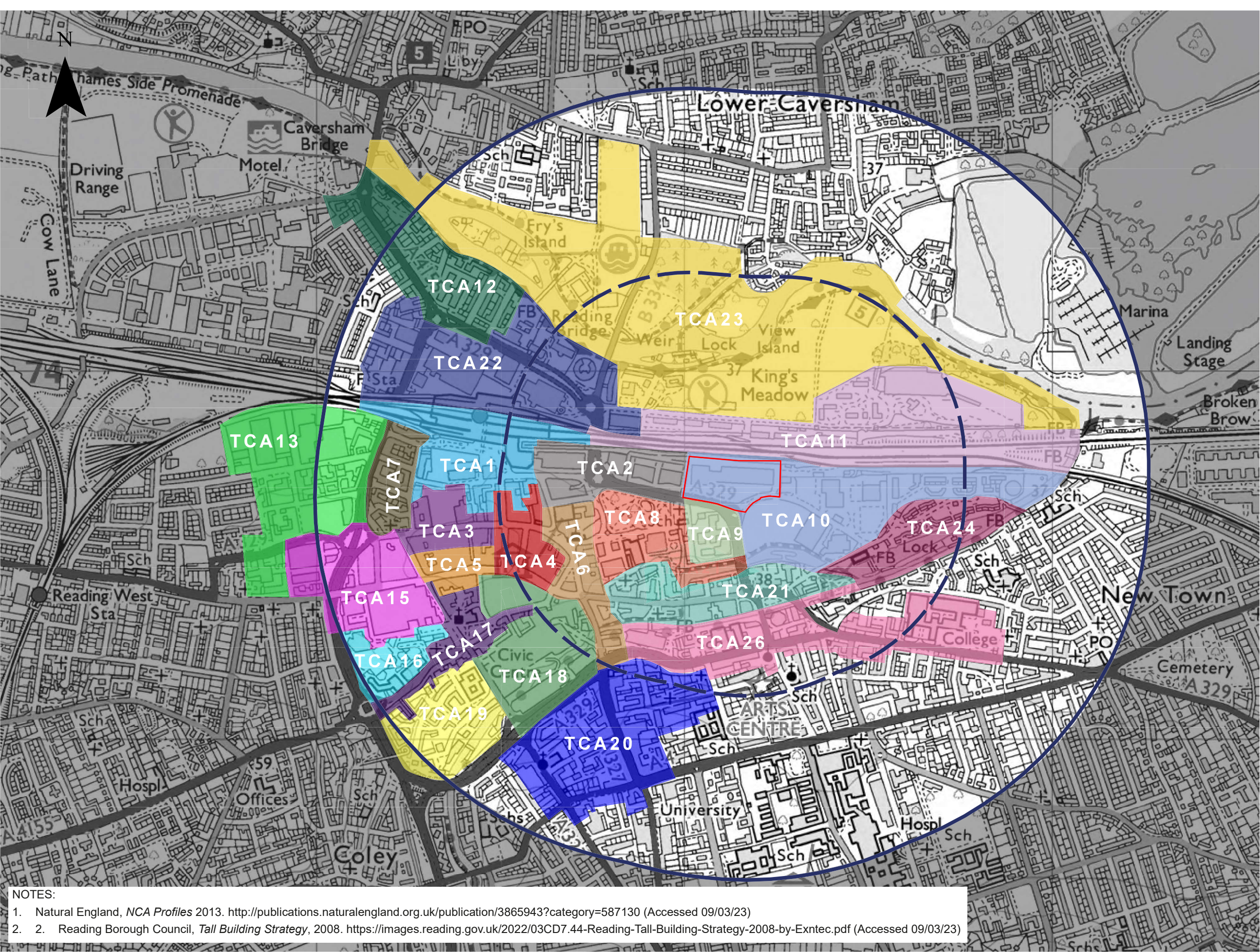




LEGEND:

- Development Boundary
- 0.5km Study Area
- 1km Study Area

The Development Site and the full extent of the 1km Study Area lie within the National Character Area (NCA)115: Thames Valley¹

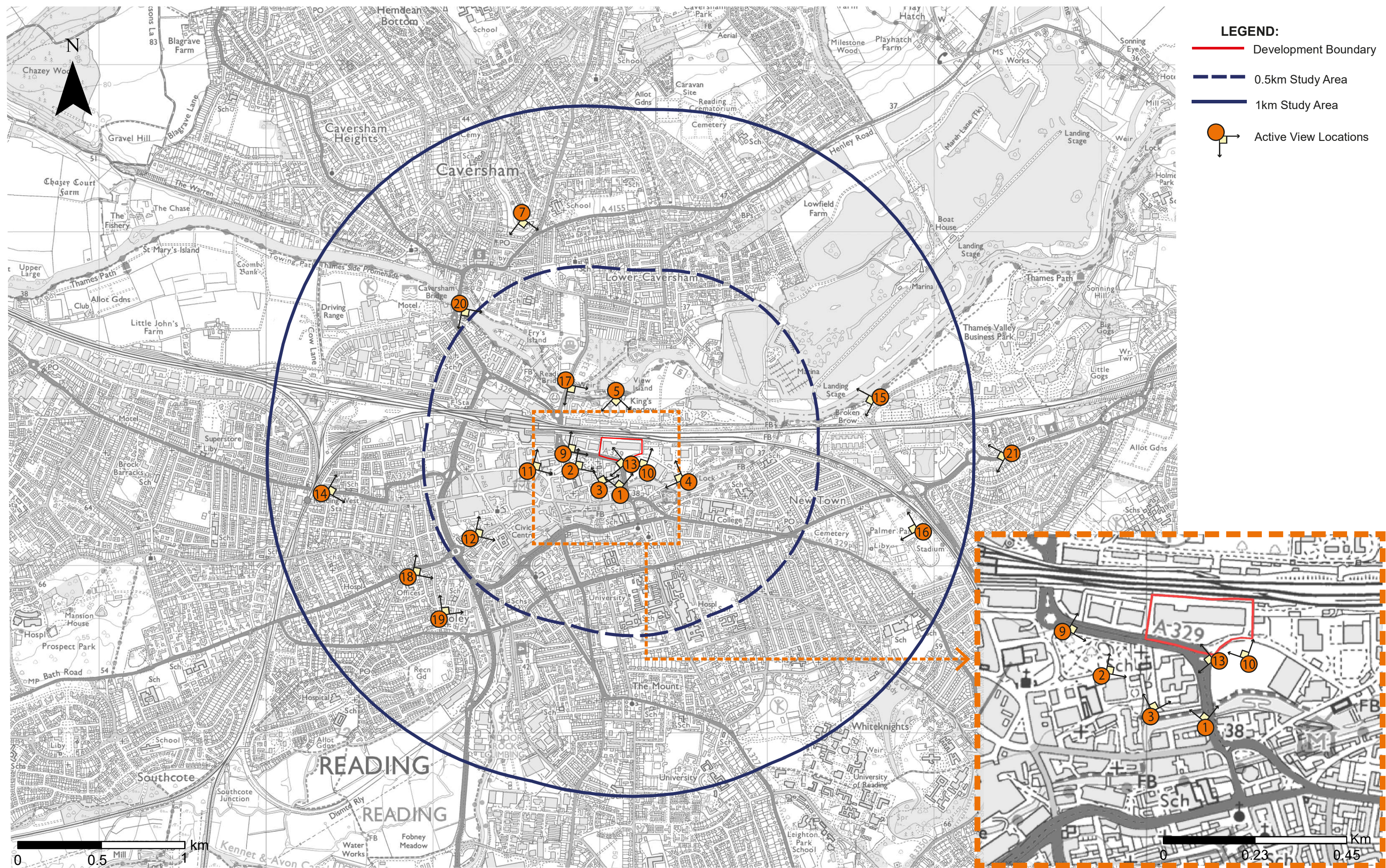
Reading Borough Council, Tall Building Strategy: Townscape Character Areas (TCAs)²

- TCA 1 Station Hill
- TCA 2 Reading Station East
- TCA 3 Friar Street
- TCA 4 Station Road
- TCA 5 Broad Street
- TCA 6 St. Lawrence and Market Place
- TCA 7 Reading Station West
- TCA 8 Forbury Gardens
- TCA 9 Reading Prison
- TCA 10 Forbury Retail Park
- TCA 11 Napier Road
- TCA 12 Caversham Road
- TCA 13 Cattle Market and Chatham Place
- TCA 15 Chatham Place
- TCA 16 The Civic Centre
- TCA 17 St Mary's and Castle Street
- TCA 18 The Oracle
- TCA 19 Mallard Row to Fobney Street
- TCA 20 London Street
- TCA 21 Forbury South
- TCA 22 Vastern Road
- TCA 23 King's Meadow
- TCA 24 Kennet Walk
- TCA 26 King's Road

NOTES:

1. Natural England, *NCA Profiles* 2013. <http://publications.naturalengland.org.uk/publication/3865943?category=587130> (Accessed 09/03/23)
2. Reading Borough Council, *Tall Building Strategy*, 2008. <https://images.reading.gov.uk/2022/03CD7.44-Reading-Tall-Building-Strategy-2008-by-Exntec.pdf> (Accessed 09/03/23)

