

4.14



Figure 4.6

- 4.15 A photograph taken in 1951 from where the current Yield Hall Place bridge stands is provided at **Figure 4.7**. It shows 2-4 London Street and the High Bridge in the foreground, with a brick building on the Site in the backdrop; the building is as described in the annotations on the earlier Goad map and likely to comprise the hardware store, or a later occupant.
- 4.16 Elsewhere in Reading, a number of buildings towards the centre had been redeveloped following damage sustained in the Second World War. The 1951 aerial photograph at **Figure 4.8** shows the landscape following WWII.



Figure 4.7 High Bridge in 1951 (Source: Reading Museum online, published by Berkshire Chronicle on 13 September 1957)



Figure 4.8 Aerial Photograph 1951 (Source: Britain from Above online)

- 4.17 The 1972-1989 OS at **Figure 4.9** shows that part of the Site to the north had been cleared, with access from King Street to the north and a wide, vacant frontage to Duke Street. To the south, the earlier buildings remained, although were later demolished to make way for the current Dukesbridge House.

Section Summary

- 4.18 The historic development of Reading is principally notable for the ecclesiastical town founded by Henry I, which was dominated by the Abbey. This established the extent of the historic core of Reading and gave rise to institutions and traditions of local governance that can be directly traced to the current Borough Council.
- 4.19 The Site falls within the medieval ecclesiastical town, although the immediate area to the north and east has been much altered in recent years. The road layout reflects the medieval urban form, although the existing buildings on the Site are entirely modern and setback along the riverfront away from the historic route along Duke Street.
- 4.20 **Figures 4.10 and 4.11** show a comparison between an aerial photographs in 1920 relative to a Google satellite image in 2019. The morphological framework of the road and river courses remains extant, although buildings have altered significantly. Of note, plots have amalgamated and buildings are generally larger.



Figure 4.9 1972-1989 OS of the Site and locality

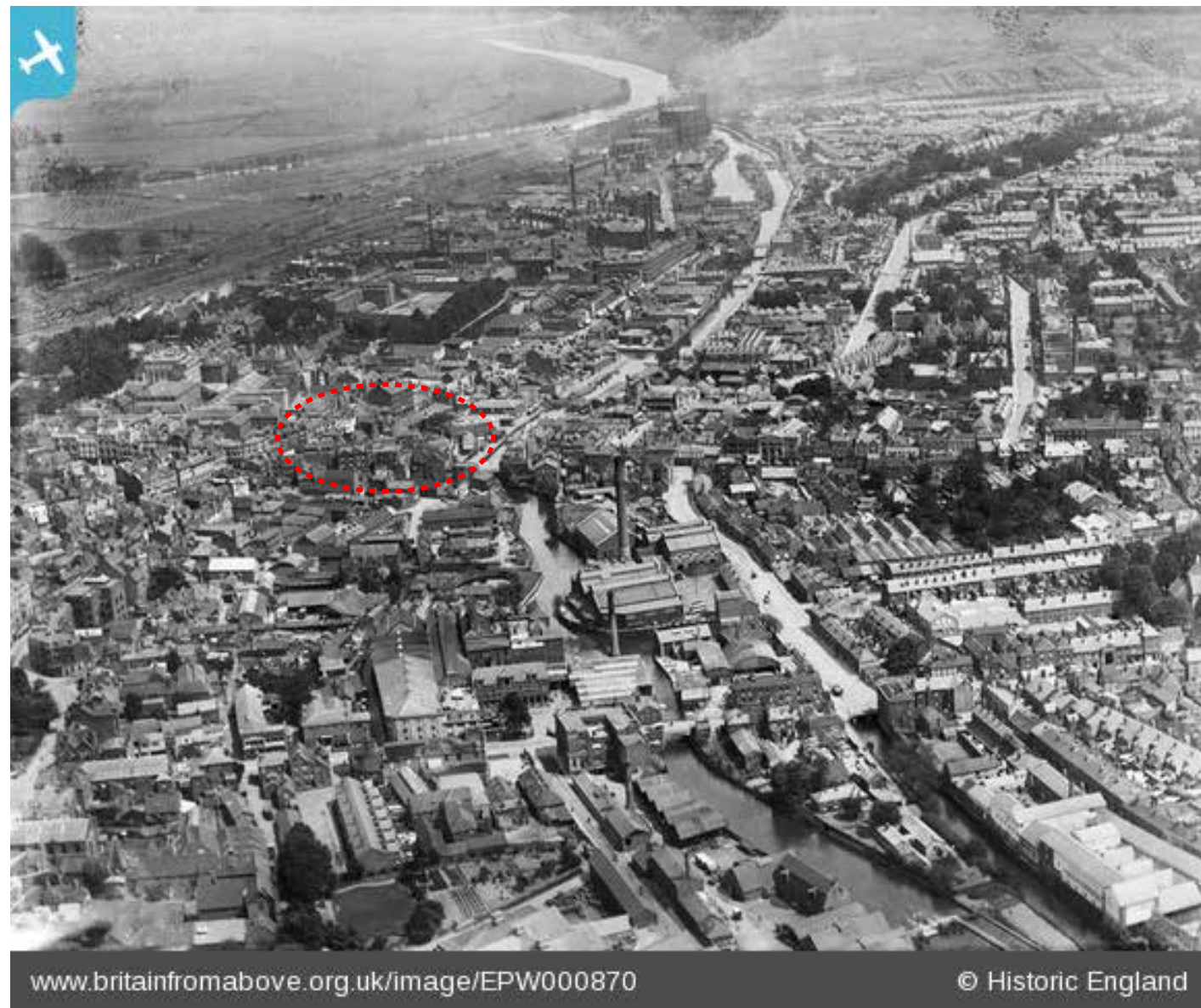


Figure 4.10 1920 aerial photography (source: Britain from Above online)



Figure 4.11 2019 aerial photography (source: Google).

5.0

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Townscape

5.0 TOWNSCAPE

- 5.1 The townscape surrounding the Site may be categorised into six distinct areas. For the purposes of this assessment the character areas are referred to as:
- Character Area 1: Large footprint commercial development;
 - Character Area 2: High Street frontages;
 - Character Area 3: Reading Abbey and environs;
 - Character Area 4: Commercial Zone east of Market Place;
 - Character Area 5: River Kennet;
 - Character Area 6: Residential development south of Queen's Road.
- 5.2 The broad boundaries of the character areas are identified in **Figure 5.3**. The character and appearance of the townscape areas is discussed below, alongside photographs.
- 5.3 **Figure 5.4** and **Figure 5.5** provide a visual analysis of the townscape. The Figure Ground plan illustrates the grain and layout of development in the locality, which shows the predominance of large-footprint buildings towards the north-west. This gives way to finer grain, residential development to the south. The principal routes of Broad Street/ King Street running east-west, and High Street/ Duke Street running north-south, converge at the open space of the Market Place, which forms a focal point. This remains the same as shown on the Townscape Development Plan (**Figure 5.5**). The Topographic Plan (**Figure 5.6**) shows that the Site sits at an area of low elevation, with the land raising to the south.
- 5.4 The Water Courses, Green Space and Urban Character plan shows how the Site lies in a wedge-shaped area, created by the River Kennet to the south and Duke Street to the west. As befits its town centre location, it lies close to a number of public transport routes, including Reading Station, which is within a ten minute walking radius. The river is an impermeable barrier, traversed by a number of bridges at intervals.

Character Area 1: Large footprint commercial development

- 5.5 This character area is situated at the western edge of the study area, and is comprised primarily of coarse grain, modern retail buildings, amongst which the Oracle Centre is the largest. The extent of the character area is defined by Broad Street to the north, and set back from London Street to the west, where development is finer grain, providing a gentle transition.
- 5.6 The large Oracle Shopping Centre is a dominant feature within the area, with a bustling, commercial character. At the south-western extent of the character area, Yield Hall Place provides access across the River Kennett. In general, there is little outdoor space or landscaping.
- 5.7 The character area sits alongside Character Area 2, which has a finer grain town centre character, and the interaction between the two is shaped by the commonality in uses.

Character Area 2: High Street Frontages

- 5.8 The boundaries of this character area run broadly concurrent with those of the London Street/ Market Place Conservation Area. The focus is on the linear north-south route of the two roads, flanked by a continuous building line comprising varied development of 3-5 storeys.
- 5.9 Towards the north, the character area includes the enclave of civic development focussed on St Laurence's Church (**Figure 5.1**).
- 5.10 The buildings are mixed in appearance, having developed piecemeal, contributing to an attractive, varied range of buildings arranged around a road layout dating back to the 12th century.
- 5.11 The character area is divided by the east-west Inner Distribution Road, and the River Kennet, which is crossed by bridges along London Street and Yield Hall Place.
- 5.12 The character of the area is derived from its long-held function as a mercantile and civic centre within reading, and it retains this use.
- 5.13 The triangular open space at Market Place is still used to accommodate a temporary market, which contributes to the vibrancy and character of the area (**Figure 5.2**).

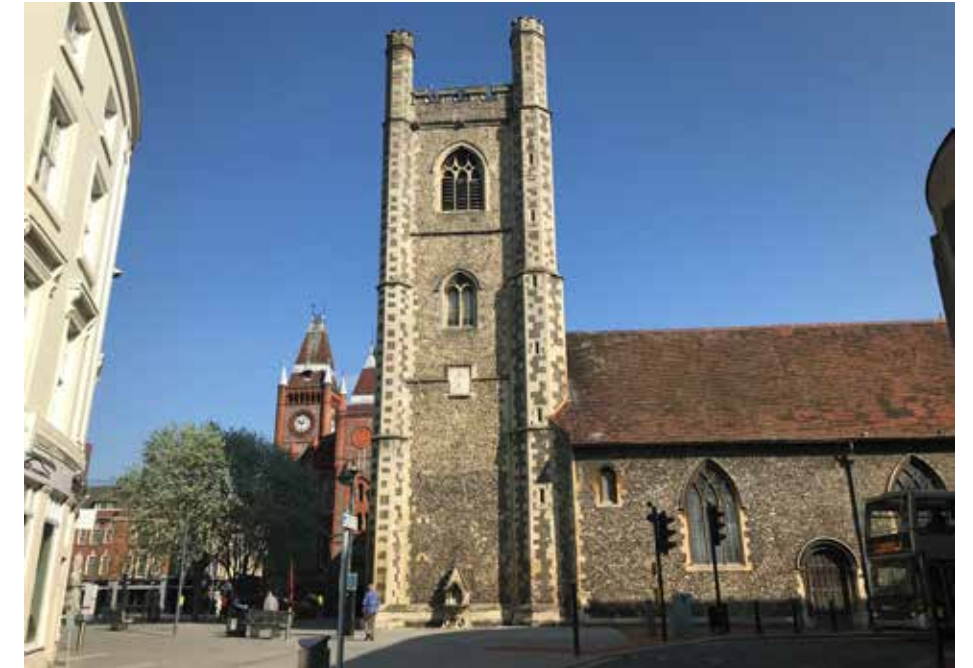


Figure 5.1 St Laurence's Church within Area 2



Figure 5.2 The Market Place within Area 2



TOWNSCAPE
CHARACTER AREA PLAN

- Application Site
- 1. Commercial
- 2. Conservation Area
- 3. Abbey
- 4. Commercial
- 5. Kennt
- 6. Residential

Location:
Dukesbridge House

Date:
July 2020

Scale:
1:5000 @ A3

Figure 5.3 Townscape Character Areas

▲ North



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FIGURE GROUND



□ Application Site

■ Building

Location:

Dukesbridge House

Date:

July 2020

WATER COURSES, GREEN SPACE AND TRANSPORT INFRASTRUCTURE



□ Application Site

■ Green Space

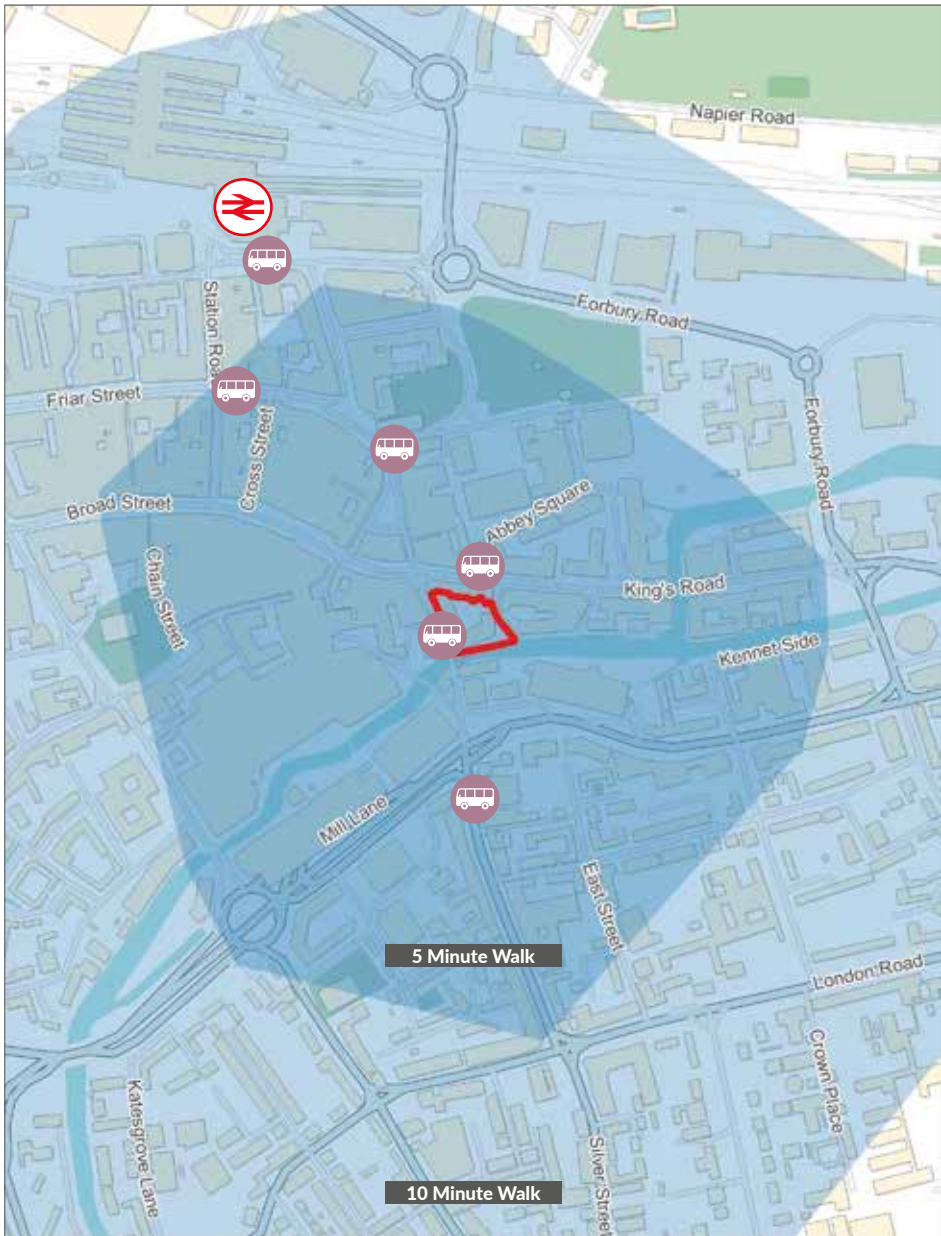
■ Water Course

Scale:

1:5000 @ A3

Figure 5.4 Townscape Analysis

MOVEMENT



□ Application Site

■ 5 minute walk from the Site

■ 10 minute walk from the Site

■ National Rail Station

■ Local Bus Stop

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Character Area 3: Reading Abbey and environs

- 5.14 This character area is focussed on the former Reading Abbey, set within an area of open space at the north-eastern extent of the study area (**Figure 5.7**).
- 5.15 The character area is defined by the Forbury/ Abbott's Walk and the River Kennet to the south, and The Forbury to the west. It includes an important area of public open space, and the ruined remains of Reading Abbey. At the eastern extent of the character area is HMP Reading, which has a defined, enclosed character befitting its function.
- 5.16 The area is both physically and functionally separated from the Site, which makes no contribution to its character. The area is not therefore assessed further in this report.



Figure 5.7 Photo illustrating the character of Area 3

Character Area 4: Commercial Zone east of Market Place

- 5.17 This character area is focussed on Abbey Square, to the north of the River Kennet, east of the high street frontages at Duke Street/ Market Place, and south of The Forbury/ Abbott's Walk. **Figure 5.8** shows the view into the character area from the south, taking in part of the Site to the left.
- 5.18 The area is generally defined by office uses, comprising medium-scale commercial development of limited architectural or historical interest, focussed north of King's Road and at Abbey Square and extending west to the rear of the Market Place frontages. The area includes part of the Site. The southern portion of the Site sits within the Kennet character area.
- 5.19 The busy, heavily trafficked King's Road forms an arterial route through the area, contributing strongly to the townscape character of the area. Taller, more modern development is focussed toward the north of the character area, which includes Davidson House, The Blade and St Lawrence House.
- 5.20 The northern portion of the character area provides an unwelcoming environment for pedestrians or those passing through the area; few of the buildings accommodate ground floor uses, and the continuous line of built form provides little relief from the stark, urban 20th century offices.



Figure 5.8 View towards commercial development in Area 4

Character Area 5: River Kennett

- 5.21 This character area is focussed on the linear route of the River Kennett, which runs broadly east-west through the city centre. This character area includes the southern part of the Application Site.
- 5.22 The character area is defined broadly by the frontages lining the north side of the river, as shown at **Figure 5.9**. It extends south to Queen's Road, and west to High Bridge at Duke Street.
- 5.23 The open space of the river creates a vista through the centre of the character area, framed by development on each side. The buildings are predominantly of 4-6 storeys, with brick elevations in a range of tones. The frontages to the river are predominantly inactive, with some accommodating car parking at ground floor level.
- 5.24 The river frontage is accessible via pedestrian walkways, though these are not heavily used. The river limits north-south movement to a number of defined bridge crossings.



Figure 5.9 Photo illustrating the character of Area 5

Character Area 6: Residential Development south of Queen's Road

- 5.25 This area comprises mixed residential development to the south-east of the Application Site. Buildings are varied in their scale, materiality and age, including low-scale, mid-rise apartment blocks. The area is unified through its houses and apartment blocks, and use of brick throughout. The residential character of the area is supported by other development, including schools and community centres.
- 5.26 The area has a grind street layout, and accommodates a number of terraces of 2-3 storey houses with rear gardens.
- 5.27 The quality of this character area is varied, and includes a number of light industrial units along South Street. The majority of the area is undistinguished in its appearance and of ordinary residential character.
- 5.28 Towards South Street, development is more varied, including which contrast with the domestic character of the houses opposite. The road forms a busy thoroughfare through the character area, linking to London Street to the west, and Sidmouth Street to the west.
- 5.29 The Site is both physically and functionally separate from this character area, and does not form part of or contribute to its appearance or use. This area is not, therefore, assessed further in this report.

Assessment

Site and Existing Building

- 5.30 Duke Street forms the north-south spine of the London Street / Market Place Conservation Area and is generally lined with fine grain masonry buildings. The Site is located at the southern end of Duke Street, at the junction with High Bridge that traverses the River Kennet. The area further south is today separated from the Site and the historic core to the north by the Inner Distribution Road. As a consequence, the Site addresses a point of transition in the townscape, where there is a marked change in character and appearance.
- 5.31 The existing building on the Site is of very limited architectural quality and does not contribute positively in these approach views from Duke Street and London Street. The western elevation in particular presents a series of convoluted flank gable ends to Duke Street. The existing building is accessed from Duke Street via a small area of hard standing near High Bridge. The legibility of the principal entrance is diluted

by the existing pagoda-style extension and the building does not successfully activate this corner.

- 5.32 The area of hardstanding also provides stepped access to the riverside footpath along the Kennet. The existing river frontage is fragmented and suffers from a lack of animation and natural surveillance. This is in contrast to land to the east and west of the Site that has capitalised on the riparian amenity. In contrast, the existing building on the Site is set back behind a hard landscaping buffer and provides little animation to the river front.
- 5.33 To the rear (east) of the Site at Highbridge Wharf the existing environment comprises a service yard and surface level car park, which has poor visual amenity and is ad-hoc in layout. The arrangement further compromises the setting of the listed building to the rear of Nos 18 and 20 Kings Road.
- 5.34 The removal and/or redevelopment of the existing building thus presents an opportunity to improve the character, appearance and function of the area.

Proposed Development

- 5.35 The Proposed Development seeks to make a significant change to the Site, through a series of lateral extensions and a roof extension. The extension to the east of the existing building would increase the existing building footprint; it rises from ground through to fourth floor.
- 5.36 It is proposed to extend the existing building vertically from the fourth floor. The building rises to ground plus seven (eight floors in total), although the stepped massing is setback from the Duke Street frontage. As a consequence, the visual impact of the upper levels when travelling south along Duke Street is limited to glimpse views (see view within **Section 6.o**). Where visible, the scale and horizontal form provides a balanced composition to the masonry base of the building. The champagne coloured aluminium cladding is distinctive and attractive. Overall, the proposals form an attractive architectural composition and provide a moment of intrigue at this point of local townscape importance (see view 4 at **Section 7.o**).
- 5.37 The taller mass is located to the east where the building fronts the river Kennet. The riverfront is distinct from the character and appearance of Duke Street, which has a finer grain. The Proposed Development adds

to the taller development along the water frontage in accordance with Appendix 1 of the Tall Buildings Strategy. The Strategy states views within the central area east and west along the Kennet river “*have the potential to be improved by the inclusion of tall or very tall buildings*”. The text within the Appendix states “*the view has a low sensitivity to the introduction of tall buildings. A key characteristic of the view is the manner in which it is framed by tall buildings with a large block size; further tall buildings would enhance this characteristic*”

- 5.38 The west end of the building will be completely remodelled. It is formed of part-two part-three and part- four storeys, with each setback curved to respond to the articulated roofscape of the adjacent property.
- 5.39 The curved elevation to the junction of Duke Street and the Kennet will open up this space and improve legibility down to the river frontage. It will include a commercial unit (A1-A5 use) that will activate Duke Street and the public realm, which will be lined by soft landscaping that will provide visual amenity and also form a defensible space to the building (**Figure 5.10**).
- 5.40 The 2019 pre-application scheme omitted the western end of the Site and the existing gable ends were proposed to remain in situ. This left an unfortunate architectural finish to the west elevation of the building, which undermined the overall architectural approach.
- 5.41 At the south-east corner a new extension to the existing building is proposed. This will replace the existing bin store, which is unsuitable in such a prominent location. The extension will comprise a commercial unit that will activate the frontage in conjunction with the wider landscaping scheme.
- 5.42 All hard standing surfaces surrounding the existing building and within the Site boundary will be removed. The existing stepped access to the riverfront will be replaced by a gentle gradient step-free. It will be lined by soft landscaping that will provide visual amenity and also form a defensible space to the building (see **Figure 5.11**).
- 5.43 The Proposed Development will contribute a significant number of homes, with ground floor commercial units. In conjunction with the landscaping and architectural benefits of the proposals, this would enliven the street scape and provide an improvement to the character, appearance and function of the townscape.



Figure 5.10 Non-verified view of Proposed Development from High Bridge, including active frontage and public realm. Source: Emre Arolat Architects



Figure 5.11 Non-verified view of Proposed Development from Kennet. Source: Emre Arolat Architects

6.0

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Heritage

6.0 HERITAGE

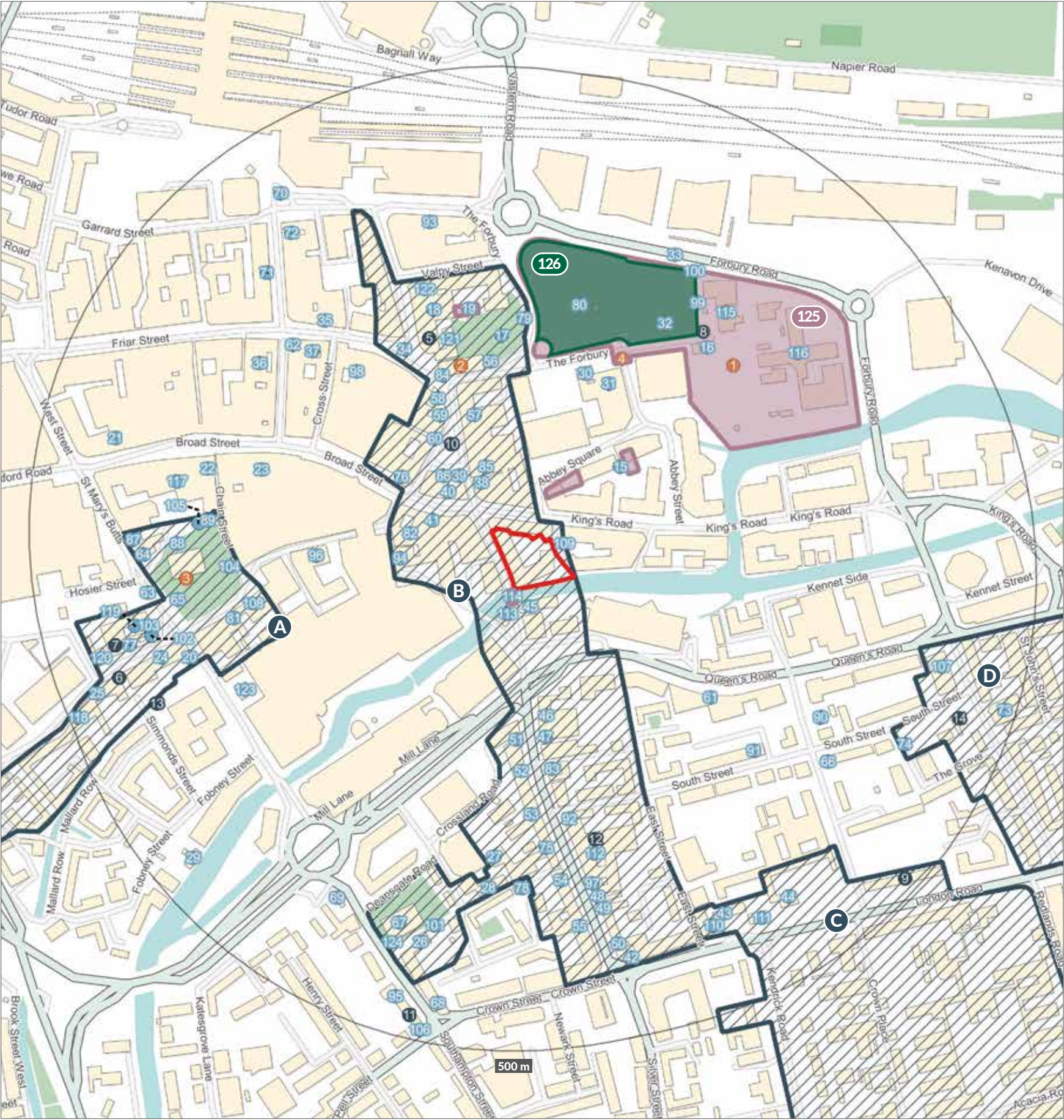
- 6.1 The identification of heritage assets has been based on the methodology set out in **Section 2.0**.
- 6.2 There are 130 designated heritage assets within a 500m radius of the Site boundary. All of the assets in the 500m study area are illustrated on the Heritage Asset Plan (Preliminary Assessment) at **Figure 6.1**.
- 6.3 For the purposes of this HTVIA, professional judgement has been used to select those built heritage assets in the study area that are likely to experience change to their setting, and by extension, their heritage significance. Setting is defined by the NPPF as the “*surroundings in which a heritage asset is experienced*”. This broad scope means that many development proposals may be held to come within the setting of a heritage asset; however, a great number of such proposals could not reasonably be held to impact the setting of heritage assets in a material way.
- 6.4 The potential effect of the Proposed Development on the setting of some built heritage assets in the study area is restricted, by virtue of its nature and height, the prevailing height of other buildings in the surrounding area, and the screening provided by the existing building forms. Those receptors that are both physically and functionally separated from, and which have no intrinsic historic link to the Site, have not been assessed as the heritage significance of these assets is unlikely to be affected.
- 6.5 The Heritage Asset Plan (Final Assessment) at **Figure 6.2** shows those assets which have been scoped in to our assessment. For completeness, the assets that have been scoped out are identified in **Table 6.1**.

