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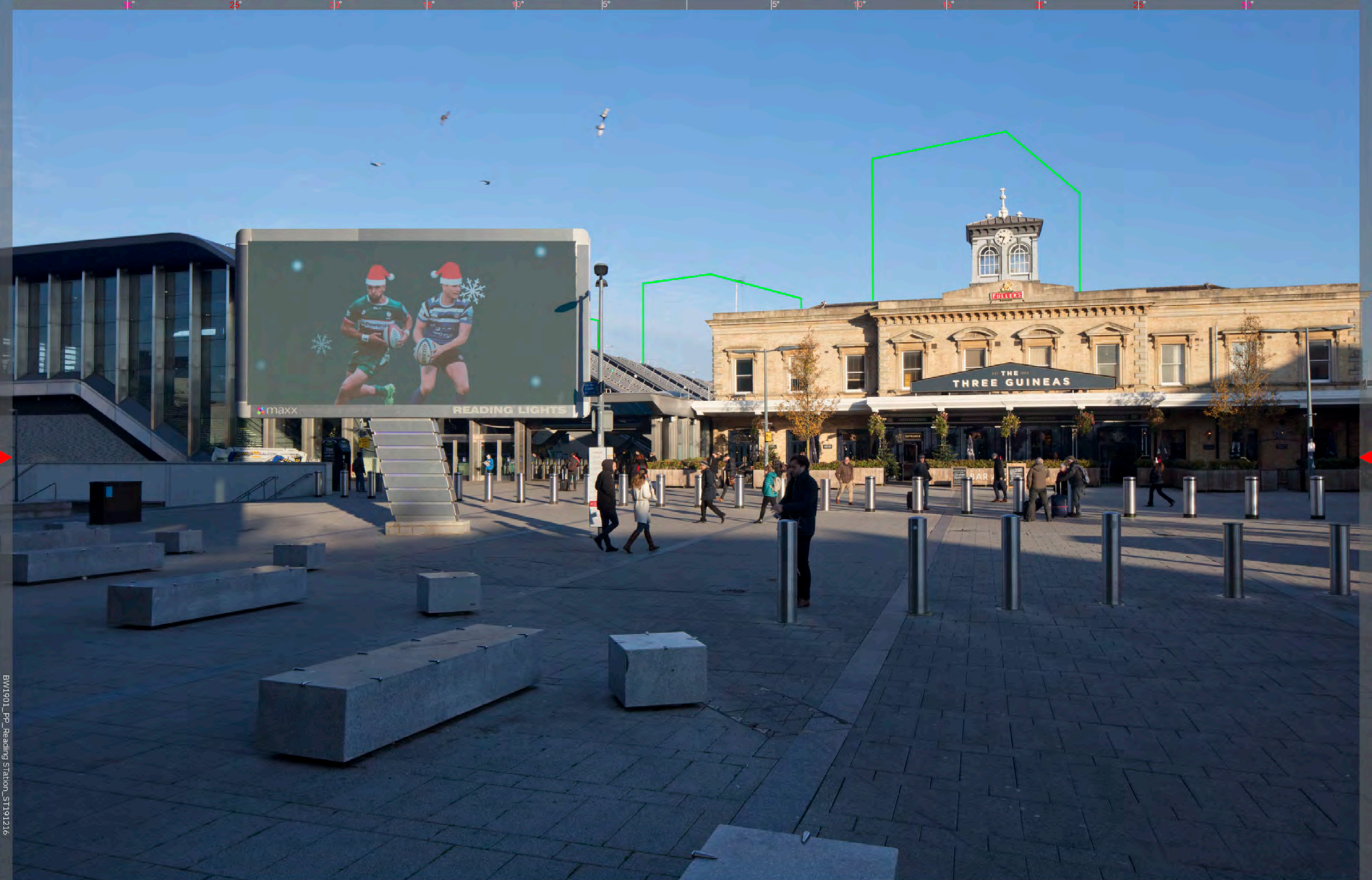
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Appendix 1.5a: Cumulative Assessment