Figure 13.3 - Kings Meadow View **Landscape and Townscape Character Plan**



Appendix M.3 Townscape Effects Table

Mitigation Measures

Embedded (Primary) Mitigation:	- Creation of a high-density development, in a positive response to the Site Allocation. - Provision of a new connection to and from the train station and main thoroughfare across Kenavon Drive and Forbury Road. - Respect existing built context and emerging developments, and stitching of the new streetscape into the existing wider urban grain. - Provision of high quality and generous public realm. - Provision of high quality and sustainable residential development that positively contributes to Reading Town Centre. - Creation of 3 distinct development zones, with differing character areas to respond to specific site context and the creation of varied identity. - Provide legibility through creation of new markers, wayfinding and opening up views of townscape features. - A green street layout, which reveals glimpses of important features of adjacent properties with future connection opportunities to emerging developments, to enhance orientation and create a strong sense of place. - Widths of streets provide clear legibility of the route hierarchy and provide adequate space for vehicle and pedestrian routes - Maximum development heights consider the top parapet height of proposed buildings; and lift overruns and rooftop plant to be minimised through use of perimeter or localised screening and well considered positioning, to minimise visual impact. - Variety in building height from east to west across the Site in each development zone. Proposed building heights focussed to the north and central portions of the Site, gradually reducing in height towards the east and western ends. This is to minimise impacts on adjacent properties and maximise the daylight penetration into the key open spaces. Tapering of height to the south perimeter buildings to provide subtle refinement to plots fronting Plummery Gardens and Forbury Road. - Massing and built form designed to ensure adequate sunlight to surrounding public spaces. Variation to be provided in rooflines, materials and facades to avoid an monotonous and overbearing development. - Incorporation of step backs in top floors of buildings located along the south of the Site to reduce visual impact in views from Forbury Road and Kenavon Drive. - Creation of active frontages adjacent to pedestrian and cycle routes - Creation of a green infrastructure street frontage, Plummery Gardens, which includes informal medium to large size street trees and rain gardens. - Other green infrastructure to be provided, including landscape planting to the rear of the site alongside the railway and access road maintaining a wildlife corridor; creation of green streets with biodiverse landscape features and visual natural amenity, green links which incorporate SUDs, new tree planting across the public realm in each character area of the development and to provide an increase in tree canopy cover. Predominantly native species to be planted, and tree planting species to be diverse as the RBC Tree Strategy March 2021. - The new development to respond to local vernacular of street materials and the wider landscape and townscape that form Reading's character
Further (Secondary) Mitigation:	No further (secondary) townscape or visual mitigation measures are proposed in this TVIA, because the maximum achievable mitigation within the Site boundaries has already been included in the embedded (primary) mitigation measures. As the Site is located within a dense urban environment, it is considered that off-site further townscape mitigation would not be feasible and would not provide certainty of further reduction of adverse effects.

Townscape Effects Assessment Table

BASELINE AND SENSITIVITY			CHANGE, MAGNITUDE AND SIGNIFICANCE			
Character Area / Type, Townscape Designation or Features	Baseline Description: (Key Defining Characteristics)	Value of Landscape/Townscape Character or Townscape Features, Susceptibility to Change: OVERALL SENSITIVITY	Description of Change	Size / scale, Geographical Extent and Duration / reversibility: OVERALL MAGNITUDE	Nature and Type of Effect	LEVEL OF SIGNIFICANCE
Landscape / Townscape Character (Published Sources) and Townscape Designations						
Reading Borough Council Tall Building Strategy including Tall Building Strategy 2018 Update Note: Townscape Character Area (TCA): 10. Forbury Retail Park Note: Site is within this TCA	- Large scale office developments, retail warehouses, car parks and commercial / office developments and some recent residential development. Buildings are late 20th C, corrugated iron and plastic clad retail units and modern houses and apartment blocks. - The block size is large and there are numerous large warehouse buildings, creating a large-scale townscape, with finer-grained townscape at the eastern end of the character area due to the recent residential development. - All of the buildings are intact and occupied, but the scattered buildings, separated by expansive parking areas creates an indifferent townscape condition. - Despite tall warehouses present within the character area, their frequency results in none of them being particularly discernible as a landmark structure. - The area is characterised by large blocky structures. - A tall building would not appear uncharacteristic in terms of urban grain and townscape scale. - There are few key views which characterise the area and therefore tall buildings would not jeopardise the visual experiences of the area. - There are no buildings over 10-storeys within the area. A significantly taller building would become visually prominent, but with consideration to the design and placing, the building could provide focus to the area. This creates a medium townscape sensitivity. - Townscape condition has improved within the residential area, but most of the area remains as described. There has been residential development at Kenavon Drive to the east, and further residential developments are expected. - Key view Kenavon Drive to the wall of Reading Prison. - Built form within this area contributes to the view of central Reading from Caversham Park, Balmore Park and Horse Close.	Value of TCA: Low Susceptibility to Change: Medium OVERALL SENSITIVITY: MEDIUM	During Demolition & Construction: The existing retail units, KFC unit and car parking areas would be demolished and cleared, and existing vegetation would be cleared from the Site. Construction activity would include earthworks, moving vehicles, storage compounds, hoardings and scaffolding, and cranes. Construction would take place across the Site in Phases. The Proposed Development during construction would result in partial change in the key characteristics of TCA10, limited to within the Site area only.	During Construction: Size/Scale: Moderate Geographical Extent: A part of the TCA10 area (circa 1/5 th) Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: MODERATE	Direct, Adverse	Moderate, Significant
			On Completion (During Operation) At completion there would be 12no. new buildings varying in height from 7 storeys to 12 storeys high, with associated infrastructure and green infrastructure, on the Site which is circa 1/5 th of the TCA10 area. These would create a finer townscape grain that at the baseline, but one which has a degree of fit with recent regeneration development e.g. at Huntley Wharf and the character of the eastern end of the TCA. There would be an improvement to the condition of the townscape through the provision of new public realm with new tree planting and green infrastructure, in place of the baseline extensive car parking areas. With the maximum heights of new buildings at 12 storeys, these are only marginally taller than other buildings in the TCA. The rest of the TCA would remain as at baseline. (Visual effects on the published Key View are discussed separately in Appendix M.4 Visual Effects Table.)	On Completion: Size/Scale: Moderate Geographical Extent: A part of the TCA10 area (circa 1/5 th) Duration/Reversibility: Long term / no OVERALL MAGNITUDE: MODERATE	Direct, Beneficial	Moderate, Significant
Reading Borough Council Tall Building Strategy including Tall Building Strategy 2018 Update Note: Townscape Character Area (TCA): 2. Reading Station East	1970s to 21st Century office blocks. - The high density of development within the character area, the characteristic large block size and the absence of historic townscape features within the area leads to a low townscape sensitivity to the development of further tall buildings. The absence of any key views contributes to this being an appropriate location for tall buildings when judged against townscape character criteria. - Built form within this area contributes to the view of central Reading from Caversham Park, Balmore Park and Horse Close. - The buildings within the character area are of an unexceptional design and quality. - Apex plaza is a local landmark due to its height and distinctive pink colour. - The individual buildings within the character area e.g Apex Plaza and Queens House and recent development create a sense of large-scale townscape. - TCA2 is adjacent to the Site and the western boundary of TCA10.	Value of TCA: Low Susceptibility to Change: Low OVERALL SENSITIVITY: LOW	During Demolition & Construction: There would be no direct townscape effects on TCA2, which lies adjacent to TCA10, which contains the Site. There would be some limited intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction, and cranes would be partially visible from within TCA2, e.g. along Forbury Road; however, this would barely affect the key characteristics of TCA2.	During Construction: Size/Scale: Negligible Geographical Extent: A part of the TCA10 (circa 1/5 th), adjacent to TCA2 Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: NEGLECTIBLE	Indirect, Adverse	Negligible, Not Significant
			On Completion (During Operation) There would be no direct townscape effects on TCA2. At completion there would be limited intervisibility from within TCA2 with the 12no. new buildings varying in height from 7 storeys to 12 storeys height on the Site; the new buildings having a degree of fit with existing buildings within TCA2. However, the key characteristics of TCA2 would not be altered.	On Completion: Size/Scale: -- Geographical Extent: A part of the TCA10 area (circa 1/5 th) adjacent to TCA2. Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NO CHANGE	Indirect, No Change	--

Terminology for Townscape Effects:

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
Susceptibility to Change:	High, Medium, Low	Reversibility:	Yes, within (timescale)/No
Overall Sensitivity of Receptor:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change
Size/Scale of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change	Nature of Effect:	Adverse, Benefit, Neutral, Not Applicable, Direct, Indirect, Secondary
Geographical Extent of Effect:	(Descriptive)	Significance:	Substantial, Major, Moderate, Minor, Negligible, Significant, Not Significant