Heritage Baseline

London Street/ Market Place Conservation Area

- 6.6 The London Street/ Market Place Conservation Area was first designated in 1972 and later extended in 1982. The Conservation Area is the subject of an Appraisal adopted by the Council in 2007. The Conservation Area extends from Crown Street to the south, to Garrard Street at its northernmost extent.
- 6.7 The character and appearance of the Conservation Area is succinctly listed at page 3 of the Appraisal. The special interest derives primarily from the historic and architectural focus around St Laurence’s Church and the Town Hall complex, and within Market Place to the south. This area has medieval origins and the morphological framework is still evident, complemented by the 19th century civic complex. The area has been a centre point in Reading’s development for much of its history, as illustrated by the presence of St Laurence’s Church and an eclectic mix of historic buildings in the environs of Market Place Square.
- 6.8 The linear Conservation Area also extends north and south, where it follows the planned medieval approach route, traversing the river Kennet; the route is generally lined with brick buildings of interest.
- 6.9 The southern half of the Conservation Area is separated by the east-west Inner Distribution Road, and the River Kennet, which is crossed by bridges along London Street and Yield Hall Place.
- 6.10 The north-south axis of the Conservation Area is derived from the planned 12th century southern approach to the town, which would have culminated in arrival at the Abbey, which is now situated in one of more densely urban parts of the town.
- 6.11 Market Place and the surrounding area suffered considerable bomb damage during the Second World War, and substantial areas of modern infill occur where earlier buildings were lost. More modern development includes the 1980s office and retail development on the Site.

- 6.12 The character of the Conservation Area as a whole is derived from its long-held function as a mercantile and civic focus within Reading, and for the north-south route through the town, which is flanked by a range of historic and modern built form illustrating the development of the town.
- 6.13 The 2007 Appraisal divides the Conservation Area into four sub-areas. The Site is located in the area to the immediate north of the river Kennet, including Duke Street and Jacksons Corner. The Appraisal states:
This is the least homogenous of the four character areas but represents the transition from central core shopping area to other uses including hotel, casino and office use as one progresses towards London Street. The area can be divided into riverside development beside the Kennet and urban development around Jacksons Corner. From Yield Hall Place the area is dominated by the bulk of the Oracle Shopping Centre. High Bridge, built over the Kennet in 1787, stands just upstream from a narrow modern bridge built approximately 200 years later. The close proximity of the two bridges typifies the close mix of old and new development that characterises this part of the area.
- 6.14 The 2007 Appraisal identifies “with buildings, buildings of townscape merit, significant trees and spaces, and important views into and out of the conservation area”. Dukesbridge House is not identified as a positive contributor and, indeed, it may be considered to detract from its character and appearance.
- 6.15 Pertinent to the Site, the Appraisal also notes that “views along the River Kennet are pleasing and a distinctive feature of the conservation area. From High Bridge looking eastwards, there is a restful though not spectacular view of the river and modern riverside developments. From the new bridge in Yield Hall Place there is an exciting view westwards of modern commercial development outside the conservation area”.



HERITAGE ASSET PLAN: PRELIMINARY ASSESSMENT

Application Site

Conservation Areas

- A. St Mary's Butts
- B. Market Place
- C. Eldon Square
- D. Kendrick

Listed Buildings

Grade I

- 1. Reading Abbey Ruins
- 2. St Laurence's Church and Churchyard
- 3. Church of St Mary
- 4. Abbey Gate

Grade II*

- 5. Town Council Chamber and Offices with Clock Tower
- 6. 15, 17 & 19 Castle Street
- 7. Church of Saint Mary
- 8. Archway Connecting Forbury Gardens to Abbey Ruins. Including Retaining Walls Flanking Path to Abbey Ruins
- 9. Albion Place
- 10. The Simeon Monument
- 11. 78-84, Southampton Street
- 12. 73 & 75, London Street
- 13. Culvert on Holy Brook Running South Westwards
- 14. Watlington House

Grade II

- 15. Abbey Mill Ruins
- 16. 10, 11 & 12, Abbot's Walk
- 17. Tracery Fragments to South of No 10
- 18. Municipal Buildings Concert Hall
- 19. Municipal Buildings
- 20. 2, 4 & 6-10, Bridge Street
- 21. 67 & 68, Broad Street
- 22. 95, Broad Street
- 23. Saxone
- 24. 3, 5, 7, 9, 11 & 13 Castle Street
- 25. 21, 23, 25 & 27 Castle Street
- 26. St Giles Vicarage
- 27. Friends Meeting House
- 28. 6A 6B & 6C Church Street
- 29. Building Now Part of Courage's Brewery
- 30. Shire Hall
- 31. Assize Courts
- 32. Anglian Cross
- 33. The Plummery Wall
- 34. Queen Victoria Jubilee Statue
- 35. 11, 12, 13, 14 & 15 Friar Street
- 36. 147, Friar Street
- 37. 154, Friar Street
- 38. 7 High Street & The High, 8 High Street
- 39. 10, High Street
- 40. Barclays Bank
- 41. 17 & 18, King Street
- 42. 3 & 5, London Road
- 43. The Cedars, The Kendrick School
- 44. Kendrick Girls' School, No 41 (Kendrick Girls' School) Including Street Wall
- 45. Coroner's Court
- 46. No 33 (Former Everyman Theatre)
- 47. 35, 37, 39 & 41 London Street
- 48. 95, 97, 99 & 101 London Street
- 49. 103, London Street
- 50. Sargents Embrook
- 51. 44 & 46, London Street
- 52. 48-52 & 54-58, London Street
- 53. 62-66, 68, 70, 72, 74 & 76 London Street
- 54. 90, 92 & 94 London Street
- 55. 104, 108, 110 & 114, London Street
- 56. St Laurence's Church, Churchyard and Twelve Tombs
- 57. National Westminster Bank
- 58. 23-28, Market Place
- 59. The Coopers Public House & 32 Market Place
- 60. Corn Exchange Arcade Entrance and Trustee Savings Bank
- 61. Queen's Crescent
- 62. 1-31, Queen Victoria Street
- 63. Queen Victoria Jubilee Fountain
- 64. 55 and 55A, St Mary's Butts
- 65. Jubilee Cross
- 66. 9, Sidmouth Street
- 67. Church of St Giles and Churchyard Tombs
- 68. 63, Southampton Street
- 69. 26 & 28 Southampton Street
- 70. The Statue of King Edward VII
- 71. 13 & 15, Station Road
- 72. Great Western House
- 73. Church of Saint John The Evangelist
- 74. Walls Enclosing Garden to West of No 44 (Watlington House)
- 75. 80, 86 & 88 London Street
- 76. 2 and 3 & 3A, Broad Street
- 77. 8, 10 & 12, Castle Street
- 78. 7, 9 & 11 Church Street
- 79. Wall and Gatepiers of St Laurence's Graveyard
- 80. Maiwand Memorial
- 81. 7, 8 9 & 10 Gun Street
- 82. The George Hotel
- 83. Nos 49-53 London Street
- 84. Drinking Fountain on South Side of St Laurence's Tower
- 85. 1 & 2, Market Place
- 86. 48-51, Market Place
- 87. The Allied Arms Inn
- 88. Group of 4 Churchyard Tombs North of St Mary's Church
- 89. Church House
- 90. 3 & 5, Sidmouth Street
- 91. 43-49, South Street
- 92. 69, London Street
- 93. Walter Parsons Corn Stores
- 94. Building on South East Corner
- 95. 72-76, Southampton Street
- 96. Telephone Exchange
- 97. 89-93, London Street
- 98. 155, Friar Street
- 99. Wall Between Forbury Road and Abbott's Walk to West of St James' Church
- 100. Shelter at North East Corner of Forbury Gardens
- 101. Wall Enclosing St Giles's Vicarage Garden
- 102. The Horn Inn
- 103. 35 & 37, St Mary's Butts
- 104. Group of 4 Churchyard Tombs, East of St Mary's Church
- 105. Building to West of Church House
- 106. 86, Southampton Street
- 107. Wesley Methodist Church
- 108. 11, 12, 13 & 14, Gun Street and La Corbiere Restaurant
- 109. House at Rear of Nos 18 and 20 Kings Road
- 110. 33 & 35, London Road
- 111. Kendrick View
- 112. 77, 79 & 81 London Street
- 113. 2 & 4, London Street
- 114. High Bridge
- 115. St James's Roman Catholic School, St James's Presbytery & Church of St James'
- 116. Reading Gaol (Main Building)
- 117. Congregational Church and Nos 89 & 89A
- 118. 33-37, Castle Street
- 119. Former Cottage at Rear of No 8
- 120. Sun Inn
- 121. Small Town Hall
- 122. Municipal Buildings Art Gallery, Museum and School of Art
- 123. Seven Bridges House
- 124. St Giles' War Shrine

Scheduled monuments

- 125. Reading Abbey: a Cluniac and Benedictine monastery and Civil War earthwork.

Registered Park and Grdens

- 126. The Forbury Garden

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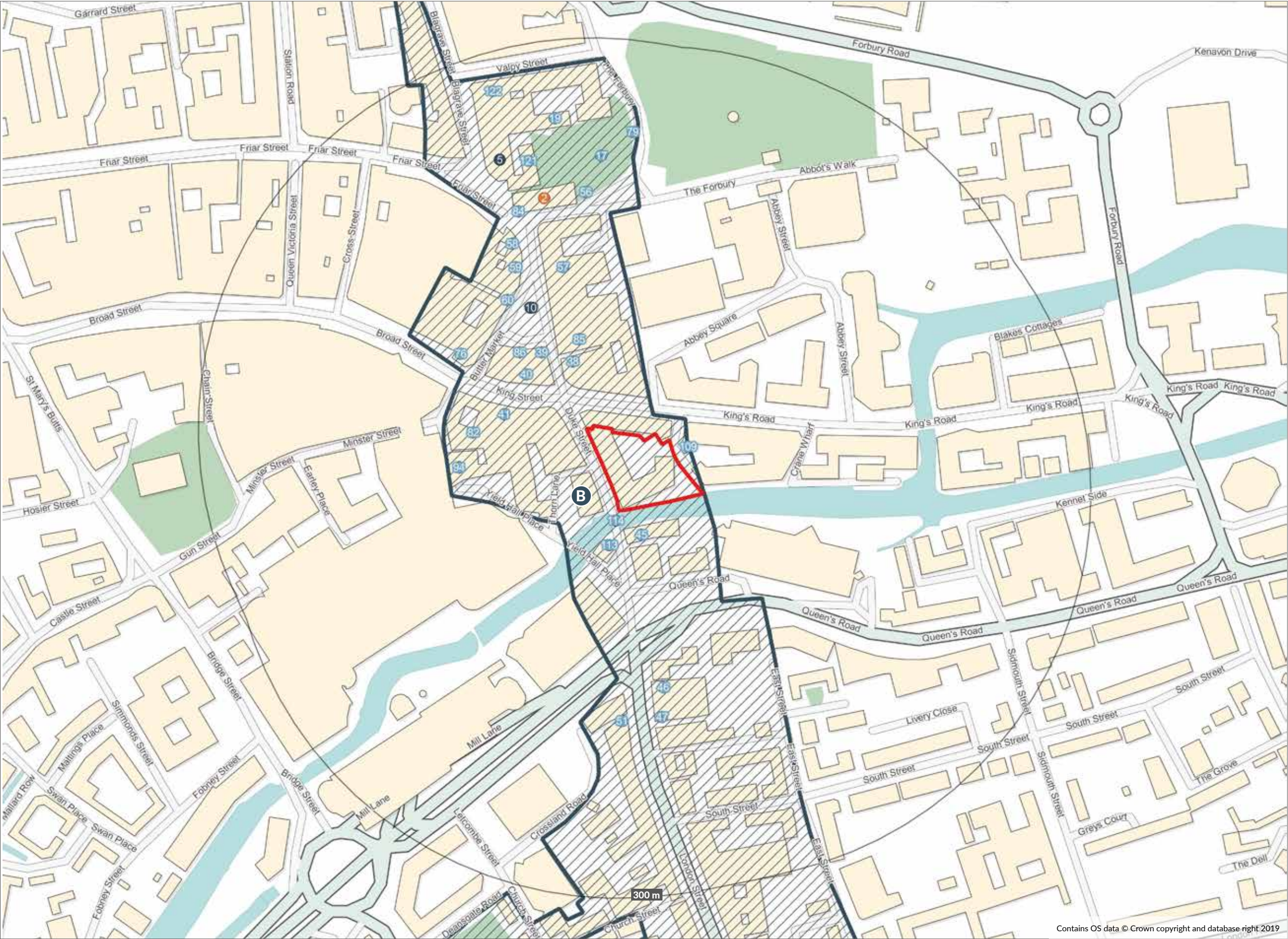
Location:
Dukesbridge House

Date:
July 2020

Scale:
1:5000 @ A3

Figure 6.1
Heritage Asset Plan
(Preliminary Assessment)

▲ North



HERITAGE ASSET PLAN
(FINAL ASSESSMENT)

Application Site

Conservation Areas

B. London Street / Market Place

Listed Buildings

Grade I

2. St Laurence's Church and Churchyard

Grade II*

5. Town Council Chamber and Offices with Clock Tower
10. The Simeon Monument

Grade II

17. Tracery Fragments to South of No 10
19. Municipal Buildings
38. 7 High Street & The High, 8 High Street
39. 10, High Street
40. Barclays Bank
41. 17 & 18, King Street
45. Coroner's Court
46. No 33 (Former Everyman Theatre)
47. 35, 37, 39 & 41 London Street
51. 44 & 46, London Street
56. St Laurence's Church, Churchyard and Twelve Tombs
57. National Westminster Bank
58. 23-28, Market Place
59. The Coopers Public House & 32 Market Place
60. Corn Exchange Arcade Entrance and Trustee Savings Bank
76. 2 and 3 & 3A, Broad Street
79. Wall and Gatepiers of St Laurence's Graveyard
82. The George Hotel
84. Drinking Fountain on South Side of St Laurence's Tower
85. 1 & 2, Market Place
86. 48-51, Market Place
94. Building on South East Corner
109. House at Rear of Nos 18 and 20 Kings Road
113. 2 & 4, London Street
114. High Bridge
121. Small Town Hall
122. Municipal Buildings Art Gallery, Museum and School of Art

Location:
Dukesbridge House

Date:
July 2020

Scale:
1:5000 @ A3

Figure 6.2 Heritage Asset Plan
(Final Assessment)

North

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Group 1: Northernmost extent of Market Place Conservation Area

St Laurence's Church and Churchyard (grade I)

- 6.16 St Laurence's Church and Churchyard was added to the statutory list in 1957. The structure of the building dates from between the Norman period and 15th century, with heavy 19th century restoration. It is shown below at **Figure 6.3**.
- 6.17 The church was formerly the chapel ante portas of the Abbey, forming one of three parish churches built to serve the medieval eastern parish of Reading. It has a flint construction with ashlar quoins.
- 6.18 The church has a long, narrow north aisle, which embraces the three stage tower, built in 1458. The tower is an important landmark in views north through the Market Place.
- 6.19 The interior houses a font dating from 1522 and a memorial to 16th century mathematician John Blagrave.
- 6.20 The church possesses considerable historic and architectural interest for the age of its fabric, and its historic associations with the history and development of Reading.

