing built forms on the application site comprise a series of low-rise retail units, constructed predominantly in red brick with corrugated metal cladding. The rear and side facades of the retail units generally lack articulation or fenestration, resulting in a blank inactive façade. The front facing aspects of the buildings in contrast feature doors, windows, canopies, recesses and signage, resulting in a more active and articulated façade. Overall the existing built forms are large-scale blocks of utilitarian massing and appearance which, along with the extensive surface car parking which represent an inconsistent and low quality urban form in an area which should contribute positively to the centre of Reading. Based on the above, the application site is considered to have a Very Low value.</p> <p>The northern and western boundaries of the application site are bounded by Vastern Road and Caversham Road respectively. These are busy roads with high volumes of traffic that result in diminished levels of tranquillity within the application site. The application site is contained to the south and east by large-scale built forms: the former Royal Mail sorting office and the Reading Railway Station building to the south, as well as a multi-storey car park to the east. Whilst the application site is contiguous with the former Royal Mail building, it is separated from the Reading Railway Station building by the northern entrance forecourt; and from the multi-storey car park by Trooper Potts Way. The susceptibility of the application site to the type of development proposed within its setting is considered to be Low.</p> <p>The combination of the Very Low value and the Low susceptibility results in a Low sensitivity.</p>	Large	Moderate Adverse	Large	Moderate Beneficial	<p>Demolition and construction operations on the application site would cause direct changes to its character through the removal of an existing retail facility including utilitarian built form and large car parking areas and replacement with plant and machinery. The construction traffic and plant movements would constitute discordant elements on the application site, albeit they are typical features seen when associated with development construction. There would be no access to the application site which would be surrounded by hoarding with the construction works being a higher elevation than the existing elements on the application site. The temporary demolition and construction works would cause a Large adverse change to the character of the application site due to the replacement of the entire application site with construction operations. As such, the temporary construction activities would result in a Moderate Adverse effect upon the Low sensitivity application site.</p> <p>The overall form, layout, mass and scale of the introduced built form would provide application site wide improvements to the quality of built form. Whilst the proposed development would increase the mass of building on the application site, it would create a positive built frontage to Vastern Road and the roundabout as well as forming a transition in townscape from the domestic scale of buildings north of the application site, to the town centre beyond the railway line to the south of the application site. The proposed development would also provide improvements to the legibility of the public realm that would relate well to the key townscape features of the northern station entrance, creating a coherent townscape element that positively contributes to the local area. The block arrangement of the proposed development would allow a much clearer legibility of public realm with respect to the northern entrance to the station where improved sightlines would strengthen the relationship between the application site and key townscape elements. The increased building mass along with improvements to legibility and built form through creation of a landmark building by virtue of its scale would constitute a Large magnitude of impact to the application site. However the high quality of the scheme including its considered spatial configuration between the four built forms and articulation of roofscape on lower buildings would result in a Moderate Beneficial effect.</p>

**Appendix MDC-5b: Visual Effect Tables**

Visual Receptor				Visual Effects							
Ref	Name	Sensitivity	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and Construction Stage		Operational Stage – Completion Parameter Plans		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
01	View south from Vastern Road/ Lynmouth Road	<p>The viewpoint is located approximately 25m to the north of the Site on at the junction of Vastern Road and Lynmouth Road. The busy dual-carriageway of Vastern Road extends across the foreground parallel to the viewer, with its associated infrastructure and traffic dominating the view. Beyond the road corridor the existing low-rise retail units on the Site are visible in the middle ground, with a series of canopy trees partially filtering views. The built forms on the Site generally restrict views beyond, although the Thames Tower (15 storeys) is visible rising above this in the background, drawing the eye to the south. To the east the 12 storey Reading Bridge House and the ongoing construction activities (including cranes) associated with the former BMW site development is visible, which also draws the eye to the east along Vastern Road.</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 include people at their place of residence. (i.e. dwellings on Vastern Road), their susceptibility to the type of development proposed is considered to be medium-high.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Medium.</p>	Fixed and Transient	Open	Full	Most	Medium	Moderate Adverse	Medium	Negligible Beneficial	<p>During the temporary demolition and construction stage of the proposed development, the ground level activities would be partially screened from view due to hoarding around the Site which would partially limit the amount of clutter visible. The taller activities, however, would be visible against the skyline with tall plant and machinery such as cranes being seen at close proximity. Views of the proposed development under demolition and construction would slightly erode the visual amenity experience at this location, leading to a limited deterioration to the existing view that would cause a Medium magnitude of impact and result in a Moderate Adverse effect.</p> <p>At Completion, the large mass of the proposed development would occupy views to the south where it would replace views of car parking and the cluttered brick facades of existing retail units. The proposed development would form a large mass that would shorten views to the south and screen existing buildings south of the railway line such as Thames Tower. The proposed development would form a new skyline element that would alter the composition of views gained at Vastern Road whilst introducing locally distinctive built form with variety in massing and heights, that would enhance views by replacing views of the existing built form and compliment other new tall built form seen alongside. As a result the proposed built form creates variety and articulation in the skyline with pitched roofs on the lower elements providing a positive contribution to the character of the Reading townscape. The new built form would be seen alongside the improved legibility of the public realm which would further enhance the visual amenity experience. The proposed built forms would also contribute to creating a visual interest and a strong sense of place that would serve to assist in the legibility of the townscape around the station with greater spatial offsets between the buildings at the top of the blocks allowing views between each block and creating a positive visual relationship between the built forms and the local townscape. This beneficial change would cause a Medium magnitude of impact. Considering the scale of the proposed built forms and the proximity of the visual receptors, the proposed development would occupy a large amount of the visual envelope, albeit with new high quality built form. This adverse change would cause a Small magnitude of impact. Taking into account both the positive and negative aspects above, on balance the proposed development would result in a Negligible Beneficial effect.</p>

Visual Receptor				Visual Effects							
Ref	Name	Sensitivity	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and Construction Stage		Operational Stage – Completion Parameter Plans		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
02	View south-west from Vastern Road	<p>The viewpoint position is located on Vastern Road opposite Trooper Potts Way, approximately 30m to the north-east of the Site. The busy dual-carriageway of Vastern Road extends across the foreground parallel to the viewer, with its associated infrastructure and traffic dominating the view. Beyond the road corridor the middle ground features several low to medium-rise built forms, including the low-rise retail units on the Site to the west and the 5-storey multi-storey car park to the east. The built forms across the middle ground generally restrict views beyond, although the Thames Tower (15 storeys) is clearly visible at the termination of the channelled views south along Trooper Potts Way, forming a visual focus to the view and drawing the eye towards Reading Station. To the east the 12-storey Reading Bridge House and the ongoing construction activities (including cranes) associated with the former BMW site development are visible, which also draws the eye to the east along Vastern Road.</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 people travelling along a busy towards Reading Station and people at their place of work (i.e. Sovereign House), their susceptibility to the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low.</p>	Fixed and Transient	Open	Full	Most	Medium	Minor Adverse	Medium	Negligible Beneficial	<p>During the temporary demolition and construction stage of the proposed development, the ground level activities would be partially screened from view due to hoarding around the Site which would partially limit the amount of clutter visible. The taller activities however, would be visible against the skyline with tall plant and machinery such as cranes being seen at close proximity. Views of the mass and height of the proposed development under demolition and construction would slightly erode the visual amenity experience at this location although would be seen in the context of urban views where construction activities are common. The temporary demolition and construction stage would cause a Medium magnitude of impact, resulting in a Minor Adverse effect.</p> <p>At Completion, the proposed development would introduce a large mass of built form into views gained from the vicinity of Vastern Road. The height and mass of the proposed development would form a new skyline element that would alter the composition of views gained in the vicinity whilst introducing locally distinctive built form with variety in massing and heights that would enhance views of built form, creating variety and articulation in the skyline with pitched roofs on the lower elements reflecting and providing a positive contribution to the character of Reading. The arrangement of the proposed development would allow views between the built form that create a visual connection to the railway station northern entrance and underpass that connects to the centre of Reading. The improved arrangement of built form would be seen alongside the improved legibility of the public realm which would further enhance the visual amenity experience. The proposed built forms would also contribute to creating a visual interest and a strong sense of place that would serve to assist in the legibility of the townscape around the station with greater spatial offsets between the buildings at the top allowing views between each block and creating a positive visual relationship between the built forms and the local townscape, resulting in a beneficial Medium magnitude of impact. Considering the scale of the proposed built forms and the proximity of the visual receptors, proposed development would occupy a large amount of the visual envelope which would cause an adverse Small magnitude of impact. However, taking into account both the positive and negative aspects above, the proposed development would result in a Negligible Beneficial effect.</p>