Cumulative Townscape Receptor		Cumulative Townscape Effects				
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		Notes
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Cumulative Schemes (including Resolution to Approve)						
National Landscape Character Area						
Natural England's NCA Profile 110: Chilterns	The proposed development and approved cumulative schemes set out below would all be located within the large scale NCA 110: - Former BMW Site, - Station Hill, - Kenavon Drive, - Land between Weldale Street and Chatham Street, 29 Station Road Reading, 52 to 55 Friar Street and 12 Greyfriars Road. 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.	Very Small	Negligible Adverse	Very Small	Negligible Adverse	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. 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.
Reading Tall Building Strategy Townscape Character Area						
CA 22: Vastern Road	The proposed development would be located within CA 22: Vastern Road, as would the approved project of Former BMW Site. 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. 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 pints, 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). As such, the CA is considered to have a Low sensitivity to cumulative development.	Large	Moderate Adverse	Large	Moderate Beneficial	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. 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.

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Approved Cumulative Schemes (including Resolution to Approve)						
CA 12: Caversham Road	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. 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. The combination of the Medium value and Medium susceptibility results in a Medium sensitivity to cumulative development.	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.
CA 23: King's Meadow	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. 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. The combination of the High value and Medium susceptibility results in a High sensitivity to cumulative development.	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.

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Approved Cumulative Schemes (including Resolution to Approve)						
CA 1: Station Hill	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. 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). The combination of the Medium value and the Low susceptibility results in a Low sensitivity to cumulative development.	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.
CA 2: Reading Station East	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. 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. The combination of the Low value and Low susceptibility results in a Low sensitivity to cumulative development.	Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.

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Approved Cumulative Schemes (including Resolution to Approve)						
CA 7: Reading Station West	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. 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. The combination of the Medium value and Medium susceptibility results in a Medium sensitivity to cumulative development.	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.
CA 13: Cattle Market and Chatham Place	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. 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. The combination of the Very Low value and the Low susceptibility results in a Low sensitivity to cumulative development.	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.

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Approved Cumulative Schemes (including Resolution to Approve)						
CA 3: Friar Street	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. 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. 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.	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.
CA 4: Station Road	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. 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.	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.

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Approved Cumulative Schemes (including Resolution to Approve)						
CA 11: Napier Road	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. 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.	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.
CA 10: Forbury Retail Park	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. 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.	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.
Application Site Character						

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Approved Cumulative Schemes (including Resolution to Approve)						
Application Site	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. The application site exhibits an urban context where its susceptibility to tall building development is considered to be Low. As such, the application site is considered to have a Low sensitivity to cumulative development.	Medium	Minor Adverse	Large	Minor Beneficial	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. 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.

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Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
National Landscape Character Area						
Natural England's NCA Profile 110: Chilterns	The proposed development and approved cumulative schemes set out below would all be located within the large scale NCA 110: - Former BMW Site, - Station Hill, - Kenavon Drive, - Land between Weldale Street and Chatham Street, 29 Station Road Reading, 52 to 55 Friar Street and 12 Greyfriars Road, As well as the reasonably foreseeable cumulative schemes of: - Network Rail Thames Valley Area site office/Former Royal Mail Site, - Former Scottish and Southern Energy Site, - Broad Street Mall. 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.	Very Small	Negligible Adverse	Very Small	Neutral	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. 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.
Reading Tall Building Strategy Townscape Character Area						

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		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 22: Vastern Road	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. 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. 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 pints, 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). As such, the CA is considered to have a Low sensitivity to cumulative development.	Large	Moderate Adverse	Large	Moderate Beneficial	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. 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.

