

READING METROPOLITAN

Amended Scheme: Addendum to Townscape & Visual Resources
Assessment (Chapter 6 of the Reading Metropolitan ES, 2018)

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1 TOWNSCAPE AND VISUAL RESOURCES

Introduction

- 1.1 RPS have been commissioned to prepare an Addendum to the Townscape and Visual Resources Assessment (TVRA) of the Environmental Statement (ES), which accompanied the planning application for the Reading Metropolitan development proposal in 2018. A planning amendment to the submission is proposed which would include the following scheme changes:
1. The number of houses and apartments has been reduced from 658 units to 620 units;
 2. The residential mix has changed from 79 x studio, 227 x 1 bed, 335 x 2 bed and 17 x 3 bed (including houses), to 74 x studio, 194 x 1 bed, 320 x 2 bed and 32 x 3 bed units;
 3. The number of storeys proposed for Building A has been reduced from 25 to 24. The original application comprised one retail, 6 office and 18 residential floors. The amended application comprises one retail and 23 residential floors;
 4. The corresponding height of Building A has been reduced from +123.18m AOD to +114.18m AOD;
 5. The number of storeys proposed for Building C has been reduced from 11 to 8. The original application comprised one retail and 10 residential floors. The amended application comprises one retail and 7 office floors;
 6. The corresponding height of Building C has been reduced marginally from +74.18m AOD to +73.18m AOD;
 7. The massing between Building A and Building C has increased by one storey, from 9 to 10, with an increase in overall height of 4m. An additional set back floor on the office building and one floor reduction on Building C;
 8. There have been minor changes to the footprint of Building C with the southern façade extended outwards into the courtyard space to be parallel with the western end of the Building; and
 9. Slight reduction to Building B's footprint at upper levels.
- 1.2 This revised scheme is hereinafter referred to as the 'Amended Scheme'. The purpose of this addendum is to determine if the Amended Scheme would change the assessment of the original scheme (as reported in the ES) with respect to its potential townscape and visual effects.

Consultation

- 1.3 An outline scope for the TVIA addendum was submitted to Reading Borough Council (RBC) during May 2020. This reported that the TVIA for the Amended Scheme would use the same method as that of the original for the December 2018 ES and the same representative viewpoints, except the additional views requested by Historic England during previous consultations would be included. The outline scope also included a list of cumulative schemes, each of which were agreed with RBC. The consultation response from RBC did, however, request that the following schemes were added to the future baseline:
- 181930 – 29-35 Station Rd. Granted following completion of s106 29/10/19;
 - 182137 – Broad St Mall (resolved to be granted at committee on 4 March 2020 – just awaiting the s106 to be completed);

- 190627 - Gas Holder Site Alexander Turner Close (resolved to be granted at committee in November 2019 – just awaiting the s106 to be completed); and
- 180909 - Clarendon House 59-75 Queens Road. Granted following completion of s106 07/02/19.

1.4 Each of these approved schemes have been duly added to the ZTV and the future baseline shown on the representative views.

Scope and Method

1.5 The scope and method for the assessment is the same as that of the TVRA in the original ES. The method is based on guidance within the 'Guidelines for Landscape and Visual Impact Assessment' (GLVIA) – published by the Landscape Institute and the Institute of Environmental Management and Assessment (3rd Edition 2013, Routledge). However, there has been some minor changes to both the baseline environment and the schemes included in the cumulative assessment since the original ES was published. The main differences are discussed in this section.

1.6 The likely townscape and visual effects of the Amended Scheme have been assessed using the same criteria for sensitivity, magnitude of change and significance of effect as described in Chapter 6 of the original ES. These are included in Appendix A to this addendum for completeness. Further, the future baseline against which change due to the introduction of the Amended Scheme, inclusive of the development proposals which have received planning consent but which are (mainly) yet to be built out, is the same as that of the original ES, except for a minor change to the Thames Quarter development and the additional schemes requested by RBC. The cumulative schemes forming part of the future baseline are thus as follows:

- Station Hill (Approved July 2017), inclusive of Planning Application 181820, which is for a minor material amendment to this consented scheme;
- Weldale St (Planning Application 170326, 171686 and 160353);
- Kings Point Reading (Planning Application 15/0019);
- Thames Quarter (Planning Application 162166);
- Kenavon Drive, Reading (Planning Application 170509);
- 33 Blagrove Street, Reading (Planning Application 181074);
- 29-35 Station Rd. Granted following completion of s106 29/10/19;
- Broad St Mall (resolved to be granted at committee on 4 March 2020);
- Gas Holder Site Alexander Turner Close (resolved to be granted at committee in November 2019 ; and
- Clarendon House 59-75 Queens Road. Granted following completion of s106 07/02/19.

1.7 A Zone of Theoretical Visibility (ZTV) was included in the TVRA within the original ES. This has been updated as part of this addendum to show the extents of the study area from which views to the Amended Scheme may be available given the slight changes in height described in paragraph 1.1 above. The ZTV also shows the indicative extent of the study area from which views to the tallest part of the Station Hill development may be available; this is based on the top height of Plot C, at 128mAOD, as shown on the parameter plans accompanying the planning application for this proposal. The ZTV is included as Figure 1.

1.8 Each of the consented schemes listed above are included in the ground model for the ZTV. As such, the ZTV takes into account the screening or obstruction to views to the Amended Scheme that these consented schemes would provide.

- 1.9 The original ES also included 21 Visually Verifiable Montages (VVMs) showing the likely effects of the original scheme upon representative views, inclusive of the future baseline schemes listed above. The locations of each of these representative views were first agreed with RBC and are shown on Figure 2.
- 1.10 During the determination period for the original application, further visualisations were requested by Historic England. One from the St Peters Conservation Area to the north-west and others from parts of the town centre to the south.
- 1.11 In all, this addendum includes 25 visualisations of which 22 are reproduced as VVMs; the remainder are not visually verifiable but provide an accurate representation of the scale and massing of the Amended Scheme relative to existing buildings within the 'future baseline' view. Each of these visualisations are included as Appendix B to this addendum.
- 1.12 For completeness, and to inform the townscape assessment, the amended ZTV is shown overlaid onto the townscape character areas within the study area; see Figure 3.

Cumulative Schemes

- 1.13 The Amended Scheme, in common with the original, is a proposal which includes tall buildings, i.e. buildings of 10 storeys in height or more. As such, it is considered that the Amended Scheme is most likely to give rise to a potentially significant cumulative townscape or visual effect in association with other schemes within the planning system which similarly contain tall buildings. As such, this addendum includes an assessment of the potential cumulative effects of the Amended Scheme in association with the following development proposals; two of which contain tall buildings. Each are currently in planning and, at the time of writing, not yet approved. These are as follows:
- SSE (Application No. 200188);
 - Aviva Site (Application No. 200328); and
 - Former Drews Ironmongers building (application No. 191792).

Planning Policy Context

- 1.14 Since the submission of the original application, RBC have published the Reading Local Plan (adopted November 2019). This replaces all existing development plans in Reading, including the Core Strategy (adopted 2008, amended 2015), Reading Central Area Action Plan (adopted 2009) and Sites and Detailed Policies Document (adopted 2012, amended 2015).
- 1.15 It includes general policy CC7: DESIGN AND THE PUBLIC REALM, which states the following:
- "All development must be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located. The various components of development form, including: -*
- *Layout: urban structure and urban grain;*
 - *Landscape;*
 - *Density and mix;*
 - *Scale: height and massing; and*
 - *Architectural detail and materials*

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

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

Developments will also be assessed to ensure that they: -

- *Respond positively to their local context and create or reinforce local character and distinctiveness, including protecting and enhancing the historic environment of the Borough and providing value to the public realm;*
- *Create safe and accessible environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion;*
- *Address the needs of all in society and are accessible, usable and easy to understand by them, including providing suitable access to, into and within, its facilities, for all potential users, including disabled people, so that they can use them safely and easily.*
- *Are visually attractive as a result of good high quality-built forms and spaces, the inclusion of public art and appropriate materials and landscaping.*

Applications for major developments, or other relevant developments, should be accompanied by a design and access statement that deals with all the above matters.”

1.16 Policy EN5 deals with the ‘Protection of significant views with Heritage Interest’, which is covered in the Historic Environment chapter of this addendum.

1.17 Policy EN13 covers ‘Major Landscape Features and Areas of Outstanding Natural Beauty’ and states:

“Planning permission will not be granted for any development that would detract from the character or appearance of a Major Landscape Feature. The following areas, as shown on the Proposals Map, are defined as Major Landscape Features:

- *The Thames Valley;*
- *The Kennet and Holy Brook Meadows;*
- *The West Reading wooded ridgeline;*
- *The East Reading wooded ridgeline; and*
- *The North Reading dry valleys and Chilterns Escarpment.*

Development which affects the setting of an Area of Outstanding Natural Beauty (AONB) will be accompanied by a Landscape and Visual Impact Assessment that demonstrates that there is no detrimental impact on the North Wessex Downs or Chilterns AONBs in terms of scale, design, layout or location. None of Reading Borough falls within an AONB, but where the urban area meets the Chilterns AONB is shown on the Proposals Map.”

1.18 None of these major landscape features would be impacted by the proposed development and the AONB sits outside of the study area.

1.19 Protection of individual trees is covered by Policy EN14, Trees, Hedges and Woodlands, as follows:

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

New development shall make provision for tree retention and planting within the application site, particularly on the street frontage, or off-site in appropriate situations, to improve the level of tree coverage within the Borough, to maintain and enhance the character and appearance of the area in which a site is located, to provide for biodiversity and to contribute to measures to reduce carbon and adapt to climate change.

Measures must be in place to ensure that these trees are adequately maintained.”

1.20 In addition to the general policies discussed above, there are also policies covering the central area of Reading. These include ‘CR2: Design in Central Reading’ which states:

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

- a. Development will build on and respect the existing grid layout structure of the central area, providing continuity and enclosure through appropriate relationships between buildings and spaces, and frontages that engage with the street at lower levels, and contributing towards enhanced ease of movement through and around the central area;*
- b. Development will provide appropriate, well designed public spaces and other public realm, including squares, open spaces, streetscape, utilising high quality and well-maintained hard and soft landscaped areas, and public art, that provide suitable functions and interest, sense of place and safe and convenient linkages to adjoining areas;*
- c. Development should consider and, where possible, include ways of providing green infrastructure designed into the development, for instance through roof gardens, green walls and green roofs, to enhance the otherwise very urban environment;*
- d. The architectural details and materials used in the central area should be high quality and respect the form and quality of the detailing and materials in areas local to the development site;*
- e. Development and any associated public realm should contribute to the diversity of the central area, be capable of easy adaptation over time to meet changing circumstances, and be designed to enhance community safety; and*
- f. Development should be designed with consideration of adjacent development sites, and should not prevent or cause unreasonable burdens on the future development of those sites.”*

1.21 Further, design of the public realm is covered by Policy CR3 Public Realm in Central Reading which states:

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

- i. All proposals on sites of more than 1 hectare within the central Reading boundary will need to provide new public open space or civic squares integrated with surrounding development. Smaller developments will contribute towards improvements to the public realm;*
- ii. Imaginative uses of open space and the public realm, which contribute to the offer of the centre, will be encouraged, and new open spaces should be of a size and shape to be flexible enough to accommodate such uses. The provision of water features, trees (including street trees) and other planting, as well as hard landscaping, to create high-quality spaces, will be expected, where appropriate;*
- iii. Development proposals adjacent to or in close proximity to a watercourse will retain and not impede existing continuous public access to and along the watercourses, and will provide legible continuous public access to and along the watercourses where this does not currently exist;*
- iv. The design of developments adjacent to a watercourse, including the refurbishment of existing buildings, will be required to enhance the appearance of the watercourses and to provide active elevations facing the watercourses. Development that turns its back on the watercourses and results in blank or mundane elevations facing the watercourses will not be permitted.*
- v. The public realm should conserve and enhance the historic environment of the centre and the significance of heritage assets therein and their setting, including through layout, materials, hard and soft landscaping. There may be opportunities for areas of public realm to provide improved access to and visibility for heritage assets.*

Pedestrianisation, traffic management and/or environmental enhancements will continue to be implemented on appropriate streets.”

- 1.22 Of particular relevance to the proposed development is Policy CR10, which covers tall buildings, i.e. those of 10 storeys of commercial floorspace or 12 storeys of residential (equating to 36 metres tall) or above. The project site is within one of the ‘areas of potential for tall buildings’ as defined on the Proposals Map, and is covered by those parts of Policy CR10a: Station Area Cluster within which all tall buildings should,

“ii) CR10a, Station Area Cluster: A new cluster of tall buildings with the station at its heart will signify the status of the station area as a major mixed-use destination and the main gateway to and most accessible part of Reading.

Tall buildings in this area should:

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

- 1.23 In addition, there are also some general elements of the policy that all tall buildings should respond to. These are as follows:

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

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

1.24 The document also includes some site-specific policies for the central area of Reading and sub-divides the central area into a series of ‘Major Opportunity Areas’. The project site is within the ‘Station/ River Major Opportunity Area’ which is covered by Policy CR11 and which provides guidance on the type and quality of development which would be appropriate in this area. There are also other major opportunity areas covered by Policy CR12, CR13 and CR14.

Future Baseline Environment

1.25 The future baseline environment against which change due to the introduction of the Amended Scheme has been assessed is taken to be the same as that of the original scheme, other than the minor change to the Thames Quarter development proposal and inclusive of the additional four consented schemes as requested by RBC. The future baseline thus includes each of the

consented schemes listed in paragraph 1.6 above, together with the very minor change to the Thames Quarter development.

Assessment of Construction Effects

- 1.26 The potential effects of the Amended Scheme upon views and townscape character during the construction phase (inclusive of its initial demolition phase) have been assessed using the methodology in Appendix A. Effects during the construction phase would be temporary and are anticipated to take place over a period of between 1 to 5 years.

Visual Effects

- 1.27 The Amended Scheme would not alter the sequencing or range of construction activities required to build it. As such, the visual effects of the construction phase would be the same as that of the original scheme. These are as described in paragraphs 6.71 to 6.74 of the ES as follows:

“At the start of the construction phase, impacts upon views from the representative viewpoints would be mainly limited to the near distance views from those representative viewpoints for which users would have unobstructed views to the boundaries of the project site, i.e. representative viewpoints 7 (Caversham Road) and 10 (A4155, Caversham Road), together with 12 (De Montfort Road), 17 (Swansea Road), 18 (Caversham Road) and 19 Station Square North. From each of these representative viewpoints, hoardings (solid plywood boarding or similar) erected along the project site boundaries, would foreshorten ground level views. Within the views from representative viewpoints 7 and 19 (to take in the re-development of Station Square North), this feature of the construction phase would occupy more or less the full width of the views whereas, for the others, the extent of the views impacted would be considerably less and, in the case of the view from representative viewpoint 18, minimal and would be at least partially obstructed by traffic using Caversham Road. Other site establishment works, including setting up of car parking areas, site offices and compounds would largely be screened within these near distance views by the previously erected solid boundary hoardings.

It should also be noted that construction activities associated with the proposed development are likely to follow on from those associated with the Station Hill development to the south of the railway, Weldale Street to the west, Kenavon Drive and Kings Point, along with other smaller developments which do not contain tall buildings. As such, tower crane(s) are likely to have been a characteristic of views looking towards Reading town centre, including many of the representative viewpoints, prior to the start of the temporary construction phase for the proposed development. In addition, Thames Quarter to the east was under construction at the time of field survey for the assessment. Construction activity, including tower crane(s), are thus a frequent characteristic of a constantly evolving and adapting townscape and would not just be confined to the proposed development.

Removal of existing trees along the Caversham Road frontage and demolition of the former Post Office sorting office would follow, probably using demolition excavators and trucks, with mobile crane(s) for roof plant. This phase of the works and machinery would be at least part visible above the hoardings and would be visible within each of the near distance views.

Excavations to form foundations for the new buildings would most likely follow, stockpiles of materials may well also be visible at this time above the hoardings and regular traffic movements are also likely to be a frequent feature of these near distance views. However, as the framework for the new buildings is formed and it gradually increases in height; these works, and the tower crane(s) that are likely to be necessary to enable this phase of the works to progress, would become visible within the remaining representative views and visible above intervening buildings and other features bordering the project site, particularly during the winter months, when existing deciduous vegetation would be without its leaf cover.”

- 1.28 Whilst the Thames Quarter development is now well advanced, it is considered that tower cranes for the other consented schemes are likely to have been a feature of the evolving Reading townscape for some time before the start of construction works for the Amended Scheme.

- 1.29 Despite the relatively minor changes in the scale and massing of the Amended Scheme in comparison to the original, it would remain the case that, as the buildings progressively increase in height, their impact upon each of the views from the representative viewpoints would gradually increase until they reach the same heights as that of the operational phase, at which point they would be as noticeable within views and would provide the same level of visual obstruction to views, as that of the operational phase. Albeit, the tower crane(s) are likely to remain an additional element within these views alongside the new buildings until their final cladding and finishes are complete.
- 1.30 Whilst, with the Amended Scheme, the tallest building has been reduced in height, the potential effects of the temporary demolition and construction phase of the Amended Scheme upon the future baseline view from each of the representative viewpoints would be unchanged from that included in the original assessment. Further, the Amended Scheme would not be visible within each of the views from Representative Viewpoints 22 to 25. The likely effects of the Amended Scheme upon the view from each of the representative viewpoints is summarised in the table below:

Table 1: Potential Effects upon Views from Representative Viewpoints During Temporary Construction Phase

Representative Viewpoint	Sensitivity	Magnitude of Impact	Significance of Effect
Vp.1: Kings Meadow	High	Negligible	Minor adverse
Vp.2: Mount Pleasant	Medium	Negligible	Negligible adverse
Vp.3: London Road	Medium	Negligible	Neutral
Vp.4: Caversham Bridge	High	Low	Moderate adverse
Vp.5: Thames Path	High	Negligible	Minor adverse
Vp.6: Thames Path	High	Negligible	Minor adverse
Vp.7: Caversham Road	Medium	High	Major adverse
Vp.8: A329 Overbridge (Chatham Street/ Friars Street link)	Medium	No Change	No Change
Vp.9: Napier Road	Medium	Negligible	Negligible adverse
Vp.10: A4155 Caversham Road	Medium	High	Major adverse
Vp.11: Forbury Gardens	High	Negligible	Neutral
Vp.12: De Montfort Road	Medium	Low	Minor adverse
Vp.13: Christchurch Bridge	High	Medium	Moderate adverse
Vp.14: St Peters Church	High	Negligible	Negligible adverse
Vp.15: Town Hall Square	Medium	Negligible	Neutral
Vp.16: Balmore Park	High	Low	Minor adverse
Vp.17: Swansea Road	Medium	Medium	Moderate adverse
Vp.18: Caversham Road	Medium	Negligible	Negligible adverse
Vp.19: Station Square North	Medium	High	Major adverse
Vp.20: Station Square South	Medium	Medium	Moderate adverse
Vp.21: Victoria Recreation Ground	High	Low	Minor adverse
Vp. 22: St Peters Conservation Area	Medium	No Change	No Change
Vp 23: St Marys Butts	Medium	No Change	No Change

Vp.24: Corner of West Street/ St Marys Butts	Medium	No Change	No Change
Vp. 25: West Street Bus Stop	Medium	No Change	No Change

Townscape Effects

- 1.31 As with the assessment of potential effects upon townscape character in the original ES, the assessment of townscape effects for the Amended Scheme during its construction phase has taken into account the direct changes to townscape features within the project site that would result from the demolition and construction of new buildings and changes to adjacent areas of hardstanding. It has also taken into account the indirect impacts upon townscape character due to potential changes in views from those townscape character areas for which the ZTV indicates a degree of potential inter-visibility with tower cranes and other equipment likely to be used during this temporary phase of the proposed development.
- 1.32 Townscape character area 22: Vastern Road would be directly impacted during the construction phase and that part of it occupied by the project site would become a construction site throughout this period. This would also have some locally characterising effects upon other parts of the Vastern Road character area outwith the project site. Construction activity would be a feature within views from other townscape character areas both within the immediate surround to 22: Vastern Road, as well as more outlying areas. As such, it would exert some characterising effects upon each, with those townscape character areas nearest to the project site most affected. However, the relatively minor changes that would result from the Amended Scheme would not alter its likely characterising effects upon the receiving townscape from that pertaining to the original scheme during the construction phase and as summarised in the table below.