Visual Receptor				Visual Effects							
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03	View north from Station Square North	<p>The viewpoint position is located at Station Square North, approximately 25m to the south of the Site. Station Square North forms the northern entrance forecourt to Reading Station and is visible extending across the foreground parallel to the viewer. This area comprises recently introduced high-quality public realm interventions, including street furniture and tree planting albeit set within the context of the Station Shopping Centre, Reading Station Car Park and the Network Rail Office/ Former Royal Mail Site. The rear of the existing low-rise built forms on the Site and on the adjacent Hermes site to the west are visible, with the metal-clad utilitarian retail and warehouse units presenting inactive unarticulated façades. These structures prevent views to the townscape beyond. To the north-east the 5-storey multi-storey car park is visible on Trooper Potts Way, beyond which glimpsed views of development fronting on to Vastern Way are available.</p> <p>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 the type of development proposed is considered to be medium.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Medium.</p>	Fixed	Open	Full	Most	Medium	Moderate Adverse	Large	Minor 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. Although hoarding would screen views of some ground level clutter, the tall plant and machinery would be visible at close proximity. Demolition and construction works for the proposed development would replace views of the poor quality built form that exhibits little architectural merit but would occupy a greater area of the skyline in views, due to the elevated nature of the demolition and construction activities. The temporary demolition and construction stage of the proposed development would cause a Medium magnitude of impact that would result in a Moderate Adverse effect.</p> <p>At Completion, the proposed development would introduce a large mass of built form into the close range views gained from the vicinity of the northern station entrance. The height and mass of the proposed development would occupy the foreground of views, although the arrangement of the built form would channel views between the buildings towards the former SSE site and the River Thames to the north. The height and mass of the proposed development would form a new skyline element that would alter the composition of views gained in the vicinity whilst introducing locally distinctive built form with variety in massing and heights that would enhance and replace those views of existing built form creating variety and articulation in the skyline with pitched roofs on the lower elements reflecting and providing a positive contribution to the character of the centre of Reading. The improved arrangement of built form would be seen alongside improvements to the legibility of the public realm which would further enhance the visual amenity experience. The proposed built forms would also contribute to creating a visual interest and a strong sense of place that would serve to assist in the legibility of the townscape visually around the station. This would cause a beneficial Medium magnitude of impact while the large mass of development would cause an adverse Small magnitude of impact. On balance the proposed development would result in a Negligible Beneficial effect.</p>

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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 Site. Caversham Road extends perpendicularly from the viewer to the roundabout junction with Vastern Road in the middle ground. The Road and associated traffic dominate the view. Beyond the roundabout the built forms currently occupying the Site are visible, appearing as indistinct low-rise structures sitting in front of the Reading Station building. The background of the view features a number of tall buildings within central Reading, including Thames Tower, The Blade and One Reading Central, which add articulation to the skyline. Thames Tower in particular helps to draw the eye towards the station building.</p> <p>The value of the view obtained from this location is considered to be medium as it is identified 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 the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low to Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Most	Large	Moderate Adverse	Medium	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would appear in views towards the south-east gained by visual receptors along Caversham Road. The taller elements of plant, machinery and the demolition and construction works would be seen in views channelled along the road where they would interrupt views of existing townscape elements including The Blade and Thames Tower. Views of ground level activities would be largely screened by hoarding around the Site and foreground elements. Where views of the temporary demolition and construction activities are available, they would be seen in the context of traffic and infrastructure associated with the A4155 Caversham Road and the highway clutter of signs and street lights as well as existing buildings and vegetation. The temporary demolition and construction stage of the proposed development would cause a Large magnitude of impact that would result in a Moderate Adverse effect.</p> <p>At Completion, the proposed development would introduce a large mass of built form into views towards the roundabout where it would form a landmark building locally and mark the transition from the two storey residential TCA 12 of Caversham Road, to the redevelopment area in the Vastern Road TCA 22 surrounding Reading Station. Existing development along Caversham Road would channel views towards the proposed development where the height and mass of the built form would partially screen views towards existing buildings south of the railway line, such as Thames Tower and The Blade, although greater spatial offsets between the buildings at the top would allow views between the development blocks. The built form of the proposed development would form a new skyline element that would alter the composition of views gained in the vicinity whilst introducing locally distinctive built form with variety in massing and heights, with pitched roofs on the lower elements reflecting and providing a positive contribution to the character of Reading town centre that would enhance views of built form and reduce the amount of incoherent utilitarian built form at the focal point in views along Caversham Road. The new built form would be seen alongside improved legibility of public realm which would further enhance visual amenity and cause a beneficial Medium magnitude of impact. The large mass of built form would cause an adverse Small magnitude of impact. As such, on balance the proposed development would result in a Negligible Beneficial effect.</p>

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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 Site. The view towards the Site from this location is channelled along De Montfort Road by the predominantly two storey residential built forms on either side of the road (similar channelled views are also available along Lynmouth Road further to the east). The existing low-rise built forms on the Site are visible at the termination of the view in the middle ground, appearing as indistinct low-rise structures. Beyond this in the background a number of taller buildings are visible on the skyline, including development blocks on Tudor Road and the recently constructed 19 storey residential tower on Alfred Street/Chatham Street to the south-west.</p> <p>The view obtained is considered to be of medium value as it is identified 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, albeit oblique views, their susceptibility to the type of development proposed is considered to be medium.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Medium	Moderate Adverse	Medium	Minor Beneficial	<p>During the temporary demolition and construction stage of the proposed development, the demolition and construction activities would be partially visible above the terraced housing that lines De Montfort Road. The taller elements of plant, machinery and the demolition and construction works would be seen in views channelled along the narrow road by the largely two storey development lining the road. The demolition and construction activities would interrupt views towards the top floors of the City Tower, that can be seen above the existing Siemens building immediately to the south of the Site and development to the south of the railway line. Additionally, the demolition and construction works would add to the visual clutter of streetlights, signs, telegraph wires, aerials, satellite dishes and low quality surfacing that detract from the visual amenity along the residential road. The temporary demolition and construction stage of the proposed development would cause a Medium magnitude of impact that would result in a Moderate Adverse effect.</p> <p>At Completion, the proposed development would introduce a large mass of built form into views along the residential road. The mass of built form would occupy a large proportion of the view channelled along the narrow residential road towards the Site, although the gap in buildings on the Site would partially align with De Montfort Road, allowing views through the development with greater offsets also apparent between the taller elements of the buildings. The built form of the proposed development would form a new skyline element that would alter the composition of views gained in the vicinity although the new skyline elements would comprise locally distinctive built form, with variety in massing and heights with pitched roofs on the lower elements reflecting and providing a positive contribution to the character of Reading. The landmark buildings by virtue of scale and height would be seen alongside improved legibility of public realm which would further enhance visual amenity. This would cause a beneficial Medium magnitude of impact, whilst the introduced mass of built form would cause an adverse Very Small magnitude of impact. Considering both the positive and negative aspects above, the proposed development would result in a Minor Beneficial effect.</p>