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BASELINE AND SENSITIVITY			CHANGE, MAGNITUDE AND SIGNIFICANCE			
Character Area / Type, Townscape Designation or Features	Baseline Description: (Key Defining Characteristics)	Value of Landscape/Townscape Character or Townscape Features, Susceptibility to Change: OVERALL SENSITIVITY	Description of Change	Size / scale, Geographical Extent and Duration / reversibility: OVERALL MAGNITUDE	Nature and Type of Effect	LEVEL OF SIGNIFICANCE
Reading Borough Council Tall Building Strategy including Tall Building Strategy 2018 Update Note: Townscape Character Area (TCA): 8. Forbury Gardens	- The gardens comprise a Victorian formal garden, partially walled with a pond, bandstand and the Maiwand Lion Statue sculpture and war memorial. - The remains of Reading Abbey are to the east of the gardens. Historical significance. - Largest area of open space within the centre of Reading. Good condition, and well maintained. - The surrounding built form is visually prominent and has a large block size creating a large-scale townscape. - There are no landmark structures within the character area. - Built form within this area contributes to the view of central Reading from Caversham Park, Balmore Park and Horse Close. - High sensitivity to tall buildings. - Townscape sensitivity remains high. Tall buildings have been visible from this area for many years, being accentuated by the addition of the Blade located in TCA21 and new office blocks north of Forbury Road. - Existing tall buildings are considered features of the background, and the townscape and heritage designations of the TCA are of high sensitivity. Any tall buildings must consider the potential impact upon views to and from the designated areas. - This TCA lies to the southwest of the Site.	Value of TCA: High Susceptibility to Change: High OVERALL SENSITIVITY: HIGH	During Demolition & Construction: There would be no direct townscape effects on TCA8, which lies to the southwest of TCA10 which contains the Site. There would be some intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction, and cranes, would be partially visible from within TCA8. This would result in little change in the key characteristics of TCA8, in terms of views out from the TCA to its setting, and its sensitivity to intervisibility with new buildings. It is acknowledged that the urban area and setting to TCA8 is undergoing regeneration and a degree of change.	During Construction: Size/Scale: Negligible Geographical Extent: A part of the TCA10 (circa 1/5 th), to the northeast of TCA8 Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: SLIGHT	Indirect, Adverse	Moderate, Significant
			On Completion (During Operation) There would be no direct townscape effects on TCA8. At completion there would be some intervisibility from within TCA8 with the new, buildings in TCA10 varying in height from 7 storeys to 12 storeys height. The new buildings in TCA10 would be a just discernible change seen from within TCA8, which is not quite in keeping with the key characteristics of TCA8; however, it is acknowledged that the urban area and setting to TCA8 is undergoing regeneration and a degree of change.	On Completion: Size/Scale: Negligible Geographical Extent: A part of the TCA10 (circa 1/5 th), to the northeast of TCA8 Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NEGLIGIBLE	Indirect, Adverse	Minor, Not Significant
Reading Borough Council Tall Building Strategy including Tall Building Strategy 2018 Update Note: Townscape Character Area (TCA): 9. Reading Prison	- Victorian red brick prison building. - Buildings have a large block size, although are separated by paved areas which create a sense of openness. Adjacent to the remains of Reading Abbey and Forbury Gardens, designated sites. - Built form within this area contributes to the view of central Reading from Caversham Park, Balmore Park and Horse Close. - The prison buildings themselves are a landmark structure, locally visible from character areas in the east. - The development of tall buildings would detract from the historic character of the existing Victorian red brick buildings. - Reading Prison closed in 2013 and is vacant (apart from some temporary uses). The condition remains reasonable, townscape sensitivity is medium. - This TCA lies adjacent to the Site's southern boundary.	Value of TCA: Medium Susceptibility to Change: Medium OVERALL SENSITIVITY: MEDIUM	During Demolition & Construction: There would be no direct townscape effects on TCA9, which lies adjacent to the south of TCA10 which contains the Site. There would be some intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction, and cranes, would be partially visible from within TCA9. This would result in little change in the key characteristics of TCA9, in terms of views out from the TCA to its adjacent urban area, and its sensitivity to intervisibility with new buildings. It is acknowledged that the urban area and setting to TCA9 is undergoing regeneration and a degree of change.	During Construction: Size/Scale: Negligible Geographical Extent: A part of the TCA10 area (circa 1/5 th) adjacent to TCA9. Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: SLIGHT	Indirect, Adverse	Minor, Not Significant
			On Completion (During Operation) There would be no direct townscape effects on TCA9. At completion there would be some intervisibility from within TCA9 with the new buildings in TCA10 varying in height from 7 storeys to 12 storeys height. The new buildings in TCA10 would be a just discernible change seen from within TCA9, which is not quite in keeping with the key characteristics of TCA9; however, the enhancement to the condition of the Site and provision of new public realm and tree planting in the Site within part of TCA10, would be just discernible as an improvement to the townscape adjacent to the TCA9, and it is acknowledged that the urban area and setting to TCA9 is undergoing regeneration and a degree of change. Overall, the change is considered to be adverse.	On Completion: Size/Scale: Negligible Geographical Extent: A part of the TCA10 area (circa 1/5 th) adjacent to TCA9. Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NEGLIGIBLE	Indirect, Adverse	Negligible, Not Significant

Terminology for Townscape Effects:

Townscape Value:	High, Medium, Low	Duration:	Long-term, Medium-term, Short-term
Susceptibility to Change:	High, Medium, Low	Reversibility:	Yes, within (timescale)/No
Overall Sensitivity of Receptor:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change
Size/Scale of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change	Nature of Effect:	Adverse, Benefit, Neutral, Not Applicable, Direct, Indirect, Secondary
Geographical Extent of Effect:	(Descriptive)	Significance:	Substantial, Major, Moderate, Minor, Negligible, Significant, Not Significant
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BASELINE AND SENSITIVITY			CHANGE, MAGNITUDE AND SIGNIFICANCE			
Character Area / Type, Townscape Designation or Features	Baseline Description: (Key Defining Characteristics)	Value of Landscape/Townscape Character or Townscape Features, Susceptibility to Change: OVERALL SENSITIVITY	Description of Change	Size / scale, Geographical Extent and Duration / reversibility: OVERALL MAGNITUDE	Nature and Type of Effect	LEVEL OF SIGNIFICANCE
Reading Borough Council Tall Building Strategy including Tall Building Strategy 2018 Update Note: Townscape Character Area (TCA): 11. Napier Road	- Buildings of mixed residential, office and retail uses, dense and wedged between the railway line, Napier Road and the River Thames. - Tall built form; however, the individual block sizes are not very large. Numerous medium-sized blocks separated by parking and landscaped areas creates a medium-scale townscape. - A weak townscape character – created by the combination of building heights and style, none of which are distinctive townscape elements, and the perception of this being a forgotten area between railway embankment and Napier Road. - No key views. - Existing 10 storey apartment blocks are prominent features and therefore buildings of a similar height would not appear uncharacteristic. However, the consistent height of the existing roofline and the residential character of the area mean that significantly taller buildings would appear uncharacteristic in townscape terms. - There is a clear distinction between the site of the permitted development (which the Tall Building Strategy subsequently proposed as part of the Station Cluster) and the remainder of the area where there are stronger townscape and landscape considerations. - Medium townscape sensitivity	Value of TCA: Low Susceptibility to Change: Medium OVERALL SENSITIVITY: MEDIUM	During Demolition & Construction: There would be no direct townscape effects on TCA11, which lies adjacent to TCA10, which contains the Site. There would be some limited intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction, and cranes would be partially visible from within TCA11; however, this would barely affect the key characteristics of TCA11.	During Construction: Size/Scale: Negligible Geographical Extent: A part of the TCA10 (circa 1/5 th), adjacent to TCA11 Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: NEGLIGIBLE	Indirect, Adverse	Negligible, Not Significant
			On Completion (During Operation) There would be no direct townscape effects on TCA11. At completion there would be limited intervisibility from within TCA11 with the 12no. new buildings varying in height from 7 storeys to 12 storeys height on the Site; the new buildings having a degree of fit with existing buildings within TCA11. The key characteristics of TCA11 would not be altered.	On Completion: Size/Scale: -- Geographical Extent: A part of the TCA10 area (circa 1/5 th) adjacent to TCA11. Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NO CHANGE	Indirect, No Change	--
Reading Borough Council Tall Building Strategy including Tall Building Strategy 2018 Update Note: Townscape Character Area (TCA): 21. Forbury South	- Mix of large scale office use, and smaller scale buildings including residential. 1970s to early 21st C. - The large block size of the buildings creates a large-scale townscape. - The existing large block size and the presence of buildings up to 7 storeys and construction of a building up to 15 storeys ensures that a building of up a similar height would not be uncharacteristic. - There are a number of vacant buildings along the Kings Road which creates a slightly degraded character. The variable building style, heights, materials, and the A329, create a disjointed and weak townscape character; though in some areas character has been improved due to conversions and refurbishments. - Key view along Wallington Street to the twin spires of St John's Church and the Methodist Chapel. - Buildings within the character area contribute to the skyline visible from Oxford Road when approaching Reading from the west. Built form within the character area contributes to the view of central Reading from elevated locations at Caversham Park, Balmore Park and Horse Close. The Blade (15 storeys) and Kings Point 17 storey building are major landmarks and prominent from many locations around central Reading and beyond. - The existing large block size and presence of tall buildings means tall buildings would not be uncharacteristic, however due to proximity to Reading Abbey, consideration should be given to potential visual impacts. - Low townscape sensitivity.	Value of TCA: Low Susceptibility to Change: Low to medium OVERALL SENSITIVITY: LOW	During Demolition & Construction: There would be no direct townscape effects on TCA21. There would be very limited intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction, and cranes would be partially visible from within TCA21; however, this would barely affect the key characteristics of TCA21.	During Construction: Size/Scale: Negligible Geographical Extent: A part of the TCA10 (circa 1/5 th), to the north of TCA21 Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: NEGLIGIBLE	Indirect, Adverse	Negligible, Not Significant
			On Completion (During Operation) There would be no direct townscape effects on TCA21. At completion there would be very limited intervisibility from within TCA21 with the 12no. new buildings varying in height from 7 storeys to 12 storeys height on the Site. The key characteristics of TCA21 would not be altered.	On Completion: Size/Scale: -- Geographical Extent: A part of the TCA10 (circa 1/5 th), to the north of TCA21 Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NO CHANGE	Indirect, No Change	--