Table 2: Summary of Effects upon Townscape Character During Construction

Townscape Character Area	Sensitivity	Magnitude of Impact	Significance of Effect
Townscape Character Areas derived from the 'Reading Tall Buildings Strategy', 2008			
1: Station Hill	Low	Low	Negligible adverse
2: Station Area East	Low	Negligible	Negligible adverse
8: Forbury Gardens	High	Negligible	Negligible adverse
10: Forbury Retail Park	Medium	Negligible	Negligible adverse
11: Napier Road	Medium	Negligible	Negligible adverse
12: Caversham Road	High	Low	Minor adverse
13: Cattle Market	Medium	Negligible	Negligible adverse
14: Oxford Road and Surroundings	High	No Change	No Change
15: Chatham Place	Low	No Change	No Change
20: London Street	Low	No Change	No Change
22: Vastern Road	Low	Medium	Minor adverse
23: Kings Meadow	High	Low	Minor adverse
24: Kennet Walk	High	No Change	No Change
Landscape Character Areas identified by West Berkshire Council			
27: Thames Valley	High	Negligible	Minor adverse
Townscape Character Areas identified by RPS			
28: Thames Valley East	High	Negligible	Minor adverse
29: New Town	High	No Change	No Change
33: Southcote	High	No Change	No Change

34: Portman Road/ Richfield Avenue Light Industrial Area	Medium	Negligible	Negligible adverse
35: Caversham	High	Low	Minor adverse
Conservation Areas (also Townscape Character Areas for the purposes of the assessment)			
Alexander Road	High	No Change	No Change
Christchurch	High	No Change	No Change
Kendrick	High	No Change	No Change
Redlands	High	No Change	No Change
Russell Street/ Castle Hill	High	No Change	No Change
St Peters	High	Negligible	Negligible adverse
Surley Row	High	No Change	No Change

Assessment of Operational Effects

- 1.33 The potential effects of the proposed development upon views and townscape character during its operation at both winter Year 1 and summer have been assessed using the methodology in Appendix A.

Visual Effects

- 1.34 The changes to the Amended Scheme would represent a relatively minor change to its overall scale and massing in comparison to the original. The degree of visual obstruction that it would provide, as well as the extent or proportion of each of the representative views that it would occupy, would be more or less the same as that of the original scheme. Any differences during the summer due to the screening provided by existing intervening vegetation would also be unchanged from that stated in the original ES. Further, the Amended Scheme would not be visible within each of the views from representative Viewpoints 22 to 25.
- 1.35 The likely effects of the Amended Scheme upon the view from each of the representative viewpoints is summarised in the table below:

Table 3: Potential Effects upon Views from Representative Viewpoints During Operational Phase (see Appendix B for Visualisations)

Representative Viewpoint	Sensitivity	Magnitude of Impact	Significance of Effect
Vp.1: Kings Meadow	High	Winter Year 1: Negligible Summer: No Change	Winter Year 1: Negligible adverse Summer: No Change
Vp.2: Mount Pleasant	Medium	Negligible	Negligible adverse
Vp.3: London Road	Medium	Negligible	Neutral
Vp.4: Caversham Bridge	High	Winter Year 1: Low Summer: Low	Winter Year 1: Minor adverse Summer: Minor adverse
Vp.5: Thames Path	High	Winter Year 1: Negligible Summer: Negligible	Winter Year 1: Negligible adverse Summer: Neutral
Vp.6: Thames Path	High	Winter Year 1: Negligible Summer: Negligible	Winter Year 1: Negligible adverse Summer: Negligible adverse
Vp.7: Caversham Road	Medium	High	Moderate adverse

Vp.8: A329 Overbridge (Chatham Street/ Friars Street link)	Medium	No Change	No Change
Vp.9: Napier Road	Medium	Winter Year 1: Negligible Summer: Negligible	Winter Year 1: Negligible adverse Summer: Neutral
Vp.10: A4155 Caversham Road	Medium	Winter Year 1: Medium Summer: Low	Winter Year 1: Moderate adverse Summer: Minor adverse
Vp.11: Forbury Gardens	High	Winter Year 1: Negligible Summer: No Change	Winter Year 1: Neutral Summer: No Change
Vp.12: De Montfort Road	Medium	Low	Minor adverse
Vp.13: Christchurch Bridge	High	Medium	Moderate adverse
Vp.14: St Peters Church	High	Winter Year 1: Negligible Summer: No Change	Winter Year 1: Negligible adverse Summer: No Change
Vp.15: Town Hall Square	Medium	Winter Year 1: Negligible Summer: No Change	Winter Year 1: Neutral Summer: No Change
Vp.16: Balmore Park	High	Negligible	Neutral
Vp.17: Swansea Road	Medium	Medium	Moderate adverse
Vp.18: Caversham Road	Medium	Negligible	Neutral
Vp.19: Station Square North	Medium	High	Moderate adverse
Vp.20: Station Square South	Medium	Medium	Moderate adverse
Vp.21: Victoria Recreation Ground	High	Low	Minor adverse
Vp. 22: St Peters Conservation Area	Medium	No Change	No Change
Vp 23: St Marys Butts	Medium	No Change	No Change
Vp.24: Corner of West Street/ St Marys Butts	Medium	No Change	No Change
Vp. 25: West Street Bus Stop	Medium	No Change	No Change

Townscape Effects

- 1.36 As with the assessment of potential effects upon townscape character in the original ES, the assessment of townscape effects for the Amended Scheme during its operation has taken into account the direct changes to townscape features within the project site that would result from the proposed development, such as new buildings, open spaces and the landscape design proposals. It has also taken into account the indirect effects upon each townscape character area due to changes in views from those townscape character areas for which the ZTV indicates a degree of potential inter-visibility with the proposed development.
- 1.37 As with the original scheme, the Amended Scheme would result in permanent beneficial effects upon townscape character area 22: Vastern Road; an area of light industrial development which had fallen into disuse would be re-developed and become an active part of the Reading townscape. It would include two new civic squares; one of which would complete Station Square, and would include green roofs as well as street level tree planting to define pedestrian routes and to contribute to the amenity of the streetscape. The proposal would continue to respond well to the existing urban grain of streets aligned on a broadly north-south/ east-west axis, i.e. De-

Montfort Road and Lynmouth Road to the north, and Northfield Road to the west. Whilst the change would be considerable on the project site, the remainder of the townscape character area would remain as it is at present, albeit tall buildings would become a further characteristic of its local setting, as started with the Station Hill development to the south. Indeed, the proposed development would mean that the project site would have a stronger association with character area '1: Station Hill' to the south such that a cluster of tall buildings would be established with the railway station as its hub.

- 1.38 The minor changes in the scale and massing of the Amended Scheme would not alter the characterising effects it would have upon the locally adjoining areas of distinct townscape or those within the more outlying parts of the study area. Effects upon these townscape character areas would be the same as those assessed in the ES for the original scheme as summarised in the table below.

Table 4: Summary of Effects upon Townscape Character During Operation

Townscape Character Area	Sensitivity of Townscape Resource	Magnitude of Impact	Significance of Effect
Townscape Character Areas derived from the 'Reading Tall Buildings Strategy', 2008			
1: Station Hill	Low	Negligible	Negligible beneficial
2: Station Area East	Low	No Change	No Change
8: Forbury Gardens	High	No Change	No Change
10: Forbury Retail Park	Medium	No Change	No Change
11: Napier Road	Medium	No Change	No Change
12: Caversham Road	High	Negligible	Minor adverse
13: Cattle Market	Medium	No Change	No Change
14: Oxford Road and Surroundings	High	No Change	No Change
15: Chatham Place	Low	No Change	No Change
20: London Street	Low	No Change	No Change
22: Vastern Road	Low	Low	Minor beneficial
23: Kings Meadow	High	Negligible	Neutral
24: Kennet Walk	High	No Change	No Change
Landscape Character Areas identified by West Berkshire Council			
27: Thames Valley	High	Negligible	Neutral
Townscape Character Areas identified by RPS			
28: Thames Valley East	High	Negligible	Neutral
29: New Town	High	No Change	No Change
33: Southcote	High	No Change	No Change
34: Portman Road/ Richfield Avenue Light Industrial Area	Low	No Change	No Change
35: Caversham	High	Negligible	Neutral
Conservation Areas (also Townscape Character Areas for the purposes of the assessment)			
Alexander Road	High	No Change	No Change
Christchurch	High	No Change	No Change
Kendrick	High	No Change	No Change
Redlands	High	No Change	No Change
Russell Street/ Castle Hill	High	No Change	No Change
St Peters	High	Negligible	Neutral

Surley Row	High	No Change	No Change
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Assessment of Cumulative Effects

1.39 This part of the addendum considers the potential cumulative effects of the Amended Scheme in association with a number of other development proposals for tall buildings which are currently in planning. As stated in paragraph 1.13, these are as follows:

- SSE (Application No. 200188);
- Aviva Site (Application No. 200328); and
- Former Drews Ironmongers building (application No. 191792).

SSE (Application No. 200188)

1.40 This cumulative scheme would sit to the north of the Amended Scheme, between Vastern Road and the River Thames. It is a proposal which includes the demolition of existing structures and erection of a series of buildings ranging in height from 1 to 11 storeys, including residential dwellings and retail floorspace, together with a new north-south pedestrian link, connecting Christchurch Bridge to Vastern Road.

1.41 An assessment of the potential cumulative effects of the Amended Scheme in association with the proposed development on the old power station (SSE) site (henceforth referred to as the 'cumulative scheme') upon the view from each of the representative viewpoints during its permanent operational phase is included in the table overpage. For comparison purposes, reference has been made to the assessment within the TVIA which accompanied the planning application for the cumulative scheme:

Table 5: Overview of Likely Cumulative Visual Effects upon views from Representative Viewpoints during Operational Phase at winter Year 1 (and Summer if different)

Viewpoint	Sensitivity of Receptor	Description of Cumulative Effects	Magnitude of Cumulative Change	Significance of Cumulative Effect
Vp.1: Kings Meadow (Near to Cumulative Scheme Viewpoint 16)	High	Proposed View: Winter Year 1: The cumulative scheme would be barely perceptible within a view, heavily filtered by existing vegetation flanking the River Thames. Similarly, the Amended Scheme would also only be visible within views heavily filtered by existing vegetation. There would remain a minor change to the baseline view and a very slight deterioration to the view from a High sensitivity visual receptor with the slightly greater contribution to the cumulative effect provided by the cumulative scheme. Summer: The cumulative scheme and the Amended Scheme would be screened within the view and as such there would be no cumulative effects.	Negligible No Change	Negligible adverse No Change (No Cumulative Effects)
Vp.2: Mount Pleasant (Cumulative Scheme Viewpoint 26)	Medium	Proposed View: Winter Year 1 and Summer: The cumulative scheme would not be visible. There would be no cumulative effects.	No Change	No Change (No Cumulative Effects)
Vp.3: London Road (Cumulative Scheme Viewpoint 28)	Medium	Proposed View: Winter Year 1 and Summer: Very limited views to the cumulative scheme in association with the Amended Scheme, albeit at a distance of some 3.58km and, similarly, there would be a very slight change in the baseline view, however its quality would be maintained.	Negligible	Neutral
Vp.4: Caversham Bridge (Cumulative Scheme Viewpoint 10 and Photomontage No.3)	High	Proposed View: Winter Year 1 and Summer: The cumulative scheme would be visible alongside 'The Blade' building and within the gap between the 'Blade' and other tall buildings, including No. 3 Forbury Place. There would be a noticeable change in the composition and character of the view, with the greater contribution to that change provided by the Amended Scheme.	Minor	Minor adverse
Vp.5: Thames Path	High	Proposed View: Winter Year 1: The cumulative scheme would potentially just be visible within very heavily filtered views. There would be a very slight change in the baseline view. Summer: Intervening trees within the foreground to the view would screen the cumulative scheme. There would be no cumulative effects.	Negligible No Change	Negligible adverse No Change (No Cumulative Effects)
Vp.6: Thames Path	High	Proposed View: Winter Year 1: Parts of the cumulative scheme may be potentially visible in association with the Amended Scheme, at or above existing intervening treelines. However, even if visible, views would be heavily filtered by intervening vegetation. The Amended Scheme would make a greater contribution to a very slight change in the baseline view. Summer: The cumulative scheme would be screened and there would be no cumulative effects.	Negligible No Change	Negligible adverse No Change (No Cumulative Effects)

Viewpoint	Sensitivity of Receptor	Description of Cumulative Effects	Magnitude of Cumulative Change	Significance of Cumulative Effect
Vp.7: Caversham Road	Medium	There would be no cumulative effects upon the view. The Amended Scheme would completely screen the cumulative scheme within the view.	No Cumulative Effects	
Vp.8: Vp.8: A329 Overbridge (Chatham Street/ Friars Street link)	Medium	Neither the cumulative scheme or the proposed development would be visible from this viewpoint and as such there would be no cumulative effects upon the view.	No Cumulative Effects	
Vp.9: Napier Road (Near to Cumulative Scheme Viewpoint 15)	Medium	The cumulative scheme would be completely screened within the view by existing buildings. There would be no cumulative effects upon the view.	No Cumulative Effects	
Vp.10: A4155 Caversham Road	Medium	Proposed View: Winter Year 1 and Summer: The cumulative scheme would be partly visible within the far left of the view above existing residential and light industrial buildings on the northside of Vastern Road. The cumulative scheme would contribute to an obvious change in the character and composition of the view. The greater contributor to this effect being provided by the Amended Scheme.	Medium	Moderate adverse
Vp.11: Forbury Gardens	High	The cumulative scheme would be completely screened within the view by existing buildings. There would be no cumulative effects upon the view.	No Cumulative Effects	
Vp.12: De Montfort Road	Medium	No cumulative effects upon the view, the cumulative scheme would not be visible.	No Cumulative Effects	
Vp.13: Christchurch Bridge	High	Proposed View: Winter Year 1 and Summer: The cumulative scheme would bring tall buildings considerably closer to the viewpoint and further foreshorten the view. There would be a partial change in the character and composition to the view with the greater contribution to that change being provided by the cumulative scheme which, due to its close proximity to the viewpoint, would screen much of the Amended Scheme within the view.	Medium	Moderate adverse
Vp.14: St Peter's Church	High	Proposed View: Winter Year 1: Parts of the proposed development and the cumulative scheme are likely to be visible within views filtered (and partly screened) by existing trees within the foreground to the view. There would be a very slight change in the baseline view with the greater contribution to that change being provided by the Amended Scheme. Summer: Existing vegetation in full leaf would screen both the Amended Scheme and the cumulative scheme within the view. There would be no change in the view and no cumulative effects.	Negligible No Cumulative Effects	Negligible adverse No Cumulative Effects
Vp.15: Town Hall Square	Medium	There would be no cumulative effects upon the view.	No Cumulative Effects	

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Viewpoint	Sensitivity of Receptor	Description of Cumulative Effects	Magnitude of Cumulative Change	Significance of Cumulative Effect
Vp.16: Balmore Park	High	Proposed View: Winter Year 1 and Summer: The cumulative scheme would be partially visible above intervening vegetation and above the rooflines of existing buildings. It would contribute to a cluster of tall buildings within the view. However, the greater contribution to that change would be provided by the Amended Scheme.	Negligible	Neutral
Vp.17 Swansea Road	Medium	No cumulative effects upon the view as the cumulative scheme would be screened by existing buildings.	No Cumulative Effects	
Vp.18 Caversham Road	Medium	No cumulative effects upon the view as the cumulative scheme would be screened by existing buildings.	No Cumulative Effects	
Vp.19: Station Square North	Medium	Proposed View: Winter Year 1 and Summer: Within this view the pedestrian user of Station Square would need to turn their head through some 90 degrees to experience the cumulative effect as the cumulative scheme would be visible within a view directly north along Trooper Potts Way. As such, the cumulative scheme would contribute to a noticeable change to the view, albeit the greater contribution to that change would be the Amended Scheme given its closer proximity to the viewpoint.	High	Moderate adverse
Vp.20: Station Square South	Medium	The cumulative scheme would not be visible from this viewpoint. There would be no cumulative effects.	No Cumulative Effects	
Vp.21: Victoria Recreation Ground	High	Proposed View: Winter Year 1 and Summer: Parts of the cumulative scheme may just be visible to the left of the Amended Scheme within the view; however, intervening industrial buildings would provide some considerable screening to the view. The Amended Scheme would make the greater contribution to a potentially slight change to the view.	Low	Minor adverse
Vp.22: Church Road by Caversham Court	Medium	No cumulative effects upon the view. Both the Amended Scheme and the cumulative scheme would be screened.	No Cumulative Effects	
Vp 23: St Marys Butts	Medium	No cumulative effects upon the view. Both the Amended Scheme and the cumulative scheme would be screened.	No Cumulative Effects	
Vp.24: Corner of West Street/ St Marys Butts	Medium	No cumulative effects upon the view. Both the Amended Scheme and the cumulative scheme would be screened.	No Cumulative Effects	
Vp. 25: West Street Bus Stop	Medium	No cumulative effects upon the view. Both the Amended Scheme and the cumulative scheme would be screened.	No Cumulative Effects	

Townscape Effects

- 1.42 The Amended Scheme is assessed as having a significance of effect of No Change upon most of the townscape character areas within the study area (see Table 4) during its operational phase. As such, any potential effects upon any of these townscape character areas would be solely due to the cumulative scheme and as such would not be a cumulative effect. Those character areas which would be potentially impacted during the operational phase by the Amended Scheme and upon which it, in association with the cumulative scheme, may have an effect are considered further in the following section.

1: Station Hill

- 1.43 The cumulative scheme would be separated from the tall building cluster containing the Amended Scheme and the Station Hill development, by the Vastern Road Retail and Vastern Road. Without the re-development of the Vastern Road Retail Park, it would read as a slightly distinct tall building group, slightly separate to the grouping of tall buildings within the town centre hub. The cumulative effects of the Amended Scheme in association with the cumulative scheme would be a Negligible beneficial significance of effect.

12: Caversham Road

- 1.44 The cumulative scheme, in association with the Amended Scheme, would bring tall buildings closer to this character area; more so with the cumulative scheme given that parts of it would sit adjacent to that part of the character area containing De Montfort Road and Lynmouth Road. This would contrast with the generally 2-storey, tight knit pattern of development within the character area and slightly increase the dominance of tall buildings over it. As such, it is considered that there would be a Low magnitude of impact and an overall Minor adverse significance of cumulative effect.

22: Vastern Road

- 1.45 The cumulative scheme would be separated from the Amended Scheme by the Vastern Road Retail Park and Vastern Road itself. Both would have beneficial townscape effects in that they would result in the redevelopment of derelict or brownfield land, and would result in new public realm and active spaces. The cumulative scheme would also form part of a new, direct public route between Christchurch Bridge and the town centre. Whilst it includes buildings that are noticeably taller than the 2 storey height residential buildings to the immediate west, i.e. Lynmouth Road/ De Montfort Road, the materials and form of the buildings would be appropriate to its riverside location. Overall, the cumulative effects are considered to result in a Medium magnitude of impact and an overall Moderate beneficial significance of cumulative effect, with a slightly greater contribution to this effect being provided by the Amended Scheme given its greater area of public realm and closer proximity to the town centre.

23: Kings Meadow/ 27: Thames Valley/ 28: Thames Valley East/ 35: Caversham/ St Peters Conservation Area

- 1.46 Whilst the magnitude of impact upon each of these character areas is assessed as Negligible as a result of the Amended Scheme, it is also concluded that the changes to their inherent townscape characteristics and elements would be so slight that the townscape quality of each would be maintained. It is considered that this would remain the case with the addition of the cumulative scheme to townscape character area 22: Vastern Road. As such, both the Amended Scheme and the cumulative scheme would contribute to a Neutral cumulative significance of effect in broadly equal measure.

Aviva Site (Application No. 200328)

- 1.47 This cumulative scheme would sit to the immediate north of the Amended Scheme and occupy an area which currently supports the Vastern Road Retail Park, with its variety of shops and restaurants and large area of car parking. An 'assumed' development proposal for this site was

included in the assessment of cumulative effects for the proposed development in the original TVIA. This is now superseded by the assessment of cumulative effects in this section of the Addendum.