Cumulative Townscape Receptor		Cumulative Townscape Effects				
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		Notes
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 12: Caversham Road	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. 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. The combination of the Medium value and Medium susceptibility results in a Medium sensitivity to cumulative development.	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Townscape Receptor		Cumulative Townscape Effects				
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		Notes
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 23: King’s Meadow	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. 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. The combination of the High value and Medium susceptibility results in a High sensitivity to cumulative development.	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.
CA 1: Station Hill	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. 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). The combination of the Medium value and the Low susceptibility results in a Low sensitivity to cumulative development.	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Townscape Receptor		Cumulative Townscape Effects				
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		Notes
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 2: Reading Station East	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. 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. The combination of the Low value and Low susceptibility results in a Low sensitivity to cumulative development.	Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Townscape Receptor		Cumulative Townscape Effects				
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		Notes
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 7: Reading Station West	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. 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. The combination of the Medium value and Medium susceptibility results in a Medium sensitivity to cumulative development.	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Townscape Receptor		Cumulative Townscape Effects				
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		Notes
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 13: Cattle Market and Chatham Place	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. 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. The combination of the Very Low value and the Low susceptibility results in a Low sensitivity to cumulative development.	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	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. 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.
CA 3: Friar Street	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. 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. 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.	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Townscape Receptor		Cumulative Townscape Effects				
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		Notes
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 4: Station Road	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. 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.	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Townscape Receptor		Cumulative Townscape Effects				
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		Notes
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 11: Napier Road	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. 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.	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.
CA 10: Forbury Retail Park	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. 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.	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Townscape Receptor		Cumulative Townscape Effects				
Area	Sensitivity to Cumulative Development	Demolition and construction Stage		Operational Stage		Notes
		Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved Schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes						
CA 15: Cheapside	The proposed development would be located outside CA 15, but the vreasonably 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. 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.	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	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. 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.
Application Site Character						
Application Site	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. The application site exhibits an urban context where its susceptibility to tall building development is considered to be Low. As such, the application site is considered to have a Low sensitivity to cumulative development.	Small	Negligible Adverse	Large	Minor Beneficial	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. 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.