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							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
06	View north-east from Caversham Road	<p>The viewpoint position is located on Caversham Road, approximately 150m to the south-west of the Site. The busy Caversham Road extends obliquely from the foreground of the view to the middle ground. Views towards the Site from this location are generally restricted by intervening built forms along Caversham Road, including Vastern House sorting office (on the Hermes site). Less restricted views are available, however, to the east where the upper portions of the Reading Station building are visible in the middle ground and the top of the 12-storey Reading Bridge House is visible in the background.</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 people passing through the townscape along a busy road, their susceptibility to the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low.</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 seen in views to the north-east alongside the existing built form and infrastructure of the railway line. Buildings in the foreground would partially screen some of the ground level demolition and construction activities but the more elevated plant, machinery demolition and construction works would be seen against the skyline in views that are largely characterised by low quality architecture and clutter provided by the railway infrastructure. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Minor Adverse effect.</p> <p>At Completion, the large mass of the proposed development would appear above the existing built form in views to the north-east. The proposed development would form a new skyline element that would alter the composition of views, whilst introducing locally distinctive built form with variety in massing and heights, that would enhance views of built form, complimenting other new tall built form seen alongside, with pitched roofs on the lower elements reflecting and providing a positive contribution to the character locality of the town centre and central Reading around the railway station. The proposed built forms would also contribute to creating a visual interest and a strong sense of place that would serve to visually signify the urban regeneration of the area around the station with greater spatial offsets between the buildings at the top allowing views between the development blocks and would cause a beneficial Small magnitude of impact. Considering the scale of the proposed built forms and the proximity of the visual receptors, the proposed development would cause an adverse Very Small magnitude of impact to views. This would result in a Negligible Beneficial effect.</p>

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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 west of the Site. The view towards the Site from this location is channelled along Northfield Road by the predominantly two storey residential built forms on either side of the road. The existing low-rise built forms located immediately adjacent to the south of the Site (i.e. on the Hermes site) are visible at the termination of the view in the middle ground. These metal-clad warehouse units appear as indistinct low-rise structures which curtail views towards the Site. Beyond this in the background the ongoing construction activities (including cranes) associated with the former BMW site development is visible, which tends to also draw the eye.</p> <p>The view obtained is considered to be of medium value as it is identified 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 the type of development proposed is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Medium to High.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Medium	Minor Beneficial	<p>During the temporary demolition and construction stage of the proposed development, the demolition and construction activities would be partially visible above the terraced housing that lines the road. The taller elements of plant, machinery and the demolition and construction works would be seen in the context of the existing built form along Northfield Road and existing Siemens building immediately adjacent to the southern boundary of the Site. Demolition and construction activities would be seen alongside other construction activities that are partially visible above the existing Siemens building in views channelled along the narrow road by the two and three storey development. Additionally, the demolition and construction works would add to the visual clutter of streetlights, signs, telegraph wires, aerials, satellite dishes and low quality public realm that detract from the visual amenity along the road. The temporary stage of the proposed development would cause a Small or medium? magnitude of impact that would result in a Minor Adverse effect.</p> <p>At Completion, the proposed development would introduce a large mass of built form into views along the road where largely 2 and 3 storey development channel views along the route of the road. The proposed built form would also contribute to increasing visual interest and visually signify the urban regeneration of the area around the station with pitched roofs on the lower elements reflecting and providing a contribution to the character of the locality and around the Reading Station area. The built form of the proposed development would form a new skyline element and landmark building by virtue of its height that would alter the composition of views gained in the vicinity although it would comprise locally distinctive built form with variety in massing and heights with greater offsets between the taller elements of the buildings which would cause a beneficial Medium magnitude of impact. The large scale of the proposed development would be noticeable in views and result in an adverse Very Small magnitude of impact. As a result, the proposed development would result in a Minor Beneficial effect.</p>

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08	View west from Reading Bridge	<p>This viewpoint is located at Reading Bridge, approximately 250m to the east of the Site. The slightly elevated position of the viewpoint offers uninterrupted oblique views west over and along the River Thames and south along George Street (B3345). Views are naturally focussed to the open expanse of the river to the west, with views channelled by the built forms and mature vegetation adjacent to the river on either side. The large-scale office blocks to the south of the river (including Clearwater Court and the adjacent office block on Norman Place) curtail views towards the Site from this location.</p> <p>The view obtained is considered to be of medium value as it is identified 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 the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low to Medium.</p>	Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Small	Negligible Beneficial	<p>During the temporary demolition and construction stage of the proposed development, the taller elements of the demolition and construction activities would be partially visible above the existing development at Clearwater Court and Norman Place. The ground level demolition and construction operations would be screened from view by development on intervening land, the more elevated operations would be visible above the rooflines of the existing built form where they would be seen as receptors when travelling over the bridge. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact and result in a Minor Adverse effect.</p> <p>At Completion, the proposed development would be partially visible above the large built forms of the office blocks that line the southern bank of the River Thames. The additional built form would appear against the skyline to the west where, by virtue of its scale it would form a landmark in views. However due to the configuration of the built forms, spatial offsets between the tallest elements of the blocks would still allow views between them. The pitched roofs on the lower elements of the proposed development would also reflect and positively contribute to the character of the Reading Station area, causing a beneficial Small magnitude of impact. The proposed development would not alter the context of urban views that extend along the river corridor, causing an adverse Very Small magnitude of impact. On balance, the proposed development would result in a Negligible Beneficial effect upon views available in this vicinity.</p>

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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 Site. The foreground comprises the green open space of Christchurch Meadows. This gives way to mature vegetation along the north bank of the River Thames, which extends across the middle ground of the view. This vegetation generally restricts views beyond, including towards the Site, albeit glimpsed views are available towards the Reading Station building. In addition, several tall buildings are visible on the skyline above the intervening vegetation, including Reading Bridge House within the middle ground to the south, and the recently constructed 19 storey residential tower on Alfred Street/Chatham Street within the background to the south-west. The ongoing construction activities (including cranes) associated with the former BMW site development are also visible on the skyline beyond Reading Bridge House to the south.</p> <p>The view obtained is considered to be of medium value as it is identified 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 the type of development proposed is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Medium to High.</p>	Transient	Filtered/restricted	Partial	Partial	Medium	Minor Adverse	Medium	Minor Beneficial	<p>During the temporary demolition and construction stage of the proposed development, the demolition and construction activities would be partially visible above the existing development that forms the horizontal skyline along the River Thames. While the ground level demolition and construction operations would be screened from view by development on intervening land, the more elevated operations would be visible alongside the local landmark of Christchurch Bridge. The temporary demolition and construction works would interrupt views of the upper floors of the City Tower which is partially visible above the existing development south of the railway line but would be partially screened by the mature vegetation within Christchurch Meadows. The temporary demolition and construction stage of the proposed development would cause a Medium magnitude of impact that would result in a Minor Adverse effect.</p> <p>At Completion, the proposed development would introduce a large mass of built form into views to the south-west from Christchurch Meadows where it would appear in the same views as Christchurch Bridge and screen existing townscape elements such as City Tower and Reading Station from view, which would cause an adverse Very Small magnitude of impact. The large mass of built form would increase the vertical interest in views towards the centre of Reading where the proposed development would be seen alongside the existing townscape elements such as Thames Tower. The vertical elements of the proposed built form would contribute to increasing visual interest to the north of Reading Station with pitched roofs on the lower elements reflecting and providing a positive contribution to the character of the townscape. The proposed development would alter the composition of views gained in the vicinity of Christchurch Meadow but would introduce locally distinctive built form with variety in massing and heights that would complement other tall buildings seen alongside, causing a beneficial Medium magnitude of impact. On balance, the proposed development would result in a Minor Beneficial effect.</p>