- 1.48 The development proposal is for outline planning permission for demolition and redevelopment to comprise up to 115,000 sqm GEA in one or more land uses comprising Residential, Offices, Retail, Public House, Takeaway, Hotel, Community and leisure, car parking, provision of new plant and renewable energy equipment, creation of servicing areas and provision of associated services, including waste, refuse, cycle storage, and lighting, and for the laying out of the buildings. The proposal would include the construction of approximately four new buildings, up to approximately 112.9mAOD, indicatively up to 23 storeys in height.
- 1.49 An assessment of the potential cumulative effects of the Amended Scheme in association with the proposed development on the Vastern Road Retail Park (Aviva) site (henceforth referred to as the 'cumulative scheme') upon the view from each of the representative viewpoints during its permanent operational phase is included in the table overpage. For comparison purposes, reference has been made to the assessment within the TVIA which accompanied the planning application for the cumulative scheme:

Table 6: Overview of Likely Cumulative Visual Effects upon views from Representative Viewpoints during Operational Phase at winter Year 1 and Summer

Viewpoint	Sensitivity of Receptor	Description of Cumulative Effects	Magnitude of Cumulative Change	Significance of Cumulative Effect
Vp.1: Kings Meadow (Near to Cumulative Scheme Viewpoint 14)	High	Proposed View: Winter Year 1: Development of the cumulative scheme would potentially increase the building mass visible in association with the proposed development. This would effectively balance the tall building cluster to the north of the railway (i.e. Cumulative Scheme/ Amended Scheme) with that to the south of the railway (i.e. Station Hill/ Thames Quarter). There would remain a minor change to the baseline view and a very slight deterioration to the view from a High sensitivity visual receptor with both schemes contributing more or less equally to the cumulative effect. Summer: The Amended Scheme would be screened within the view and as such there would be no cumulative effects.	Negligible No Change	Negligible adverse No Change
Vp.2: Mount Pleasant (Cumulative Scheme Viewpoint 17)	Medium	Proposed View: Winter Year 1 and Summer: Development of the cumulative scheme would add a further building block, which would be visible on the skyline to the view, alongside the proposed development. It would form a more noticeable building mass, due to its bulk and position, over and above that of the Amended Scheme. There would be a minor change to the baseline view.	Low	Minor adverse
Vp.3: London Road (Cumulative Scheme Viewpoint 22)	Medium	Proposed View: Winter Year 1 and Summer: The cumulative scheme would be potentially visible in association with the Amended Scheme, albeit at a distance of some 3.58km and, similarly, partly screened by the electricity pylon. There would be a very slight change in the baseline view, however its quality would be maintained.	Negligible	Neutral
Vp.4: Caversham Bridge	High	Proposed View: Winter Year 1 and Summer: Development of the cumulative scheme would widen the extent of the panorama occupied by tall buildings and is likely to obstruct views to parts of 'The Blade' building. The cumulative scheme would reinforce the sense of a tall building grouping within the town centre with the tallest building within the Amended Scheme at its centre and clearly visible as a key element within the view. There would be a noticeable change in the composition and character of the view, with the greater contribution to that change provided by the cumulative scheme.	Medium	Moderate adverse
Vp.5: Thames Path (Near to Cumulative Scheme Viewpoint 15)	High	Proposed View: Winter Year 1: The cumulative scheme would potentially add a further tall building mass to the view and 'infill' the gap between the Amended Scheme and Thames Quarter. It would contribute to an obvious grouping of tall buildings within the town centre, partly screened by existing trees within the foreground to the view. There would be a very slight change in the baseline view. Summer: Intervening trees within the foreground to the view would provide some screening to the cumulative scheme and the Amended Scheme. The quality of the baseline view would be maintained.	Negligible Negligible	Negligible adverse Neutral
Vp.6: Thames Path	High	Proposed View:		

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Viewpoint	Sensitivity of Receptor	Description of Cumulative Effects	Magnitude of Cumulative Change	Significance of Cumulative Effect
		Winter Year 1: Parts of the cumulative scheme would be potentially visible in association with the Amended Scheme above existing intervening treelines. In association with the Amended Scheme, the cumulative scheme would contribute to a very slight change in the baseline view. Summer: The uppermost parts of the tallest blocks within the cumulative scheme are likely to remain just visible in association with the Amended Scheme above the intervening treelines. There would remain a very slight change in the view	Negligible Negligible	Negligible adverse Negligible adverse
Vp.7: Caversham Road	Medium	Proposed View: Winter Year 1 and Summer: The cumulative scheme would just be visible alongside the Amended Scheme, which would remain the dominant feature within the view. It would reinforce the building line provided by the Amended Scheme along Caversham Road. The cumulative scheme would contribute to a very substantial change in the view, but the greater contribution to that substantial change in the view would be provided by the Amended Scheme.	High	Moderate adverse
Vp.8: Vp.8: A329 Overbridge (Chatham Street/ Friars Street link)	Medium	The Amended Scheme would not be visible from this viewpoint and as such there would be no cumulative effects upon the view.	No Cumulative Effects	
Vp.9: Napier Road	Medium	Proposed View: Winter Year 1: The cumulative scheme would be partly visible alongside the Amended Scheme and would add to the visible building mass. It would slightly add to the visual obstruction to the view over and above that afforded by the Amended Scheme, which would only be visible within a view filtered by an existing intervening tree. There would be a slight change in the view with the Amended Scheme and the cumulative scheme contributing to that slight change in broadly equal measure. Summer: An existing street tree within the foreground to the view is likely to obstruct views to the Amended Scheme and parts of the cumulative scheme. However, it would remain visible and still add to the visual obstruction to the view.	Low Negligible	Minor adverse Negligible adverse
Vp.10: A4155 Caversham Road (Cumulative Scheme Viewpoint 4)	Medium	Proposed View: Winter Year 1 and Summer: The cumulative scheme would result in further foreshortening to the view and would screen much of the proposed development. There would be a very substantial change in the character and composition of the view. The greater contributor to this effect being provided by the cumulative scheme.	High	Major adverse
Vp.11: Forbury Gardens (Near to Cumulative Scheme Viewpoint 13)	High	Proposed View: Winter Year 1: Parts of the cumulative scheme are likely to be visible within a view filtered by existing mature trees within Forbury Gardens alongside the tallest building within the Amended Scheme. The latter would remain just visible above intervening buildings. The cumulative scheme is likely to infill much of the gap between existing buildings visible within the baseline view. There would be a minor change in the baseline view with the main contribution to this potential cumulative effect being provided by the cumulative scheme. Summer: Existing trees within the foreground within Forbury Gardens is likely to screen the cumulative scheme and the Amended Scheme within the view. There would be no cumulative effects.	Low	Minor adverse No Cumulative Effects

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Viewpoint	Sensitivity of Receptor	Description of Cumulative Effects	Magnitude of Cumulative Change	Significance of Cumulative Effect
Vp.12: De Montfort Road (Near to Cumulative Scheme Viewpoint 5)	Medium	Proposed View: Winter Year 1 and Summer: The cumulative scheme would further foreshorten the view and bring tall buildings closer to the viewpoint. There would be a partial change in the character and composition of the view with the greater contribution to that change being provided by the cumulative scheme.	Medium	Moderate adverse
Vp.13: Christchurch Bridge (Cumulative Viewpoint 9 is a view from the park to the north of Christchurch Bridge)	High	Proposed View: Winter Year 1 and Summer: The cumulative scheme would bring tall buildings closer to the viewpoint and further foreshorten the view. There would be a partial change in the character and composition to the view with the greater contribution to that change being provided by the cumulative scheme.	Medium	Moderate adverse
Vp.14: St Peter's Church	High	Proposed View: Winter Year 1: Parts of the Amended Scheme and the cumulative scheme are likely to be visible within views filtered (and partly screened) by existing trees within the foreground to the view. There would be a very slight change in the baseline view with the greater contribution to that change being provided by the Amended Scheme. Summer: Existing vegetation in full leaf would screen the Amended Scheme and the cumulative scheme within the view. There would be no change in the view and no cumulative effects.	Negligible No Cumulative Effects	Negligible adverse No Cumulative Effects
Vp.15: Town Hall Square	Medium	The cumulative scheme would not be visible, there would be no cumulative effects upon the view.	No Cumulative Effects	
Vp.16: Balmore Park (Cumulative Viewpoint 16 is from a position further south within the park)	High	Proposed View: Winter Year 1 and Summer: The cumulative scheme would widen the width of the panorama occupied by tall buildings and reduce the area of sky visible especially to the left of the Thames Tower. There would be a minor change in the baseline view with the greater contribution to that change being provided by the cumulative scheme.	Low	Minor adverse
Vp.17 Swansea Road (Cumulative Scheme Viewpoint 7)	Medium	Proposed View: Winter Year 1 and Summer: The cumulative scheme would be visible alongside the Amended Scheme and would contribute to a noticeable change to the view, albeit the greater contribution to that change would be provided by the Amended Scheme.	Medium	Moderate adverse
Vp.18 Caversham Road	Medium	Proposed View: Winter Year 1 and Summer: In association with the Amended Scheme, the cumulative scheme would continue the building line along Caversham Road and to the north of the railway line. Parts of the tallest building within the Amended Scheme would be visible above intervening buildings. There would be a very slight change in the baseline view with the greater contribution to that change provided by the Amended Scheme. However, the cumulative effects would maintain the quality of the view.	Negligible	Neutral
Vp.19: Station Square North	Medium	Proposed View:		

Viewpoint	Sensitivity of Receptor	Description of Cumulative Effects	Magnitude of Cumulative Change	Significance of Cumulative Effect
		Winter Year 1 and Summer: The cumulative scheme would be visible as a tall building within the right of the view and would follow the building line provided by buildings within the existing Vastern Road Retail Park. However, the user would need to turn their head to fully experience the cumulative effect. In some respects, this would 'counter-balance' the tallest building within the proposed development within the view. There would be a noticeable change to the view.	High	Moderate adverse
Vp.20: Station Square South (Near to Cumulative Scheme Viewpoint 25)	Medium	Proposed View: Winter Year 1 and Summer: The cumulative scheme would widen the width of the view occupied by tall buildings, especially to the right of the tallest building within the Amended Scheme. There would be an increase in the extent of visual obstruction afforded to the view.	Medium	Moderate adverse
Vp.21: Victoria Recreation Ground	High	Proposed View: Winter Year 1 and Summer: Parts of the cumulative scheme would be visible to the left of the Amended Scheme within the view, partly visible above the roofline to intervening industrial buildings within the middle distance to the view. There would be a cumulative effect, but the greater contribution to that effect would be provided by the Amended Scheme, which would also screen parts of the cumulative scheme within the view.	Low	Minor adverse
Vp.22: Church Road by Caversham Court	Medium	Both the Amended Scheme and the cumulative scheme would be screened by existing buildings on the opposite side of Church Road. There would be no cumulative effects.	No cumulative effects	
Vp 23: St Marys Butts	Medium	No cumulative effects upon the view. Both the Amended Scheme and the cumulative scheme would be screened.	No Cumulative Effects	
Vp.24: Corner of West Street/ St Marys Butts	Medium	No cumulative effects upon the view. Both the Amended Scheme and the cumulative scheme would be screened.	No Cumulative Effects	
Vp. 25: West Street Bus Stop	Medium	No cumulative effects upon the view. Both the Amended Scheme and the cumulative scheme would be screened.	No Cumulative Effects	

Townscape Effects

- 1.50 As previously stated, the Amended Scheme is assessed as having a significance of effect of No Change upon most of the townscape character areas within the study area (see Table 4) during its operational phase. As such, cumulative effects would be limited. Those townscape character areas which would be potentially impacted during the operational phase by the Amended Scheme and upon which it, in association with the cumulative scheme, may have an effect are considered further in the following section.

1: Station Hill

- 1.51 The cumulative scheme, in association with the Amended Scheme, would expand this character area further north and as far as Vastern Road, with the railway station as its hub. The commercial centre to the town, and its vibrant and active hub, would be expanded. There would be a slight alteration to some of the key characteristics of the baseline townscape and, as such, a Low magnitude of impact and an overall Minor beneficial significance of cumulative effect, with both the Amended Scheme and the cumulative scheme contributing to the beneficial effect in broadly equal measure.

12: Caversham Road

- 1.52 The cumulative scheme, in association with the Amended Scheme, would bring tall buildings closer to this character area; more so with the cumulative scheme given that it would only be separated from that part of the character area containing De Montfort Road and Lynmouth Road to the north by Vastern Road. This would contrast with the generally 2-storey, tight knit pattern of development within the character area and slightly increase the dominance of tall buildings over it. As such, it is considered that there would be a Low magnitude of impact and an overall Minor adverse significance of cumulative effect.

22: Vastern Road

- 1.53 The cumulative scheme, in association with the Amended Scheme, would result in the re-development of a considerable part of this townscape character area. That part occupied by the Amended Scheme, and which is currently inaccessible to members of the public, would be re-developed to include areas of new public realm and active spaces. Whilst the cumulative scheme would re-develop an area which currently has public access, it too would add new and contemporary buildings to the Reading townscape and areas of new public realm. Overall, the cumulative effects would result in a Medium magnitude of impact and an overall Moderate beneficial significance of cumulative effect, with a slightly greater contribution to this effect potentially being provided by the Amended Scheme given its greater area of public realm and closer proximity to the town centre.

23: Kings Meadow/ 27: Thames Valley/ 28: Thames Valley East/ 35: Caversham/ St Peters Conservation Area

- 1.54 The townscape effects of the Amended Scheme upon each of these character areas is assessed as Neutral, i.e. their inherent character would be maintained despite the addition of the Amended Scheme to the Reading townscape. This would also remain the case with the cumulative scheme, which would add further tall buildings to the Reading skyline, visible within views from each of these townscape character areas. As such, both the Amended Scheme and the cumulative scheme would contribute to a Neutral cumulative significance of effect in broadly equal measure.

Former Drews Ironmongers building (application No. 191792)

- 1.55 In comparison to the other cumulative schemes, this is a comparatively modest development proposal for a new building of 7 storeys, comprising 44 residential units, 239 sqm of retail floorspace at ground floor and associated car parking, cycle parking and landscaping. It would

occupy the site of 71-73 Caversham Road, at its junction with Northfield Road, to the immediate west of the Amended Scheme.

Visual Effects

- 1.56 Within the majority of representative views, this cumulative scheme would be screened and as such there would be no cumulative effects upon the views. However, it would be visible, at least in part, in association with the Amended Scheme, within the view from representative viewpoints 7: Caversham Road, 10: A4155 Caversham Road, 13: Christchurch Bridge, 16: Balmore Park, 17: Swansea Road and 18: Caversham Road. However, within each, due to its scale, the Amended Scheme would provide the greater contribution to the cumulative effect; the magnitude of change and significance of effect of which would be broadly equivalent to that of the Amended Scheme during its operational phase.

Townscape Effects

- 1.57 In common with the Amended Scheme, the cumulative scheme would sit within part of townscape character 22: Vastern Road. At up to 7 storeys in height, it would provide a further step down in building height between buildings within the Amended Scheme and the existing generally 2 storey building height to the west of Caversham Road. This would assist with the townscape integration of the Amended Scheme in terms of its scale and massing. Turning to the cumulative effects of the Amended Scheme in association with the cumulative scheme, these would be broadly equal to those of the Amended Scheme in isolation. As previously stated, the cumulative scheme would represent a relatively modest addition to the townscape within character area 22: Vastern Road. There would be an overall Minor beneficial cumulative significance of effect.
- 1.58 Similarly, the cumulative effects of the Amended Scheme in association with the cumulative scheme upon 1: Station Hill, 12: Caversham Road, 23: Kings Meadow, 27: Thames Valley, 28: Thames Valley East, 35: Caversham and the St Peters Conservation Area would broadly be the same as those of the Amended Scheme in isolation, see Table 4 above.

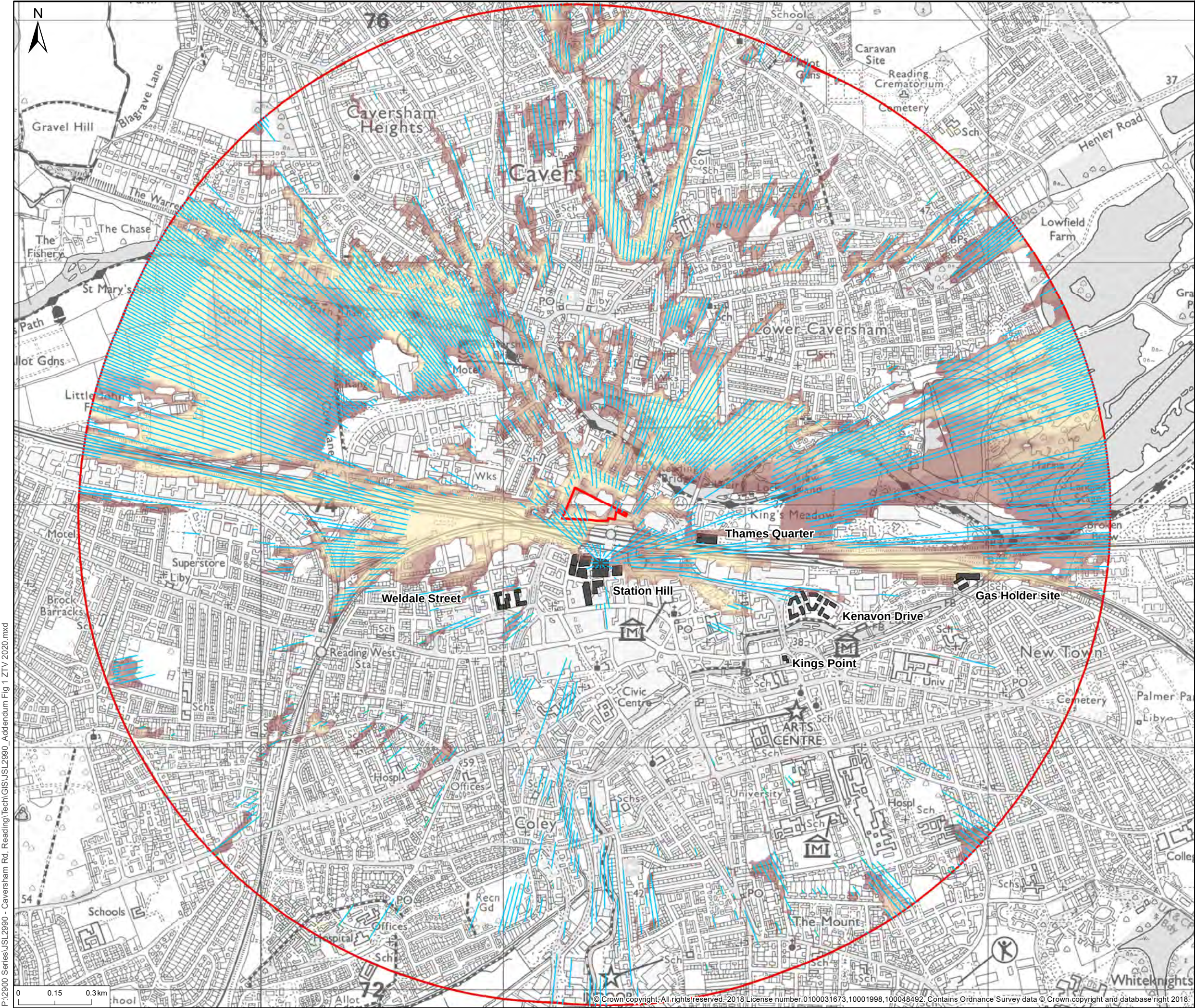
Conclusion

- 1.59 The Amended Scheme would result in a relatively modest change in the scale and massing of the development proposal in comparison to that of the original scheme. In addition, other tall building proposals within Reading Town Centre have received planning consent since submission of the ES for the original scheme in December 2018. Despite these additions to the future baseline against which the Amended Scheme has been assessed and the minor changes to its height and massing, it is concluded that its likely effects upon the receiving townscape resource and the views from each of the representative viewpoints, would be unchanged from that of the original proposal. Further, within each of the additional views requested by Historic England during the consultation period for the original scheme, i.e. representative viewpoints 22 to 25, the visualisations show that the Amended Scheme (in common with the original proposal) would not be visible within the view from each of these viewpoints.
- 1.60 With respect to potential cumulative effects, the TVIA within the original ES included an assessment of the potential cumulative effects of the original scheme in association with a development proposal on the Vastern Road Retail Park, albeit in the absence of detailed development proposals for the latter. These are now available and have been used in the assessment of cumulative effects. It is the conclusion to the cumulative assessment that the Amended Scheme and the development proposed on the Vastern Road Retail Park (the 'Aviva Site') would still result in a potential significant adverse cumulative effect upon the view from representative viewpoint 10 (A4155 Caversham Road) with the greater contribution to that cumulative effect being provided by the development proposal for the Vastern Road Retail Park given its closer proximity to the viewpoint, its scale and massing. Its cumulative townscape effects

upon townscape character areas 1: Station Hill and 22: Vastern Road would, however, remain beneficial.