St Laurence's Church and Churchyard Twelve Tombs in St Laurence's Churchyard (grade II)

- 6.21 St Laurence's Church and Churchyard and Twelve Tombs was added to the statutory list in 1978, and comprises twelve tombs located within the churchyard of St Laurence's Church, dating from the 18th and 19th centuries.
- 6.22 The assets possess historic and architectural interest as good examples of tombs which are closely associated with the historic church.

Drinking Fountain on South Side of St Laurence's Tower (grade II)

- 6.23 The drinking fountain was added to the statutory list in 1973, and comprises a mid-19th century Victorian Gothic drinking fountain with a large bowl and two small dog bowls below.
- 6.24 The fountain possesses historic and architectural (design) interest as a good example of a Victorian Gothic drinking fountain.

Wall and Gatepiers of St Laurence's Graveyard (grade II)

- 6.25 The walls and gatepiers of St Laurence's Graveyard were added to the statutory list in 1975 and are built in red brick with a central break to the front. The retaining wall adjoins the Magistrates Court, and the Gatepiers are inscribed 'Rebuilt AD 1791'.
- 6.26 The wall and gatepiers possess historic and architectural interest as a good example of 18th century boundary treatments, which form part of the ensemble of historic built form at St Laurence's Church.

Town Council Chamber and Offices with Clock Tower (grade II)*

- 6.27 This asset was added to the statutory list in 1957 and comprises a two storey building by Alfred Waterhouse, built between 1872 and 1875, in the French Gothic style (**Figure 6.4**). The building has red and grey brick with terracotta ornaments, and a tower positioned to close vistas from Friar Street and Market Place. A second tower was removed following damage sustained in the Second World War. The Council Chamber retains original features including a Gothic fireplace, gallery, benches and tables.
- 6.28 The building possesses historic and architectural interest as a good example of a Gothic style civic building by a known architect.
- 6.29 The Small Town Hall was added to the statutory list in 1957, and comprises a red brick building with a slate roof dating originally to 1785.
- 6.30 The building possesses historic and architectural interest as a good example of an 18th century town hall building.

Small Town Hall (grade II)



Figure 6.3 St Laurence's Church



Figure 6.4 The Town Council Chamber building

Municipal Buildings (grade II)

6.31 This asset was added to the statutory list in 1957, and comprises a 2.5 storey building in flint with ashlar quoins and dressings. It may incorporate aspects of an earlier 15th century building. The interior retains a Tudor arch fireplace and panelled room dating to the 19th century.

6.32 The building possesses historic and architectural interest for its multi-phased development and preserved historic fabric.

Municipal Buildings Art Gallery, Museum and School of Art (grade II)

6.33 The Municipal Buildings Art Gallery, Museum and School of Art were added to the statutory list in 1974, and comprise a two storey building designed by WR Howell in the Gothic style. Its exterior comprises dark blue brick with dark red brick and terracotta dressings, with terracotta carved reliefs depicting the history of Reading.

6.34 The building possesses historic and architectural interest as a good example of 19th century civic architecture by a known architect.

Tracery Fragments to south of No. 10 (grade II)

6.35 The tracery fragments were added to the statutory list in 1978, and comprise the head of a perpendicular 15th century window, which may have been altered from a decorated style tracery window.

6.36 The fragments possess historic and architectural interest as part of an early window structure on the Site which forms part of an earlier phase of development in the locality.

Contribution of setting to heritage value

6.37 This group of receptors is focussed on St Laurence's Church, which forms the centrepiece of the historic town centre north of The Forbury/ Friar Street. The open space of Town Square creates an area from which to appreciate the ensemble of the historic Church and civic buildings together. St Laurence's and the group as a whole, are perceptible in axial views when approaching from the north and south.

*Group 2: Market Place north of Broad Street**The Simeon Monument (grade II*)*

6.38 The Simeon Monument was added to the statutory list in 1957, and comprises a Portland stone fluted obelisk with chamfered sides, designed by Sir John Soane and erected in 1804 (**Figure 6.5**). The monument has moulded panels to each face with an inscription.

6.39 The monument possesses historic and architectural interest as a good example of an early 19th century monument by a recognised architect of national acclaim.

National Westminster Bank (grade II)

6.40 The National Westminster Bank was added to the statutory list in 1973, and comprises a three storey, mid-19th century building in Bath stone ashlar with Portland stone balustraded parapet in a Renaissance Palace style.

6.41 The building possesses historic and architectural interest as a good example of a mid-19th century building with a distinctive style.

23-26 Market Place (grade II)

6.42 23-26 Market Place was added to the statutory list in 1973, and comprises a three storey, early 19th century building attributed to Henry or Nathaniel Briant. The building has Doric pilasters above ground floor level, and modern shop fronts.

6.43 The building possesses historic and architectural interest as a good example of an early 19th century building in the town centre.

27 and 28 Market Place (grade II)

6.44 27 and 28 Market Place were added to the statutory list in 1957 and comprise an early 17th century building with three storeys and an attic. The building has a double jettied timber frame with stucco infilling and pebbledash, and an 18th century shop front to ground floor.

6.45 The building possesses historic and architectural interest as a good example of an 18th century building in the town centre.

The Coopers Public House (grade II)

6.46 The Coopers Public House was added to the statutory list in 1973, and comprises a 17th century building with four bays and a tiled roof with 20th century dormers. The ground floor has rusticated stucco with glazing bar shopfronts, and the interiors include re-used fittings from a 16th or 17th century house.



Figure 6.5 Heritage Assets at the Market Place, including the upper parts of the Simeon Monument, visible above the market stalls

6.47 The building possesses historic and architectural interest as a good example of a 17th century building in the town centre.

32 Market Place (grade II)

6.48 32 Market Place was added to the statutory list in 1978, and comprises a four storey, mid-19th century building with bands between floors and painted brick exterior.

6.49 The building possesses historic and architectural interest as part of the ensemble of historic buildings in this part of Reading.

Corn Exchange Arcade Entrance (grade II)

6.50 This asset was added to the statutory list in 1973, and comprises a renaissance style single bay feature, built in Bath stone ashlar. The arcade was built in 1854 to designs by JB Clacy and F Hawker, and has rusticated piers to its lower stage with an arched recess above.

6.51 The arcade possesses historic and architectural interest as a good example of a 19th century shopping arcade.

Trustee Savings Bank (grade II)

- 6.52 The Trustee Savings Bank was added to the statutory list in 1978, and comprises a mid-19th century, three storey building with deep stucco frieze and stucco dressings.
- 6.53 The building possesses historic and architectural interest as part of the ensemble of historic buildings in this part of Reading.

1 & 2 Market Place (grade II)

- 6.54 1 and 2 Market Place were added to the statutory list in 1978, and comprise a three storey rubbed brick Classical style building, which probably dates to the 1870s. It has a slate roof, a stone faced ground floor with rustic piers, and a wrought iron guile inscribed "Lloyds Bank Chambers". The interior contains a 1930s banking hall with 3 Rain beams.
- 6.55 The building possesses historic and architectural interest as a good example of a 19th century banking hall with an early 20th century interior.

Contribution of setting to heritage value

- 6.56 This group of receptors is focussed on a triangular area of land to the north of Broad Street and south of The Forbury/ Friar Street. The open space of Market Place Square is partially pedestrianised, and sits at the centre of a mix of historic buildings and modern infill. The Simeon Monument is a prominent feature at its centre.
- 6.57 The ensemble of historic buildings make a mutually positive contribution to the respective setting of each, collectively illustrating the historic development of this part of the city.
- 6.58 The busy, town centre setting of the receptors contribute to the understanding of their historic purpose at the old market place, which is still in use. The open space allows for the appreciation of the form of the historic buildings.
- 6.59 The Site does not contribute to the heritage value, or appreciation thereof, of the heritage receptors.

*Group 3: Market Place to Broad Street**7 High Street (grade II)*

- 6.60 7 High Street was added to the statutory list in 1975, and comprises a four storey, early 19th century building with a stucco exterior and modern shopfront.
- 6.61 The building possesses historic and architectural interest as a good example of a 19th century building in this part of Reading.

The High (grade II)

- 6.62 The High was added to the statutory list in 1975, and comprises a three storey Art Nouveau style building constructed in 1904 by WR Howell of Coopers and Howell. The building has a tile and terracotta front, and a heavy modillion cornice.
- 6.63 The building possesses historic and architectural interest as a good example of an early 19th century building by a known architect.

48 and 49 Market Place (grade II)

- 6.64 48 and 49 Market Place were added to the statutory list in 1973, and comprise a mid-18th century four storey building with a coloured stucco façade and marbled offices to ground floor.
- 6.65 The building possesses historic and architectural interest as a good example of a mid-18th century office building.

50 and 51 Market Place (grade II)

- 6.66 50 and 51 Market Place were added to the statutory list in 1973, and comprise a 3.5 storey red brick and terracotta building with ashlar dressings, constructed circa 1880. It has a central Flemish gable and shop fronts at ground floor.
- 6.67 The building possesses historic and architectural interest as a good example of a late 19th century building in this part of Reading.

10 High Street (grade II)

- 6.68 10 High Street was added to the statutory list in 1978, and comprises a four storey stucco building constructed circa 1800. The building has a rusticated archway to the left, and fluted Doric side columns in reveals at first floor.

- 6.69 The building possesses historic and architectural interest as a good example of an early 19th century building in this part of Reading.

Barclays Bank (grade II)

- 6.70 Barclays Bank was added to the statutory list in 1977, and comprises a three storey buildings built in 1836 by architects Henry or Nathaniel Briant in Bath stone with an Italian palazzo style.
- 6.71 The building possesses historic and architectural interest as a good example of an early 19th century building by a known architect in this part of Reading.

2 and 3 & 3a, Broad Street (grade II)

- 6.72 This asset was added to the statutory list in 1978, and comprises two buildings on the north side of Broad Street. No. 2 has a two window front and modern rendering. No. 3 and 3a is believed to date to the early 18th century, and is possibly timber framed, with a modern shop front to ground floor.

- 6.73 The buildings possess historic and architectural interest as part of the 18th century development in this part of Reading.

Contribution made by setting to significance

- 6.74 This group of buildings has a setting which focuses on the triangular pedestrian space created between High Street/ Market Place to the east, King Street to the south, and Butter Market to the west.
- 6.75 The group of listed buildings, whilst varied, make a reciprocal contribution to one another's settings. They form part of an ensemble which illustrates the development of the town centre. Modern infill between these buildings further contributes to the high street/ town centre character.
- 6.76 In views north, the setting of the buildings includes Saint Lawrence's Church, which is an attractive feature in the vicinity.

Group 4: Western extent of Conservation Area

17 and 18 King Street (grade II)

- 6.77 17 and 18 King Street were added to the statutory list in 1957, and comprise a four storey mid-to-late 18th century building with a narrow stucco frontage, tripartite glazing bar sash windows, and a modern shop front to ground floor.
- 6.78 The building possesses historic and architectural interest as a good example of an 18th century building in this part of Reading.

The George Hotel (grade II)

- 6.79 The George Hotel was added to the statutory list in 1957, and comprises a 3-4 storey building with a piecemeal development history. The building was first mentioned in 1423, and is focussed on a cobbled courtyard.
- 6.80 The building possesses historic and architectural interest for its piecemeal development as part of the early development in this part of Reading.

Building on South East Corner (grade II)

- 6.81 This asset was added to the statutory list in 1978, and is part of the George Hotel. The building has two storeys, and dates from the early 19th century, built in red brick with a tiled mansard roof.
- 6.82 The building possesses historic and architectural interest as an early 19th century building in this part of Reading.
- Contribution of setting to heritage value*
- 6.83 These receptors are situated to the west of the Site, along King Street and east of Minster Street.
- 6.84 The receptors are set within the busy town centre of Reading. King Street is a busy shopping street and is quite heavily trafficked, forming a main east west route through the town.
- 6.85 To the north of the receptors is the open space of the market place, which provides relief within the heavily urbanised environment.
- 6.86 The town centre setting makes a positive contribution to the appreciation of the receptors, providing a context in which their development at Reading's core can be understood.