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10	View north from Station Road	<p>This viewpoint is located on Station Road, approximately 340m to the south of the Site. Station Road extends into the background of the view, perpendicular to the viewer. Built forms of varying heights (predominantly 3 to 4 storeys high) on either side of the road channel the view to the north where the Main Building of Reading Station (Grade II listed) terminates the view. The 15 storey Thames Tower lies to the immediate south-west of the Station and is visually dominant from this location, occupying a noticeable proportion of the visible sky. The station building curtails views further to the north, including towards the Site.</p> <p>The view obtained is considered to be of medium value as it is identified as a shorter distance view (view 58) within the RSAF and has cultural associations due to views of the listed station building which is locally recognisable. As the receptors at this location will comprise people who are passing through the townscape along a main route, their susceptibility to the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low-Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Small	Negligible Beneficial	<p>During the temporary demolition and construction stage of the proposed development, the demolition and construction activities would be partially visible in views channelled along Station Road where they would be seen above the station building. While the ground level demolition and construction operations would be screened from view by development on intervening land, the more elevated operations would be visible against the skyline between the existing built form that lines Station Road. The temporary demolition and construction stage of the proposed development would introduce an additional level of clutter into views to the north along the road which is afforded a high level of enclosure. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact, resulting in a Minor Adverse effect.</p> <p>At Completion, the proposed development would appear as a large mass in the view where it would form a backdrop to the listed station building. The proposed development would increase the level of visual enclosure in views to the north where it would enhance the sense of development in the vicinity of the station building with spatial offsets between the development blocks allowing views between them and pitched roofs on the lower elements reflecting and providing articulation and a contribution to the character of the townscape in the view. The vertical elements of the proposed built form would contribute to increasing visual interest and add to the combination of architectural forms visible at the northern end of Station Road causing a beneficial Small magnitude of impact. The proposed development would alter the composition of views north along Station Road, reducing the prominence of the Main Building of Reading Station (Grade II Listed) but would introduce locally distinctive built form with variety in massing and heights, causing an adverse Very Small magnitude of impact. On Balance, the proposed development would result in a Negligible Beneficial effect.</p>

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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 Site. The view is focussed along the river to the east, with views channelled by mature vegetation and built forms along each side of the river. The 3 to 4 storey residential blocks on the south side of the river (i.e. those on Waterman Place and Thames Avenue) within the middle ground largely restrict more far-reaching views south from this location, thus curtailing views towards the Site. Despite the intervening built forms across the middle ground, several tall buildings are discernible within the background, including 'Thames Tower' and 'The Blade' to the south-east.</p> <p>The view obtained is considered to be of medium value as it is identified 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 type of development proposed is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Medium to High.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Medium	Minor Beneficial	<p>During the temporary demolition and construction stage of the proposed development, the demolition and construction activities would be partially visible above the existing development that forms the horizontal skyline formed by development along the southern bank of the River Thames. While the ground level demolition and construction operations would be screened from view by development on intervening land, the more elevated operations would be visible above the rooflines of riverside development. The temporary demolition and construction stage of the proposed development would interrupt views of the upper floors of Thames Tower as well as alter the context of views across the river albeit it would be seen in the context of other development construction activity. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Minor adverse effect.</p> <p>At Completion, the proposed development would introduce a large mass of built form into views along the River Thames corridor where they appear above the riverside development, increasing the vertical elements in the townscape. Where the proposed development forms a mass above the existing built form on the riverside it would reinforce the visual interest in the vicinity of Reading Station, although it would screen views of the Thames Tower, causing an adverse Very Small magnitude of impact. The proposed development would alter the composition of views gained in the vicinity but would introduce locally distinctive built form with variety in massing and heights that would complement other tall buildings seen alongside with spatial offsets between the development blocks, allowing views between the taller elements and pitched roofs on the lower elements providing articulation and a positive contribution to the character of the townscape, resulting in a beneficial Medium magnitude of impact. On balance the proposed development would result in a Minor Beneficial effect.</p>

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Ref	Name	Sensitivity	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and Construction Stage		Operational Stage – Completion Parameter Plans		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
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 Site. The view is oriented east along Great Knollys Street, which extends from the foreground to the middle ground of the view. The road is lined on either side by 1 and 2-storey industrial and commercial sheds, which results in a channelling of the view. The intervening built form limits far-reaching visibility east and west and largely obscures views of the Site. However, several tall buildings punctuate the skyline above this, including the 15 storey 'Thames Tower' and two 6 storey residential blocks on Caversham Road/Abattoirs Road.</p> <p>The view obtained is considered to be of medium value as it is identified 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 the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low to Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Limited	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	<p>During the temporary demolition and construction stage of the proposed development, the demolition and construction activities would be partially visible above the foreground elements of commercial and industrial units. The demolition and construction operations would be seen amongst the clutter of the light industrial units, fencing, outdoor storage areas, car parking and low quality public realm, which would screen ground level works. While the ground level demolition and construction operations would be screened from view by development on intervening land, the more elevated operations would appear alongside other tall construction activities visible on the skyline again use this text more consistently. The temporary demolition and construction stage of the proposed development would cause a Very Small – small magnitude of impact, resulting in a Negligible Adverse effect.</p> <p>At Completion, the proposed development would introduce a new built form into the background of views that are already characterised by high levels of clutter that dominate the foreground. The proposed development would increase the number of tall buildings visible for receptors looking north-east where it would appear in the same section of views as Thames Tower and , where it would help to consolidate the sense of high density development in the vicinity of Reading Station with pitched roofs on the lower elements providing articulation and a positive contribution to the character of the townscape and would cause a beneficial Very Small magnitude of impact. As such, the proposed development would result in a Negligible Beneficial effect.</p>

Visual Receptor				Visual Effects							
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							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
13	View north-west from Forbury Gardens	<p>This viewpoint position is located Within Forbury Gardens, approximately 470m to the south-east of the Site. The view is oriented to the north-west with the foreground comprised of an open area of amenity grass/lawn and footpaths. Mature vegetation within and surrounding the park and large-scale built forms surrounding the park to the west and south generally restricts wide ranging visibility out from within Forbury Gardens. The intervening vegetation and built form generally curtail views towards the Site.</p> <p>The view obtained is considered to be of medium value as it is identified as a shorter distance view (view 53) within the RSAF. As the receptors at this location comprise visitors to the gardens in the pursuit of outdoor recreation with their focus on their surroundings, their susceptibility to the type of development proposed is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Medium to High.</p>	Transient	Filtered/restricted	Glimpse	Limite	Very Small	Minor Adverse	None	Neutral	<p>The temporary demolition and construction stage of the proposed development would be almost entirely screened from view for visual receptors in Forbury Gardens by the mature vegetation that lines the park and the large blocks of built form to the south of the railway line that occupies intervening land. The most elevated demolition and construction activities and cranes may be partially visible above the roofline of Apex Plaza to the north-west of the park but would not detract from the visual amenity of the park itself or views towards the Market Place Conservation Area to the west due to the fact that ????. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact, resulting in a Minor Adverse effect.</p> <p>At Completion, the proposed development would be almost entirely screened from view for visual receptors in the park by vegetation around the edge of Forbury Gardens and the existing built form on intervening ground such as Apex Plaza to the north-west of the park. Where glimpses of the proposed development are available above the trees and buildings on intervening ground, it would not alter the context of any views to the north west, or towards the Market Place conservation Area to the west where it would cause a magnitude of impact of None. The focus of views would remain within the park itself and the proposed development would be largely screened from view. As such, the proposed development would result in a Neutral effect.</p>