- 1.61 With respect to the development proposal for the SSE site to the north of Vastern Road, no significant cumulative effects upon views from the representative viewpoints have been assessed. Generally, due to its scale, the Amended Scheme would make a greater contribution to any cumulative effects upon each of the representative views. It too would result in beneficial cumulative townscape effects in association with the Amended Scheme on townscape character areas 1: Station Hill and 22: Vastern Road. Finally, for the development proposal on the former Drew Ironmongers Site, any cumulative effects would be broadly the same as those of the Amended Scheme in isolation, given that this development proposal would result in a relatively modest addition to the Reading townscape.

FIGURES



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Legend

- Study Area
- Project Site Boundary
- Buildings not yet constructed forming part of the 'Future Baseline' for the assessment

ZTV Indicative extent of study area from which views to project buildings may be available

- 1 building
- 2 buildings
- 3 buildings
- 4 buildings
- all 5 buildings
- ZTV of the tallest building on the Station Hill Development

Rev	Description	By	CB	Date

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HERMES INVESTMENT MANAGEMENT

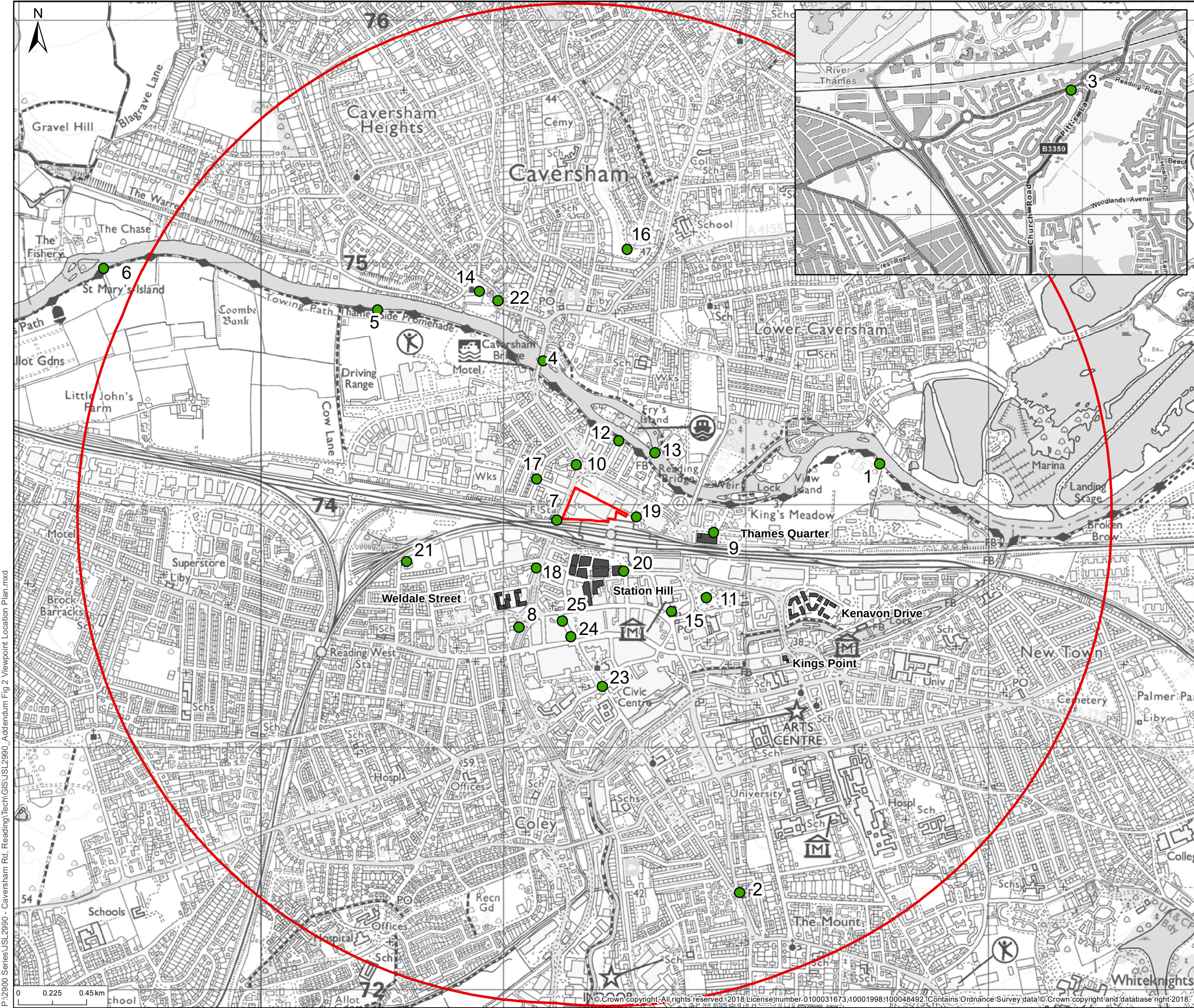
Lakesbury House, Hiltbury Road, Chandlers Ford, Hampshire SO53 5SS
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Client Hermes Investment Management

Project Reading Metropolitan:
Environmental Statement

Title Zone of Theoretical Visibility (ZTV)

Status	Drawn By	PM/Checked By
DRAFT	SH	PH
Project Number	Scale @ A3	Date Created
OXF10985	1:15,000	MAY 2020
Figure Number		Rev
1		-



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Legend

- Representative Viewpoint Location
- Study
- Project Site Boundary
- Buildings not yet constructed forming part of the 'Future Baseline' for the assessment

Note: See Appendix B for Visually Verifiable Montages (VVM's) showing the 'future baseline' and proposed views from the representative viewpoints.

Rev	Description	By	CB	Date



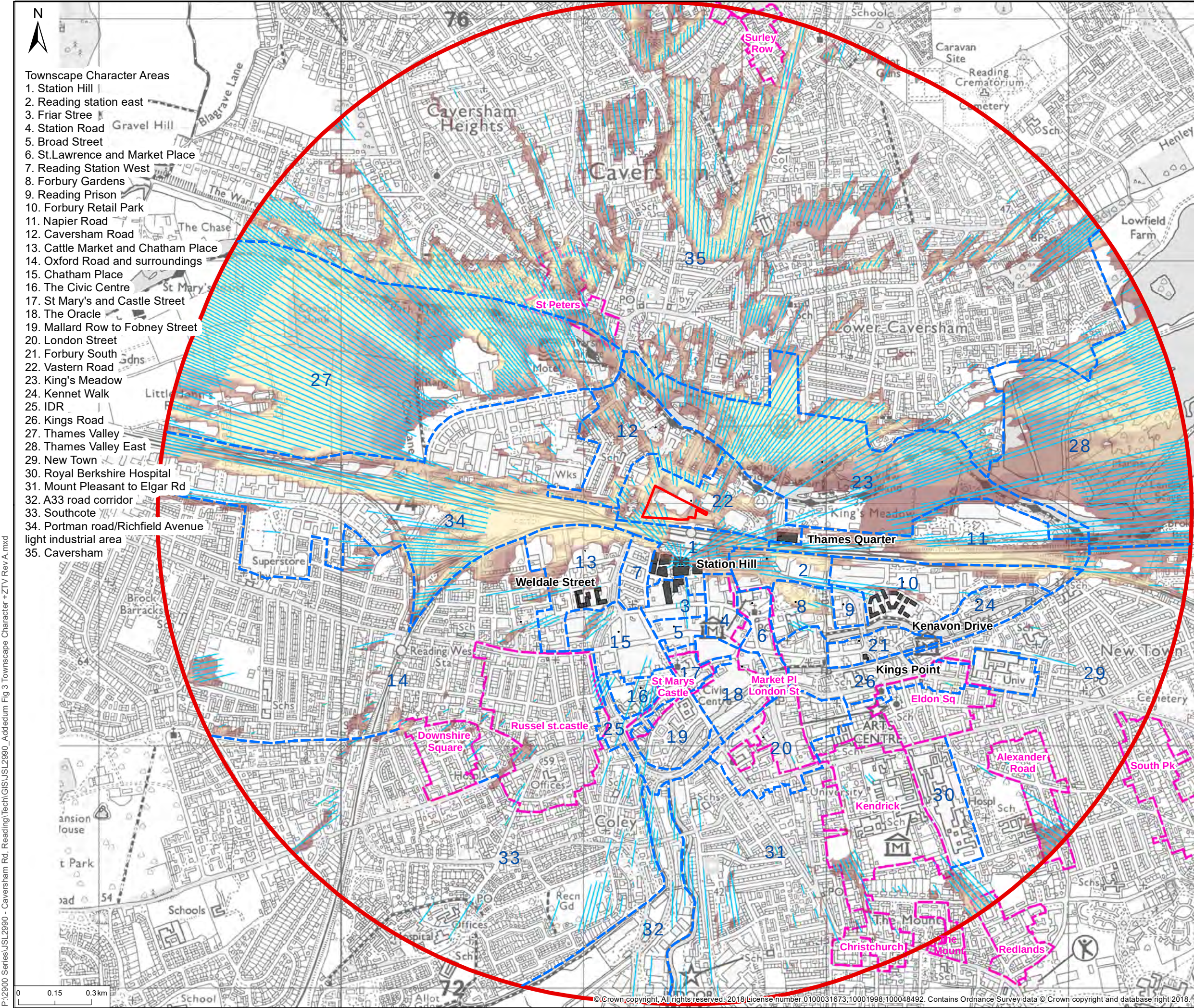
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INVESTMENT
MANAGEMENT

Client	Hermes Investment Management		
Project	Reading Metropolitan: Environmental Statement		
Title	Representative Viewpoint Location Plan		
Status	Drawn By	PM/Checked By	
DRAFT	SH	PH	
Project Number	Scale @ A3	Date Created	
OXF10985	1:15,000	MAY 2020	
Figure Number			Rev
2			-

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Legend

- Study Area
- Project Site Boundary
- Buildings not yet constructed forming part of the 'Future Baseline' for the assessment
- ZTV of the tallest building on the Station Hill Development

Multipoint ZTV

ZTV Indicative extent of study area from which views to project buildings may be available

- 1 building
- 2 buildings
- 3 buildings
- 4 buildings
- all 5 buildings

1-26 Townscape Character Areas derived from Reading Tall Building Strategy 2008

27 Landscape Character Areas derived from West Berkshire Landscape Character Assessment

28-35 Landscape Character Areas defined by

Conservation Areas (also regarded as Townscape Character areas in this assessment)

Rev	Description	By	CB	Date

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Client **Hermes Investment Management**

Project **Reading Metropolitan: Environmental Statement**

Title **Townscape Character Areas / Zone of Theoretical Visibility**

Status	Drawn By	PM/Checked By
DRAFT	SH	PH
Project Number	Scale @ A3	Date Created
OXF10985	1:15,000	MAY 2020
Figure Number		Rev
3		-

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APPENDICES

Appendix A

TVIA Method

Assessment Criteria and Assignment of Significance

Visual Assessment

Visual Receptor Sensitivity

6.1 The sensitivity of visual receptors is dependent upon:

- the location and context of views;
- whether views are continuous, fragmented or intermittent (i.e. the transient nature of a view gained while travelling through an area); and
- the importance of views and the activity or expectations of receptors.

6.2 Influences such as the numbers of receptors affected, popularity of views and the significance of views in relation to valued landscapes, townscapes or features determine the importance of views. The sensitivity levels have been identified for each representative viewpoint in accordance with the criteria indicated in Table 6.2 below.

Table 6.2: Definitions of Visual Receptor Sensitivity

Sensitivity	Typical Descriptors
Very High	Includes viewers within residential properties with direct views from ground floor windows on the front or rear elevations of their properties and gardens. Users of townscapes and townscape features of National importance or value with direct views.
High	Includes viewers within residential properties and users of townscapes and townscape features of National importance or value with more restricted views compared to the 'Very High' category of sensitivity. Includes users of Public Rights of Way, including users of National Trails and Local Recreational Trails and townscape and townscape features of acknowledged importance and value, i.e., parks and gardens.
Medium	Includes people engaged in sports / formal outdoor recreation; dynamic views gained by the travelling population through the landscape. Viewers from residential properties with upper floor window views.
Low	Includes people at their place of work with direct views; albeit whose attention may be focused on their work or activity and are therefore be less susceptible to changes in view.
Negligible	Includes people at their place of work with more restricted views in comparison to the 'Low' category of sensitivity.

Magnitude of Impact

6.3 The magnitude of impact (or change) to an existing view has been determined by a number of interrelated factors. These include the distance of the proposed development from the receptor and the proportion of it likely to be visible within the view. In addition, consideration was given to the height of visible parts of the proposed development relative to the receptor, with reference also to the scale of other features in the view and the number and character of elements, which would be lost from or added to the view. It was assumed that change would be seen in clear visibility and appropriate lighting

conditions and the assessment was carried out on that basis. Magnitude of impact was then assessed using the criteria shown in Table 6.3 below.

Table 6.3: Magnitude of Impact (or change) to an Existing View

Magnitude	Typical Descriptors
High	Complete or very substantial change in view: change very prominent involving complete or very substantial obstruction of existing view or complete change in character and composition of baseline, i.e. pre- development, view through removal of key elements or addition of uncharacteristic elements.
Medium	Moderate change in view: may involve partial obstruction of existing view or partial change in character and composition of baseline, i.e. pre-development, view through the introduction of new elements or removal of existing elements. Change may be prominent but would not substantially alter scale and character of the surroundings and the wider setting. Composition of the views would alter. View character may be partially changed through the introduction of features which, though uncharacteristic, may not necessarily be visually discordant.
Low	Minor change in baseline, i.e. pre-development, view: change would be distinguishable from the surroundings while composition and character would be similar to the pre-change circumstances.
Negligible	Very slight change in baseline, i.e. pre-development, view: change barely distinguishable from the surroundings. Composition and character of view substantially unaltered
No Change	No visual effects would be observed

Townscape Assessment

- 6.4 Each townscape character area for which the ZTV indicated that the proposed development may be visible within views from it (see Figure 6.6) was evaluated in relation to its overall sensitivity to the type of change envisaged by the proposed development (see Appendix 6.3). Sensitivity is a measure of the townscape's capacity to accommodate change of the type proposed, such as the introduction of new features or the loss of existing features. It is influenced by a number of factors, including the quality of the receiving townscape and how it is valued. To bring these factors together a five-point scale has been used as provided in Table 6.4 below. However, this table can only illustrate general categories, the assessment of absolute sensitivity has been determined as part of the overall assessment process.

Table 6.4: Definitions of Townscape Sensitivity

Sensitivity	Typical Descriptors
Very High	Very high importance and rarity, international scale and very limited potential to accommodate change of the type proposed.
High	High importance and rarity, national scale, and limited potential to accommodate change of the type proposed.
Medium	High or medium importance and rarity, regional scale, limited potential to accommodate change of the type proposed.
Low	Low or medium importance and rarity, local scale, and capable of accommodating change of the type proposed.

Negligible	Very low importance and rarity, local scale and very capable of accommodating change of the type proposed.
-------------------	--

- 6.5 GLVIA guidance states that, “Sensitivity is not absolute but is likely to vary according to the existing landscape, the nature of the proposed scheme and type of change being considered. Sensitivity is not therefore, part of baseline studies but is considered during and arises from the assessment of effects.” The GLVIA also indicates that “sensitivity is dependent on both the attributes of the receiving environment and the characteristics and effects of the proposed scheme and can only be established by carrying out the assessment.” As such, the assessment of the sensitivity of each townscape character area to the type of changes that would result from the proposed development has been carried out as part of the assessment of effects rather than as part of the baseline.
- 6.6 Further, and with regard to sensitivity, GLVIA states that, “The determination of the sensitivity of the landscape resource is based upon an evaluation of each key element or characteristic of the landscape likely to be affected. The evaluation will reflect such factors as its quality, value, contribution to landscape character, and the degree to which the particular element or characteristic can be replaced or substituted.” To assist with the evaluation of sensitivity, relative value needs to be applied to the townscape resource or its constituent parts and the following definitions have been used in this assessment:
- Very High: Areas that exhibit an exceptionally strong, positive character and which are in excellent or very good condition with valued features that combine to give an experience of unity, richness and harmony. These are townscapes that may be considered to be of international importance to conserve and which may be especially sensitive to change if inappropriately dealt with. Frequently, such areas will contain World Heritage Site status;
 - High: Areas that exhibit a very strong, positive character and which are in excellent or very good condition with valued features that combine to give an experience of unity, richness and harmony. These are townscapes that may be considered to be of particular importance to conserve and which may be particularly sensitive to change if inappropriately dealt with. Frequently, such areas will contain designations such as Conservation Area status or Registered Parks and Gardens;
 - Medium: Areas that exhibit positive character and are considered to be in good condition with some valued features, but which may have evidence of alteration to/ degradation/erosion of features resulting in areas of more mixed character. Potentially sensitive to change, change may not necessarily be detrimental nor require special attention to detail;
 - Low: Areas generally negative in character, in poor condition with a weak urban structure with few, if any, valued townscape features. Scope for positive enhancement frequently occurs; and
 - Very Low: Areas generally lacking any character with no urban structure and very few, if any, valued townscape features. Scope for complete re-development.
- 6.7 The potential townscape impacts of the proposed development were identified taking into account the effects of the removal of any existing townscape elements within the project site and the design, scale

and layout of the proposed development, inclusive of the landscape design proposals. The identification of townscape effects distinguishes between direct effects upon the physical resource (landform, vegetation, pattern etc) and those associated with amenity and views so as to avoid double counting. However, where visual effects of, for example, a proposed building, would impact on the character of adjacent townscape areas, this has been taken into consideration.

- 6.8 Magnitude of impact (or change) was then assessed using the criteria shown in Table 6.5 below.

Table 6.5: Magnitude of Impact (or Change) to a Townscape Character Area

Magnitude	Typical Descriptors
High	Total loss of or large alteration to key elements/features/ characteristics of the baseline townscape and/or introduction of elements considered to be totally uncharacteristic, when set within the attributes of the receiving townscape.
Medium	Partial loss of/moderate alteration to one or more key elements/features/characteristics of the baseline townscape, and/or introduction of elements that may be prominent, but not necessarily considered substantially uncharacteristic, when set within the attributes of the receiving townscape.
Low	Slight loss of or slight alteration to one or more key elements/features/characteristics of the baseline townscape, and/or introduction of elements that may not be uncharacteristic when set within the attributes of the receiving townscape.
Negligible	Very slight loss of or alteration to key elements/features/ characteristics of the baseline townscape, and/or introduction of elements that are not uncharacteristic in the surrounding townscape.
No Change	No change to key elements/features/ characteristics of the baseline townscape.

Significance of Effects

- 6.9 The final stage of the assessment process identifies the potential significance of townscape and visual effects using the matrix in Table 6.6 below. This takes into account the previous assessments for magnitude of impact and sensitivity of townscape/ visual receptor. Where a range of significance levels is provided, professional judgement has been used to identify the most appropriate significance level on a case by case basis.

Table 6.6: Assessment Matrix

Sensitivity	Magnitude of Impact				
	No Change	Negligible	Low	Medium	High
Negligible	No change	Negligible	Negligible or Minor	Negligible or Minor	Negligible or Minor
Low	No change	Negligible or Minor	Negligible or Minor	Minor	Minor or Moderate
Medium	No change	Negligible or Minor	Minor	Moderate	Moderate or Major
High	No change	Negligible or Minor	Minor or Moderate	Moderate or Major	Major or Substantial
Very high	No change	Minor	Moderate or Major	Major or Substantial	Substantial

- 6.10 For the purposes of this assessment, any potential effects that are assessed as being 'Major' significance of effect or above are considered to be significant in townscape or visual terms. Potential effects that are considered to be of a 'Minor' or 'Moderate' significance of effect are described; however, they are considered to be not significant in EIA terms. In addition, where the proposed development is considered to result in potential beneficial effects which would balance any potential adverse effects for the same receptor or, in instances where the magnitude of impact is considered to be so slight that the overall quality of the townscape or view would be maintained, this is recorded in the assessment as 'Neutral'.

Definitions of Significance of Visual Effects

- 6.11 Table 6.7 provides a definition of the terms used to describe the potential significance of effect upon existing views due to the proposed development.