Group 5: east of the Site

House at Rear of Nos. 18 and 20 Kings Road (grade II)

- 6.87 This building was added to the statutory list in 1978, and comprises a three storey, early 19th century detached house in red brick with stone cills (**Figure 6.6**). The building has a projecting Greek Doric porch, and a six panel door.
- 6.88 The building itself is heavily altered and now forms part of the adjoining King's Wharf building.
- 6.89 The building possesses historic and architectural interest as a good example of a 19th century house.

Contribution of setting to significance

- 6.90 The significance of the building is best appreciated in views of its front elevation, which retains its classical proportions and Doric porch. It has a heavily altered, contained setting, defined by the 4-5 storey buildings at the Site, and the back-of-house service areas associated with Dukesbridge House and the buildings fronting King's road.
- 6.91 The former house has been amalgamated into the larger King's Wharf development, to which it links via a glass atrium to the north (**Figure 6.6**).
- 6.92 The building makes a neutral contribution to its setting: the two are understood as separate phases of development, though in comparison to the surrounding development, it appears diminutive.
- 6.93 The front of the building faces onto a service yard, with refuse, recycling and car parking contributing to a back-of-house character. Owing to the interposing development to the north, the building cannot be seen in views from the main road.
- 6.94 Overall, the setting of the listed building detracts from the appreciation of its significance, and in particular, its front elevation.



Figure 6.6a The house to the rear of Nos. 18 and 20 King's Road



Figure 6.6b The house to the rear of Nos. 18 and 20 King's Road

Group 6: High Bridge and environs of the Site

High Bridge (grade II)

- 6.95 High Bridge was added to the statutory list in 1957, and comprises a single, segmental rusticated and vermiculated arch built in 1788 by architect Robert Brettingham of Princes Street, Hanover Square (**Figure 6.7**). The bridge has plain, circular recessed panels in spandrels, and a balustrade curved outward at each end.
- 6.96 The bridge possesses historic and architectural interest as a 'graceful design of considerable merit' by a known architect.
- 6.97 The bridge is the oldest in Reading and historically has been painted, photographed and sketched from several locations. Most common is the view from the north bank of the Kennet outside Dukesbridge House looking towards the Grade II listed 2-4 London Street. 2-4 London Street was built as a toll house in a similar period to the bridge and the pair share a historic relationship.

Coroner's Court (grade II)

- 6.98 The Coroner's Court was added to the statutory list in 1977, and comprises a three storey, mid-19th century Venetian Gothic style building with rendered brick and a dentil cornice (**Figure 6.8**). It was originally constructed as a Petty Sessions court and police station of 1862 before later being converted to a Coroner's Court.
- 6.99 The building's detailing includes a central parapet over three bays, tripartite segmental windows to first floor, and a two storey wind to the west.
- 6.100 The building possesses historic and architectural interest as a good example of a 19th century police court and coroner's court.

2 & 4 London Street (grade II)

- 6.101 2 and 4 London Street were added to the statutory list in 1978, and comprise a pair of two-storey eighteenth century buildings, originally used as a toll house and later converted to retail premises. They include cross-glazed sash windows, and ground floor shop fronts.
- 6.102 The building possesses historic and architectural interest as a good example of an eighteenth century building, later altered.

Contribution of setting to significance

- 6.103 These heritage assets form a group focussed on the River Kennet where it is traversed by London Street. The bridge forms both the point from which views east and west towards the listed buildings can be appreciated, and can itself be appreciated in views east from Yield Hall Place (see **Section 7.0.**)
- 6.104 The immediate setting, comprising the contained space around the bridge and river, make a positive contribution to the appreciation of the listed buildings.
- 6.105 Modern development in the environs, including the existing building on the Site, is experienced within the setting of the listed buildings. The existing building is of poor architectural quality and, with the exception of reinforcing the historic building line, does not make a positive contribution to the buildings' significance.
- 6.106 Other modern development, including the eastern part of the Oracle Riverside building, appear in the background of views south from the bridge. Again, whilst perceptible, these are understood separately from the listed buildings, and do not make any contribution to their significance, or detract from their appreciation.
- 6.107 The listed buildings are therefore understood as an enclave of historic development within the wider, more mixed, modern context.



Figure 6.7 The High Bridge



Figure 6.8 The Coroner's Court

Group 7: South of Queen's Road

35 London Street (grade II)*

6.108 35 London Street was added to the statutory list in 1978, and comprises a four storey, 19th century building which may have been associated with the adjacent former Methodist Chapel. The building is Bath stone with rustic quoins and entablature.

6.109 The building possesses historic and architectural interest as part of the 19th century development in this part of Reading.

37 and 39 London Street (grade II)

6.110 37 and 39 London Street were added to the statutory list in 1957, and comprise two mid-18th century houses of three storeys, possibly incorporating parts of an earlier house.

6.111 No. 39 has a silver grey brick construction with red dressings, whilst no. 37 is red brick.

6.112 The buildings possess historic and architectural interest as part of the 18th century development of the locality.

41 London Street (grade II)

6.113 41 London Street was added to the statutory list in 1978, and comprises a mid-19th century red brick building in a quasi-Italianate style. The building has a red brick construction with Bath ashlar mouldings and voussoirs.

6.114 The building possesses historic and architectural interest as part of the 19th century development of the locality.

44 & 46 London Street (grade II)

6.115 44 and 46 London Street was added to the statutory list in 1978, and comprises a 2.5 storey mid-18th century building.

6.116 The building possesses historic and architectural interest as part of the 18th century development in the locality.

48-52 London Street (grade II)

6.117 48-52 London Street was added to the statutory list in 1978, and comprises a mid-18th century building of 2 ½ storeys, in painted brick with modern shopfronts.

6.118 The building possesses historic and architectural interest as part of the 18th century development in the locality.

54-58 London Street (grade II)

6.119 54-58 was added to the statutory list in 1975, and comprises a three storey brick terrace constructed circa 1753/1754. The houses are each three windows wide, with glazing bar sashes and late 18th century cast iron balconies.

6.120 The buildings possess historic and architectural interest as good examples of the 18th century development in the locality.

Contribution of setting to heritage value

6.121 These buildings are situated on the southern portion of London Street, which has a strong linear emphasis derived from the open space of the road and continuous building line. The road slopes gently towards the north, though the gentle curve in the road limits views in this direction.

6.122 The busy traffic route of Queen's Road creates a divide in the setting, and development north of this is understood separately, making no particular contribution to the buildings' significance or the appreciation thereof.

Assessment

Group 1: Northernmost extent of Market Place Conservation Area: St Laurence's Church and Churchyard (grade I), Town Council Chamber and Offices with Clock Tower (grade II), Small Town Hall (grade II), Municipal Buildings (grade II), Municipal Buildings Art Gallery, Museum and School of Art (grade II), St Laurence's Church and Churchyard Twelve Tombs in St Laurence's Churchyard (grade II), Drinking Fountain on South Side of St Laurence's Tower (grade II), Wall and Gatepiers of St Laurence's Graveyard (grade II), and Tracery Fragments to south of No. 10 (grade II)*

6.123 This group of receptors lies to the north of The Forbury/ Friar Street. They are best appreciated in views north and from within the Town Square, which has a contained character within which the civic ensemble can be considered together.

6.124 The Proposed Development would have no effect on the significance or appreciation of the listed buildings in group 1. The gentle slope of the topography towards the south, and the existing building line on the east side of London Road, would screen views towards the new building, and would be understood separately from the listed building cluster.

6.125 There would be no change to the significance of the listed buildings, or the appreciation thereof.

Group 2: Market Place north of Broad Street: The Simeon Monument (grade II), National Westminster Bank (grade II), 23-26 Market Place (grade II), 27 and 28 Market Place (grade II), The Coopers Public House (grade II), 32 Market Place (grade II), Corn Exchange Arcade Entrance (grade II), Trustee Savings Bank (grade II), 1 & 2 Market Place (grade II)*

6.126 View 5 at **Section 7.0** is located at the northern edge of Market Place. The view demonstrates the Proposed Development would be wholly occluded from this location, which is an optimum position to appreciate the enclosure of the market place and the buildings that bound its perimeter. The appreciation of these receptors as a range of historic buildings arranged around an historic market space would not change, and the focus on the Simeon Monument would remain the focal point at the centre of the open space.

6.127 As the observer travels south further axial views are afforded down Duke Street. The stepped massing of the roof form would restrict further visibility. The buildings are currently experienced within a context which

- includes modern infill development, and some, taller modern elements in the wider setting. They are best experienced in views north, which take in the southern elevation of St Lawrence's Church.
- 6.128 There would be no change to the significance or appreciation of the listed buildings, which would remain pre-eminent. The focus of their setting would remain on Market Place Square.
- Group 3: Market Place to Broad Street: 7 High Street (grade II), The High (grade II), 48 and 49 Market Place (grade II), 50 and 51 Market Place (grade II), 10 High Street (grade II), Barclays Bank (grade II), 2 and 3 & 3a, Broad Street (grade II)*
- 6.129 This group of buildings is focussed on the southern part of Broad Street/ King Street and the Market Place, the open, triangular space of which forms an important part of their setting.
- 6.130 The upper parts of the Proposed Development would be visible to the south of the buildings, set back behind the frontage to Duke Street.
- 6.131 The buildings are best appreciated in views north from Duke Street and King Street, which would not change. Where the Proposed Development would be a perceptible element in the wider setting, the use of materials, including brick, would integrate the new building into its context, whilst the vertical fins would break up the massing, and contribute to an attractive composition.
- 6.132 The Proposed Development have no effect on their significance, or the appreciation thereof. The buildings' individual heritage value, and their group value as an ensemble of development from a range of periods, would be preserved.
- Group 4: Western extent of Conservation Area: 17 and 18 King Street (grade II), The George Hotel (grade II), Building on South East Corner (grade II)*
- 6.133 These receptors are situated at the western extent of the Conservation Area, on the south side of King Street and east side of Minster Street. They are experienced within a town centre context, and are in close proximity to The Oracle shopping centre, which can be accessed from Minster Street.
- 6.134 Due to the tight urban grain and orientation of the listed buildings, there would be no visibility of the Proposed Development from Minster Street, and thus no change to the setting of the listed buildings there. The visual assessment at **Section 7.0** shows that the Proposed Development would likewise be obscured by the existing interposing buildings from Broad Street (see viewpoint 1). There would be no change to the setting of the listed buildings in this group, and their significance would be preserved.
- Group 5: east of the Site: House at Rear of Nos. 18 and 20 Kings Road (grade II)*
- 6.135 The Proposed Development will activate the rear part of the Site and increase the use of the courtyard to Dukesbridge House, currently used as a service area.
- 6.136 New bays will define the extent of the car parking, which will be accessed via a sliding gate, regulating the use of this space. The bins currently stored in this space will be relocated to a designed bin store at ground floor level in the rear of the building.
- 6.137 New block paving is proposed for the enclosed rear courtyard area, which will differentiate between the area within the Proposed Development and the road.
- 6.138 New, raised planters are proposed along the boundary, which will soften the urban character of the streetscene and introduce attractive greenery to the setting of the listed building.
- 6.139 Access along the riverside will be improved with a new ramp, with features paving, which will increase movement around the area, bringing a greater number of people past the listed building, and thus improving the opportunity to appreciate its significance.
- 6.140 The back of house character of the rear of the Site would be changed to a functional space at the rear of the property, improving its appearance, and creating a more attractive space in the setting of the listed building.
- Group 6: High Bridge and environs of the Site: High Bridge (grade II), Coroner's Court (grade II), 2 & 4 London Street (grade II)*
- 6.141 The Proposed Development would be readily perceptible from High Bridge and the adjacent footbridge across Kennet, south of Crane Wharf (see view 4 at **Section 7.0**). There would be a marked increase in height relative to the existing building on the Site. It should be noted that the overall height of the proposals has been reduced relative to the 2019 pre-application scheme as a result of design development.
- 6.142 From these locations the proposed massing has been carefully considered to be recessive from the frontage of Duke Street and, from High Bridge, appear subservient to the historic buildings in the foreground. The material of the roof extension distinguishes it from the more solid masonry base of the existing building and the overall composition of the building is successful. The group value of High Bridge, 2 & 4 London Street and their setting relationship with the Kennet would still be appreciable.
- 6.143 The Proposed Development would be experienced as part of the existing context of modern development in the wider surroundings of the listed buildings, identified by the 2007 Conservation Area Appraisal and the Tall Building Strategy. There is an established context of modern development in views both east and west, and the Proposed Development would be appropriate to this emerging context.
- 6.144 The use of red brick to the lower and mid parts of the building create a neutral backdrop to the listed buildings. The scale and horizontal form of the roof provides a balanced compositing to the masonry base of the building; the champagne coloured aluminium cladding is distinctive and attractive.
- 6.145 The intrinsic significance of the assets, and the understanding thereof, would not change as a result of the Proposed Development. The significance of the listed buildings, and their appreciation independently and as an ensemble, would not change. Their relationship with the linear waterway would remain the focus, and significance of the bridge as the earliest crossing would be preserved.

Group 7: South of Queen's Road: 35 London Street (grade II), 37 and 39 London Street (grade II), 41 London Street (grade II), 44 & 46 London Street (grade II), 48-52 London Street (grade II), 54-58 London Street (grade II)*

- 6.146 The Proposed Development would be a perceptible change to the wider setting of the receptors. The materiality of the masonry base would integrate the new building into its context, whilst the aluminium roof would create an attractive composition in the wider setting of the listed buildings.
- 6.147 As noted above, the curved aspect of the road towards the north provides some screening, and defines the historic route. This setting, and the contribution it makes to the buildings' significance, would not change. The Proposed Development would have no effect on the appreciation of the listed buildings in this group, or their intrinsic value. The setting of the listed buildings would remain focussed on the linear route of London Street, and would remain separately understood from the development north of Queen's Road.