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14	View west from Kings Meadow	<p>The viewpoint location in Kings Meadow, approximately 560m to the east of the Site. The foreground comprises green open space within Kings Meadows. This gives way to a dense band of mature vegetation along the south bank of the River Thames and along Kings Meadow Road, which extends across the middle ground of views. This vegetation generally restricts far ranging views to the west and north, including towards the Site. Less restricted views are obtained to the south and south-west, where several tall buildings are visible on the skyline in the background of views, including the large-scale office blocks at Forbury Place on Forbury Road to the south, 'The Blade' to the south, and Reading Bridge House to the south-west. The ongoing construction activities (including cranes) associated with the former BMW site development are also visible on the skyline beyond Reading Bridge House to the south-west.</p> <p>The view obtained is considered to be of medium value as it is identified 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 the type of development proposed is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Medium to High.</p>	Transient	Filtered restrict	Glimpse	Limited	Very Small	Minor Adverse	Very Small	Neutral	<p>The temporary demolition and construction stage of the proposed development would be almost entirely screened from view for visual receptors at Kings Meadow by the mature vegetation that lines its western edge and the existing built form of Reading Bridge House. The top of the most elevated demolition and construction activities and cranes may be partially visible above the existing vegetation and buildings in views to the west, although would not detract from the visual amenity experienced in the open views available at Kings Meadow. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact, resulting in a Minor Adverse effect.</p> <p>At Completion, the proposed development would be almost entirely screened from view for visual receptors at Kings Meadow by the mature vegetation along the western edge and the large built form of Reading Bridge House. Where glimpsed views of the proposed development are available above the trees and buildings on intervening ground, it would be seen alongside other tall built form including that at Forbury Place where it would form a landmark building by virtue of its height and cause a beneficial Very Small magnitude of impact. Glimpses of the very top part of the proposed development in this setting would not alter the context of any views with the focus of views remaining within Kings Meadow but would increase the urbanisation of glimpsed views to the centre of Reading, causing an adverse Very Small magnitude of impact. On balance, the proposed development would result in a Neutral effect.</p>

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15	View south-east from the Thames Path/Thames Side Promenade	<p>This viewpoint is located on the Thames Path/Thames Side Promenade, approximately 775m to the north-west of the Site. The view is open within the foreground, being focussed along the River Thames to the east and across the adjacent area of open space to the south. Mature vegetation across the middle ground – that lining the river to the north and east, and that within and surrounding the open space to the south - restricts more wide-ranging views from this location. Only partial glimpsed views are available through and above the intervening vegetation to some tall buildings located within central Reading in the background, such as the 15 storey Thames Tower to the south-east.</p> <p>The view obtained is considered to be of medium value as it is identified as a longer distance view (view 1) within the RSAF. As the receptors at this location comprise users of the Thames Path/Thames Side Promenade and visitors to the public open space in the pursuit of outdoor recreation, their susceptibility to the type of development proposed is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Medium to High.</p>	Transient	Filtered restrict	Glimpse	Limited	Very Small	Minor Adverse	Very Small	Neutral	<p>During the temporary demolition and construction stage of the proposed development, views gained by visual receptors in the vicinity of the Thames Path would remain largely unchanged due to the high levels of visual screening provided by existing vegetation on intervening ground. Where glimpsed views towards the demolition and construction activities are available through the vegetation as transient receptors move along the route, the cranes and plant would be partially visible in gaps between the foreground elements while the ground level demolition and construction operations would be screened from view by development on intervening land. The construction operations would not detract from the visual amenity experienced along the Thames Path with views remaining focused upon the River Thames corridor where they are drawn along the river towards Caversham Bridge. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact, resulting in a Minor Adverse effect.</p> <p>At Completion, the proposed development would be partially visible in glimpsed views to the south-east from the Thames Path, where it would be seen amongst the vegetation that occupies intervening ground. Where glimpsed views are available, the proposed development would contribute to the sense of urban regeneration at Reading Station and would help with legibility and wayfinding as it would form a landmark building by virtue of its size, causing a beneficial Very Small magnitude of impact. Although the proposed development would introduce a new element in the skyline where it is seen, it would not alter the context of views in which the river corridor would remain the focus with glimpsed views towards the locally distinctive built form with variety in massing and heights of the proposed development seen amongst vegetation on Rivermead Park, causing a Very Small adverse magnitude of impact. As such, the proposed development would result in a Neutral effect.</p>

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16	View south from Balmore Park	<p>This viewpoint position is located within Balmore park approximately 1.2km to the north of the Site. The foreground comprises an expanse of open green space, which is enclosed by dense bands of mature vegetation surrounding the park in the middle ground to the south, east and west. Despite this, distant views are available to the south, owing to the elevated position of the viewpoint. In these views the centre of Reading is visible in the background, marked by several tall buildings punctuating the skyline. These include the 'The Blade' to the south-east; the 15 storey 'Thames Tower' to the south; City Tower to the south-west; and the 11 storey Fountain House on Oxford Road in the distance to the south-west..</p> <p>The view obtained is considered to be of medium value as it is identified as a longer distance key view (view 14) within the RTBS (views from Balmore Park are also identified as a longer distance view (view 5) within the RSAF. As the receptors at this location include visitors to Balmore Park in the pursuit of outdoor recreation, their susceptibility to the type of development proposed is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Medium to High.</p>	Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Medium	Negligible Beneficial	<p>The temporary demolition and construction stage of the proposed development would introduce tall plant and cranes across a wide section of views to the south from Balmore Park. The temporary demolition and construction activities would be seen amongst the longer distance views where the existing tall buildings in Reading offer vertical elements in the wide vista available to the south. The demolition and construction works would interrupt views of the Thames Tower and Reading Station as well as the spire on the Church of St Giles-in-Reading. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact, resulting in a Minor Adverse effect.</p> <p>At Completion, the proposed development would introduce a large mass of built form into views to the south where it would help to consolidate the sense of urban regeneration in the vicinity of the station as well as form a landmark building in views by virtue of its scale and height. The proposed development would screen views of the Reading Station and the tall building of the Thames Tower although greater spatial offsets between the taller elements of the proposed development will allow views between the blocks. The proposed development would introduce additional locally distinctive built form with variety in massing and heights with pitched roofs on the lower elements providing articulation and a positive contribution to the character of the townscape that would be seen alongside other tall buildings such as the City Tower that punctuates the skyline either side of the Site. The proposed development would cause a beneficial Medium magnitude of impact. The increased mass of built form visible from the park would cause an adverse Small magnitude of impact to views. On balance, the proposed development would result in a Negligible-Beneficial effect.</p>

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17	View north from Mount Pleasant/ Southampton Street	<p>The viewpoint position is located at the junction of Mount Pleasant and Southampton Street, approximately 1.6km to the south of the Site. The road junction dominates the foreground view, although channelled views are available north along Mount Pleasant. Due to the slightly elevated position of the viewpoint, distant views are afforded across central Reading in the background. In these views the 15 storey Thames Tower forms a visual focus, punctuating the skyline. In addition the ongoing construction activities (including cranes) associated with the development at the junction of Crown Street and Silver Street, are also clearly visible on the skyline in the middle-ground.</p> <p>The view obtained is considered to be of medium value as it is identified 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 the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low to Medium.</p>	Transient and Fixed	Filtered/restricted	Glimpse	Partial	Very Small	Negligible Adverse	Medium	Negligible Beneficial	<p>During the temporary demolition and construction stage of the proposed development, the demolition and construction activities would be partially visible on the horizon in views to the north where they would break the skyline to the east of Thames Tower. The taller elements of plant, machinery and the demolition and construction works would be seen in the context of the existing clutter in views that is provided by street furniture and low quality public realm that detracts from the visual amenity along the road. Whilst the temporary demolition and construction activities would be visible, they would not alter the context of views towards Reading town centre from the vicinity of Mount Pleasant and Southampton Street. 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 effect.</p> <p>At Completion, the proposed development would introduce a mass of built form into views adjacent to the existing tall buildings of Thames Tower and the IBIS Hotel, with the spatial offsets between the taller elements of the proposed development allowing views through them to the north. The proposed development would represent a consolidation of tall buildings in the vicinity of Reading Station that would increase visual interest in longer views that are heavily cluttered by foreground elements through the introduction of additional locally distinctive built form with variety in massing and heights. This would cause a beneficial Small magnitude of impact. The built form of the proposed development would form a new skyline element that would increase the built form visible but would not alter the composition of views gained in the vicinity, causing a adverse Very Small magnitude of impact. On balance, the proposed development would result in a Negligible Beneficial effect.</p>