Table 6.7: Significance Criteria for Assessment of Visual Effects

Significance of Effect	Definition
Substantial	Typically, the proposed changes would lead to a substantial improvement to a view from a high or very high sensitivity receptor.
	Typically, the proposed changes would lead to a substantial deterioration to a view from a high or very high sensitivity receptor.
Major	Typically, the proposed changes would lead to an obvious improvement to a view from a medium or high sensitivity receptor, or a perceptible improvement to a view from a very high sensitivity receptor.
	Typically, the proposed changes would lead to an obvious deterioration to a view from a medium or high sensitivity receptor, or a perceptible deterioration to a view from a very high sensitivity receptor.
Moderate	Typically, the proposed changes would lead to some obvious improvement to a view from a receptor of medium sensitivity or limited improvement to a view from a more sensitive receptor.
	Typically, the proposed changes would cause some obvious deterioration to a view from a receptor of medium sensitivity, or limited deterioration to a view from a more sensitive receptor.
Minor	Typically, the proposed changes would cause perceptible improvement to a view from a receptor of high or medium sensitivity or would cause greater improvement to a view from a receptor of low sensitivity.
	Typically, the proposed changes would cause perceptible deterioration to a view from a receptor of high or medium sensitivity or would cause greater deterioration to a view from a receptor of low sensitivity.
Negligible	Typically, the proposed changes would cause a barely perceptible improvement to a view from a receptor of high or medium sensitivity or slightly greater improvement to a view from a receptor of low sensitivity.
	Typically, the proposed changes would cause a barely perceptible deterioration to a view from a receptor of high or medium sensitivity or slightly greater deterioration to a view from a receptor of low sensitivity.
Neutral	Typically, the proposed changes would have adverse effects which would be offset or 'balanced' by beneficial effects upon a view for the same visual receptor or the change to the view would be so slight that the quality of the view would be maintained.
No Change	No effects upon a view.

Definitions of Significance of Townscape Effects

6.12 The significance of effect criteria are described in table below as follows:.

Table 6.8: Significance Criteria for Assessment of Townscape Effects

Significance of Effect	Definition
Substantial (beneficial/ adverse)	Typically, the proposed changes would: - substantially enhance the character (including value) of the townscape; - enable the restoration of characteristic features and elements lost as a result of changes from inappropriate management or development; and/or - enable a sense of place to be enhanced.
	Typically, the proposed changes would: - be at variance with the character (including value) of the townscape; - degrade or diminish the integrity of a range of characteristic features and elements or cause them to be lost; and/or - change a sense of place.
Major (beneficial/ adverse)	Typically, the proposed changes would: - substantially enhance the character (including value) of the townscape; - enable the restoration of characteristic features and elements lost as a result of changes from inappropriate management or development; and/or - enable a sense of place to be enhanced.
	Typically, proposed changes would: - be at variance with the character (including value) of the townscape; - degrade or diminish the integrity of a range of characteristic features and elements or cause them to be lost; and/or - change a sense of place.
Moderate (beneficial/ adverse)	Typically, the proposed changes would: - enhance the character (including value) of the townscape; - enable the restoration of characteristic features and elements partially lost or diminished as a result of changes from inappropriate management or development; and/or - enable a sense of place to be restored.
	Typically, the proposed changes would: - conflict with the character (including value) of the townscape; - have an adverse effect on characteristic features or elements; and/or - diminish a sense of place.
Minor (beneficial/ adverse)	Typically, the proposed changes would: - complement the character (including value) of the townscape; - maintain or enhance characteristic features or elements; and - enable some sense of place to be restored.
	Typically, the proposed changes would: - not quite fit the character (including value) of the townscape; - be at variance with characteristic features and elements; and/or - detract from sense of place.
Negligible (beneficial/ adverse)	Typically, the proposed changes would: - just complement the character (including value) of the townscape; - just maintain and enhance characteristic features and elements; and/or - just about enable some sense of place to be restored.
	Typically, the proposed changes would: - barely fit the character (including value) of the townscape; - only just be at variance with characteristic features and elements; and/or - only just detract from sense of place.

Significance of Effect	Definition
Neutral	Typically, the proposed changes would have adverse effects, which would be offset or 'balanced' by beneficial effects for the same townscape receptor or the change to the townscape would be so slight that its quality would be maintained.
No Change	The proposed changes would have no townscape effects.

Appendix B

Visually Verifiable Montages (VVMs)

Reading Metropolitan

Visually Verified Montages

May 2020 | NPA 11052 RPS |

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PROJECT SPECIFIC METHOD STATEMENT

Project: 11052

Prepared by: Nicholas Pearson Associates (Npavisuals)
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Tel: +44 (0)1225 876990

Client: RPS

Architect: TP Bennett

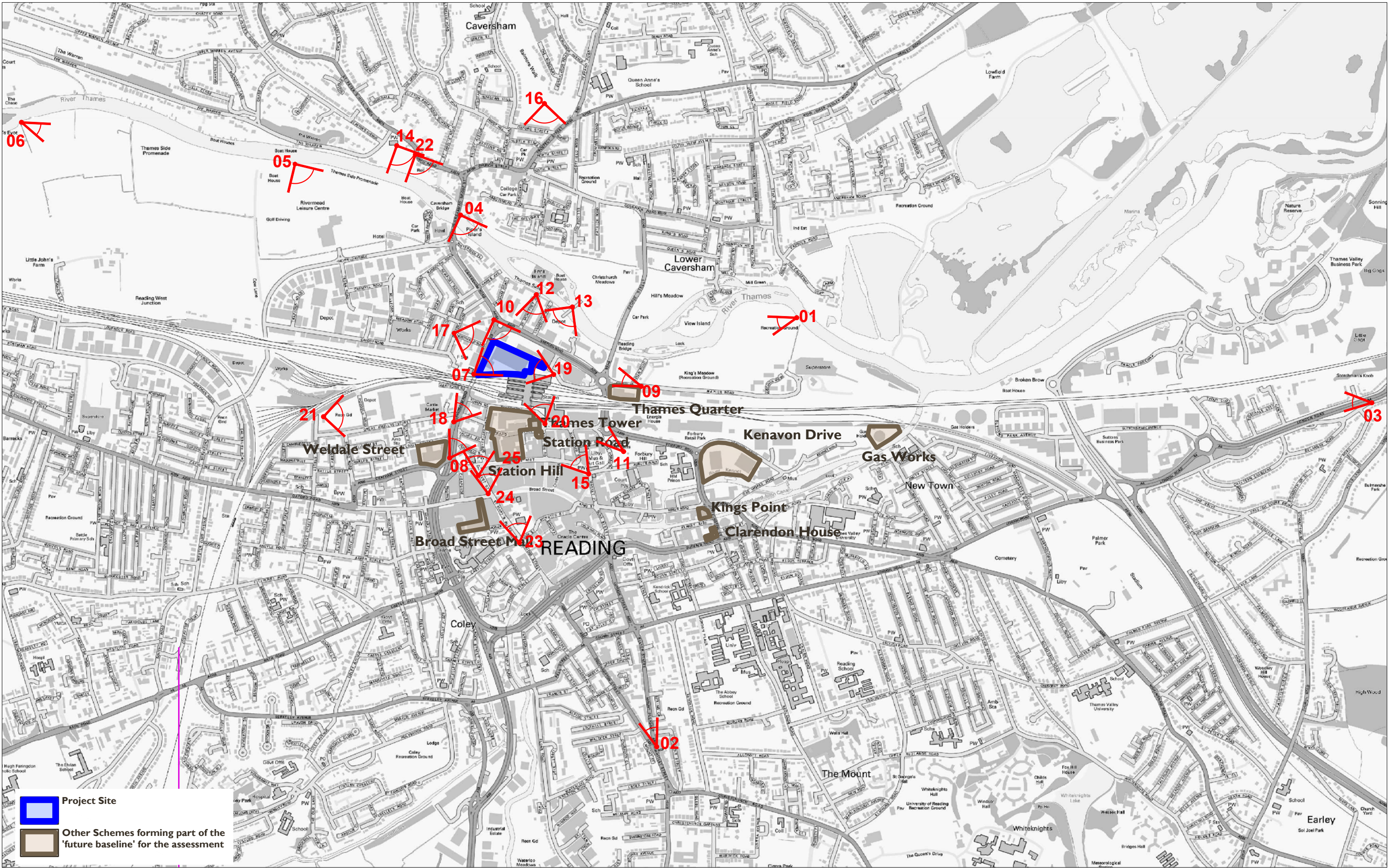
Npavisuals were commissioned by RPS to prepare a series of Accurate Visual Representations of the proposed development at Caversham Road to accompany an amendment to the planning application.

The viewpoints were selected in consultation with the planning and landscape professional and onsite assessment.

Viewpoint representation levels and Fields of Views were selected to best accurately portray the perceived view when viewed at A3. (Please see methodology for further details)

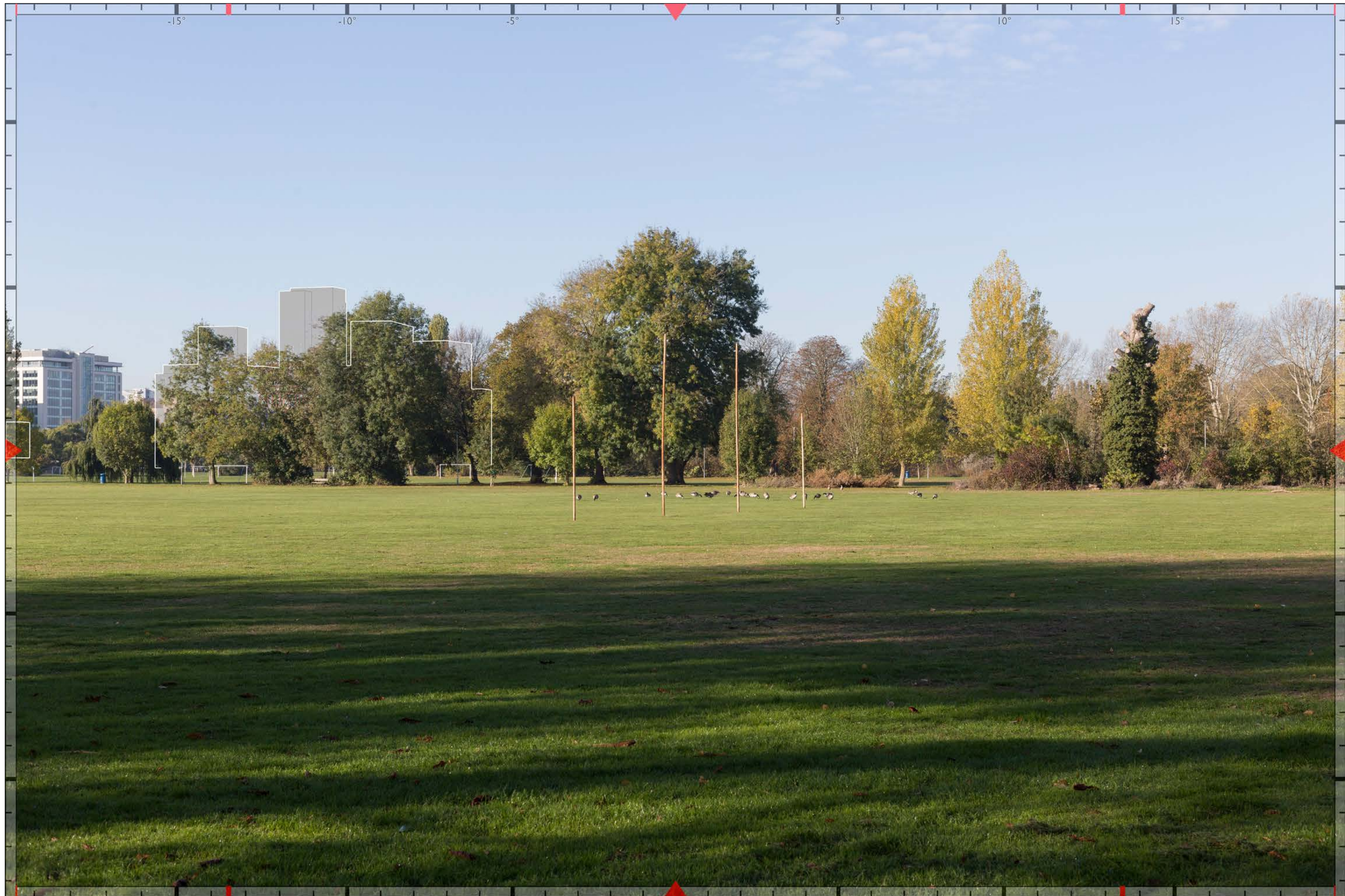
- 7 no. AVR Level 2 / 39 Degree Field of View
- 2 no. AVR Level 2 / 65 Degree Field of View
- 3 no. AVR Level 2 / 74 Degree Field of View
- 13 no. AVR Level 2 / 90 Degree Field of View

Project No	11052	Client	RPS Planning & Development	Figure No	1
Date	May-20	Project	Reading Metropolitan		
Issue Status	Planning	Figure	Project Specific Method Statement		



Viewpoint Location Plan



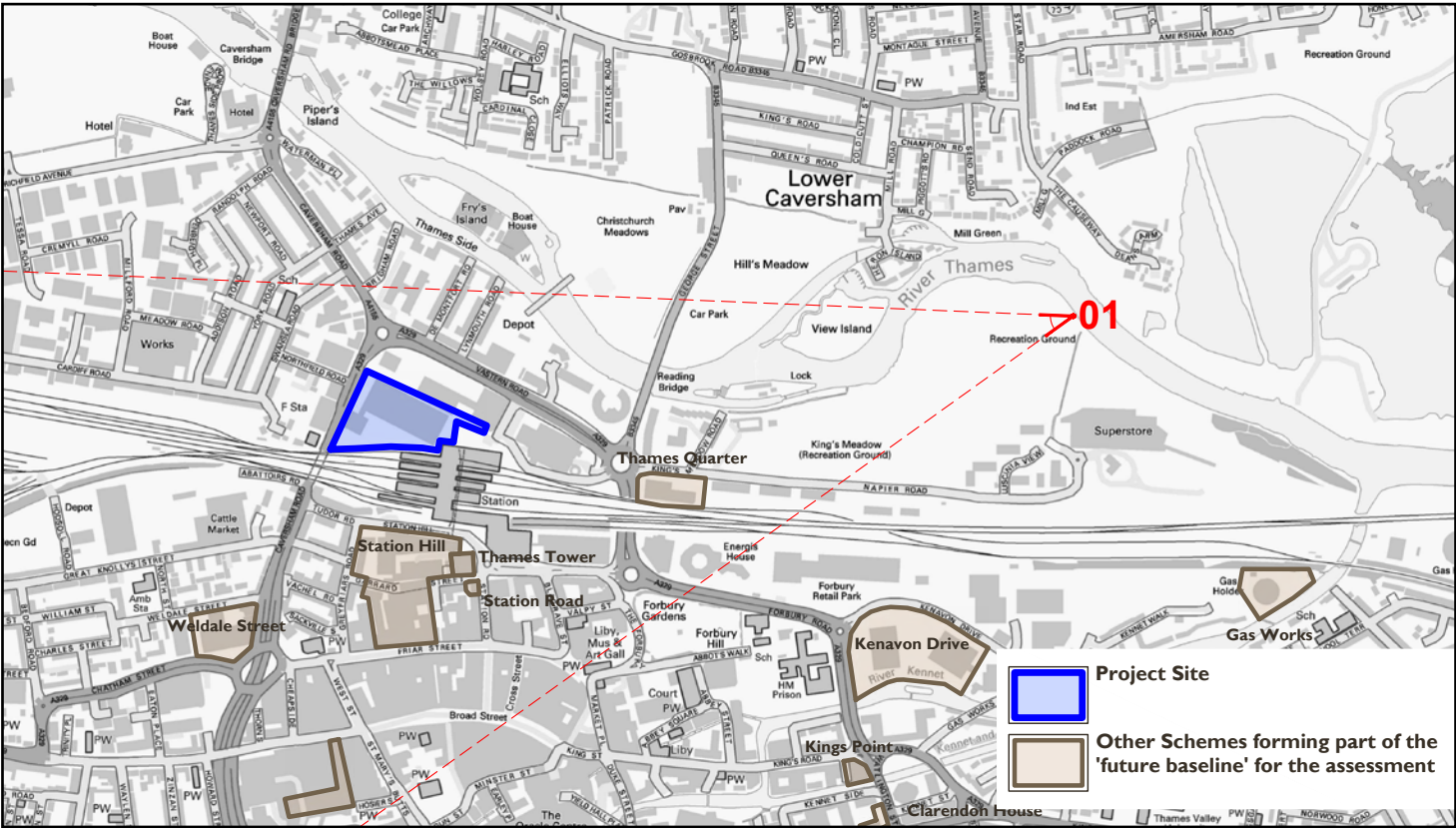




Survey reference points



View Location Plan



View Number	1
AVR Level	2
Theoretical Viewing Distance *	540mm on A3 (representative view to viewed at 300mm)

Location	Kings Meadow looking SW
Coordinates	472552, 174171 (to EPSG 27700)
Bearing of View	259
Distance	1.22 km (to centre of project site)
Eye Level	37.8 m AOD

Camera	Canon EOS 5D MK III
Frame Type	Single Frame
Focal Length	50mm
Horizontal FOV	38.7°
Vertical FOV	25.8°

Date of Photo	31/10/2018 10:33
Weather	Sunny

Notes:

- To be viewed flat

*"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Verification

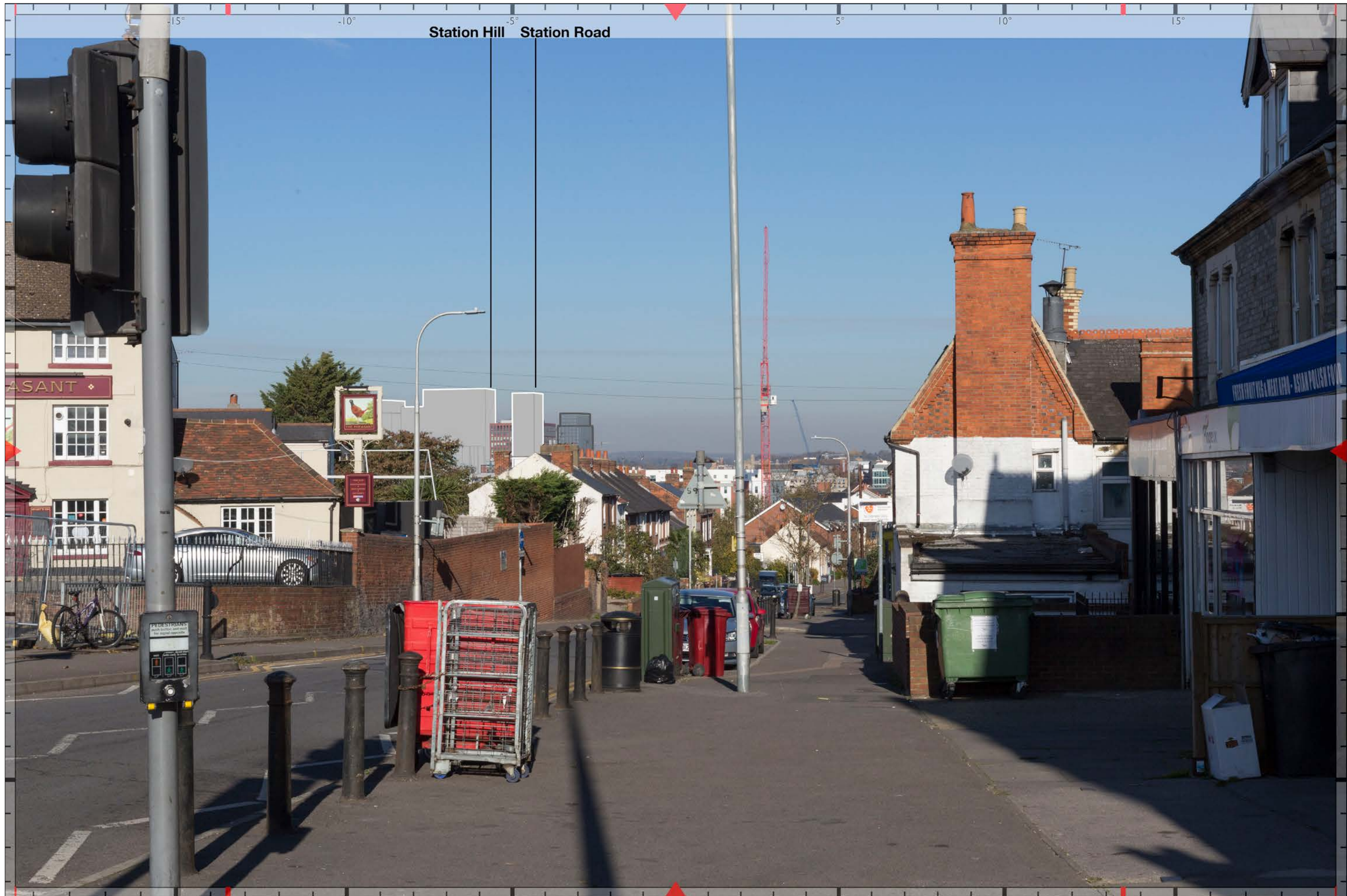


View Verification









Survey reference points



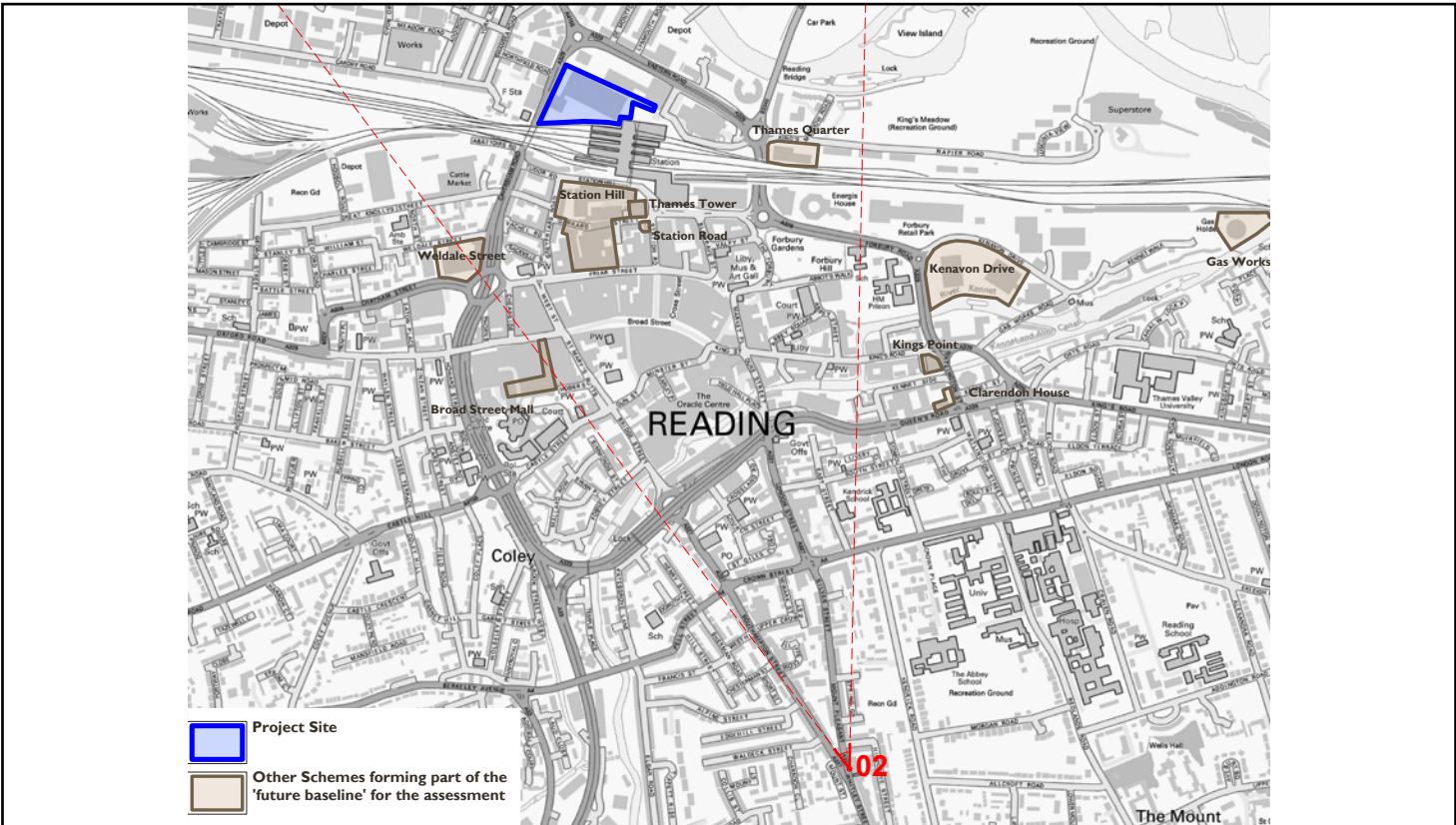
View Number	2
AVR Level	2
Theoretical Viewing	
Distance *	540mm on A3 (representative view to viewed at 300mm)
Location	Mount Pleasant looking N
Coordinates	471974, 172400 (to EPSG 27700)
Bearing of View	344
Distance	1.71 km (to centre of project site)
Eye Level	64.4 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Single Frame
Focal Length	50mm
Horizontal FOV	38.7°
Vertical FOV	25.8°
Date of Photo	31/10/2018 11:31
Weather	Sunny

Notes:

- To be viewed flat

*"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Location Plan



View Verification

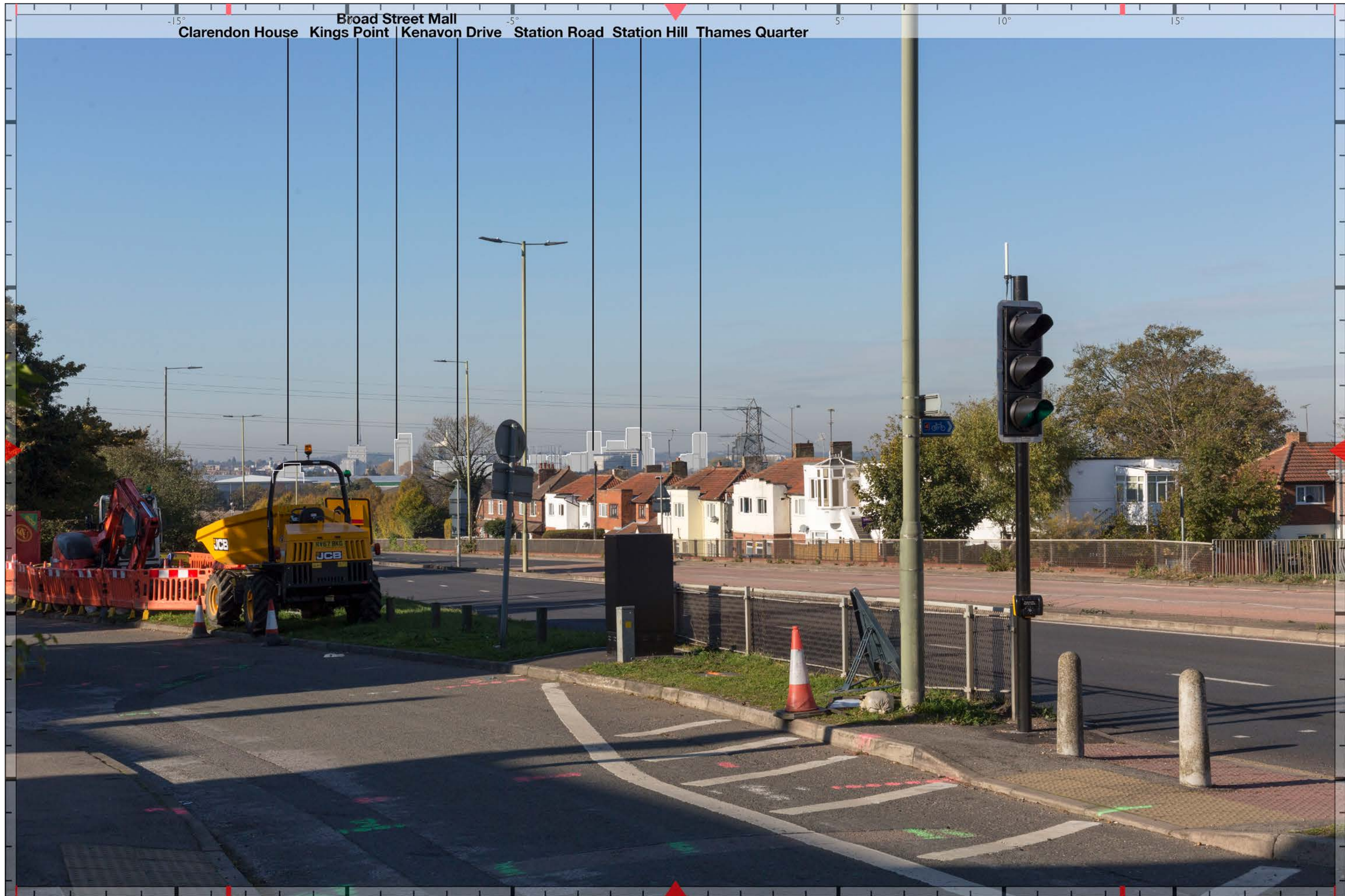


View Verification









Survey reference points



View Number 3
AVR Level 2
Theoretical Viewing Distance * 540mm on A3 (representative view to viewed at 300mm)

Location London Road looking W
Coordinates 474927, 173820 (to EPSG 27700)
Bearing of View 270
Distance 3.58 km (to centre of project site)
Eye Level 62.5 m AOD

Camera Canon EOS 5D MK III
Frame Type Single Frame
Focal Length 50mm
Horizontal FOV 38.7°
Vertical FOV 25.8°

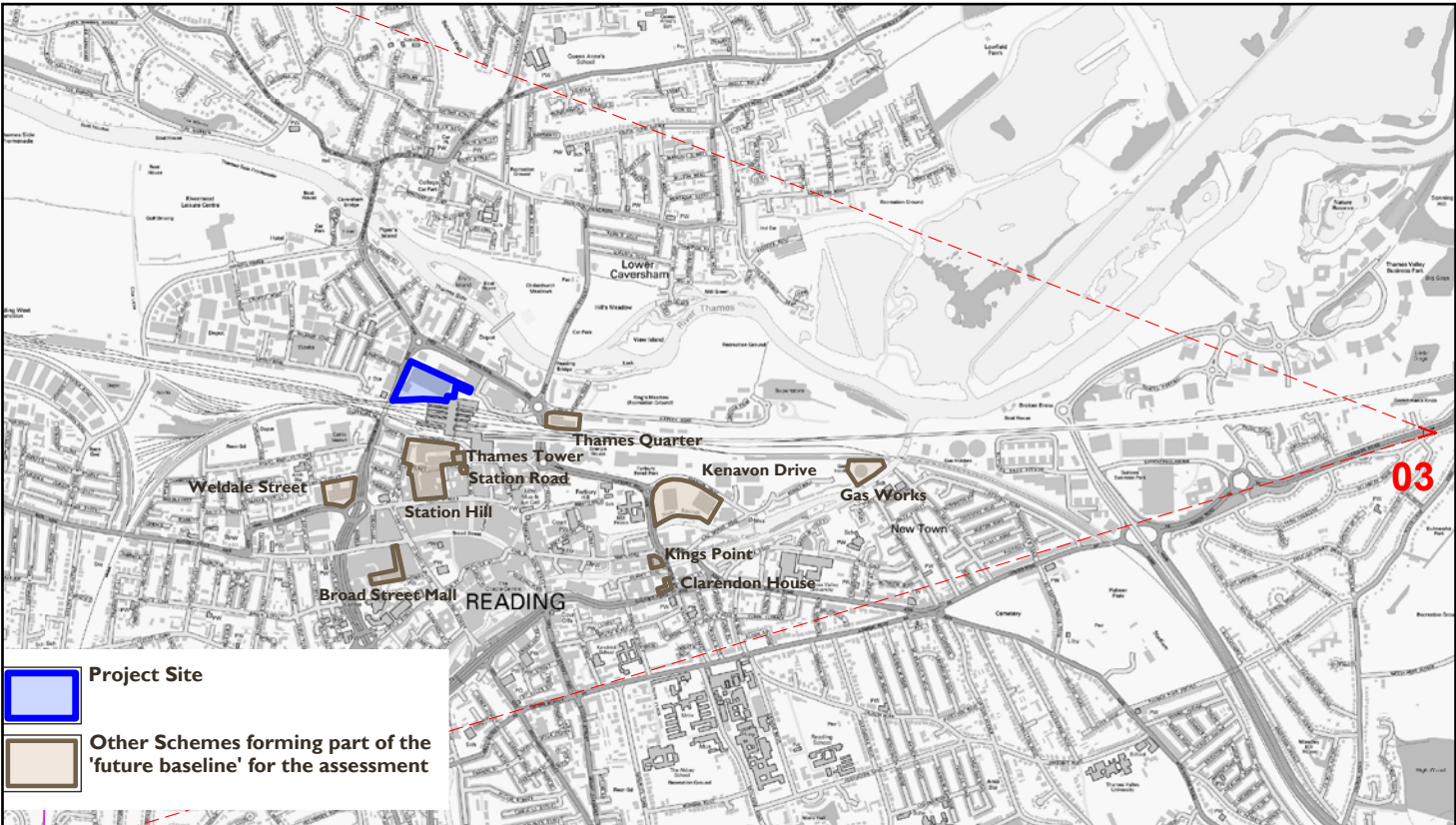
Date of Photo 31/10/2018 11:10
Weather Sunny

Notes:

- To be viewed flat

*"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

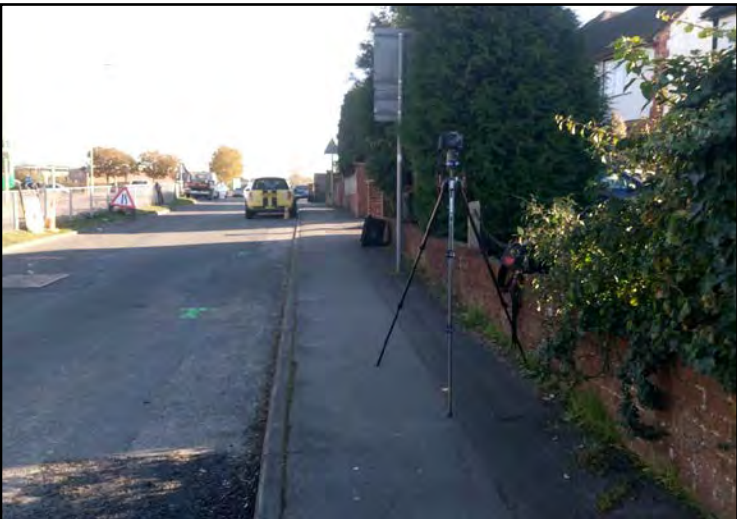
View Location Plan



View Verification



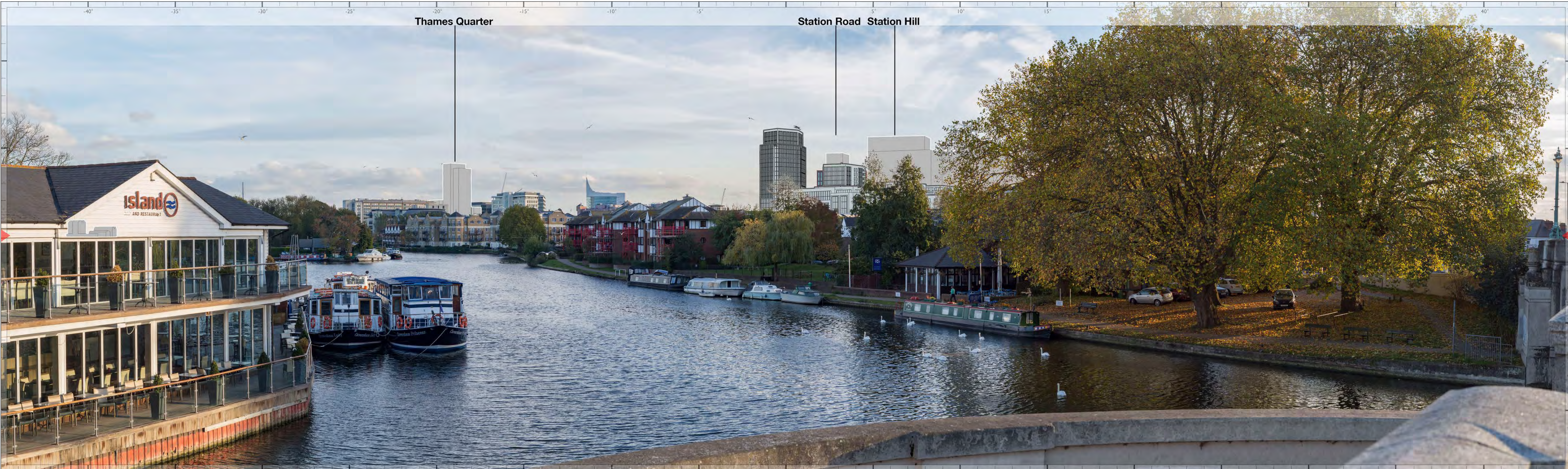
View Verification





View 4 Caversham Bridge looking SE - Existing

- Notes:
- View on a 90 degree arc at a comfortable arm's length



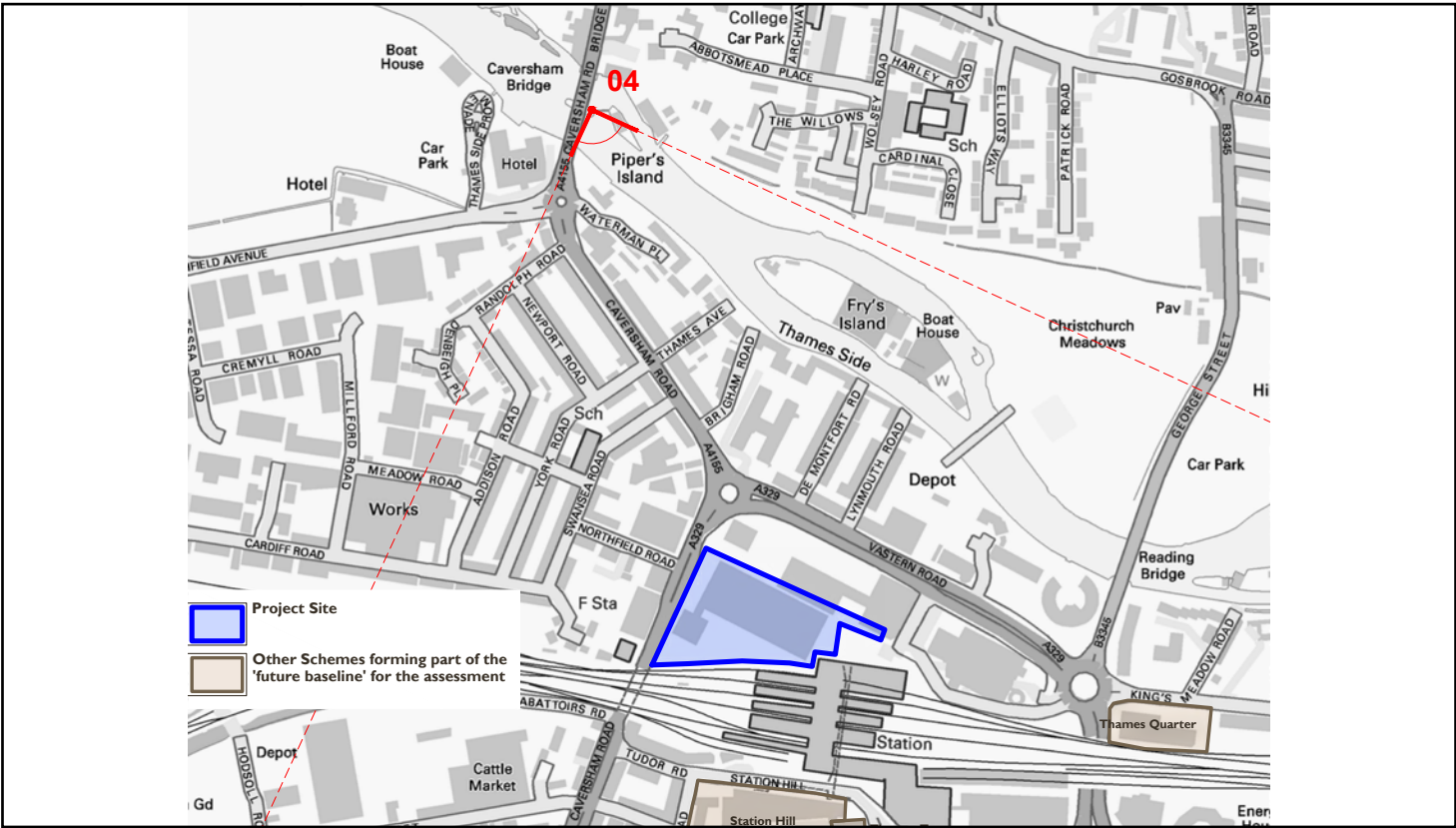
View 4 Caversham Bridge looking SE - Proposed

- Notes:
- View on a 90 degree arc at a comfortable arm's length

Survey reference points



View Location Plan



View Number	4
AVR Level	2
Theoretical Viewing	
Distance *	540mm on A1 width Foldout
Location	Caversham Bridge looking SE
Coordinates	471164, 174595 (to EPSG 27700)
Bearing of View	156
Distance	0.63 km (to centre of project site)
Eye Level	43.7 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Composite, Cylindrical Panorama
Focal Length	50mm
Horizontal FOV	90.0°
Vertical FOV	25.8°
Date of Photo	31/10/2018 16:15
Weather	Sunny

Notes:

- View on a 90 degree arc at a comfortable arm's length
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Verification



View Verification





View 5 Thames Path looking SE - Existing

- Notes:
- View on a 90 degree arc at a comfortable arm's length



Station Hill

View 5 Thames Path looking SE - Proposed

- Notes:
- View on a 90 degree arc at a comfortable arm's length

A photograph of a grassy field with several trees. Red dots are marked on the ground near the tree bases and on the branches of the trees. A blue building is visible in the background.