London Street/ Market Place Conservation Area

- 6.148 The existing building on the Site does not make a positive contribution to the character and appearance of the Conservation Area. The building was constructed in the late twentieth century and has no historical association with the Conservation Area; it is not of architectural merit; it has inactive frontages; and, it provides very limited urban design benefit to the river frontage that it occupies.
- 6.149 The Proposed Development seeks to make a significant change to the Site, through a rooftop and lateral extensions of the existing building. The proposals would rationalise the existing building and extend it to improve its visual appearance and function.
- 6.150 The Conservation Area itself is linear in layout and visibility of the Proposed Development from within it will be relatively limited. There would be no visual impact in longer views from the historic core around the St Laurence's Church, the Town Hall complex and Market Place, as demonstrated by view 5 at **Section 7.0**. Glimpse views from Broad Street may be obtained, although the extent of visibility would be negligible as the observer travels along the pedestrian route.

- 6.151 The visual and functional impact of the Proposed Development will largely be limited to the north-south axis along Duke Street and more distant views from London Road.
- 6.152 To the south of the Site, the Conservation Area extends along London Street and the Proposed Development will be visible from a section of this route, as demonstrated by view 2 at **Section 7.0**. This area of southern suburbs is today separated from the Site and the historic core to the north by the Inner Distribution Road. The Proposed Development will sit within an area of low topography that already has taller development forming part of its backdrop. The horizontal form of the proposed roof would rationalise the layering of this approach view, whilst the stepped massing would ensure it is recessive from the street frontage.
- 6.153 Along Duke Street, the Proposed Development seeks to remove the existing frontage that is of low quality at the junction of High Bridge. The replacement building will retain a masonry elevation that will be congruent with the character and appearance of the Conservation Area. The elevation is formed of part-two part-three and part- four storeys, with each setback curved to respond to the articulated roofscape of the adjacent property. Above fourth floor the stepped massing removes the roof form from views as the observer travels south along Duke Street (see **Figure 6.9**). The proposed architecture and inclusion of commercial uses at ground floor will be an improvement to the appearance and character of the Conservation Area in this location.
- 6.154 The Proposed Development is most perceptible from within the Conservation Area at High Bridge and the new bridge in Yield Hall Place. From these locations the proposed massing has been carefully considered to be recessive from the frontage of Duke Street and, from High Bridge, appear subservient to the historic buildings in the foreground. The material of the roof extension distinguishes it from the more solid masonry base of the existing building and the overall composition of the building is successful. The group value of High Bridge, 2 & 4 London Street and their setting relationship with the Kennet would still be appreciable. There is an established context of modern development in views both east and west, as identified by the 2007 Conservation Area Appraisal and the Tall Building Strategy. The Proposed Development would be congruent to this emerging context.

- 6.155 The Proposed Development would also improve the function of the Conservation Area. The existing stepped access to the riverfront will be replaced by a gentle gradient step-free. It will be lined by soft landscaping that will provide visual amenity and also form a defensible space to the building.
- 6.156 The rear of the Site is presently an irregular, unattractive service yard space, with overflowing bins and car parking. This area would be rationalised and landscaping improved. The new paving and raised planters would create a more welcoming pedestrian environment, and improve views into this contained part of the Conservation Area from the east.
- 6.157 Critically, the Proposed Development would assist the regeneration of the Site and its riverfront setting. Overall, the Proposed Development would provide a net neutral impact to the character and appearance of the Conservation Area.



Figure 6.9 Existing View of Site from Duke Street



Figure 6.10 Non-Verified View of Proposed Development from Duke Street. Source: Emre Arolat Architects

Table 6.1 Summary of Heritage Assets

Map Ref	Name	Grade	Full Assessment Required
1	Reading Abbey Ruins	I	No
2	St Laurence’s Church and Churchyard	I	Yes
3	Church of St Mary	I	No
4	Abbey Gate	I	No
5	Town Council Chamber and Offices with Clock Tower	II*	Yes
6	15, 16, 17 & 19 Castle Street	II*	No
7	Church of St Mary	II*	No
8	Archway Connecting Forbury Gardens to Abbey Ruins, including retaining walls flanking path to Abbey Ruins	II*	No
9	Albion Place	II*	No
10	The Simeon Monument	II*	Yes
11	78-84 Southampton Street	II*	No
12	73 & 75 London Street	II*	Np
13	Culvert on Holy Brook running south westwards	II*	Np
14	Watlington House	II*	Np
15	Abbey Mill Ruins	II	No
16	10, 11 and 12 Abbot’s Walk	II	No
17	Tracery fragments to south of no. 10	II	Yes
18	Municipal buildings concert hall	II	No
19	Municipal buildings	II	Yes
20	2, 4 & 6-10 Bridge Street	II	No
21	67 & 68 Broad Street	II	No
22	95 Broad Street	II	No
23	Saxone	II	No
24	3, 5, 7, 9, 11 & 13 Castle Street	II	No
25	21, 23, 25 & 27 Castle Street	II	No
26	St Giles Vicarage	II	No
27	Friends Meeting House	II	No
28	6a, 6b and 6c Church Street	II	No

Map Ref	Name	Grade	Full Assessment Required
29	Building now part of Courage’s Brewery	II	No
30	Shire Hall	II	No
31	Assize Courts	II	No
32	Anglican Cross	II	No
33	The Plummery Wall	II	No
34	Queen Victoria Jubilee Statue	II	No
35	11, 12, 13, 14 & 15 Friar Street	II	No
36	147 Friar Street	II	No
37	154 Friar Street	II	No
38	7 High Street & The High, 8 High Street	II	Yes
39	10 High Street	II	Yes
40	Barclays Bank	II	Yes
41	17 & 18 King Street	II	Yes
42	3 & 5 London Road	II	No
43	The Cedars, the Kendrick School	II	No
44	Kendrick Girls School, No. 41 (Kendrick Girls School) including street wall	II	No
45	Coroner’s Court	II	Yes
46	No 33 (Former Everyman Theatre)	II	Yes
47	35, 37, 39 & 41 London Street	II	Yes
48	95, 97, 99 & 101 London Street	II	No
49	103 London Street	II	No
50	Sargents Embrook	II	No
51	44 & 46 London Street	II	Yes
52	48-52 & 54-58 London Street	II	No
53	62-66, 68, 70, 72, 74 & 76 London Street	II	No
54	90, 92 & 94 London Street	II	No
55	104, 108, 110 & 114 London Street	II	No
56	St Laurence’s Church, Churchyard and Twelve Tombs	II	Yes
57	National Westminster Bank	II	Yes

Map Ref	Name	Grade	Full Assessment Required
58	23-28 Market Place	II	Yes
59	The Coopers Public House & 32 Market Place	II	Yes
60	Corn Exchange Arcade Entrance and Trustee Savings Bank	II	Yes
61	Queen's Crescent	II	No
62	1-31 Queen Victoria Street	II	No
63	Queen Victoria Jubilee Fountain	II	No
64	55 and 55a St Mary's Butts	II	No
65	Jubilee Cross	II	No
66	9 Sidmouth Street	II	No
67	Church of St Giles and Churchyard Tombs	II	No
68	63 Southampton Street	II	No
69	26 & 28 Southampton Street	II	No
70	The Statue of King Edward VII	II	No
71	13 & 15 Station Road	II	No
72	Great Western House	II	No
73	Church of St John the Evangelist	II	No
74	Walls enclosing garden to west of No. 44 (Watlington House)	II	No
75	80, 86 & 88 London Street	II	No
76	2 and 3 and 3a, Broad Street	II	Yes
77	8, 10 & 12 Castle Street	II	No
78	7, 9 & 11, Church Street	II	No
79	Walls and gatepiers of St Laurence's Churchyard	II	Yes
80	Maiwand Memorial	II	No
81	7, 8, 9 & 10 Gun Street	II	No
82	The George Hotel	II	Yes
83	Nos. 49-53 London Street	II	No
84	Drinking Fountain on South Side of St Laurence's Tower	II	Yes
85	1 & 2 Market Place	II	Yes
86	48-51 Market Place	II	Yes
87	The Allied Arms Inn	II	No

Map Ref	Name	Grade	Full Assessment Required
88	Group of 4 churchyard tombs north of St Mary's Church	II	No
89	Church House	II	No
90	3 & 5, Sidmouth Street	II	No
91	43-49 South Street	II	No
92	69 London Street	II	No
93	Walter Parsons Corn Stores	II	No
94	Building on south east corner	II	Yes
95	72-76 Southampton Street	II	No
96	Telephone Exchange	II	No
97	89-93 London Street	II	No
98	155, Friar Street	II	No
99	Wall between Forbury Road and Abbott's Walk to west of St James' Church	II	No
100	Shelter at north east corner of Forbury Gardens	II	No
101	Wall enclosing St Giles's Vicarage Garden	II	No
102	The Horn Inn	II	No
103	35 & 37 St Mary's Butts	II	No
104	Group of 4 churchyard tombs, east of St Mary's Church	II	No
105	Building to west of Church House	II	No
106	86 Southampton Street	II	No
107	Wesley Methodist Chapel	II	No
108	11, 12, 13 & 14 Gun Street and La Corbiere Restaurant	II	No
109	House at rear of Nos. 18 and 20 Kings Road	II	Yes
110	33 and 35 London Road	II	No
111	Kendrick View	II	No
112	77, 79 & 81 London Street	II	No
113	2 & 4 London Street	II	Yes
114	High Bridge	II	Yes
115	St James' Roman Catholic School, St James' Presbytery and Church of St James	II	No
116	Reading Gaol (main building)	II	No
117	Congregational Church and Nos. 89 & 89a	II	No

Map Ref	Name	Grade	Full Assessment Required
118	33-37 Castle Street	II	No
119	Former Cottage at rear of No. 8	II	No
120	Sun Inn	II	No
121	Small Town Hall	II	Yes
122	Municipal Buildings Art Gallery, Museum and School of Art	II	Yes
123	Seven Bridges House	II	No
124	St Giles' War Shrine	II	No
125	Reading Abbey: A Cluniac and Benedictine Monastery and Civil War Earthwork	Scheduled Monument	No
126	The Forbury Garden	Registered Park and Garden	No
A	St Mary's Butts Conservation Area	N/A	No
B	Market Place Conservation Area	N/A	Yes
C	Eldon Square Conservation Area	N/A	No
D	Kendrick Conservation Area	N/A	No

7.0

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Visual

7.0 VISUAL

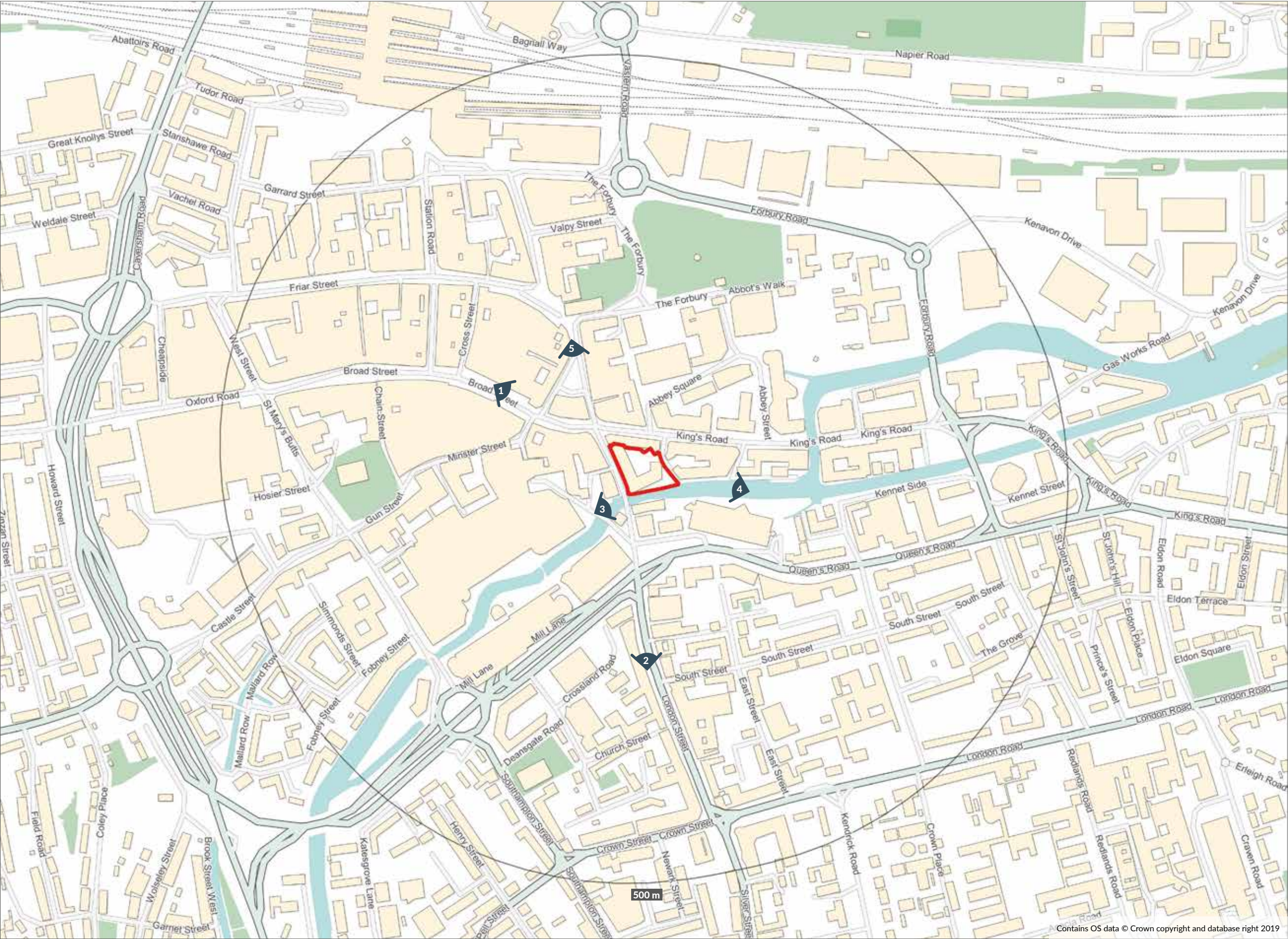
- 7.1

The HTVIA is supported by five AVRs. The location of the AVRs is provided at **Figure 7.1**. **Table 7.1** below provides an overview of the heritage and townscape considerations for each view, including any additional considerations such as the proximity to key transport nodes.
- 7.2

A description of the existing scene for each identified view and the likely visual receptors is provided below. This description is set alongside a corresponding AVR of the Proposed Development and analysis of any significant effect occurring.