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							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
18	View from south-west from Henley Road/Lower Henley Road	<p>This viewpoint position is located at the junction of Henley Road and Lower Henley Road, approximately 1.7km to the north-east of the Site. The road junction dominates the view in the foreground with adjacent built forms channelling views west along Henley Road and south-west along Lower Henley Road. Due to the slightly elevated position of the viewpoint, distant views are afforded along Lower Henley Road across central Reading in the background to the south-west. In these views several tall buildings are visible, marking the centre of Reading. This includes the 15 storey Thames Tower, the 12-storey Reading Bridge House and the 13-storey hotel on Friar Street. In addition, the ongoing construction activities (including cranes) associated with the former BMW site development is visible adjacent to Reading Bridge House.</p> <p>The view obtained is considered to be of medium value as it is identified as a longer distance view (view 10) within the RSAF. As the receptors at this location will comprise people travelling along the busy Henley Road and Lower Henley Road, their susceptibility to the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low to Medium.</p>	Transient and Fixed	Filtered/restricted	Glimpse	Limited	Very Small	Negligible Adverse	Very Small	Neutral	<p>During the temporary demolition and construction stage of the proposed development, the demolition and construction activities would be partially visible in the longer range views that are framed by foreground vegetation and development. The taller elements of plant, machinery and the demolition and construction works would be seen alongside the Thames Tower, where they would be seen in the context of the existing clutter in views that is provided by high levels of street furniture and low quality public realm that detracts from the visual amenity along the road. The temporary demolition and construction activities would be visible amongst the foreground vegetation, built form and highway clutter, but would not alter the context of views towards the centre of Reading. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact which result in a Negligible Adverse effect.</p> <p>At Completion, the additional mass of the proposed development would be partially visible alongside other tall buildings in the vicinity of Reading Station, where it would represent a consolidation of tall buildings identifying the centre of the town that would increase visual interest in longer views that are heavily cluttered by foreground elements, causing a beneficial Very Small magnitude of impact. The built form of the proposed development would form a new skyline element that would not alter the composition of views gained in the vicinity and would cause an adverse Very Small magnitude of impact. On balance, the proposed development would result in a Neutral effect.</p>

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							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
19	View south-west from The Horse Close	<p>This viewpoint position is located on The Horse Close, approximately 1.9km to the North of the Site. The Horse Close extends across the foreground of the view with the 2-storey residential dwellings to the south-east and west generally restricting wide-views in these directions. However, dwellings to the south and south-east are single storey which, along with the elevated viewpoint position, affords glimpsed distant views in these directions. Within these views several tall buildings are visible in the background, marking the location of central Reading. These include 'The Blade', the 15 storey Thames Tower and the 11 storey Fountain House on Oxford Road.</p> <p>The view obtained is considered to be of medium value as it is identified as a longer distance view (view 7) within the RSAF. As the receptors at this location will include people at their place of residence, their susceptibility to the type of development proposed is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Medium to High.</p>	Transient and Fixed	Filtered/restricted	Glimpse	Limited	Very Small	Minor Adverse	Very Small	Neutral	<p>The temporary demolition and construction stage of the proposed development would be almost entirely screened from view for visual receptors in the vicinity of The Horse Close by the mature vegetation and existing development that occupies the foreground. The top of the most elevated demolition and construction activities and cranes may be partially visible above the existing vegetation and buildings although would not detract from the visual amenity experienced in this area. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact, which would result in a Minor Adverse effect.</p> <p>At Completion, the proposed development would be almost entirely screened from view for visual receptors at The Horse Close by the foreground vegetation and development. Where the proposed development is visible to the south-west, it would be seen alongside the tops of other tall buildings where it would represent a consolidation of built form in views towards the centre of Reading, causing a beneficial Very Small magnitude of impact. Glimpses of a very small part of the proposed development in this setting would not alter the context of any views with the focus of views south-west where the additional built form would cause an adverse Very Small magnitude of impact. On balance, the proposed development would result in a Neutral effect.</p>

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							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
20	View south-east from the Warren Footpath, Chazey Wood	<p>This viewpoint is located on the Warren Footpath adjacent to Chazey Wood, approximately 2.7km to the north-west of the Site. The view from this location is across agricultural fields in the foreground, which slope to the south. The elevated topography affords distant views across the Thames Valley to the south and south-west, although views towards the Site are curtailed by intervening topography, built form and vegetation to the east and south-east.</p> <p>The value of the view obtained from this location is considered to be high as it is located within the Chilterns AONB and is identified as a longer distance view (view 16) within the RSAF and as a key view (view 9) within the RTBS. As the receptors at this location will include people using the local PRow network in the pursuit of outdoor recreation, their susceptibility to the type of development proposed is considered to be high.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be High.</p>	Transient	Filtered/restricted	Glimpse	Limited	Very Small	Negligible Adverse	Very Small	Neutral	<p>The temporary demolition and construction stage of the proposed development would be almost entirely screened from view for visual receptors in the vicinity of The Warren Footpath by the topography and vegetation in the foreground. The top of the most elevated demolition and construction activities and cranes may be partially visible above the existing vegetation and landform, where they would be seen within the context of long distance views towards the centre of Reading. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact, resulting in a Negligible Adverse effect.</p> <p>At Completion, the proposed development would be almost entirely screened from view for visual receptors on the footpath due to the topography and vegetation that occupies the foreground view. Should the very top of the proposed development be visible above the vegetation and topography to the south-east, it would be seen in the context of long distance views towards the centre of Reading where it would form a landmark building by virtue of its height and scale and would cause a beneficial Very Small magnitude of impact. Glimpses of a very small part of the proposed development in this setting would not alter the context of any views, with the focus of views remaining the undulating agricultural fields of the foreground and longer views into the settled Thames Valley below where the additional built form would cause an adverse Very Small magnitude of impact. On balance, the proposed development would result in a Neutral effect.</p>

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21	View north from the A33 near water treatment works	<p>The viewpoint position is located on the A33, approximately 2.5km to the south of the Site. Views are available north along the A33, which is lined by dense mature hedgerow vegetation on either side. This vegetation restricts views to the east and west and channels views to the north. In views north a number of built forms are visible in the middle ground, albeit set within a well-vegetated context. Visible above and beyond this is the 15 storey Thames Tower, which punctuates the skyline and marks the location of central Reading.</p> <p>The view obtained is considered to be of medium value as it is identified as a longer distance view (view 14) within the RSAF. As the receptors at this location will comprise people travelling along the busy A33 on approach to central Reading, their susceptibility to the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low to Medium.</p>	Transient	Filtered/restricted	Glimpse	Limited	Very Small	Negligible Adverse	Very Small	Neutral	<p>The temporary demolition and construction stage of the proposed development would be almost entirely screened from view for visual receptors on the A33 due to the high level of vegetation lining the route and occupying the foreground of views. The top of the most elevated demolition and construction activities and cranes may be partially visible above the existing vegetation and buildings although would not detract from the visual amenity experienced in this area due to the high levels of visual clutter provided by the highway infrastructure. Where views of the temporary demolition and construction stage of the proposed development are available above the roadside vegetation, they would not alter the context of views along the busy road. 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 effect.</p> <p>At Completion, the proposed development would be almost entirely screened from view for visual receptors travelling on the A33. Where the proposed development is visible above the vegetation and existing development to the north, it would be seen alongside the tops of other tall buildings where it would represent a consolidation of built form in views towards the centre of Reading, causing a beneficial Very Small magnitude of impact. Glimpses of the top of the proposed development in this context would not alter the focus of views where it would be seen amongst the existing visual clutter of the highway infrastructure where it would cause an adverse Very Small magnitude of impact. On balance, the proposed development would result in a Neutral effect.</p>