[illegible]

Date of Photo 31/10/2018 15:31
Weather Sunny

- View on a 90 degree arc at a comfortable arm's length

View Verification









A wide-angle photograph of a green pasture with several horses grazing. Red circles are drawn around specific horses in the background. The sky is blue with scattered white clouds. A line of trees is visible in the distance.

The map displays the River Thames and surrounding urban areas. A red dashed line, labeled '06' near Buck's Eyot, indicates a route or boundary. A blue outline in the bottom right corner marks the 'Project Site'. A legend in the bottom left corner defines these symbols: a blue outline for the 'Project Site' and a red dashed line for 'Other Schemes forming part of the 'future baseline' for the assessment'. The map includes numerous labels for streets, landmarks, and facilities, such as 'The Warren', 'Rivermead Leisure Centre', 'Station Hill', and 'Thames Tower'.

A photograph showing a yellow circular marker on a concrete surface, with a tripod and a backpack visible in the background.

A photograph showing a black camera mounted on a black tripod, positioned on a paved path. A black and red backpack lies on the grass to the right of the tripod. The path is flanked by green grass and trees, leading towards a large open field under a clear sky.





Survey reference points

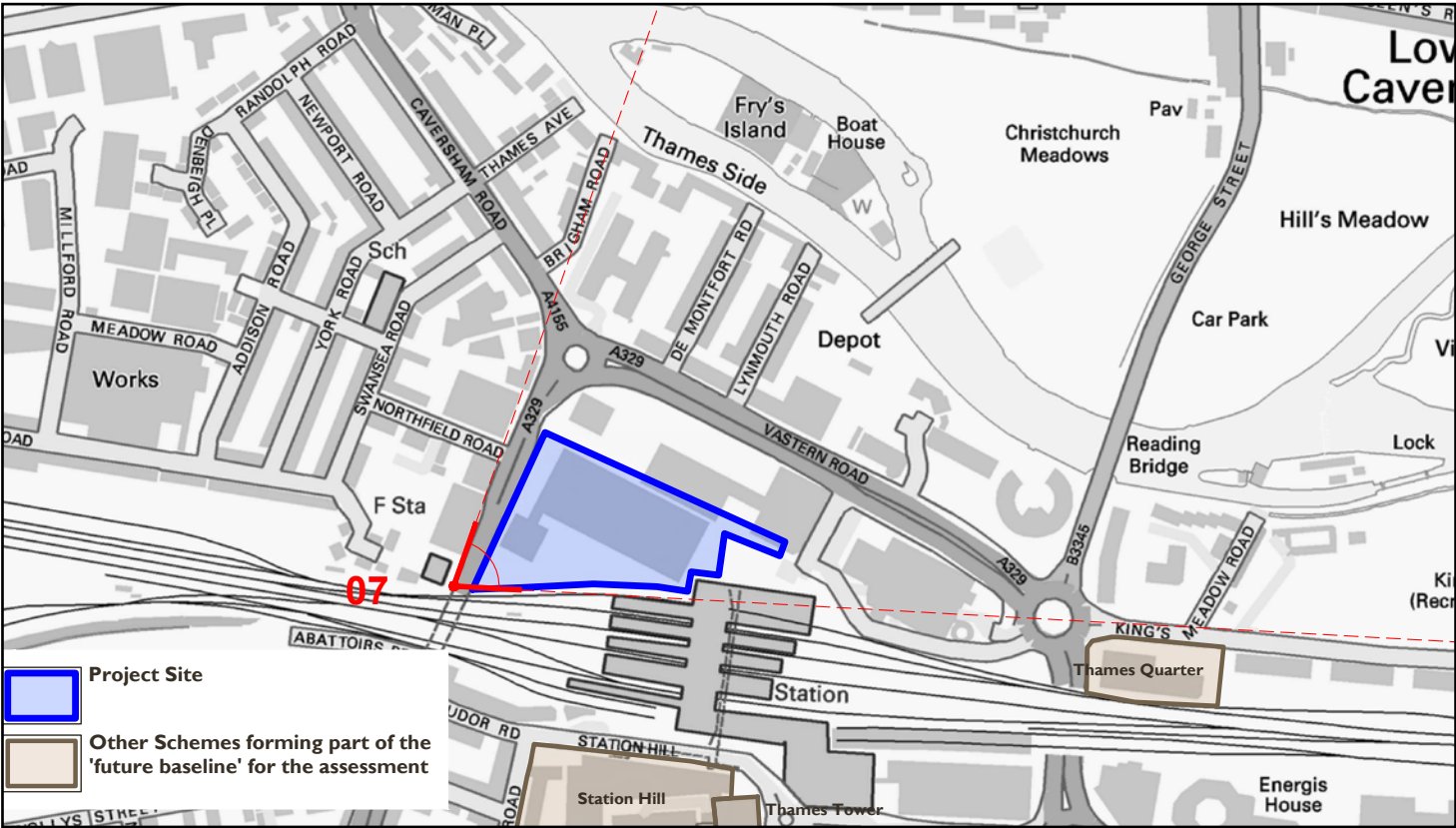


View Number	7
AVR Level	2
Theoretical Viewing	
Distance *	260mm on A3 / 520mm on A1
Location	Reading Metropolitan looking E
Coordinates	471219, 173939 (to EPSG 27700)
Bearing of View	60
Distance	0.14 km (to centre of project site)
Eye Level	39.4 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Single Frame
Focal Length	24mm
Horizontal FOV	72.2°
Vertical FOV	48.1°
Date of Photo	31/10/2018 14:31
Weather	Sunny

Notes:

- To be viewed flat
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Location Plan



View Verification

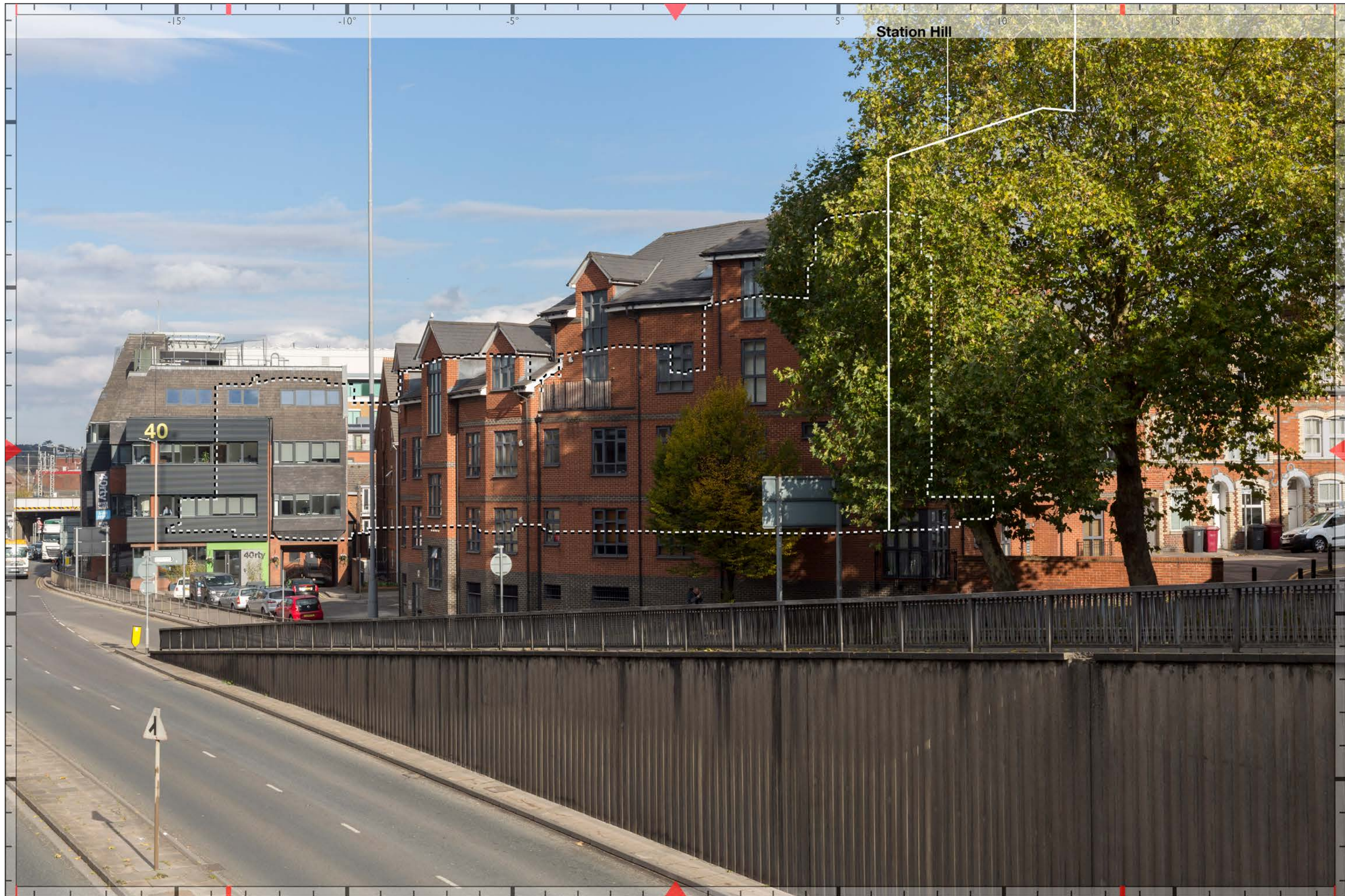


View Verification





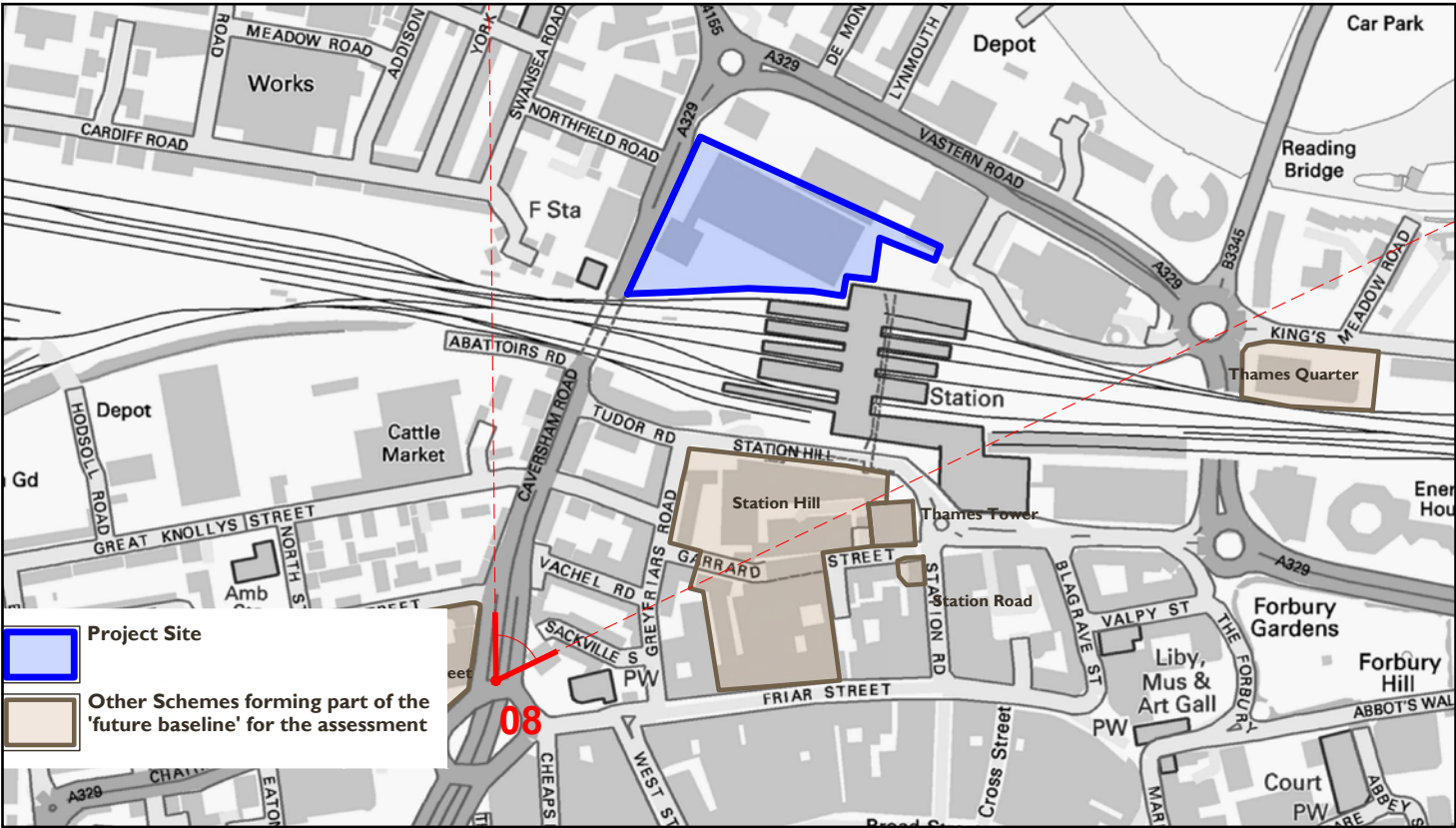




Survey reference points



View Location Plan



View Number	8
AVR Level	2
Theoretical Viewing	
Distance *	540mm on A3 (representive view to viewed at 300mm)
Location	A329 Overbridge (Chatham Street/ Friars Street link) looking NE
Coordinates	471063, 173496 (to EPSG 27700)
Bearing of View	40
Distance	0.57 km (to centre of project site)
Eye Level	45.9 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Single Frame
Focal Length	28mm
Horizontal FOV	65.3°
Vertical FOV	43.5°
Date of Photo	31/10/2018 13:13
Weather	Sunny

Notes:

- To be viewed flat
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Verification

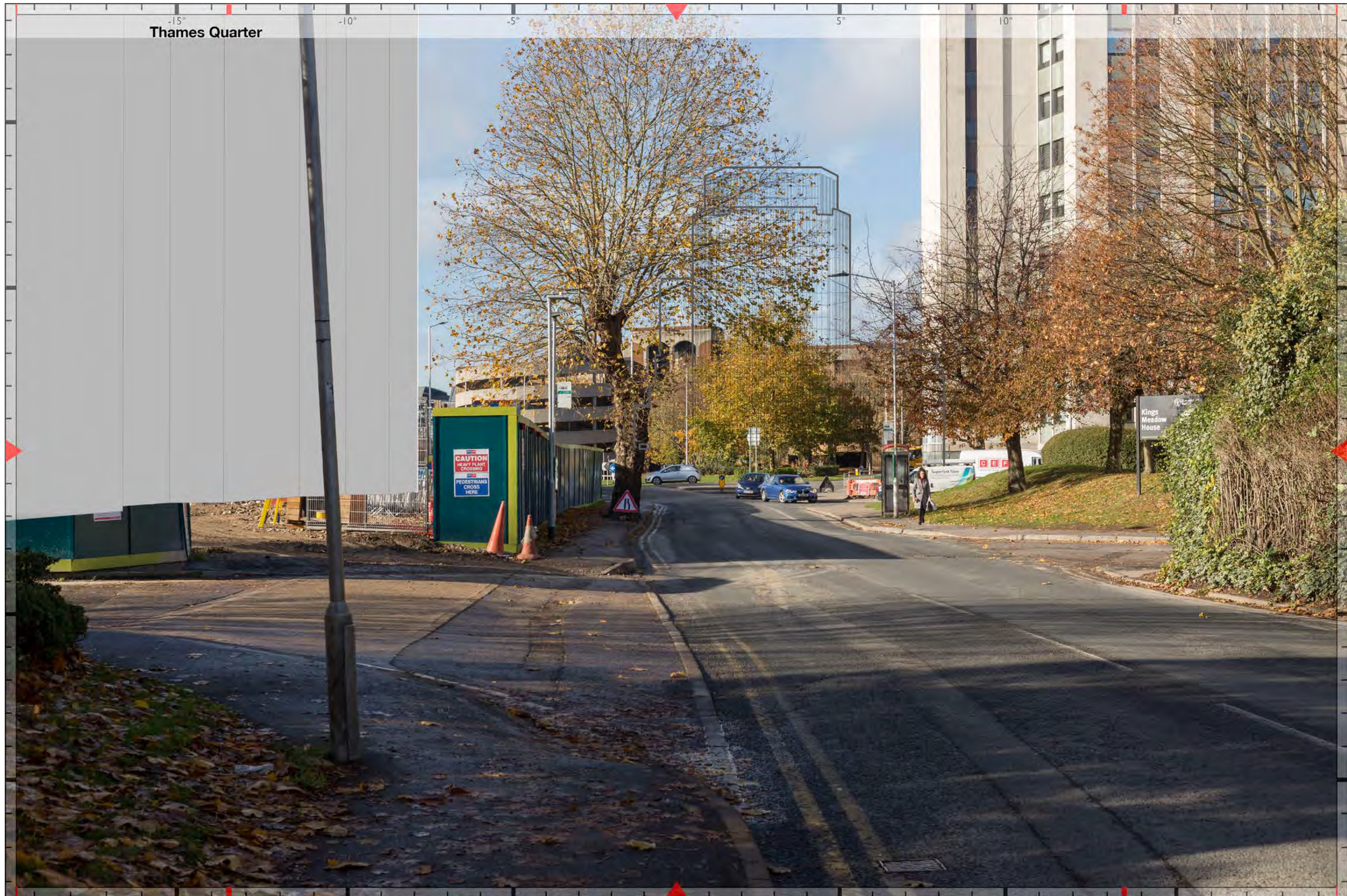


View Verification









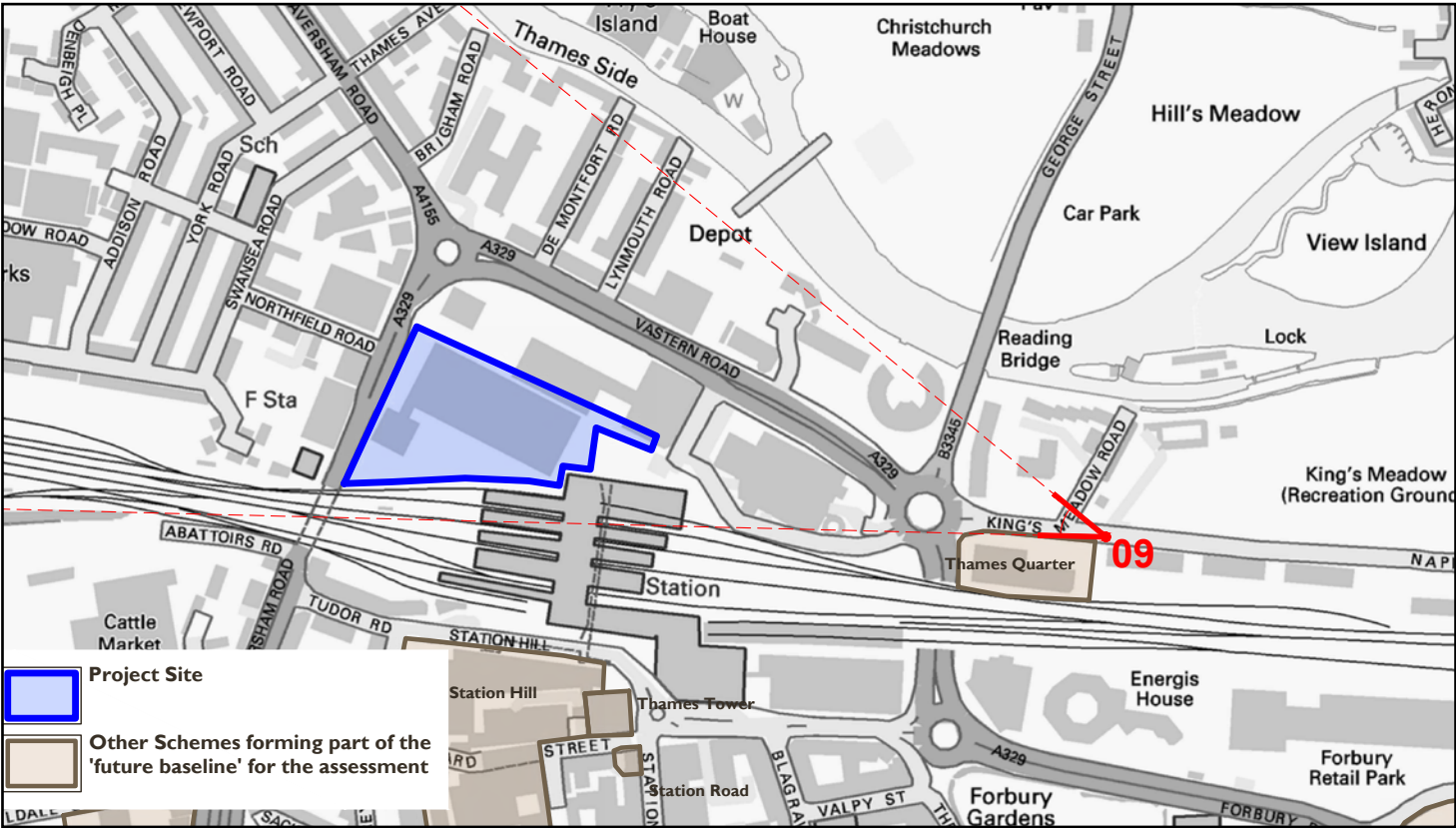
Survey reference points



View Number	9
AVR Level	2
Theoretical Viewing Distance *	540mm on A3 (representative view to viewed at 300mm)
Location	Napier Road looking W
Coordinates	471867, 173888 (to EPSG 27700)
Bearing of View	276
Distance	0.5 km (to centre of project site)
Eye Level	39.4 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Single Frame
Focal Length	50mm
Horizontal FOV	38.7°
Vertical FOV	25.8°
Date of Photo	13/11/2018 11:04
Weather	Sunny