Table 7.1 View Summary Table

View	Location	Townscape Character	Heritage Assets	Visual Receptors	AVR Type	Additional Considerations
1	Broad Street towards development on south side of King Street	Commercial	London Street/ Market Place Conservation Area 17 & 18 King Street (grade II) 2 and 3 and 3a, Broad Street (grade II) Barclays Bank (grade II)	Pedestrians	Render (AVR3)	
2	London Street, looking north	Commercial Residential	London Street/ Market Place Conservation Area No. 33 (Former Everyman Theatre) (grade II) 35, 37, 39 and 41 London Street (grade II) 44 & 46 London Street (grade II)	Pedestrians Road Users	Render (AVR3)	Experienced as part of a kinetic sequence
3	Yield Hall Place bridge, looking east	Commercial Waterway	London Street/ Market Place Conservation Area 2 & 4, London Street (grade II) High Bridge (grade II) Coroner's Court (grade II)	Pedestrians Road users	Render (AVR3)	
4	Footbridge across Kennet, south of Crane Wharf	Commercial Residential Waterway	London Street/ Market Place Conservation Area 2 & 4, London Street (grade II) High Bridge (grade II) Coroner's Court (grade II)	Pedestrians	Render (AVR3)	
5	Market Place, looking south along High Street	Commercial Residential	London Street/ Market Place Conservation Area The Simeon Monument (grade II*) 10 High Street (grade II) 48-51 Market Place (grade II) 7 High Street & The High, 8 High Street (grade II) 1 & 2 Market Place (grade II)	Pedestrians Road Users	Wire Line (AVR1)	Location of a market on some days



VIEW LOCATION PLAN

- Application Site
1. View from Broad Street towards development on south side of King Street
 2. View from London Street, looking north
 3. View from Yield Hall Place bridge, looking east
 4. View from footbridge across Kennet, south of Crane Wharf
 5. View from Market Place, looking south along High Street

Location:
Dukesbridge House

Date:
July 2020

Scale:
1:5000 @ A3

Figure 7.1 View Location Plan

▲ North

MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET, LONDON W1J 8BA
T: 020 7493 4002
F: 020 7312 7548
www.montagu-evans.co.uk

VIEW 1: BROAD STREET TOWARDS DEVELOPMENT ON SOUTH SIDE OF KING STREET

EXISTING

- 7.3 This viewpoint is situated part way along Broad Street, approximately 135m north-west of the Site, oriented south-east. The view is located in the Market Place / London Street Conservation Area and includes listed and locally listed structures in the foreground. The heritage assets add to the amenity value of the view, although a separate assessment of the impact of the Proposed Development to their significance is provided at **Section 6.0**.
- 7.4 The fore and middle ground of the view have an open character, derived from the wide pedestrian shopping area, flanked by a varied range of buildings of roughly four storeys, unified through their accommodation of shop fronts at ground floor.
- 7.5 The viewer's eye is drawn along the open space of the pedestrianised area towards the middle ground of the view, which is terminated by development where the road bends to the viewer's left. The viewer's attention is contained within the immediate streetscene.
- 7.6 This view would primarily be experienced by pedestrians and shoppers, whose attention would be on wayfinding, and the shop displays at ground floor level.



PROPOSED

- 7.7 The fore and middle ground of the view would not change, and the viewer's attention would remain on the defined open space of the busy pedestrianised shopping street, and the flanking shop frontages.
- 7.8 The Proposed Development would be almost entirely occluded by existing development along the south side of Broad Street and King Street. As the observer travels along the route very limited glimpse views may be afforded, but would be seen over a limited duration and would not impair the composition in the foreground. The extent of visibility would be negligible as the observer travels along the pedestrian route. The Proposed Development would not detract from the visual amenity of the scene.



VIEW 2: LONDON STREET, LOOKING NORTH

EXISTING

- 7.9 This viewpoint is situated part way along London Street, to the south of the Site, oriented north towards the Site. The view is located in the Market Place / London Street Conservation Area and includes listed and locally listed structures in the foreground. The heritage assets adds to the amenity value of the view, although a separate assessment of the impact of the Proposed Development to their significance is provided at **Section 6.0.**
- 7.10 The fore and middle ground of the view comprise the open space of the road, defined by the continuous line of buildings to each side. Some of these accommodate shop fronts at ground level, whilst others appear to be in residential use. The viewer would be aware of a decline in the gradient towards the background of the view, as the land slopes downward towards the north.
- 7.11 The middle ground of the view is intersected by Queen's Road, beyond which the development at Duke Street can be seen.
- 7.12 In the background of the view, a range of taller development can be seen, including at Abbey Square, contributing to the urban character of the view. A crane to the right hand side of the view shows the ongoing development in the locality.
- 7.13 The view would primarily be experienced by pedestrians and road users, whose attention would be on wayfinding and the road ahead.



PROPOSED

- 7.14 The Proposed Development will be visible from this section of London Street, before the curve in the road further south. This would be experienced as part of the kinetic sequence moving along the road, and would be less visible further south, owing to the changing topography, interposing development and the curved aspect of the road.
- 7.15 This area of southern suburbs is today separated from the Site and the historic core to the north by the Inner Distribution Road. The Proposed Development will sit within an area of low topography that already has taller development forming part of its backdrop. The horizontal form of the proposed roof would rationalise the layering of this approach view, whilst the stepped massing would ensure it is recessive from the street frontage.
- 7.16 The scale and mass of the Proposed Development will be sub-divided through detailed design. The materiality of the masonry base would integrate the new building into its context, whilst the aluminium roof would create an attractive composition in the wider setting of the listed buildings. The Proposed Development would be an attractive feature of the view. It would mark historic threshold into the town centre at the Kennet and an area of local townscape importance.



VIEW 3: YIELD HALL PLACE BRIDGE, LOOKING EAST

EXISTING

- 7.17 This viewpoint is situated on the bridge which forms part of Yield Hall Place, a thoroughfare through the area. It is approximately 65m south west of the Site, oriented east.
- 7.18 The foreground of the view comprises the open space of the river. The view is located in the Market Place / London Street Conservation Area and the grade II listed High Bridge and 2 & 4 London Street are visible in the foreground. The heritage assets add to the amenity value of the view, although a separate assessment of the impact of the Proposed Development to their significance is provided at **Section 6.0.**
- 7.19 High Bridge in the centre of the view has an attractive arch which draws the viewer's eye, and terminates views along the waterline. Built form along both sides of the river creates a sense of containment, and focuses the viewer's attention on the space of the river and its banks.
- 7.20 At the Site, the existing red brick building can be seen behind the bridge, and is understood as part of the urban development in the town centre.
- 7.21 The view would be experienced by pedestrians and road users moving through the area. Their attention would be on wayfinding, and the road ahead.
- 7.22 View J of the Tall Building Strategy (2008) states views within the central area east and west along the Kennet "have the potential to be improved by the inclusion of tall or very tall buildings". The text within the Appendix states "the view has a low sensitivity to the introduction of tall buildings. A key characteristic of the view is the manner in which it is framed by tall buildings with a large block size; further tall buildings would enhance this characteristic"



PROPOSED

- 7.23 From this location the Proposed Development would be readily perceptible. A separate assessment of the impact of the Proposed Development to the significance of heritage assets in the view is provided at **Section 6.0**. The assessment acknowledges that the proposed increase in scale would detract from what remains of the historic composition of the view, comprising High Bridge, 2 & 4 London Street and their setting relationship with the Kennet.
- 7.24 Notwithstanding, there is an established context of modern development in views both east and west, as identified by the 2007 Conservation Area Appraisal and the Tall Building Strategy. The Proposed Development would be congruent to this emerging context and would thus improve visual amenity for visual receptors by virtue of quality of design.
- 7.25 The Proposed Development would form part of the background context. The use of red brick to the lower of the building would integrate the new building into its foreground context. The scale and horizontal form of the roof provides a balanced compositing to the masonry base of the building; the champagne coloured aluminium cladding is distinctive and attractive.
- 7.26 Overall, the proposals form an attractive architectural composition and provide a moment of intrigue at this point of local townscape importance.



VIEW 4: FOOTBRIDGE ACROSS KENNET, SOUTH OF CRANE WHARF**EXISTING**

- 7.27 This viewpoint is situated at the mid-point of the footbridge over the Kennet, approximately 80m east of the Site, oriented west along the river.
- 7.28 The view is framed to left and right by urban development of 5-6 storeys which lines the river, and draws the viewer's eye along the waterway towards the background. There are no active frontages, with ground floor level primarily occupied by car parking. The grade II listed High Bridge is partially visible in the middle ground, crossing the river.
- 7.29 The background of the view includes the modern Oracle shopping centre development, which terminates the view along the river.
- 7.30 The view would be experienced by pedestrians crossing the river. Their focus would be on the route ahead, and on the view along the river in both directions.



PROPOSED

- 7.31 The Proposed Development would be readily perceptible from this location and would have a wholly positive impact on the view.
- 7.32 The scale and horizontal form of the roof provides a balanced composition to the masonry base of the building. The champagne coloured aluminium cladding is distinctive and attractive. Overall, the proposals form an attractive architectural composition and provide a moment of intrigue at this point of local townscape importance.
- 7.33 The new paving and tree planting to the area alongside the river would relieve the urban character, and be an attractive addition to the view.



VIEW 5: MARKET PLACE, LOOKING SOUTH ALONG HIGH STREET

EXISTING

- 7.34 This viewpoint is situated at the northern extent of the Market Place, approximately 130m north of the Site, oriented south. The view is located in the Market Place / London Street Conservation Area and includes listed and locally listed structures in the foreground. The heritage assets add to the amenity value of the view, although a separate assessment of the impact of the Proposed Development to their significance is provided at **Section 6.0**.
- 7.35 The fore and middle ground of the view comprise the open space at Market Place, focussed on the Simeon Monument which forms a landmark in the middle of the view.
- 7.36 The unusual, triangular form of the market place is defined by the mid-20th century commercial building to the viewer's left, and the varied range of buildings beyond, some of which are included on the statutory list.
- 7.37 The viewer's eye is drawn along the road towards the background, where High Bridge is noticeable from the rising topography and development on the south side of Queen's Road terminates the view.
- 7.38 The view would primarily be experienced by pedestrians and road users moving through the area. Their attention would be on wayfinding and the road ahead.



PROPOSED

The Proposed Development would be entirely screened by interposing development. There would be no change to visual amenity as a result of the Proposed Development.



8.0

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CONCLUSIONS

8.0 CONCLUSIONS

- 8.1 This HTVIA has been prepared in support of proposals which are subject to an application for planning permission at Dukesbridge House, Reading. 'Heritage' and 'Townscape and Visual' are treated as separate disciplines and separate assessments are provided in accordance with legislation, planning policy and best practice guidance.
- 8.2 The assessment as a whole is informed by five accurate visual representations also known as 'verified views'. The verified views are a tool to inform the assessment of impact to heritage, townscape and visual receptors.
- 8.3 The assessment identifies no overall harmful impact to the significance of heritage assets. The proposals would thus be in accordance with the statutory provisions of the Planning (Listed Buildings and Conservation Areas) Act 1990. It would also satisfy the policy relating to heritage asset protection in the development plan, including policies EN1, EN3 and EN6.
- 8.4 The assessment of impact to townscape character areas identified the proposals will demonstrably improve the character and function of the area. It would be congruent to the emerging context of development in the area and will form part of its wider regeneration, in accordance with the aspirations of the development plan.
- 8.5 The assessment of impact to visual receptors identified the proposals will improve the appearance and visual amenity of the area. The architecture has been developed through the pre-application process and the quality is high. The proposals will form an attractive and balanced composition.
- 8.6 The Proposed Development has evolved through a detailed understanding of the Site, its surrounding context and the aspirations of the development plan. It includes a comprehensive revision to the architectural approach of the 2019 pre-application scheme, which was previously constrained by the retention of the existing building.
- 8.7 The Proposed Development represents an opportunity for optimisation of brownfield land that would contribute to the delivery of much needed residential development in the area and improvement to the function of the public realm along the Kennet. The HTVIA demonstrates the proposals would not give rise to any unacceptable impacts to heritage, townscape or visual receptors. On the whole, the Proposed Development would demonstrably improve the appearance, character and function of the townscape, in accordance with the development plan.

// DUKESBRIDGE HOUSE, READING



APPENDIX 1: Accurate Visual Representation Methodology
prepared by PreConstruct

Dukesbridge House, Reading

Accurate Visual Representations

Document prepared by Preconstruct Ltd on behalf of Lipman Properties
in support of a planning application for the proposed development at Dukesbridge House, Reading.