BASELINE AND SENSITIVITY			CHANGE, MAGNITUDE AND SIGNIFICANCE			
Character Area / Type, Townscape Designation or Features	Baseline Description: (Key Defining Characteristics)	Value of Landscape/Townscape Character or Townscape Features, Susceptibility to Change: OVERALL SENSITIVITY	Description of Change	Size / scale, Geographical Extent and Duration / reversibility: OVERALL MAGNITUDE	Nature and Type of Effect	LEVEL OF SIGNIFICANCE
Reading Borough Council Tall Building Strategy including Tall Building Strategy 2018 Update Note: Townscape Character Area (TCA): 22. Vastern Road	- Warehouses and retail park, plus entrance into Reading Station. Predominant material is coloured, metal cladding. - Building blocks have a large floor space, although not high rise. Extensive car parking adjacent to the buildings. This is a medium scale townscape. - The buildings' design is unattractive and creates a weak and uninspiring area of townscape, not responding well to the surrounding residential land use. Station entrance and public realm square are of an improved townscape condition. - No key views. - Buildings within the character area contribute to the skyline visible from Oxford Road when approaching Reading from the west. Built form within the character area contributes to the view of central Reading from elevated locations at Caversham Park, Balmore Park and Horse Close. - Large warehouses create unexceptional townscape. The new northern entrance to the station is a low level landmark. No one structure which is notable as a tall building. Christchurch Bridge is a landmark on the river but visually separated from the rest of the area. - The large block size and the absence of any key views or visual focal point makes this an appropriate location for tall buildings. However, 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. - Low townscape sensitivity.	Value of TCA: Low Susceptibility to Change: Low OVERALL SENSITIVITY: LOW	During Demolition & Construction: There would be no direct townscape effects on TCA22. There would be very limited intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction, and cranes would be partially visible from within TCA22; however, this would barely affect the key characteristics of TCA22.	During Construction: Size/Scale: Negligible Geographical Extent: A part of the TCA10 (circa 1/5 th), to the southeast of TCA22 Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: NEGLIGIBLE	Indirect, Adverse	Negligible, Not Significant
			On Completion (During Operation) There would be no direct townscape effects on TCA22. At completion there would be very limited intervisibility from within TCA22 with the 12no. new buildings varying in height from 7 storeys to 12 storeys height on the Site, which is located to the southeast of the character area and adjacent to the railway line. The key characteristics of TCA22 would not be altered.	On Completion: Size/Scale: -- Geographical Extent: A part of the TCA10 (circa 1/5 th), to the southeast of TCA22 Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NO CHANGE	Indirect, No Change	--
Reading Borough Council Tall Building Strategy including Tall Building Strategy 2018 Update Note: Townscape Character Area (TCA): 23. King's Meadow	- Sport ground, amenity open space and river meadows. - Large expanse of open meadows creates a large townscape scale but of open space. - The meadows are a well-maintained recreational resource and contribute positively to the townscape character. - The open views across the meadows to the wooded skyline created by bankside vegetation, has been identified as a key view. - Built form within the character area contributes to the view of central Reading from elevated locations at Caversham Park, Balmore Park and Horse Close - The majority of the site is protected open space and therefore inappropriate as a location for tall buildings. - High townscape sensitivity.	Value of TCA: Medium Susceptibility to Change: High OVERALL SENSITIVITY: HIGH	During Demolition & Construction: There would be no direct townscape effects on TCA23. There would be some intervisibility with the construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction phases, and cranes, would be partially visible from within TCA23 open space. This would result in little change in the key characteristics of TCA8, in terms of views out from the TCA to its surrounding urban area, and its sensitivity to intervisibility with new buildings. It is acknowledged that the urban area and setting to TCA23 is undergoing regeneration and a degree of change.	During Construction: Size/Scale: Negligible Geographical Extent: A part of the TCA10 (circa 1/5 th), to the south of TCA23 Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: SLIGHT	Indirect, Adverse	Moderate, Significant
			On Completion (During Operation) There would be no direct townscape effects on TCA23. At completion there would be some intervisibility from within TCA23 with the new buildings in TCA10 varying in height from 7 storeys to 12 storeys height. The new buildings in TCA23 would be not quite in keeping with the key characteristics of TCA23; however, it is acknowledged that the urban area and setting to TCA23 is undergoing regeneration and a degree of change.	On Completion: Size/Scale: Negligible Geographical Extent: A part of the TCA10 (circa 1/5 th), to the south of TCA23. Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NEGLIGIBLE	Indirect, Adverse	Minor, Not Significant

BASELINE AND SENSITIVITY			CHANGE, MAGNITUDE AND SIGNIFICANCE			
Character Area / Type, Townscape Designation or Features	Baseline Description: (Key Defining Characteristics)	Value of Landscape/Townscape Character or Townscape Features, Susceptibility to Change: OVERALL SENSITIVITY	Description of Change	Size / scale, Geographical Extent and Duration / reversibility: OVERALL MAGNITUDE	Nature and Type of Effect	LEVEL OF SIGNIFICANCE
Townscape Designation: Eldon Square Conservation Area	Eldon Square was Reading's first Conservation Area. - The Conservation Area is in an urban location and comprises a dense network of streets and roads of terraced, detached and semi-detached buildings. - The most distinctive element of the street pattern is Eldon Square, a mid 19th century development of houses surrounding three sides of a small enclosed rectangular public park containing a lawn, trees and shrubs and a statue of the first Marquess of Reading (1860-1935) - Building height is mainly two- or, less commonly, three-storey. Modern late 20th century office blocks rise to as many as 5 storeys. - Prominent landmarks in the Conservation Area and surrounding area are the spires of the Wesley Methodist Church (1872) and the Church of St John the Evangelist (1872), now known as the Polish Church of the Sacred Heart. - Nos 163 to 189 Kings Road are prominent in views along Queen's Road and Kings Road. - The Conservation Area is a generally close-knit urban area with few areas of open space except for car parking and private rear gardens. - The park in Eldon Square is the only formal public open space. It was part of a planned design of the 1840s.	Value of Designation: High Susceptibility to Change: High OVERALL SENSITIVITY: HIGH	During Demolition & Construction: There would be no direct townscape effects on Eldon Square Conservation Area. There would be very limited intervisibility with the construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction phases, and cranes would be partially visible from within the Conservation Area seen in context with the rest of the surrounding townscape; however, this would barely affect its key characteristics.	During Construction: Size/Scale: Negligible Geographical Extent: To the northwest of the CA, for a very limited area within the townscape Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: NEGLIGIBLE	Indirect, Adverse	Minor, Not Significant
			On Completion (During Operation) There would be no direct townscape effects on Eldon Square Conservation Area. At completion there would be very limited intervisibility from within the Conservation Area with the 12no. new buildings varying in height from 7 storeys to 12 storeys height on the Site which would be seen in context with other surrounding built form in the townscape. The key characteristics of the Conservation Area would not be altered.	On Completion: Size/Scale: -- Geographical Extent: To the northwest of the CA, for a very limited area within the townscape Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NO CHANGE	Indirect, No Change	--

BASELINE AND SENSITIVITY			CHANGE, MAGNITUDE AND SIGNIFICANCE			
Character Area / Type, Townscape Designation or Features	Baseline Description: (Key Defining Characteristics)	Value of Landscape/Townscape Character or Townscape Features, Susceptibility to Change: OVERALL SENSITIVITY	Description of Change	Size / scale, Geographical Extent and Duration / reversibility: OVERALL MAGNITUDE	Nature and Type of Effect	LEVEL OF SIGNIFICANCE
Townscape Designation: Marketplace / London Street Conservation Area	Located to the southwest to west of the Site. - Located in central Reading. - The northern half of this linear conservation area contains the site of the town's medieval market place, now formally known as 'Market Place', and the restored 19th century Town Hall. The southern half of the conservation area, comprising London Street and Church Street, lies on the south side of the River Kennet which flows eastward under High Bridge, shortly to join the Thames. The River Kennet passes through the narrow mid-point of this linear conservation area. - The spine of this linear conservation area is formed by the course of a planned 12th century southern approach road to a market place deliberately located outside the western gates of Reading Abbey's grounds. The route to the heart of the medieval town followed today's London Street, Duke Street and High Street. Though no longer a significant north-south route, the linear course of the old route and the triangular-shaped open space of the former market place remain. - London Street is noticeably wider than streets closer to the town centre and, generally speaking, development to the rear, east and west, of London Street is less dense than the tight urban form found in the conservation area north of the River Kennet. - Storey heights range from 2 to 4 storeys, the higher buildings being located close to the town centre in Market Place and Blagrove Street. A few prestigious buildings in London Street also rise to four storeys. - The landmarks in the Conservation Area are the tower of St Laurence's, the spire of St Giles' and the clock tower and roofscape of the Town Hall. The tower of St Laurence's looks over both Market Place and Town Hall Square. There is a good long-distance view of the tower of St Laurence's from the north end of Duke Street and there is a glimpse of the spire of St Giles' looking eastward along Church Street from London Street, framed between two listed buildings. - Other key views include from Friar Street, Blagrove Street and Market Place; London Street; and along the River Kennet, including from High Bridge and the bridge at Yield Hall Place. - Generally, a tightly knit urban area composed of continuous frontages of two-, three- and four-storey buildings beside streets of varying length and width. - The only green open spaces are graveyards adjoining three places of worship: St Laurence's Church, St Giles' Church and the Friends Meeting House.	Value of Designation: High Susceptibility to Change: High OVERALL SENSITIVITY: HIGH	During Demolition & Construction: There would be no direct townscape effects on Market Place / London Street Conservation Area. There would be very limited intervisibility with the construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction phases, and cranes would be partially visible from within the Conservation Area seen in context with the rest of the surrounding townscape; however, this would barely affect its key characteristics.	During Construction: Size/Scale: Negligible Geographical Extent: To the northeast of the CA, for a very limited area within the townscape Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: NEGLIGIBLE	Indirect, Adverse	Minor, Not Significant
			On Completion (During Operation) There would be no direct townscape effects on Market Place / London Street Conservation Area. At completion there would be very limited intervisibility from within the Conservation Area with the 12no. new buildings varying in height from 7 storeys to 12 storeys height on the Site which would be seen in context with other surrounding built form in the townscape. The key characteristics of the Conservation Area would not be altered.	On Completion: Size/Scale: -- Geographical Extent: To the northeast of the CA, for a very limited area within the townscape Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NO CHANGE	Indirect, No Change	--