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22	View west from London Road, Shepherds Hill	<p>This viewpoint is located on London Road, approximately 3.3km to the east of the Site. The foreground and middle ground of the view comprise the busy London Road and adjacent predominantly 2 storey residential dwellings. Whilst the adjacent built forms restrict views to the north and south, channelled views are available west along the wide London Road. Within these views west central Reading is visible in the distance, marked by the presence of several tall buildings punctuating the skyline. This includes the recently constructed 16 storey tower on Bembridge Place, 'The Blade' and the 15 storey Thames Tower.</p> <p>The view obtained is considered to be of medium value as it is identified 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 the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low to Medium.</p>	Transient and Fixed	Filtered/restricted	Glimpse	Limited	Very Small	Negligible Adverse	Very Small	Neutral	<p>The temporary demolition and construction stage of the proposed development would be almost entirely screened from view for visual receptors in the vicinity of London Road due to the existing built form and vegetation in the foreground as well as the topography of the intervening land. The top of the most elevated demolition and construction activities and cranes may be partially visible amongst the street lights and highway infrastructure in the foreground, as well as pylons in the middle distance that add to the level of clutter in views to the west. As such, where they are visible, the demolition and construction activities would not detract from the visual amenity experienced in this area and would not alter the context of views gained in the vicinity of London Road. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact and result in a Negligible Adverse effect.</p> <p>At Completion, the proposed development would be almost entirely screened from view for visual receptors in the vicinity of London Road. Where the proposed development is visible above the foreground elements of vegetation and existing development, it would be seen alongside existing clutter and the tops of other tall buildings where it would represent a consolidation of built form in views towards the centre of Reading, causing a beneficial Very Small magnitude of impact. Glimpses of the top of the proposed development in this context would not alter the focus of views where the additional built form would be seen amongst the existing visual clutter of highway infrastructure and pylons where it would cause an adverse Very Small magnitude of impact. On balance, the proposed development would result in a Neutral effect.</p>

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Ref	Name	Sensitivity	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and Construction Stage		Operational Stage – Completion Parameter Plans		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
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 Site. This is an open view across a number of large arable fields across the foreground. The suburban edge of Caversham is visible in the middle ground beyond which the centre of Reading is visible in the distance, marked by several tall buildings visible on the skyline. This includes 'The Blade', the upper portions of the 15 storey Thames Tower and the recently constructed 19 storey residential tower on Alfred Street/Chatham Street. In addition the ongoing construction activities (including cranes) associated with the former BMW site development are visible.</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 the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low.</p>	Transient and Fixed	Filtered/restricted	Glimpse	Limited	Very Small	Negligible Adverse	Very Small	Neutral	<p>The temporary demolition and construction stage of the proposed development would be almost entirely screened from view for visual receptors in the vicinity of Dunsden Way by the foreground vegetation that lines the road as well as the variations in topography on the intervening land. Where visible, the temporary demolition and construction activities for the proposed development would be seen alongside the pylons that occupy the middle distance in glimpsed views towards the developed centre of Reading, with mature vegetation on the ridgeline at Milestone Wood providing a high level of visual screening for development in the centre of Reading that is enhanced by hedgerow vegetation on both sides of Dunsden Way which limits views into the surrounding landscape. The temporary demolition and construction stage of the proposed development would cause a Very Small magnitude of impact and result in a Negligible Adverse effect.</p> <p>At Completion, the proposed development would be almost entirely screened from the visual receptors in the vicinity of Dunsden Way. The topography of intervening land and the mature vegetation on the ridgeline at Milestone Wood, would almost entirely screen the proposed development from view but glimpses of the tall building would represent a landmark by virtue of its scale and size, causing a beneficial Very Small magnitude of impact. Where it is seen within the context of views towards the developed centre of Reading, the proposed development would be seen alongside pylons that occupy the middle ground of views and form point features in the skyline, resulting in an adverse Very Small magnitude of impact. Where glimpsed views of the top of the proposed development are available over the large areas of agricultural land in the foreground, it would not alter the focus of the views which would remain the foreground and longer views into the settled Thames Valley in the south-west. As such, the proposed development would result in a Neutral effect.</p>

Visual Receptor			Visual Effects								
Ref	Name	Sensitivity	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and Construction Stage		Operational Stage – Completion Parameter Plans		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
24	View north from Greyfriars Road/Garrard Street	<p>This viewpoint is located at the junction of Greyfriars Road and Garrard Street, approximately 350m to the south of the Site. The large built form of largely commercial development that occupies the foreground of views, limits the extent of visibility to views channelled along Greyfriars Road and Garrard Street. Views towards the site are largely curtailed by existing built form such as the Xafinity House that occupies much of the foreground, and Phoenix House that forms the extent of views north. Existing built forms visible range from 2 storeys to the 14 storey hotel development seen in views along Garrard Street.</p> <p>The view obtained is considered to be of medium value as it is close to the location of view 31, which is identified as a shorter distance view within the RSAF. As receptors at this location will comprise transient receptors moving along the urban road that is lined by commercial development, visual receptors at this location are considered to have a low susceptibility to the type of impact proposed.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low to Medium.</p>	Transient	Filtered/restricted	Glimpse	Limited	None	Neutral	None	Neutral	<p>The temporary demolition and construction stage of the proposed development would be almost entirely screened from view for visual receptors in the vicinity of Greyfriars Road and Garrard Street. The majority of the demolition and construction activities would be screened from view by the existing built form in the foreground. The most elevated demolition and construction activities and cranes may be partially visible above the roofline of Phoenix House to the north but would not detract from the visual amenity of the urban road. Where visible, they would be seen in the context of a view along an urban road in the centre of Reading where existing signs, street furniture and low quality public realm provide an element of clutter to views. The temporary demolition and construction stage of the proposed development would cause a magnitude of impact of None, resulting in a Neutral effect.</p> <p>At Completion, the proposed development would be almost entirely screened from view for visual receptors in the vicinity of Greyfriars Road and Garrard Street by the existing built form of Xafinity House and Phoenix House. Some partial views of the very top of the proposed development may be available above the existing built form for visual receptors in the vicinity, but where these glimpses of the new building are available, it would not alter the context of any views where the focus would remain channelled along the urban roads where buildings typical of an urban area form the extent. The existing screening means that the proposed development would cause a magnitude of impact of None, resulting in a Neutral effect.</p>