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

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
05	View south from the Thames Path/De Montfort Road	The viewpoint position is located on the Thames Path at its junction with De Montfort Road, approximately 190m to the north of the Site. The view obtained is considered to be of high value as it is designated as a shorter distance view (view 44) within the RSAF. As the receptors at this location will include people using the Thames Path or people at their place of residence, their susceptibility to tall building development is considered to be high. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.	Fixed and Transient	Filtered/ restricted	Partial	Partial	None	Neutral	None	Neutral	The temporary demolition and construction stage of the proposed development would largely occupy views south along the residential street where any demolition and construction activities for approved schemes would be screened from view, should they coincide. The demolition and construction stage of the proposed development would cause a magnitude of impact of None to views and would result in a Neutral cumulative effect. The proposed development would not be seen alongside any approved cumulative schemes and so would cause a magnitude of impact of None, resulting in a Neutral cumulative effect.
07	View east from Swansea Road/North field 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 ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
08	View west from Reading Bridge	This viewpoint is located Reading Bridge, approximately 250m to the east of the Site. The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 46 and 47) within the RSAF. As the receptors at this location will include people travelling along George Street towards central Reading, their susceptibility to tall building development is considered to be low. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.	Transient	Filtered/ restricted	Partial	Partial	None	Neutral	None	Neutral	The temporary demolition and construction stage of the proposed development would be partially visible above the existing development that lines the southern banks of the River Thames where any demolition and construction activities for approved schemes would be screened from view, should they coincide. The demolition and construction stage of the proposed development would cause a magnitude of impact of None to views and would result in a Neutral cumulative effect. The proposed development would not be seen alongside any approved cumulative schemes and so would cause a magnitude of impact of None, resulting in a Neutral cumulative effect.
09	View south-west from Christchurch Meadows	The viewpoint position is located on a pedestrian/cycle route within Christchurch Meadows, approximately 380m to the north-east of the Site. The view obtained is considered to be of medium value as it is designated as a shorter distance view (view 43) within the RSAF. As the receptors at this location comprise visitors to the public open space in the pursuit of outdoor recreation with their focus on their surroundings, their susceptibility to tall building development is considered to be high. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.	Transient	Filtered/ restricted	Partial	Partial	Medium	Minor Adverse	Medium	Negligible Beneficial	The temporary demolition and construction stage of the proposed development would appear in addition to the demolition and construction activities at 29 Station Road, and Station Hill, should the demolition and construction stages overlap. The demolition and construction works for the proposed development would partially screen some views of demolition and construction activities at the Station Hill, but would extend the amount of view that demolition and construction works are seen in where they appear alongside the activities at 29 Station Road. Demolition and construction works on the application site in addition to the demolition and construction works at 29 Station Road, and Station Hill, would extend demolition and construction activities across a wider amount of views causing a Medium magnitude of impact. The temporary demolition and construction stage of the proposed development would result in a Minor Adverse cumulative effect. The proposed development would be seen in addition to the approved cumulative schemes of 29 Station Road, and Station Hill, where it would occupy the same section of views but would extend the amount of view that tall buildings are visible against the skyline, causing a Small magnitude of impact. Where the proposed development is visible in addition to the approved cumulative schemes and existing built form, it would provide strong visual interest in views to the south-west. As the proposed development would partially screen views of the approved project at Station Hill, and increase the height variance of built form, it would cause a Medium magnitude of impact, resulting in a Negligible Beneficial cumulative effect.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
10	View north from Station Road	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. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.	Fixed and Transient	Filtered/ restricted	Partial	Partial	Small	Minor Adverse	Small	Negligible Adverse	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. 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.
11	View south-east from Christchurch Meadows	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. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.	Fixed and Transient	Filtered/ restricted	Partial	Partial	Medium	Moderate Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
12	View north-east from Great Knollys Street	This viewpoint position is located on Great Knollys Street, approximately 460m to the south-west of the application site. 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. 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/ restricted	Partial	Limited	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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 Ver 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.
14	View west from Kings Meadow	The viewpoint location in Kings Meadow, approximately 560m 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 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.	Transient	Filtered/ restricted	Glimpse	Limited	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
16	View south from Balmore Park	This viewpoint position is located within Balmore park approximately 1.2km to the north of the application site. 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. 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	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.
17	View north from Mount Pleasant/ Southampt on Street	The viewpoint position is located at junction of Mount Pleasant and Southampton Street, approximately 1.6km to the south of the application site. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.	Transient and Fixed	Filtered/ restricted	Glimpse	Partial	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
22	View west from London Road, Shepherds Hill	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. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.	Transient and Fixed	Filtered/ restricted	Glimpse	Limited	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.
23	View south-west from Dunsden Way	This viewpoint is located on Dunsden Way in Dunsden Green, approximately 3.7km to the north-east of the application site. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.	Transient and Fixed	Filtered/ restricted	Glimpse	Limited	Very Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ⁱ	Nature ⁱⁱ	Intrusion ⁱⁱⁱ	Proportion ^{iv}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve)											
25	View north from Station Square	This viewpoint is located at the Station Hill, approximately 230m to the south of the application site. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.	Fixed and Transient	Filtered/ restricted	Partial	Partial	None	Neutral	None	Neutral	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
03	View north from Station Square North	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. 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	Small	Negligible Beneficial	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 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
04	View south-east from Caversham Road	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. 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	Medium	Minor Adverse	Medium	Negligible Beneficial	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
05	View south from the Thames Path/De Montfort Road	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. 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	Negligible Adverse	Small	Negligible Beneficial	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 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
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 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. 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	Medium	Moderate 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 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. 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.
08	View west from Reading Bridge	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. 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	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
09	View south-west from Christchurch Meadows	The viewpoint position is located on a pedestrian/cycle route within Christchurch Meadows, approximately 380m to the north-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 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	Small	Negligible Adverse	Small	Negligible beneficial	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
10	View north from Station Road	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. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.	Fixed and Transient	Filtered/ restricted	Partial	Partial	Small	Negligible Adverse	Small	Negligible Adverse	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
11	View south-east from Christchurch Meadows	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. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.	Fixed and Transient	Filtered/restricted	Partial	Partial	Medium	Moderate Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
12	View north-east from Great Knollys Street	This viewpoint position is located on Great Knollys Street, approximately 460m to the south-west of the application site. 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. 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/ restricted	Partial	Limited	Small	Negligible Adverse	Small	Negligible Beneficial	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. 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.
14	View west from Kings Meadow	The viewpoint location in Kings Meadow, approximately 560m 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 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be High.	Transient	Filtered/ restricted	Glimpse	Limited	Very Small	Negligible Adverse	Very Small	Negligible Beneficial	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. 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 ream 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
16	View south from Balmore Park	This viewpoint position is located within Balmore park approximately 1.2km to the north of the application site. 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. 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	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.