BASELINE AND SENSITIVITY			CHANGE, MAGNITUDE AND SIGNIFICANCE			
Character Area / Type, Townscape Designation or Features	Baseline Description: (Key Defining Characteristics)	Value of Landscape/Townscape Character or Townscape Features, Susceptibility to Change: OVERALL SENSITIVITY	Description of Change	Size / scale, Geographical Extent and Duration / reversibility: OVERALL MAGNITUDE	Nature and Type of Effect	LEVEL OF SIGNIFICANCE
Townscape Designation: Register of Parks and Gardens of Special Historic Interest: The Forbury Garden (Grade II) List entry number: 1000586	Located to the southwest of the Site. “ <i>The Forbury Garden lies at the north-east corner of Reading town centre, between the C12 St Lawrence's church to the west and St James' church (Pugin 1840) to the east, overlooked by Reading Gaol to the east of this. The 2ha site is largely enclosed by a low brick and flint wall, in places still punctuated by tall piers to give a castellated effect. It is bounded to the north by the dual carriageway Ring Road, to the east by the path from Abbot's Walk to St James' church and beyond this the ruined remains of the Abbey, and to the south by Abbot's Walk at the east end, becoming at the west end The Forbury which also curves north alongside the west boundary. The landform is largely level, with the prominent raised earthwork of Forbury Hill adjacent to the north boundary. The setting is urban, with St Lawrence's churchyard to the west, and views of the west end of St James' church to the east, together with views of the rebuilt Abbey gateway adjacent to the south. The remaining Abbey ruins stand to the south-east of the Garden.</i> ” THE FORBURY GARDEN, Non Civil Parish - 1000586 Historic England	Value of TCA: High Susceptibility to Change: High OVERALL SENSITIVITY: HIGH	<u>During Demolition & Construction:</u> There would be no direct townscape effects on Forbury Gardens RPG, which lies to the southwest of the Site. There would be some intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction phases, and cranes, would be partially visible from within the RPG. This would result in little change in the RPG's key characteristics, in terms of views out of the RPG to its urban setting, and its sensitivity to intervisibility with new buildings. It is acknowledged that the urban area and setting to the RPG is undergoing regeneration and a degree of change.	<u>During Construction:</u> Size/Scale: Negligible Geographical Extent: A small part of the adjacent townscape, to the northeast of the RPG Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: SLIGHT	Indirect, Adverse	Moderate, Significant
			<u>On Completion (During Operation)</u> There would be no direct townscape effects on Forbury Gardens RPG, which lies to the southwest of the Site. At completion there would be some intervisibility from within the RPG with the new buildings varying in height from 7 storeys to 12 storeys height. The new buildings would be not quite in keeping with the key characteristics of the RPG; however, it is acknowledged that the surrounding urban area and setting to the RPG is undergoing regeneration and a degree of change.	<u>On Completion:</u> Size/Scale: Negligible Geographical Extent: A small part of the adjacent townscape, to the northeast of the RPG Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NEGLIGIBLE	Indirect, Adverse	Minor, Not Significant
Townscape Designation: Scheduled Monument: Reading Abbey List entry number: 1007932	Located to the south and southwest of the Site. Reading Abbey Cluniac and Benedictine monastery and civil war earth work Grade II listed features: Kings meadow swimming pool, Kenavon Drive, The Screens House, The Pump and Turbine House, The Engines House, Reading Gaol main building, Reading Abbey Ruins, Abbots Walk, St James's former school, St James's former presbytery, shelter at north east of Forbury Gardens, the plummary wall. The monument, which consists of four separate areas, includes the known surviving remains of Reading Abbey, the surviving parts of the associated mill and hospitium and the site of a building believed to be the abbey stables. To the east the Abbey grounds extended to Forbury Road, and to the south-east to the bank of the River Kennet. Excavations in this area in 1970, within the confines of Reading Prison, located an Apsidal chapel, demonstrating the potential for survival of archaeological evidence in this area of the site. A substantial mound, now incorporated into Forbury Gardens as a 19th century landscape feature, is thought to be a reworked Civil War earthwork. This in turn may have been constructed using the remains of a motte which is recorded as having been built in the abbey precinct in 1150 and destroyed in 1152. All modern buildings, structures, and roads are excluded from the scheduling although the ground beneath them is included. Reading Abbey: a Cluniac and Benedictine monastery and Civil War earthwork., Non Civil Parish - 1007932 Historic England	Value of TCA: High Susceptibility to Change: High OVERALL SENSITIVITY: HIGH	<u>During Demolition & Construction:</u> There would be no direct townscape effects on the Scheduled Monument (SM) which lies to the south and southwest of the Site. There would be some intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction phases, and cranes, would be partially visible. This would result in little change, in terms of views out of the RPG to its urban setting, and its sensitivity to intervisibility with new buildings. It is acknowledged that the urban area and setting to the SM is undergoing regeneration and a degree of change.	<u>During Construction:</u> Size/Scale: Negligible Geographical Extent: A small part of the adjacent townscape, to the northeast of the RPG Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: SLIGHT	Indirect, Adverse	Moderate, Significant
			<u>On Completion (During Operation)</u> There would be no direct townscape effects on the SM. At completion there would be some intervisibility from within the SM area with the new buildings varying in height from 7 storeys to 12 storeys height. It is acknowledged that the surrounding urban area and setting to the SM is undergoing regeneration and a degree of change.	<u>On Completion:</u> Size/Scale: Negligible Geographical Extent: A small part of the adjacent townscape, to the northeast of the RPG Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NEGLIGIBLE	Indirect, Adverse	Minor, Not Significant
Character and Townscape Elements of the Site						

BASELINE AND SENSITIVITY			CHANGE, MAGNITUDE AND SIGNIFICANCE			
Character Area / Type, Townscape Designation or Features	Baseline Description: (Key Defining Characteristics)	Value of Landscape/Townscape Character or Townscape Features, Susceptibility to Change: OVERALL SENSITIVITY	Description of Change	Size / scale, Geographical Extent and Duration / reversibility: OVERALL MAGNITUDE	Nature and Type of Effect	LEVEL OF SIGNIFICANCE
Character of the Site	Most of the Site comprises large-scale but low-rise warehouse style retail buildings and hardstanding areas for footways and car parking. The fast-food chain KFC sits adjacent to the southern boundary; this being large scale but at a lower height than the retail buildings. On the Site there is a surface car park with 290 spaces; there is signage, and bollards align the frontage of the stores. Around the Site entrance and car park there are some landscaped areas including semi-mature trees and mown grassland. Trees and scrub line the northern boundary of the Site adjacent to the railway line. The character is of an established, but outdated and run-down, urban, retail park of large block and large mass structures, with ground surface dominated by hard materials.	Value of TCA: Low Susceptibility to Change: Low OVERALL SENSITIVITY: LOW	During Demolition & Construction: The existing retail units, KFC unit and car parking areas would be demolished and cleared, and existing vegetation would be cleared from the Site. Construction activity would include earthworks, moving vehicles, storage compounds, hoardings and scaffolding, and cranes. Construction would take place across the Site and new buildings and new public realm would emerge in phases. The Proposed Development during construction would result in total change to the character of the Site.	During Construction: Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: MAJOR	Direct, Adverse	Moderate, Significant
			On Completion (During Operation) At completion there would be 12no. new buildings varying in height from 7 storeys to 12 storeys high, with associated infrastructure and green infrastructure, throughout the Site. These would create a finer townscape grain that at the baseline, but one which has a degree of fit with recent regeneration development in adjacent areas. There would be an improvement to the condition of the townscape character of the Site, through the provision of high-quality new buildings with new public realm, new tree planting and green infrastructure, in place of the baseline extensive car parking areas. The proposals would achieve a good fit with the townscape and noticeably improve the Site's character and thus that of the urban environment.	On Completion: Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Long term / no OVERALL MAGNITUDE: MODERATE	Direct, Beneficial	Minor, Not Significant
Townscape Element: Scale, Grain and Massing of the Site	The block size is large formed by several large commercial unit buildings, creating a large-scale to this part of the townscape, with coarse grain and large massing.	Value of TCA: Low Susceptibility to Change: Low OVERALL SENSITIVITY: LOW	During Demolition & Construction: The existing large block retail units and smaller sized KFC unit would be cleared from the Site. Construction activity would include earthworks, moving vehicles, storage compounds, hoardings and scaffolding, and cranes. Construction would take place across the Site and new buildings of a smaller block size and a finer townscape grain would emerge in phases. The Proposed Development during construction would result in total change to the scale, grain and massing of the Site.	During Construction: Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: MAJOR	Direct, Adverse	Moderate, Significant
			On Completion (During Operation) At completion, there would be 12 new buildings varying between 7 to 12 storeys' height, their massing broken up by public realm and green infrastructure, and which would form a finer townscape grain and be of a scale which is a good fit with the surrounding townscape's massing, scale and pattern. This would be an enhancement to scale, grain and massing of the Site.	On Completion: Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Long term / no OVERALL MAGNITUDE: MODERATE	Direct, Beneficial	Minor, Not Significant

BASELINE AND SENSITIVITY			CHANGE, MAGNITUDE AND SIGNIFICANCE			
Character Area / Type, Townscape Designation or Features	Baseline Description: (Key Defining Characteristics)	Value of Landscape/Townscape Character or Townscape Features, Susceptibility to Change: OVERALL SENSITIVITY	Description of Change	Size / scale, Geographical Extent and Duration / reversibility: OVERALL MAGNITUDE	Nature and Type of Effect	LEVEL OF SIGNIFICANCE
Townscape Element: Appearance of the Site	Large-scale muted grey tones buildings, with blue grey flat roofscape, colour and branded retail signage, bollards and expansive tarmacked parking areas with cars in front of the stores, which in combination creates an indifferent townscape condition. The appearance is dated and is of a monolithic retail land use in the urban environment, with little green infrastructure. No scenic quality.	Value of TCA: Low Susceptibility to Change: Low OVERALL SENSITIVITY: LOW	During Demolition & Construction: The existing retail units, KFC unit, signage, bollards and car parking areas would be demolished and cleared, and existing vegetation would be cleared from the Site. Construction activity would include earthworks, moving vehicles, storage compounds, hoardings and scaffolding, and cranes. Construction would take place across the Site and new buildings, streets, public realm and landscape planting would emerge in phases. The Proposed Development during construction would result in total change to the appearance of the Site to that of an active construction site.	During Construction: Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: MAJOR	Direct, Adverse	Moderate, Significant
			On Completion (During Operation) At completion, there would be 12 new buildings varying between 7 to 12 storeys' height, with new internal streets, public realm areas and green infrastructure, which would be of a modern and attractive appearance with a greater number of trees and landscape planting, and use of high-quality and appropriate colours and materials that would totally accord with the townscape. This would be a permanent enhancement to appearance of the Site.	On Completion: Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Long term / no OVERALL MAGNITUDE: MAJOR	Direct, Beneficial	Moderate, Significant
Townscape Element: Legibility	There is some legibility provided through the retail / commercial signage and the position of KFC adjacent to the roundabout. The retail park is accessible via car parking areas and footways. However, the Site currently contributes little to the overall legibility of the surrounding townscape.	Value of TCA: Low Susceptibility to Change: Low to Medium OVERALL SENSITIVITY: LOW	During Demolition & Construction: The existing retail units, KFC unit, signage, bollards, and car parking areas would be demolished and cleared, and existing vegetation would be cleared from the Site. Construction activity would include earthworks, moving vehicles, storage compounds, hoardings and scaffolding, and cranes. Construction would take place across the Site and new buildings and streets would emerge in phases. Legibility of the Site would be removed, and the Site would be inaccessible to the public, as a result of the Site becoming an active construction site.	During Construction: Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: MAJOR	Direct, Adverse	Moderate, Significant
			On Completion (During Operation) At completion, there would be new legibility provided by the 12 new buildings and new internal streets, new public realm areas and green infrastructure with a greater number of trees and landscape planting, and a greater degree of permeability through the Site. This would noticeably improve the Site's legibility.	On Completion: Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Long term / no OVERALL MAGNITUDE: MODERATE	Direct, Beneficial	Minor, Not Significant