Visual Receptor				Visual Effects							
Ref	Name	Sensitivity	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and Construction Stage		Operational Stage – Completion Parameter Plans		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
25	View north from Station Square	<p>This viewpoint is located at the Station Hill, approximately 230m to the south of the Site. The foreground of views available from this area are dominated by the high quality public realm, although a large number of metal bollards divide the open space and provide an element of clutter that is enhanced by the large and incongruous digital advertising board that significantly detracts from the visual appreciation of the designed relationship between the new Reading Station building and the Main Building of Reading General Station (Grade II Listed).</p> <p>The existing station buildings form the extent of views and curtail views to the north from Station Square with the architectural quality of the 15 storey Thames Tower having a strong influence over views gained from the area. The view obtained is considered to be of medium value as although it is not identified 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 the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low to Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Medium	Negligible Beneficial	<p>During the temporary demolition and construction stage of the proposed development, the demolition and construction activities would be partially visible above the Main Building of Reading General Station (Grade II Listed). While the ground level demolition and construction operations would be screened from view by development on intervening land, the taller elements of the demolition and construction activities and plant such as cranes would be partially seen against the skyline above both the new station buildings and the historic station building. The temporary demolition and construction works would appear alongside the large advertising screen where they would introduce an additional element of clutter into views over Station Square towards the former station building. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Minor Adverse effect.</p> <p>At Completion, the proposed development would appear as an additional element in views of the Main Building of Reading General Station (Grade II Listed), where it would alter the backdrop and setting of the building and clock tower. The proposed development would introduce built form into the backdrop of the historic station building that would create a new skyline element and contribute to increasing visual interest by adding to the juxtaposition between the combination of architectural forms visible from Station Square. The spatial offsets between the development blocks and the pitched roofs on the lower elements will provide increased articulation and a positive contribution to the character of the townscape. The proposed development will result in a beneficial Medium magnitude of impact. The focus of views gained by visual receptors at Station Square would remain i.e. the historic station building seen within the context of an urban area with more modern development complimenting the more historic building although there would be an increase in built form visible where the proposed development would cause an adverse Very Small magnitude of impact. On balance, the proposed development would result in a Negligible Beneficial effect.</p>

Visual Receptor				Visual Effects							
Ref	Name	Sensitivity	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and Construction Stage		Operational Stage – Completion Parameter Plans		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
26	View north from Blagrave Street	<p>This viewpoint is located on Blagrave Street, approximately 270m to the south of the Site. Views to the north are channelled along the street by buildings that line it such as 2 Blagrave Street to the east and Forbury Works (which is located within Market Place Conservation Area) to the west. The large building of Apex Plaza occupies a large section of views to the north, with the modern but not recent extension to the Main Building of Reading General Station (Grade II Listed), occupying the rest of views beyond Blagrave Street. The built form of the station building and Apex Plaza curtail views further north, including towards the Site. The public realm and Reading Abbey Quarter signage combine with the street trees to create an attractive street scene that draws views towards the station.</p> <p>The view obtained is considered to be of medium value as it is identified as a shorter distance view (view 54) within the RSAF and has cultural associations due to views of buildings within the Market Place Conservation Area. As the receptors at this location will comprise people who are passing through the townscape along a main route, their susceptibility to the type of development proposed is considered to be low.</p> <p>On the basis of the above the sensitivity of receptors at this location is considered to be Low to Medium.</p>	Fixed and Transient	Filtered/restricted	Partial	Partial	Small	Minor Adverse	Very Small	Neutral	<p>The temporary demolition and construction stage of the proposed development would be largely screened from view for visual receptors on Blagrave Street by the existing built form at the northern end of the street. The large mass of Apex Plaza and the modern but not recent extension to the station building would screen views of the majority of demolition and construction activities, although the cranes and highest works would be partially visible alongside the Apex Plaza. Where visible, the temporary demolition and construction works would not alter the context of views along the urban street. The temporary demolition and construction stage of the proposed development would cause a Small magnitude of impact that would result in a Minor Adverse effect.</p> <p>At Year 1, the proposed development would be largely screened from view for visual receptors using Blagrave Street by the large mass of built form at Apex Plaza and part of the station building that occupy views north along the street. Where glimpses of the proposed development are available above the trees and buildings at the northern end of the road, it would not alter the context or focus of views along the urban street in the centre of Reading where built form is a common aspect in views and the landmark building by virtue of its height and scale would cause a beneficial Very Small magnitude of impact. Furthermore, the proposed development would not detract from views of buildings such as Forbury Works which form part of the Market Place Conservation Area where it would cause an adverse Very Small magnitude of impact. On balance, the proposed development would result in a Neutral effect.</p>

<sup>i</sup> Type of receptor: Fixed, Transient

<sup>ii</sup> Nature of the view of the Development: Open, Filtered/restricted, None

<sup>iii</sup> Degree of visual intrusion of the Development (extent of the view occupied by the Development): Full, Partial, Glimpse, None

<sup>iv</sup> Proportion of the Development visible: Full, Most, Partial, Limited, None

## **Appendix MDC-5c: Cumulative Effect Tables**

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	
<b>Approved Cumulative Schemes (including Resolution to Approve)</b>						
<b>National Landscape Character Area</b>						
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"> <li>Former BMW Site,</li> <li>Station Hill,</li> <li>Kenavon Drive,</li> <li>Land between Weldale Street and Chatham Street,</li> <li>29 Station Road Reading,</li> <li>52 to 55 Friar Street and 12 Greyfriars Road.</li> </ul> <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>
<b>Reading Tall Building Strategy Townscape Character Area</b>						
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>

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	
<b>Approved Cumulative Schemes (including Resolution to Approve)</b>						
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>

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	
<b>Approved Cumulative Schemes (including Resolution to Approve)</b>						
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>

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	
<b>Approved Cumulative Schemes (including Resolution to Approve)</b>						
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>

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	
<b>Approved Cumulative Schemes (including Resolution to Approve)</b>						
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>

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	
<b>Approved Cumulative Schemes (including Resolution to Approve)</b>						
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>
<b>Application Site Character</b>						

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	
<b>Approved Cumulative Schemes (including Resolution to Approve)</b>						
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>

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	
<b>Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>						
<b>National Landscape Character Area</b>						
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"> <li>• Former BMW Site,</li> <li>• Station Hill,</li> <li>• Kenavon Drive,</li> <li>• Land between Weldale Street and Chatham Street,</li> <li>• 29 Station Road Reading,</li> <li>• 52 to 55 Friar Street and 12 Greyfriars Road,</li> </ul> <p>As well as the reasonably foreseeable cumulative schemes of:</p> <ul style="list-style-type: none"> <li>• Network Rail Thames Valley Area site office/Former Royal Mail Site,</li> <li>• Former Scottish and Southern Energy Site,</li> <li>• Broad Street Mall.</li> </ul> <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>
<b>Reading Tall Building Strategy Townscape Character Area</b>						

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	
<b>Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>						
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	
<b>Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>						
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	
<b>Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>						
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
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<b>Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>						
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	
<b>Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>						
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		
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>						
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	
<b>Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>						
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	
<b>Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>						
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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<b>Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>						
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>
<b>Application Site Character</b>						
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve)</b>											
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve)</b>											
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve)</b>											
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve)</b>											
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 Viewpoint				Cumulative Visual Effects							
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							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve)</b>											
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 Viewpoint			Cumulative Visual Effects								
Ref	Name	Sensitivity to Cumulative Development	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve)</b>											
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve)</b>											
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 Viewpoint			Cumulative Visual Effects								
Ref	Name	Sensitivity to Cumulative Development	Type <sup>i</sup>	Nature <sup>ii</sup>	Intrusion <sup>iii</sup>	Proportion <sup>iv</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve)</b>											
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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 Viewpoint				Cumulative Visual Effects							Notes
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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 Viewpoint				Cumulative Visual Effects							Notes
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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 Viewpoint				Cumulative Visual Effects							Notes
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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 Viewpoint			Cumulative Visual Effects								
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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 Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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 Viewpoint			Cumulative Visual Effects								
Ref	Name	Sensitivity to Cumulative Development	Type <sup>v</sup>	Nature <sup>vi</sup>	Intrusion <sup>vii</sup>	Proportion <sup>viii</sup>	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
<b>Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes</b>											
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	Negligible Beneficial	<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 with increased visual interest added to the view north. The offsets between the development blocks will combine with the adjacent built forms to create a variety of articulations including the pitched roofs on the lower elements of the proposed development that will combine with other tall buildings to provide a positive contribution to the character of the townscape and would cause a Very Small magnitude of impact. This would result in a Negligible Beneficial cumulative effect in the close range views.</p>

<sup>i</sup> Type of receptor: Fixed, Transient

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- 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