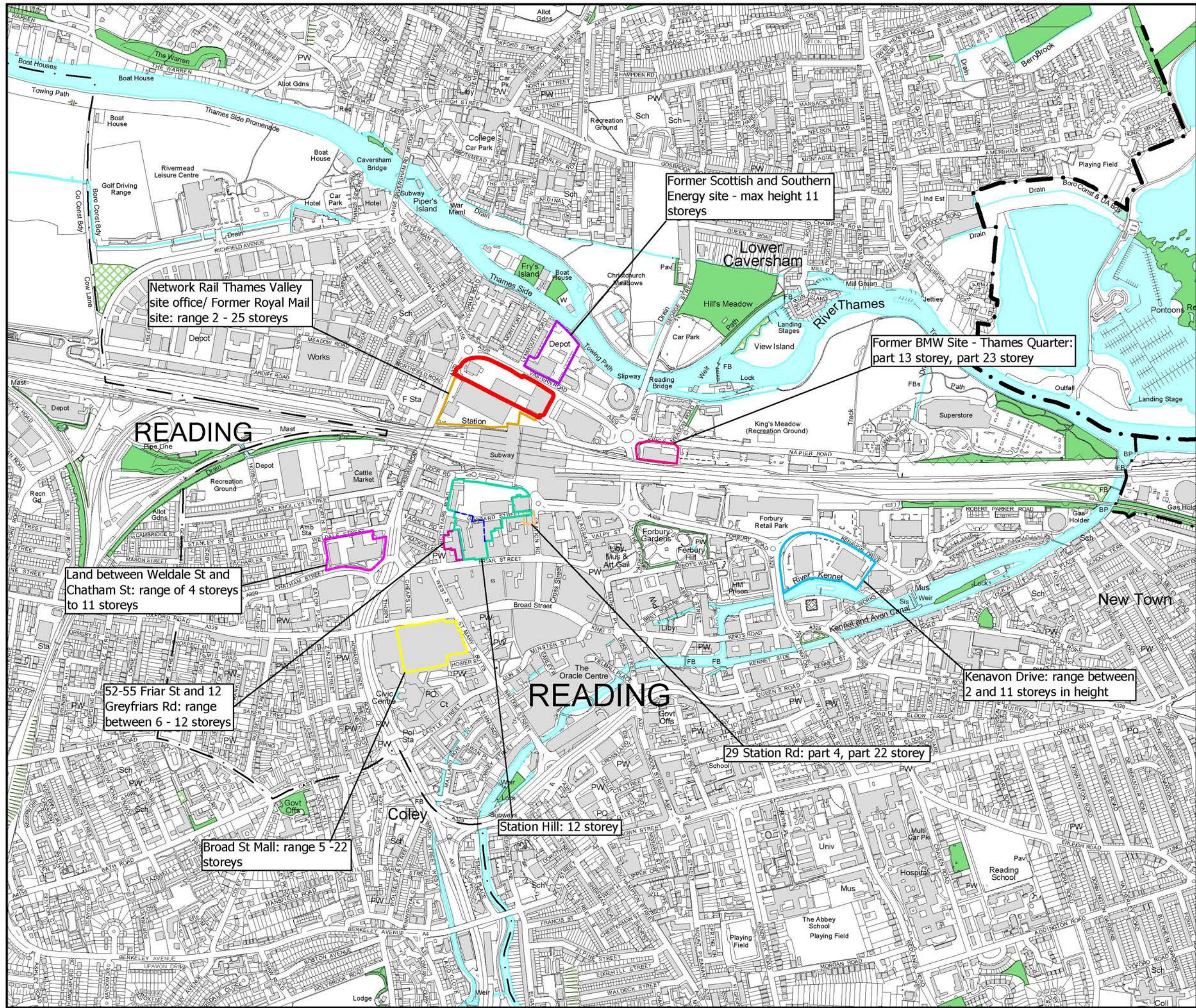
Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
17	View north from Mount Pleasant/ Southampton Street	The viewpoint position is located at junction of Mount Pleasant and Southampton Street, approximately 1.6km to the south of the application site. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.	Transient and Fixed	Filtered/ restricted	Glimpse	Partial	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
22	View west from London Road, Shepherds Hill	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. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Low.	Transient and Fixed	Filtered/restricted	Glimpse	Limited	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.