BASELINE AND SENSITIVITY			CHANGE, MAGNITUDE AND SIGNIFICANCE			
Character Area / Type, Townscape Designation or Features	Baseline Description: (Key Defining Characteristics)	Value of Landscape/Townscape Character or Townscape Features, Susceptibility to Change: OVERALL SENSITIVITY	Description of Change	Size / scale, Geographical Extent and Duration / reversibility: OVERALL MAGNITUDE	Nature and Type of Effect	LEVEL OF SIGNIFICANCE
Townscape Element: Public Realm	The retail park is privately owned and there is no public realm, although access is provided to the public through the Site's retail use and footways adjacent to roads and hard surfaced parking spaces.	Value of TCA: Low Susceptibility to Change: Low OVERALL SENSITIVITY: LOW	<u>During Demolition & Construction:</u> The existing retail units, KFC unit, signage, bollards and car parking areas would be demolished and cleared, and existing vegetation would be cleared from the Site. Construction activity would include earthworks, moving vehicles, storage compounds, hoardings and scaffolding, and cranes. Construction would take place across the Site and new buildings, streets, public realm and landscape planting would emerge in phases. The Proposed Development during construction would result in total change to the appearance of the Site to that of an active construction site.	<u>During Construction:</u> Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: MAJOR	Direct, Adverse	Moderate, Significant
			<u>On Completion (During Operation)</u> At completion, there would be new streets, new public realm areas and green infrastructure with a greater number of trees and landscape planting, which would be a permanent enhancement to the Site and which would totally accord with the townscape.	<u>On Completion:</u> Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Long term / no OVERALL MAGNITUDE: MAJOR	Direct, Beneficial	Moderate, Significant
Townscape Features: Trees and Vegetation of the Site	Around the Site entrances/exits and at the edge of the car park adjacent to Forbury Road, the roundabout and Kenavon Drive, there are linear landscaped areas, which include young and semi-mature trees, low growing and trimmed shrubs, and small areas of mown grass. Trees and shrubs align the northern boundary of the Site, screening part of the metal security palisade fencing, adjacent to the railway line.	Value of TCA: Low to Medium Susceptibility to Change: Low OVERALL SENSITIVITY: LOW	<u>During Demolition & Construction:</u> The existing vegetation would be cleared from the Site during demolition. New public realm and landscape planting would emerge in construction phases once buildings and roads are completed.	<u>During Construction:</u> Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Medium term / yes OVERALL MAGNITUDE: MAJOR	Direct, Adverse	Moderate, Significant
			<u>On Completion (During Operation)</u> At completion, there would be new streets, new public realm areas and green infrastructure with a greater number of trees and landscape planting, which would noticeably improve the vegetation within the Site, and which would be a good fit with the townscape.	<u>On Completion:</u> Size/Scale: Major Geographical Extent: The whole Site Duration/Reversibility: Long term / yes OVERALL MAGNITUDE: MODERATE	Direct, Beneficial	Minor, Not Significant

Appendix M.4 Visual Effects Tables and AVR London Methodology

Embedded Mitigation Measures

Embedded Mitigation:	- Creation of a high-density development, in a positive response to the Site Allocation. - Provision of a new connection to and from the train station and main thoroughfare across Kenavon Drive and Forbury Road. - Respect existing built context and emerging developments, and stitching of the new streetscape into the existing wider urban grain. - Provision of high quality and generous public realm. - Provision of high quality and sustainable residential development that positively contributes to Reading Town Centre. - Creation of 3 distinct development zones, with differing character areas to respond to specific site context and the creation of varied identity. - Provide legibility through creation of new markers, wayfinding and opening up views of townscape features. - A green street layout, which reveals glimpses of important features of adjacent properties with future connection opportunities to emerging developments, to enhance orientation and create a strong sense of place. - Widths of streets provide clear legibility of the route hierarchy and provide adequate space for vehicle and pedestrian routes - Maximum development heights consider the top parapet height of proposed buildings; and lift overruns and rooftop plant to be minimised through use of perimeter or localised screening and well considered positioning, to minimise visual impact. - Variety in building height from east to west across the Site in each development zone. Proposed building heights focussed to the north and central portions of the Site, gradually reducing in height towards the east and western ends. This is to minimise impacts on adjacent properties and maximise the daylight penetration into the key open spaces. Tapering of height to the south perimeter buildings to provide subtle refinement to plots fronting Plummary Gardens and Forbury Road. - Massing and built form designed to ensure adequate sunlight to surrounding public spaces. Variation to be provided in rooflines, materials and facades to avoid an monotonous and overbearing development. - Incorporation of step backs in top floors of buildings located along the south of the Site to reduce visual impact in views from Forbury Road and Kenavon Drive. - Creation of active frontages adjacent to pedestrian and cycle routes - Creation of a green infrastructure street frontage, Plummary Gardens, which includes informal medium to large size street trees and rain gardens. - Other green infrastructure to be provided, including landscape planting to the rear of the site alongside the railway and access road maintaining a wildlife corridor; creation of green streets with biodiverse landscape features and visual natural amenity, green links which incorporate SUDs, new tree planting across the public realm in each character area of the development and to provide an increase in tree canopy cover. Predominantly native species to be planted, and tree planting species to be diverse as the RBC Tree Strategy March 2021. - The new development to respond to local vernacular of street materials and the wider landscape and townscape that form Reading's character
Further Mitigation and Enhancements:	No further (secondary) townscape or visual mitigation measures are proposed in this TVIA, because the maximum achievable mitigation within the Site boundaries has already been included in the embedded (primary) mitigation measures. As the Site is located within a dense urban environment, it is considered that off-site further townscape mitigation would not be feasible and would not provide certainty of further reduction of adverse effects.

Representative Views Assessment:

Representative of people's views and visual amenity from within the townscape, public spaces and road network in the area around the Site.
Potential visual receptors: Residents and workers, visitors, road users, PRow users.

Baseline Photos and Verified Views:

To aid the reader's understanding, baseline photos and verified views are included as thumbnails at the foot of each visual receptor assessment sheet, with the full-size images as Part 2 of Appendix M.X. Thus, the assessment of each visual receptor is presented in Appendix M.4 as: i) assessment with thumbnails (Part 1 Appendix M.4); and ii) baseline photo; verified view of proposed development; and verified view of proposed development with comparison of extant permission (Part 2, Appendix M.4).

Baseline photos and accurate visual representations (verified views) as occluded wirelines have been prepared by AVR London, as set out in the Visualisation Methodology contained at Part 3 of Appendix M.4.

Visual Effects Assessment Table

Terminology for Visual Effects:				
Type of View:	Glimpsed, Open, Oblique, Framed, Filtered	Geographical Extent of Effect:	Angle and distance of the view; extent of view composition affected	Abbreviations: TCA: Townscape Character Area
Number of Viewers:	Few, Moderate, Many	Duration:	Long-term, Medium-term, Short-term, Direct, Indirect	
Susceptibility to Change:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change	
Overall Sensitivity of Receptor:	High, Medium, Low	Nature of Effect:	Adverse, Benefit, Neutral, Not Applicable, Direct, Indirect, Secondary	
Size/Scale of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change	Significance:	Substantial, Major, Moderate, Minor, Negligible, Significant, Not Significant	