1st June 2020

www.preconstruct.com

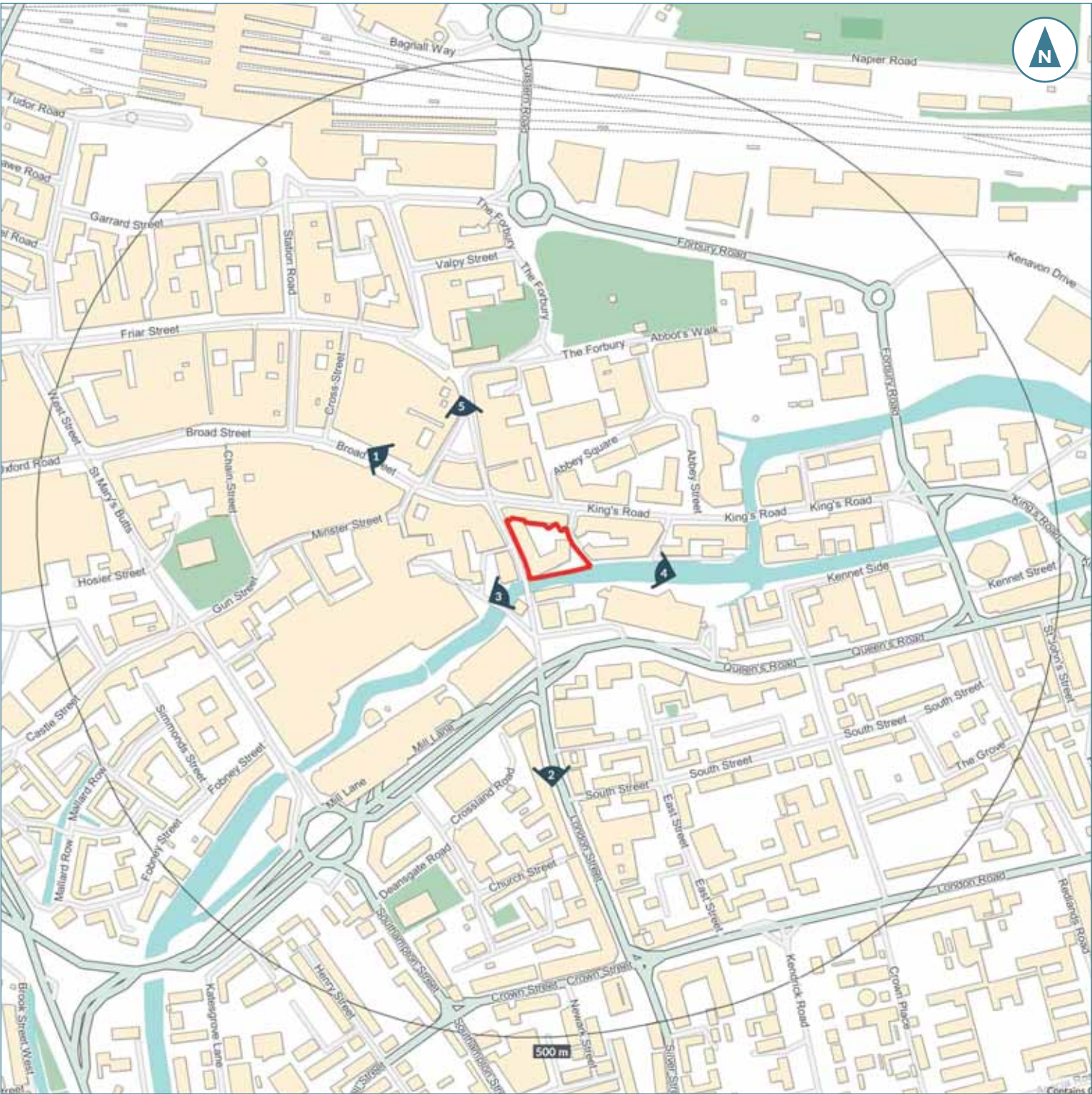


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01 Viewpoint Locations



View	Description
01	View from Broad Street towards development on south side of King Street, looking south east
02	View from London Street, looking north
03	View from Yield Hall Place bridge looking east
04	View from footbridge across River Kennet south of Crane Wharf, looking west
05	View from Market Place, looking south along High Street

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02 Views



View 01 - Existing

View from Broad Street towards development on south side of King Street, looking south east



VP	Description	Visualisation Type	Enlargement Factor	Distance to nearest site boundary	Easting	Northing	Ground AOD	Date / Time	Camera-Height	Camera	Lens	Focal Length	Horizon	Single Frame / Cylindrical Pano	HFoV
01	View from Broad Street, looking south east	Type 4	100%	115m	471598.455	173439.278	44.115m	04/01/2020, 15:21	1.65m	Canon EOS 5D Mark IV (35mm)	Canon TS-E24mm f/3.5L II	24mm	Lowered	Single Frame	73.7°

View 01 - Proposed - AVR3



► Point of perspective (horizon)

View 02 - Existing
View from London Street, looking north



VP	Description	Visualisation Type	Enlargement Factor	Distance to nearest site boundary	Easting	Northing	Ground AOD	Date / Time	Camera-Height	Camera	Lens	Focal Length	Horizon	Single Frame / Cylindrical Pano	HFoV
02	View from London Street, looking north	Type 4	100%	214m	471784.384	173094.117	42.756m	04/01/2020, 13:39	1.65m	Canon EOS 5D Mark IV (35mm)	Canon TS-E24mm f/3.5L II	24mm	Lowered	Single Frame	73.7°

View 02 - Proposed - AVR3



► Point of perspective (horizon)

View 03 - Existing

View from Yield Hall Place bridge, looking east



VP	Description	Visualisation Type	Enlargement Factor	Distance to nearest site boundary	Easting	Northing	Ground AOD	Date / Time	Camera-Height	Camera	Lens	Focal Length	Horizon	Single Frame / Cylindrical Pano	HFoV
03	View from Yield Hall Place bridge, looking east	Type 4	100%	41m	471739.451	173274.927	40.911m	04/01/2020, 14:36	1.65m	Canon EOS 5D Mark IV (35mm)	Canon TS-E24mm f/3.5L II	24mm	Lowered	Single Frame	73.7°

View 03 - Proposed - AVR3



► Point of perspective (horizon)

View 04 - Existing

View from footbridge across River Kennet south of Crane Wharf, looking west



VP	Description	Visualisation Type	Enlargement Factor	Distance to nearest site boundary	Easting	Northing	Ground AOD	Date / Time	Camera-Height	Camera	Lens	Focal Length	Horizon	Single Frame / Cylindrical Pano	HFoV
04	View from footbridge across River Kennet south of Crane Wharf, looking west	Type 4	100%	73m	471903.236	173313.965	39.753m	04/01/2020, 14:55	1.65m	Canon EOS 5D Mark IV (35mm)	Canon TS-E24mm f/3.5L II	24mm	Lowered	Single Frame	73.7°

View 04 - Proposed - AVR3



► Point of perspective (horizon)

View 05 - Existing
View from Market Place, looking south along High Street



VP	Description	Visualisation Type	Enlargement Factor	Distance to nearest site boundary	Easting	Northing	Ground AOD	Date / Time	Camera-Height	Camera	Lens	Focal Length	Horizon	Single Frame / Cylindrical Pano	HFoV
05	View from Market Place, looking south along High Street	Type 4	100%	120m	471692.112	173481.185	44.134m	04/01/2020, 15:07	1.65m	Canon EOS 5D Mark IV (35mm)	Canon TS-E24mm f/3.5L II	24mm	Lowered	Single Frame	73.7°

View 05 - Proposed - AVR1

Proposed is fully occluded by existing built form.



► Point of perspective (horizon)

Appendix 01 - Methodology

Overview

The process of generating verified views (also referred to as accurate visual representations / AVR) was carried out by Preconstruct.

Preconstruct use a methodology that is compliant with relevant sections of: The Landscape Institute/LEMA Guidelines for Landscape and Visual Impact Assessment (3rd edition 2013); The Landscape Institute Advice Note 01/11 Photography and Photomontage in Landscape and Visual Impact Assessment and The Revised SPG London View Management Framework (March 2012).

High quality/resolution photographs were taken from the agreed locations by Preconstruct. An adequate number of visible features were subsequently surveyed, including the precise location and bearing of the camera. A development model was generated to correct geographical co-ordinates. With a known camera position and orientation, photographic and surveyed existing visible features, the development model was accurately aligned to the photograph.

Site visit

Preconstruct visited the site on the 4th January 2020, to obtain viewpoint photography. The view positions were documented using photography of the exact positions (marked with paint) which was passed on to the surveyor who later visited the site to record the precise co-ordinates.

Photography

For each agreed photoviewpoint location, a high resolution photograph was taken with a 35mm (full frame) digital SLR camera. The location at which the photograph was taken was marked with a nail, peg and / or spray paint, to allow the surveyor to record the precise location on a subsequent visit. The camera was levelled horizontally and laterally by means of a bubbled tripod head and a camera mounted spirit levels.

Lens Selection Criteria

In order to capture the full extent of the proposed development and an appropriate amount of contextual built-form and landscape, a 24mm Tilt/Shift Lens, in landscape orientation was used.

The use of a tilt/shift lens allowed for ‘vertical rise/shift’ (lowering of the horizon in frame,) while avoiding convergence of vertical elements.

Lens Selection

24mm Tilt/Shift Lens - landscape orientation.
73.7° horizontal field of view (HFOV).

Camera Make/Model

Canon EOS 5D Mark IV (35mm)

Lens Make/Model

- Canon TS-E 24mm F/3.5L

Tripod, Head & Others

- Manfrotto Tripod
- Manfrotto Tripod Head
- Camera Mounted Spirit Level / In-Camera Digital Level
- Plumb-bob
- Street marking paint
- Marker Pen
- Survey Nails

Post Production

Each base photograph has had a level of basic colour correction applied to it so that it best represents the impression of the scene as the photographer experienced it in person.

This processing is predominately done to the 16bit RAW file using Adobe Camera Raw and Photoshop. It includes, but is not limited to, adjustments in; colour temperature and tint; levels such as exposure and contrast; shadow and highlight recovery; sky recovery through the use of gradient corrections; and other post processing effects such as sharpening and noise reduction.

Survey

For each agreed photoviewpoint location an instructional document was released to the survey subcontractor. The surveyor was instructed (by means of a marked-up photograph, map and tripod (in situ) photograph) to record a range of contextual reference points.

Survey Equipment

- Leica 1200 series GPS Smartnet enabled dual receiver (GPS and GLONASS)
- Leica Total Station (1201 or TS16 or TS15) 1’ accuracy with 1000m reflectorless laser

Field Survey Methodology

- Camera locations: where possible, the camera position will be used as a setup point for the total station, enabling the re-creation of the view as seen in the imagery and reducing the risk of wrong interpretation of detail. Connection is usually via GPS Smartnet derived control points in OSGB datum and grid. 3-4 control stations are used, to ensure long distance accuracies and to identify possible outliers.
- Reference points visible in the photography are measured with reflectorless means from the total station. If long distance views have suitable detail too far from the camera station, further setups are used closer to the detail. Common visible detail points are observed from different setup points to check and increase accuracy achieved.
- Accuracies of camera positions and surveyed details will vary due to setup geometry and distance, but will typically always be below 20 centimetres.

Data Processing and Delivery

Data is processed using industry standard software (Leica GeoOffice and TerraModel) to create points listings. A3 verification plots or digital photos are marked up with the surveyed points to aid identification. All points are to OSGB36 grid and datum, to allow the use of common Ordnance Survey products and industry standard site surveys.

The Proposed Development

Preconstruct imported a Sketchup 3D model of the proposed development as supplied by the project architect. The model was subsequently aligned to the OSGB36 co-ordinate system.

The Verification Process

The collected survey reference point data and camera location data was imported into the 3D model environment from the delimited text file (relative to the OSGB36 co-ordinate system) by means of a proprietary script.

At each photoviewpoint location a virtual camera was set up in the 3D software (3DS Max 2020) using the coordinates provided by the surveyor. The 3D coordinates of the survey reference points were used to create an accurate ‘point cloud’ model of the contextual surveyed parts of the scene. The scene was verified by matching the contextual surveyed points to the photograph. To do this, for each photoviewpoint, a ‘point cloud’ render* was made from the virtual camera in the 3D model. Using Adobe Photoshop CC, the photography and surveyed references from the ‘point cloud’ render were aligned.

Subsequently more renders were made for; the proposed buildings and cumulative scheme. The alignment process was repeated to provide accurate placement of the proposed build-forms within the context of the photographs.

Where proposed built form is occluded by existing context, it has been masked (for AVR3s). For AVR1s a dashed outline was applied to indicate occluded form.

* Rendering is the process of generating an image from a model (or models in what collectively could be called the 3D environment), by means of computer programs - specifically, in this case Chaos Group V-Ray Next (update 2.1) for Autodesk 3DS Max 2020.

Printing and Viewing Distances

For general use, pages should be printed on A3 and held at a comfortable arms length.

Pages should be printed on single-sided, good quality heavy stock.

If the images are to be used in the field, contact us for printing sizes and theoretical viewing distances.

Appendix 02 - Sources of Data

Survey Data

Asset	Description	Supplier	Reference	Date	Comment
Survey Data	Table of Points (XLSX file) Surveyors notes/mark-up (PDF)	Mastermap Surveys	VV-0071	07/01/20	Imported using proprietary script. Origin Shift -471800 E -173350 N

Supplied Data

Asset & Description	Format	Supplier	Reference	Date	Comment
Proposed Scheme Model	Trimble SketchUp file	Emre Arolat Architects	model_114..skp	24/06/20	Model not in OS coordinate system. Model not set at correct AOD Heights.
Proposed Scheme Architectural Drawings	DWG	Emre Arolat Architects Stuart Henely & Partners	EAAUK-236-A-P-[X].dwg Dukesbridge House-Revised elevations 1,2,3,4,5,6,7,8	17/01/20 18/12/19	Used to adjust model of proposed scheme. Model then aligned to OS coordinate system.
Proposed Scheme Site Plan	DWG	Emre Arolat Architects	EAAUK-236-A-P-22-02_PROPOSED GROUND FLOOR PLAN_08.dwg	05/06/20	Contains OS reference. Used to assist in alignment of Proposed Model to OS coordinate system.
Proposed Scheme Elevation Drawing	DWG	Emre Arolat Architects	EAAUK-236-A-P-24-01_PROPOSED ELEVATION 1_06.dwg	05/06/20	Used to assist in alignment of Proposed Model to correct AOD heights

Generated/Compiled Data (by Preconstruct)

Asset	Description	Reference	Comment
3D Model / Scene	Scene files generated in 3DS Max Design 2020 to create and render model data	Xref BUILD (model_114.skp).max MaxRender	

Appendix 03: AVR Verification Data