Cumulative Viewpoint				Cumulative Visual Effects							
Ref	Name	Sensitivity to Cumulative Development	Type ^v	Nature ^{vi}	Intrusion ^{vii}	Proportion ^{viii}	Demolition and construction Stage		Operational Stage		Notes
							Magnitude of Impact	Significance of Effect	Magnitude of Impact	Significance of Effect	
Approved cumulative schemes (including Resolution to Approve) and Reasonably foreseeable cumulative schemes											
23	View south-west from Dunsden Way	This viewpoint is located on Dunsden Way in Dunsden Green, approximately 3.7km to the north-east of the application site. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.	Transient and Fixed	Filtered/restricted	Glimpse	Limited	Small	Minor Adverse	Small	Negligible Beneficial	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. 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.
25	View north from Station Square	This viewpoint is located at the Station Hill, approximately 230m to the south of the application site. 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. On the basis of the above the sensitivity of receptors to cumulative development at this location is considered to be Medium.	Fixed and Transient	Filtered/restricted	Partial	Partial	Medium	Moderate Adverse	Medium	Negligible Beneficial	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. 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.

ⁱ Type of receptor: Fixed, Transient

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



The scaling of this drawing cannot be assured

Revision	Date	Drn	Ckd
-	-	-	-

LEGEND

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

TVIA FIGURE 6

Project
Reading Station Park

Drawing Title
Cumulative Schemes

Date	Scale	Drawn by	Check by
10.01.2020	1:10,000 @A3	LH	RG
Project No	Drawing No	Revision	
17127	RG-LP-09	-	



Planning • Master Planning & Urban Design • Architecture •
Landscape Planning & Design • Environmental Planning • Graphic
Communication • Public Engagement • Development Economics

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Appendix 1.6a: Verified View Methodology

AVR LONDON VERIFIED VIEW METHODOLOGY

Project: Reading Station Shopping Park
Date: January 2020

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

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

1. Photography

Equipment

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

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

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

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

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

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

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

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

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

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

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

Table 1: Sample surveying data



Figure 1: Tripod location as documented by photographer

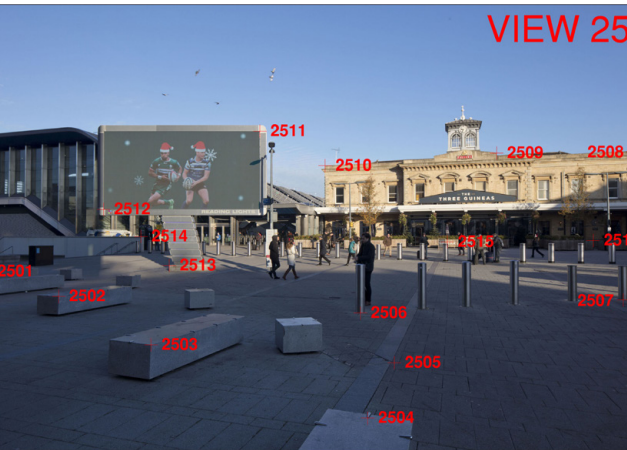


Figure 2: Survey points as highlighted by surveyor

2. Survey

Equipment

Leica Total Station Electronic Theodolite which has 1" angle measuring accuracy and 2mm + 2ppm distance accuracy.
Leica Smart Rover RTK Global Positioning System.
Wild/Leica NAK2 automatic level which a standard deviation of +/- 0.7mm/km