BASELINE AND SENSITIVITY				CHANGE, MAGNITUDE AND SIGNIFICANCE			
Visual Receptor Reference and View Location	Designation, Townscape / Landscape Character Area and Approx. Distance to Site Boundary	Description of Baseline View, Type of View and Number of Visual Receptors	Value of Views, Susceptibility to Change; OVERALL SENSITIVITY	Description of Change to the View	Size / scale, Geographical Extent and Duration / reversibility; OVERALL MAGNITUDE	Type of Effect	LEVEL OF SIGNIFICANCE
VL1: Forbury Road (South)	Designation: None TCA: 21, Forbury South (Reading Borough Council, Tall Building Strategy) Distance: Approx. 0.23km	Baseline Description, Type of View, Viewer and Number of Users: Framed view along Blake's Bridge A329, crossing the river Kennet, looking northwards. Many users including pedestrians and road users. A typical street view from within the urban area. Huntley Wharf, currently under construction, and Reading Prison frame the view. Looking along the road, the low rise but large mass retail units and signage of the Site truncate the view. Vehicles and pedestrians, street lights, railings and signage, are key components. Road signage and trees partially screen views into the retail park of the Site. The River Kennet can be seen to the left of the view. The very tops of tree canopies situated to the north of the Site can be perceived above the retail units' rooflines.	Value of Views: Low Susceptibility to Change: Medium OVERALL SENSITIVITY: MEDIUM	During Demolition & Construction: Construction activity would be seen in the centre of the view at the end of Forbury Road, comprising demolition of existing buildings, and construction of Phase 2 (Central Blocks 1 – 4) including hoardings and cranes. Construction Phases 1 and 3 would be mostly screened by the existing buildings of Reading Prison and Huntley Wharf, though cranes are anticipated to be visible on the skyline above those intervening buildings. The middle ground and foreground of the view would remain unchanged.	During Construction: Size/Scale: Moderate Geographical Extent: View direction north, construction works would form a narrow angle within the centre of the view. Duration/Reversibility: Medium term / no OVERALL MAGNITUDE: MODERATE	Adverse	Moderate, Significant
				On Completion: New buildings and built form of Phase 2 would be seen in the centre of the view composition at the end of Forbury Road as new skyline buildings. The new buildings would provide comprehensive regeneration of the Site and create a gentle stepping up of building forms in the view, the built form increasing in height from Reading Prison in the left of the view and stepping up towards the tallest elements in the right of the view, which are Huntley Wharf buildings. The new buildings would change the view composition to an enclosed and framed view. Positive visual effects include: • Provision of high-density development in response to the Site Allocation. • Creates new interest to the view / composition, and skyline; • Positive variation to the built form; • Contributes to a strong visual identity to the townscape; • Provides positive variation to elevational built form; • Respects nearby existing built form through the gentle stepping up from Reading Prison to Huntley Wharf. • Respects the scale of nearby existing buildings. Negative visual effects include: • New buildings on the skyline, and reduction of visibility of tops of tree canopies. Overall, the visual change in the view composition is considered to be beneficial.	On Completion: Size/Scale: Moderate Geographical Extent: View direction north, construction works would form a narrow angle within the centre of the view. Duration/Reversibility: Long term / no OVERALL MAGNITUDE: MODERATE	Beneficial	Moderate, Significant
							

Terminology for Visual Effects:					
Type of View:	Glimpsed, Open, Oblique, Framed, Filtered	Geographical Extent of Effect:	Angle and distance of the view; extent of view composition affected	Abbreviations: TCA: Townscape Character Area	
Number of Viewers:	Few, Moderate, Many	Duration:	Long-term, Medium-term, Short-term, Direct, Indirect		
Susceptibility to Change:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change		
Overall Sensitivity of Receptor:	High, Medium, Low	Nature of Effect:	Adverse, Benefit, Neutral, Not Applicable, Direct, Indirect, Secondary		
Size/Scale of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change	Significance:	Substantial, Major, Moderate, Minor, Negligible, Significant, Not Significant		

BASELINE AND SENSITIVITY				CHANGE, MAGNITUDE AND SIGNIFICANCE			
Visual Receptor Reference and View Location	Designation, Townscape / Landscape Character Area and Approx. Distance to Site Boundary	Description of Baseline View, Type of View and Number of Visual Receptors	Value of Views, Susceptibility to Change; OVERALL SENSITIVITY	Description of Change to the View	Size / scale, Geographical Extent and Duration / reversibility; OVERALL MAGNITUDE	Type of Effect	LEVEL OF SIGNIFICANCE
VL2: Forbury Gardens	Designation: Register of Parks and Gardens of Special Historic Interest; Scheduled Monument; Historic Park or Garden; Local Green Space and Public Open Space TCA: 8 Forbury Gardens, Reading Borough Council Tall Building Strategy Distance: Approx 0.1km	Baseline Description, Type of View, Viewer and Number of Users: Enclosed view from within Forbury Gardens public park and civic open space, framed by St. James Roman Catholic Church (Listed Building) and office buildings at Forbury Place. Many users including pedestrians, shoppers, and shop / office workers. Key components in the foreground include mown grass areas, ornamental planting beds, trees, water fountain and stone blockwork. The existing low level, large mass, retail units of Forbury Park are seen in the background of the view, framed by St. James Catholic Church and the recently built tall buildings of Forbury Place; though filtered by intervening existing trees in the Forbury Gardens. The upper two storeys of new, tall buildings under construction at Huntley Wharf are visible above intervening built form, as are construction cranes.	Value of Views: High Susceptibility to Change: High to Medium OVERALL SENSITIVITY: HIGH	During Demolition & Construction: Demolition of the existing retail units on the Site would be discernible in the background of the view but filtered by the intervening trees of Forbury Gardens. Construction activity and hoardings would also be discernible through the intervening trees; and cranes and emerging upper storeys of new buildings would be noticeable above and in between intervening tree canopies. The foreground and middle ground of the view composition would remain unchanged, and emerging new buildings would not be taller than St. James Roman Catholic Church or Forbury Place in the view. It is considered that the perceptible change to the view would not materially affect the composition of the view.	During Construction: Size/Scale: Slight Geographical Extent: Centre-left to centre of the view, looking to the northeast, for a medium angle of view. Duration/Reversibility: Medium term / no OVERALL MAGNITUDE: SLIGHT	Adverse	Moderate, Significant
				On Completion: The upper storeys of new buildings at the Site would be visible above and in between the canopies of intervening trees of Forbury Gardens, but these would not be taller on the skyline than St. James Roman Catholic Church or Forbury Place existing built forms in the view. Most of the new buildings would be screened by intervening buildings or filtered by intervening tree canopies. The foreground and middle ground of the view composition would remain unchanged. The appreciation of heritage assets in the view would remain, and the historic scale of Forbury Gardens would be retained; there would be new framing on the skyline by the new buildings seen in the background, but this would not draw the eye away from the heritage assets in the view. The change to the view would not materially affect the view composition or the appreciation of the view and is therefore judged as Slight magnitude. Positive visual effects include: • Provision of high-density development in response to the Site Allocation • The new buildings complete the framing of the park by modern built form, tying into the built form of Forbury Place and Huntley Wharf in the view • Respects the heritage assets and nearby built form in the view, and would be of a lower height than Forbury Place buildings and St. James Catholic Church; • New planting at the frontage with Forbury Road would be just discernible, though filtered by intervening vegetation. Negative visual effects include: • The upper storeys of the new buildings would be partially seen on the skyline above intervening tree canopies and behind the heritage assets in the view, creating new skyline and new built form framing in the background. Overall, the visual change to the view is considered to be beneficial.	On Completion: Size/Scale: Slight Geographical Extent: Centre of the view, looking southwest to east. Duration/Reversibility: Long term / no OVERALL MAGNITUDE: SLIGHT	Beneficial	Moderate, Significant
							

Terminology for Visual Effects:					
Type of View:	Glimpsed, Open, Oblique, Framed, Filtered	Geographical Extent of Effect:	Angle and distance of the view; extent of view composition affected	Abbreviations:	
Number of Viewers:	Few, Moderate, Many	Duration:	Long-term, Medium-term, Short-term, Direct, Indirect	TCA:	Townscape Character Area
Susceptibility to Change:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change		
Overall Sensitivity of Receptor:	High, Medium, Low	Nature of Effect:	Adverse, Benefit, Neutral, Not Applicable, Direct, Indirect, Secondary		
Size/Scale of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change	Significance:	Substantial, Major, Moderate, Minor, Negligible, Significant, Not Significant		

BASELINE AND SENSITIVITY				CHANGE, MAGNITUDE AND SIGNIFICANCE			
Visual Receptor Reference and View Location	Designation, Townscape / Landscape Character Area and Approx. Distance to Site Boundary	Description of Baseline View, Type of View and Number of Visual Receptors	Value of Views, Susceptibility to Change; OVERALL SENSITIVITY	Description of Change to the View	Size / scale, Geographical Extent and Duration / reversibility; OVERALL MAGNITUDE	Type of Effect	LEVEL OF SIGNIFICANCE
VL3: Reading Abbey Ruins	Designation: Scheduled Monument and PROW, Existing or Proposed Green Link TCA: 8 Forbury Gardens, Reading Borough Council Tall Building Strategy Distance: Approx. 0.18km	Baseline Description, Type of View, Viewer and Number of Users: A view which is enclosed by the remaining stone walls of Reading Abbey to the northwest and west, and the red brick boundary wall of Reading Prison which truncates views out of the open space. The existing Site cannot be seen in this baseline view. The foreground comprises formally laid out amenity grass areas and gravel paths in the ruins area. Street furniture and signage are small components in the view. Users are predominantly pedestrians, including shoppers and commuters travelling to a destination. Reading Prison and the Abbey Ruins are the key components of the view, supplemented by the Reading Prison building.	Value of Views: High Susceptibility to Change: High OVERALL SENSITIVITY: HIGH	During Demolition & Construction: Demolition of the existing retail units on the Site would not be seen from this location. Construction activity would mostly be screened by the Reading Abbey and Reading Prison walls which enclose the view; however, cranes and the construction of the upper storeys of up to two of the new buildings, would be perceptible on the skyline, over a very narrow angle in the centre of the view. It is anticipated that cranes for other emerging buildings in the Site would not be seen above the Reading Abbey walls, nor above the roof and feature chimney of Reading Prison.	During Construction: Size/Scale: Slight Geographical Extent: Very narrow angle of the centre of the view, looking north-northeast Duration/Reversibility: Short term / yes OVERALL MAGNITUDE: SLIGHT	Adverse	Moderate, Significant
				On Completion: The uppermost storeys of up to two of the new buildings would be seen on the skyline, but at a lower level than the nearer Reading Abbey ruins wall and Reading Prison building roofline and feature chimney; and limited to a very narrow angle of the centre of the view. This would not detract from the visual composition, nor diminish the appreciation of the existing built forms and heritage assets in the view. Most of the view would remain unchanged. Positive visual effects include: - Respects the heritage features in the view in terms of height and scale. Negative visual effects include: - Up two of the new buildings would be new built form on the skyline, albeit it at a lower height than the heritage buildings.	On Completion: Size/Scale: Negligible Geographical Extent: Very narrow angle of the centre of the view, looking north-northeast Duration/Reversibility: Long term / no OVERALL MAGNITUDE: NEGLIGIBLE	Adverse	Minor, Not Significant
							

Terminology for Visual Effects:			
Type of View:	Glimpsed, Open, Oblique, Framed, Filtered	Geographical Extent of Effect:	Angle and distance of the view; extent of view composition affected
Number of Viewers:	Few, Moderate, Many	Duration:	Long-term, Medium-term, Short-term, Direct, Indirect
Susceptibility to Change:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change
Overall Sensitivity of Receptor:	High, Medium, Low	Nature of Effect:	Adverse, Benefit, Neutral, Not Applicable, Direct, Indirect, Secondary
Size/Scale of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change	Significance:	Substantial, Major, Moderate, Minor, Negligible, Significant, Not Significant
		Abbreviations:	Townscape Character Area
		TCA:	

BASELINE AND SENSITIVITY				CHANGE, MAGNITUDE AND SIGNIFICANCE			
Visual Receptor Reference and View Location	Designation, Townscape / Landscape Character Area and Approx. Distance to Site Boundary	Description of Baseline View, Type of View and Number of Visual Receptors	Value of Views, Susceptibility to Change; OVERALL SENSITIVITY	Description of Change to the View	Size / scale, Geographical Extent and Duration / reversibility; OVERALL MAGNITUDE	Type of Effect	LEVEL OF SIGNIFICANCE
VL4: Kenavon Drive, adjacent to Riverside Museum	Designation: None TCA: 24 Kennet Walk Distance: 0.29km	Baseline Description, Type of View, Viewer and Number of Users: Partially framed view along Kenavon Drive, looking towards the Site and the buildings along Napier Road. Moderate number of users including pedestrians and road users. Meridian House and residential apartment blocks screen part of the existing Site; and a small proportion of the low-rise retail units and trees within the Site are visible as the focal point to the end of the road. To the right of the view, car parking and boundary treatments are seen to the right of the view. Key components of the view are the buildings, railings with Beech and evergreen hedgerows, street lighting and street trees.	Value of Views: Low Susceptibility to Change: Medium to High OVERALL SENSITIVITY: MEDIUM	During Demolition & Construction: A very small part of demolition of the existing retail units and removal of vegetation within the Site would be seen at the end of the road, from this location. Construction activity over part of the Site would be visible in the centre of the background of the view at the end of the road; the lower levels partially filtered by intervening trees and upper levels being seen above intervening trees. Cranes in the middle to eastern end of the Site are anticipated to be visible on the skyline. Part of the construction works would be screened by intervening buildings. Most of the view would remain unchanged.	During Construction: Size/Scale: Slight Geographical Extent: Medium angle of the centre of the view, looking northwest Duration/Reversibility: Medium term / no OVERALL MAGNITUDE: SLIGHT	Adverse	Minor, Not Significant
				On Completion: New buildings in the middle to the eastern end of the Site, would be seen in the centre of the view at the end of the road, partially filtered by intervening trees. These new buildings would be taller built form on the skyline and appear to be a similar height to one another in this view, creating a larger mass on the skyline. Part of the new development would be screened by intervening buildings in the right of the view. Most of the view remains unchanged. Positive visual effects include: - Provision of high-density development in response to the Site Allocation - New planting would be just discernible, partially filtered by intervening vegetation. Negative visual effects include: - The new buildings would create a new focus on the skyline, being taller and of a greater mass than the previous built form in that part of the view. Overall, it is considered that the visual effect would be adverse.	On Completion: Size/Scale: Slight Geographical Extent: Medium angle of the centre of the view, looking northwest Duration/Reversibility: Long term / no OVERALL MAGNITUDE: SLIGHT	Adverse	Minor, Not Significant
							

BASELINE AND SENSITIVITY				CHANGE, MAGNITUDE AND SIGNIFICANCE			
Visual Receptor Reference and View Location	Designation, Townscape / Landscape Character Area and Approx. Distance to Site Boundary	Description of Baseline View, Type of View and Number of Visual Receptors	Value of Views, Susceptibility to Change; OVERALL SENSITIVITY	Description of Change to the View	Size / scale, Geographical Extent and Duration / reversibility; OVERALL MAGNITUDE	Type of Effect	LEVEL OF SIGNIFICANCE
VL5: Kings Meadow Open Space (NOTE VL6 has been omitted as VL5 is closer to the Site and provides a similar view composition)	Designation: Local Green Space and Public Open Space; Major Landscape Features TCA: 23 King's Meadow Distance: 0.23km	Baseline Description, Type of View, Viewer and Number of Users: An open view from within, and looking across, public open space at King's Meadow. The background of the view is enclosure provided by mixed commercial and residential properties along Napier Road and King's Road, filtered by existing trees at the edge of the open space. Key built form components in the view are The Blade and Verto tall buildings on the skyline; notably, existing buildings partly obscure The Blade in the view. Goal posts and play equipment also feature within the view. Many users, being pedestrians and people using the open space, recreation, sport and play facilities. Construction cranes and the emerging tall buildings of Huntley Wharf are also seen on the skyline in this view, above and through winter tree canopies. The Site is not visible in this view, being located behind intervening trees and buildings that align the railway.	Value of Views: Medium Susceptibility to Change: Medium to High OVERALL SENSITIVITY: MEDIUM	<u>During Demolition & Construction:</u> Demolition within the Site would not be seen from this location. Construction activity for the mid to upper storeys of the new buildings would be clearly visible across the background of the view on the skyline, though the activity at the eastern end of the Site would be filtered by trees in Kings Meadow and the lower-level construction activity would be screened by intervening buildings and trees. Cranes would be visible on the skyline. Construction activity as the westernmost new building emerges, would be seen in front of The Blade. The foreground of the view would remain unchanged.	<u>During Construction:</u> Size/Scale: Moderate Geographical Extent: Wide angle of the view, looking south. Duration/Reversibility: Medium term / no OVERALL MAGNITUDE: MODERATE	Adverse	Moderate, Significant
				<u>On Completion:</u> New buildings would be clearly noticeable across the background of the view as new skyline features above trees in Kings Meadow, and the eastern buildings being partially filtered by intervening trees. A small part of the westernmost new building would be seen in front of part of The Blade. The foreground of the view remains unchanged. A positive visual effect is that the new development provides high-density development in response to the Site Allocation. Negative visual effects are that the new buildings would appear as a large scale and mass above the existing background built form in the view; and would result in less of The Blade and it's sloping roofline being visible in the view, drawing attention away from the landmark building in the view.	<u>On Completion:</u> Size/Scale: Moderate Geographical Extent: Wide angle of the view, looking south. Duration/Reversibility: Long term / no OVERALL MAGNITUDE: MODERATE	Adverse	Moderate, Significant
							

Terminology for Visual Effects:					
Type of View:	Glimpsed, Open, Oblique, Framed, Filtered	Geographical Extent of Effect:	Angle and distance of the view; extent of view composition affected	Abbreviations:	
Number of Viewers:	Few, Moderate, Many	Duration:	Long-term, Medium-term, Short-term, Direct, Indirect	TCA:	Townscape Character Area
Susceptibility to Change:	High, Medium, Low	Overall Magnitude of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change		
Overall Sensitivity of Receptor:	High, Medium, Low	Nature of Effect:	Adverse, Benefit, Neutral, Not Applicable, Direct, Indirect, Secondary		
Size/Scale of Effect:	Major, Moderate, Slight, Negligible, Neutral, No Change	Significance:	Substantial, Major, Moderate, Minor, Negligible, Significant, Not Significant		

BASELINE AND SENSITIVITY				CHANGE, MAGNITUDE AND SIGNIFICANCE			
Visual Receptor Reference and View Location	Designation, Townscape / Landscape Character Area and Approx. Distance to Site Boundary	Description of Baseline View, Type of View and Number of Visual Receptors	Value of Views, Susceptibility to Change; OVERALL SENSITIVITY	Description of Change to the View	Size / scale, Geographical Extent and Duration / reversibility; OVERALL MAGNITUDE	Type of Effect	LEVEL OF SIGNIFICANCE
VL7: Balmore Park and National Cycle Network Route	Designation: Local Green Space and Public Open Space; Major Landscape Features; National Cycle Network; TCA: N/A Distance: 1.38km	Baseline Description, Type of View, Viewer and Number of Users: An open, elevated and medium distance view from this linear public open space, looking southeast. Mown amenity grass and bin are seen in the foreground of the view; and a line of trees and hedgerow frame the middle ground of the view. Residential properties sit at a lower ground level than the open space, and these buildings and the rest of the urban area of Reading are filtered by the line of trees. Views of tall buildings in Reading, namely the Thames Tower and Verto, are filtered by the intervening trees. From this location, the existing Site is not perceptible. People experiencing this view are those using the National Cycle Network, users of the open space and people travelling through the park to their desired location.	Value of Views: Medium Susceptibility to Change: Medium to High OVERALL SENSITIVITY: MEDIUM	During Demolition & Construction: Demolition within the Site would not be seen from this location. Construction cranes would be barely perceptible, due to distance and filtering provided by intervening, overlapping tree canopies. Other construction activity would not be seen due to distance and intervening, overlapping, tree canopies.	During Construction: Size/Scale: Negligible Geographical Extent: Narrow angle of view in the centre of the view, looking southeast. Site is in medium distance. Duration/Reversibility: Medium term / no OVERALL MAGNITUDE: NEGLIGIBLE	Adverse	Negligible, Not Significant
				On Completion: The new buildings would not be perceptible in the view, due to distance and intervening, overlapping, tree canopies.	On Completion: Size/Scale: No change Geographical Extent: Narrow angle of view in the centre of the view, looking southeast. Site is in medium distance. Duration/Reversibility: Medium term / no OVERALL MAGNITUDE: NO CHANGE	--	No Change
							