- 2.1 The photographer briefs the surveyor, sending across the prepared photographs, ground positions and appropriate data.
- 2.2 The surveyor establishes a line of sight, two station baseline, coordinated and levelled by real time kinetic GPS observations, usually with one of the stations being the camera location. The eastings and northings are aligned to the Ordnance Survey National Grid (OSGB36) and elevation to Ordnance Survey Datum (OSD) using the OSTN15 GPS transformation program.
- 2.3 Once the baseline is established, a bearing is determined and a series of clearly identifiable static points across the photograph are observed using the total station. These observations are taken throughout the depth of field of the photograph and at differing heights within the image.
- 2.4 The survey control stations are resected from the OS base mapping and wherever possible, linked together to form a survey network. This means that survey information is accurate to tolerances quoted by GPS survey methods in plan and commensurate with this in level.

- 2.5 Horizontal and vertical angle observations from the control stations allow the previously identified points within the view to be surveyed using line of sight surveying and the accurate coordination of these points determined using an intersection program. These points are then related back to the Ordnance Survey grid and provided in a spreadsheet format showing point number, easting, northing and level of each point surveyed, together with a reference file showing each marked up image (Figure 2 and Table 1).
- 2.6 The required horizon line within the image is established using the horizontal collimation of the theodolite (set to approximately 1.60m above the ground) to identify 3 or 4 features that fall along the horizon line.
- 2.7 Using the surveyed horizon points as a guide, each photograph is checked and rotated, if necessary, in proprietary digital image manipulation software to ensure that the horizon line on the photograph is level and coincident with the information received from the surveyor.



Figure 3: Example AVR London graticule

3. Accurate Visual Representation Production

Process

- 3.1 The 3D computer model is precisely aligned to a site plan on the OS coordinate grid system.
- 3.2 Within the 3D software a virtual camera is set up using the coordinates provided by the surveyor along with the previously identified points within the scene. The virtual camera is verified by matching the contextual surveyed points with matching points within the overlaid photograph. As the surveyed data points, virtual camera and 3D model all relate to the same 3-dimensional coordinate system, there is only one position, viewing direction and field of view where all these points coincide with the actual photograph from site. The virtual camera is now verified against the site photograph.
- 3.3 For fully-rendered views a lighting simulation (using accurate latitude, longitude and time) is established within the proprietary 3D modelling software matching that of the actual site photograph. Along with the virtual sunlight, virtual materials are applied to the 3D model to match those advised by the architects. The proprietary 3D modelling software then uses the verified virtual camera, 3D digital model, lighting and material setup to produce a computer generated render of the proposed building.
- 3.4 The proposal is masked where it is obscured behind built form or street furniture.
- 3.5 Using the surveyed information and verification process described above, the scale and position of a proposal with a scene can be objectively calculated. However, using the proprietary software currently available the exact response of proposed materials to their environment is subjective so the exact portrayal of a proposal is a collaboration between illustrator and architect. The final computer generated image of the proposed building is achieved by combining the computer-generated render and the site photography within proprietary digital compositing software.

4. Presentation

Graticule

- 4.1 Each Accurate Visual Representation is framed by a graticule which provides further information including time and date of photography, horizon markers and field of view of the lens (Figure 3).
- 4.2 The Field of View is represented along the top of the image in the form of markers with degrees written at the correct intervals.
- 4.3 The horizon markers indicate where the horizontal plane of view from the camera lies, this is defined as described above, by the surveyor.
- 4.4 The date and time stamp documents the time the photograph was taken and this information is taken directly from the EXIF data of the camera.

5. References

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