- Notes:
- To be viewed flat
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Location Plan



View Verification



View Verification





View 10 A4155 Reading Metropolitan looking SE - Existing

Notes:

- View on a 90 degree arc at a comfortable arm's length



View 10 A4155 Reading Metropolitan looking SE - Proposed

- Notes:
- View on a 90 degree arc at a comfortable arm's length

Survey reference points

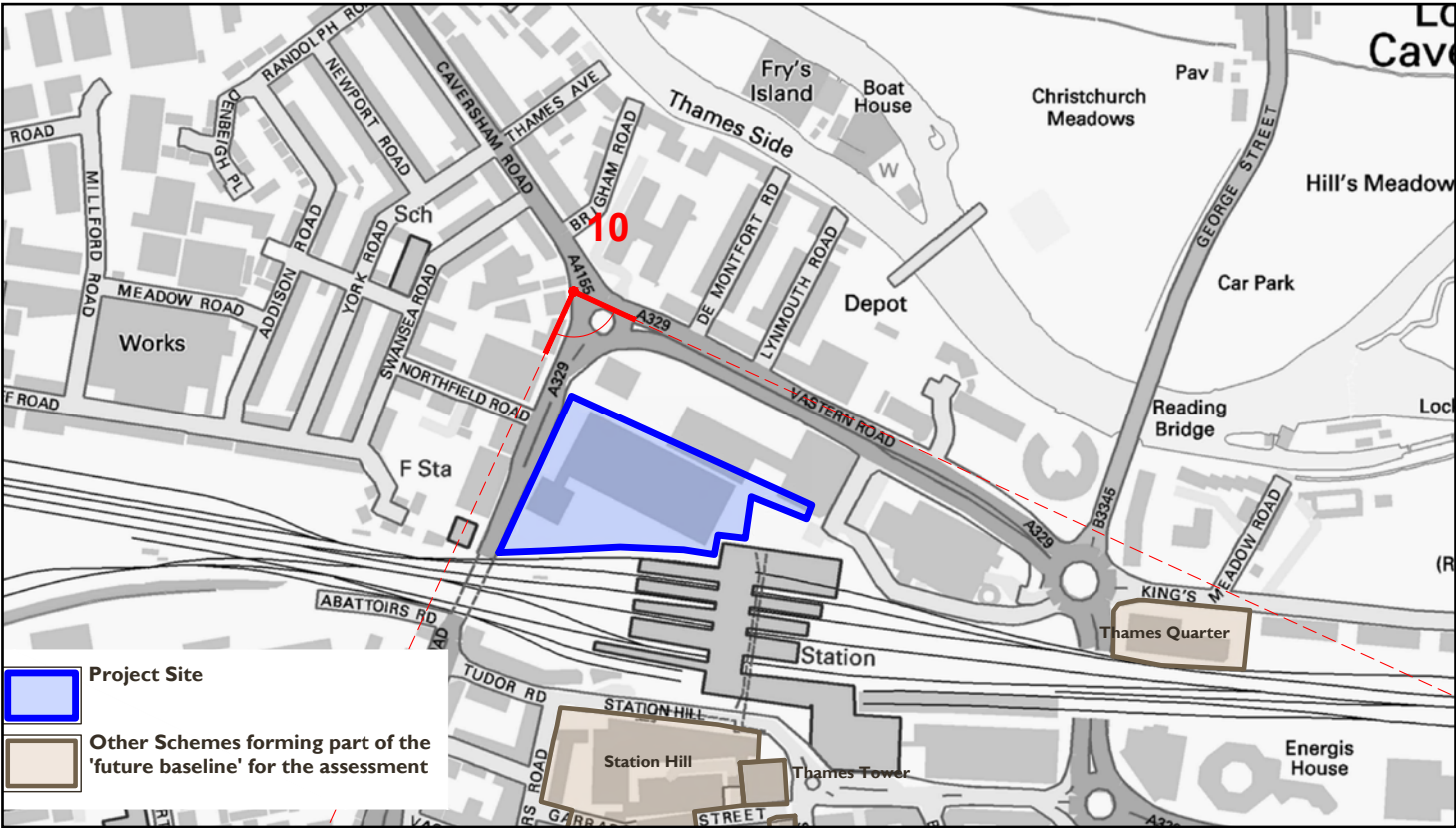


View Number	10
AVR Level	2
Theoretical Viewing	
Distance *	260mm on A3 / 520mm on A1
Location	A4155 Reading Metropolitan looking SE
Coordinates	471301, 174167 (to EPSG 27700)
Bearing of View	162
Distance	0.18 km (to centre of project site)
Eye Level	40 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Composite, Cylindrical Panorama
Focal Length	50mm
Horizontal FOV	90°
Vertical FOV	25.8°
Date of Photo	13/11/2018 11:03
Weather	Sunny

Notes:

- View on a 90 degree arc at a comfortable arm's length
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Location Plan



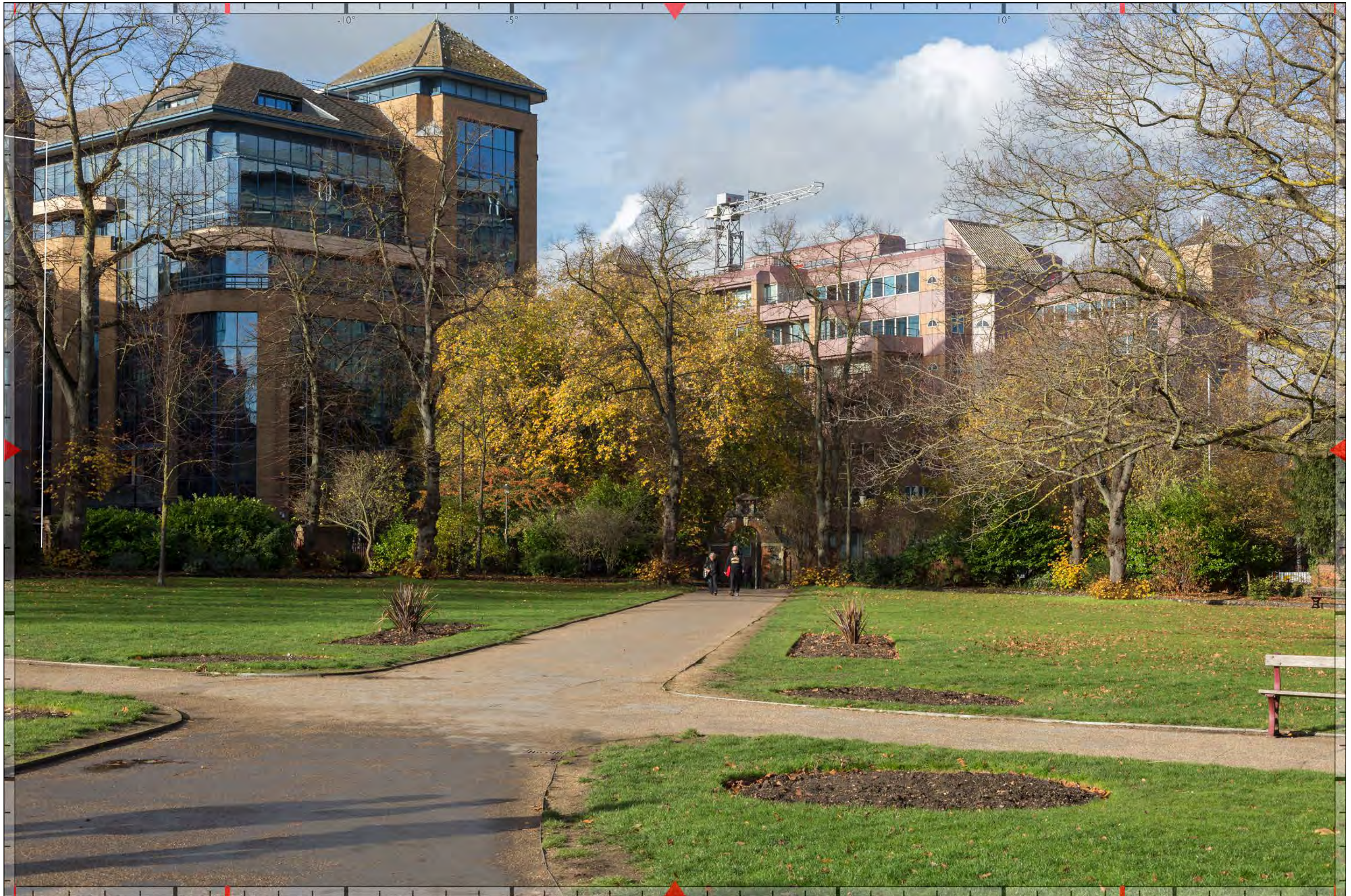
View Verification

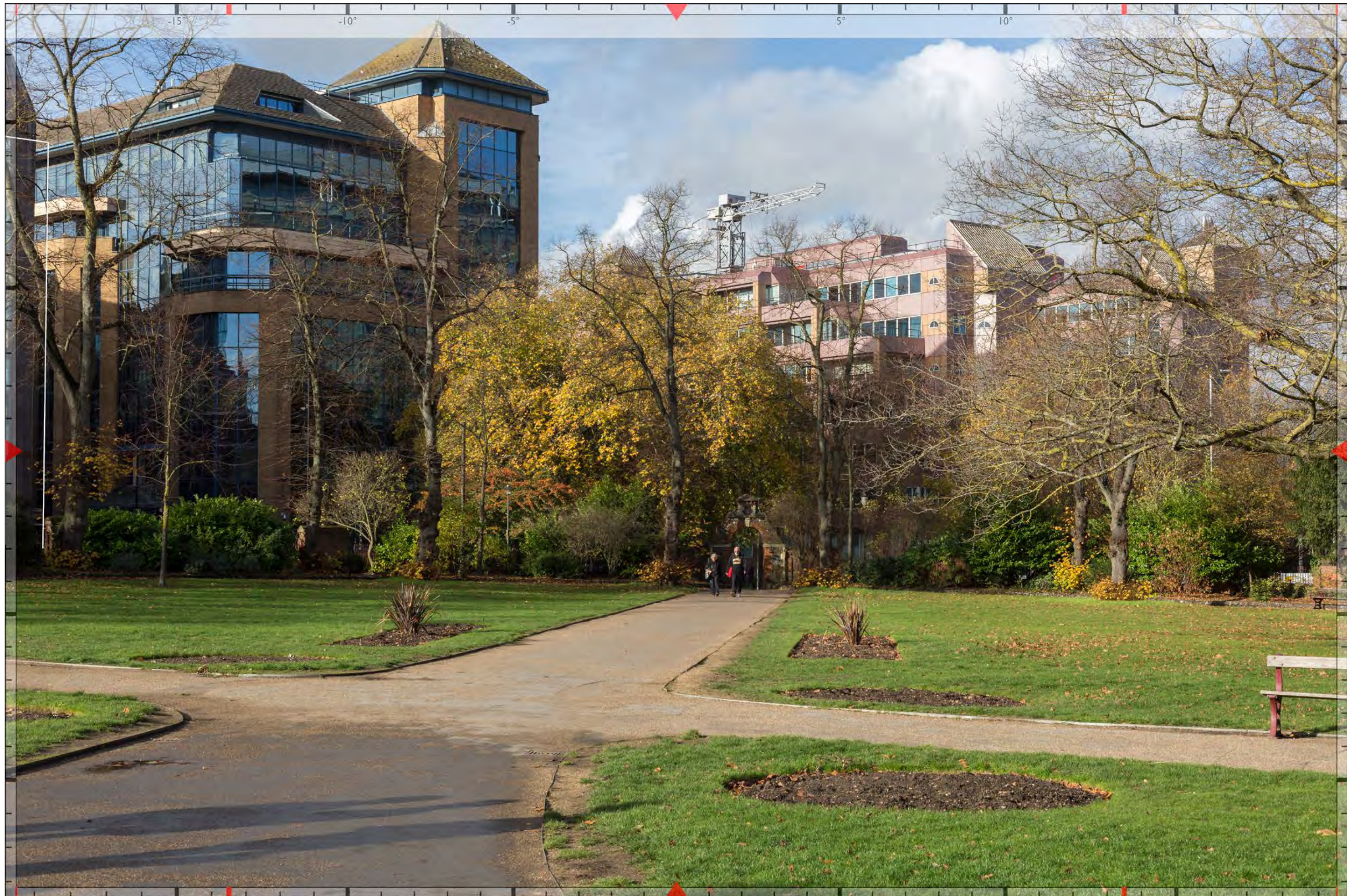


View Verification









Survey reference points



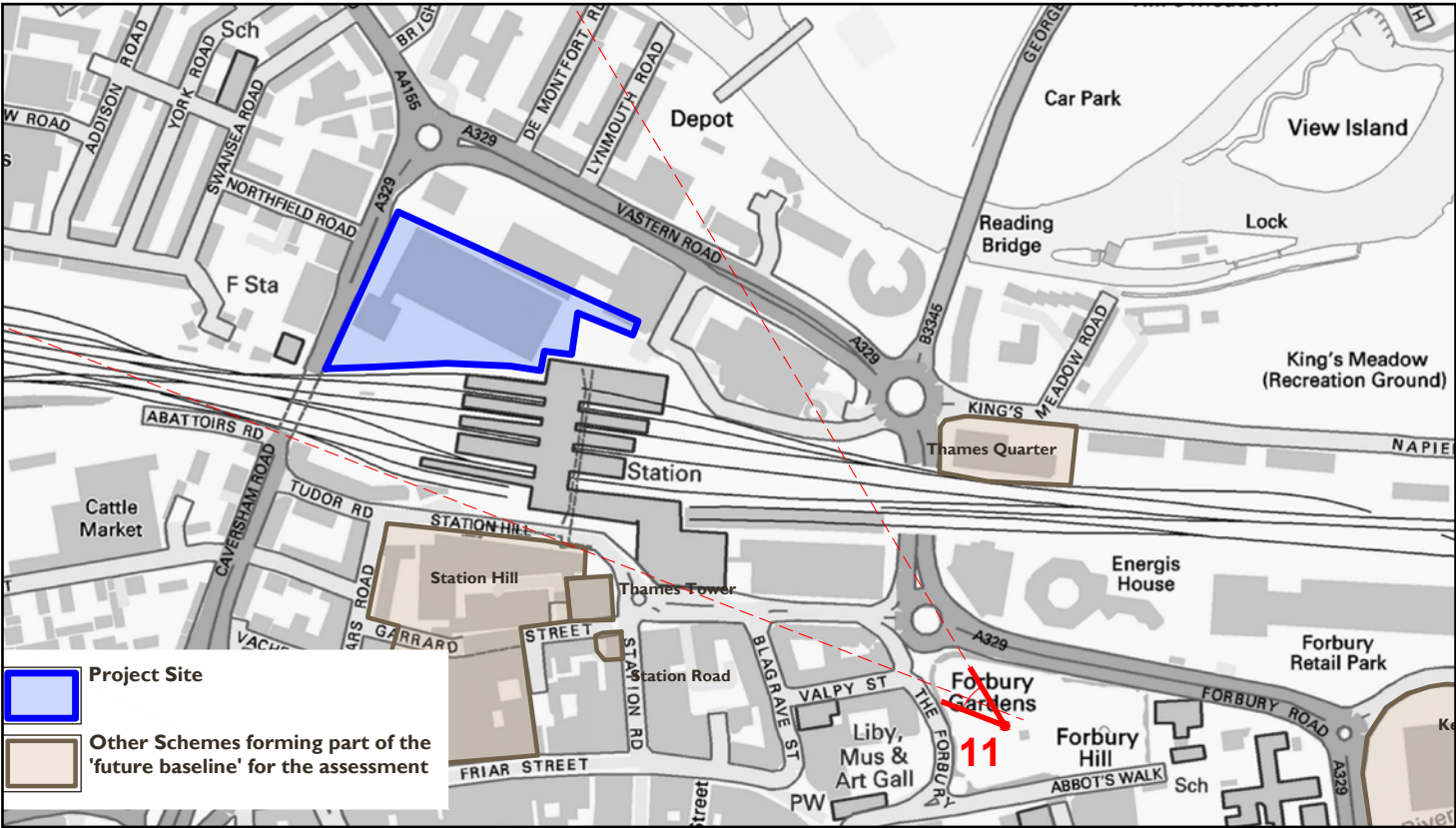
View Number	11
AVR Level	2
Theoretical Viewing Distance *	540mm on A3 (representative view to viewed at 300mm)
Location	Forbury Gardens looking NW
Coordinates	471837, 173619 (to EPSG 27700)
Bearing of View	333
Distance	0.61 km (to centre of project site)
Eye Level	51.6 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Single Frame
Focal Length	50mm
Horizontal FOV	38.7°
Vertical FOV	25.8°
Date of Photo	13/11/2018 11:59
Weather	Sunny

Notes:

- To be viewed flat

*"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

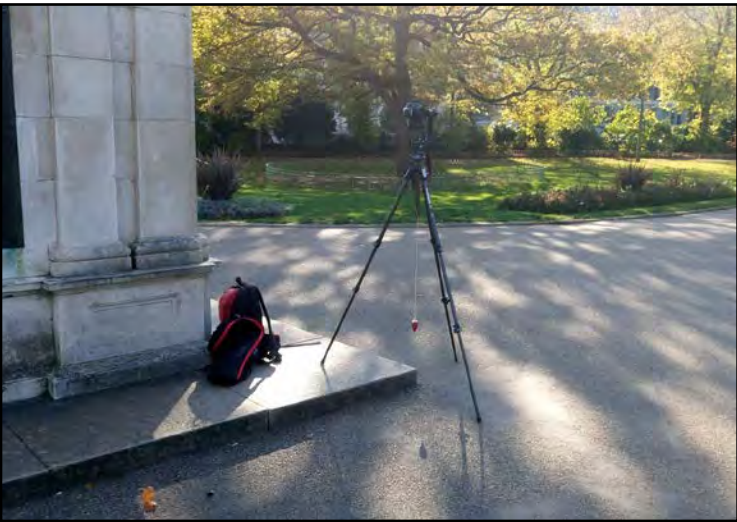
View Location Plan



View Verification



View Verification





View 12 De Montfort Road looking S - Existing

- Notes:
- View on a 90 degree arc at a comfortable arm's length



View 12 De Montfort Road looking S - Proposed

- Notes:
- View on a 90 degree arc at a comfortable arm's length

Survey reference points

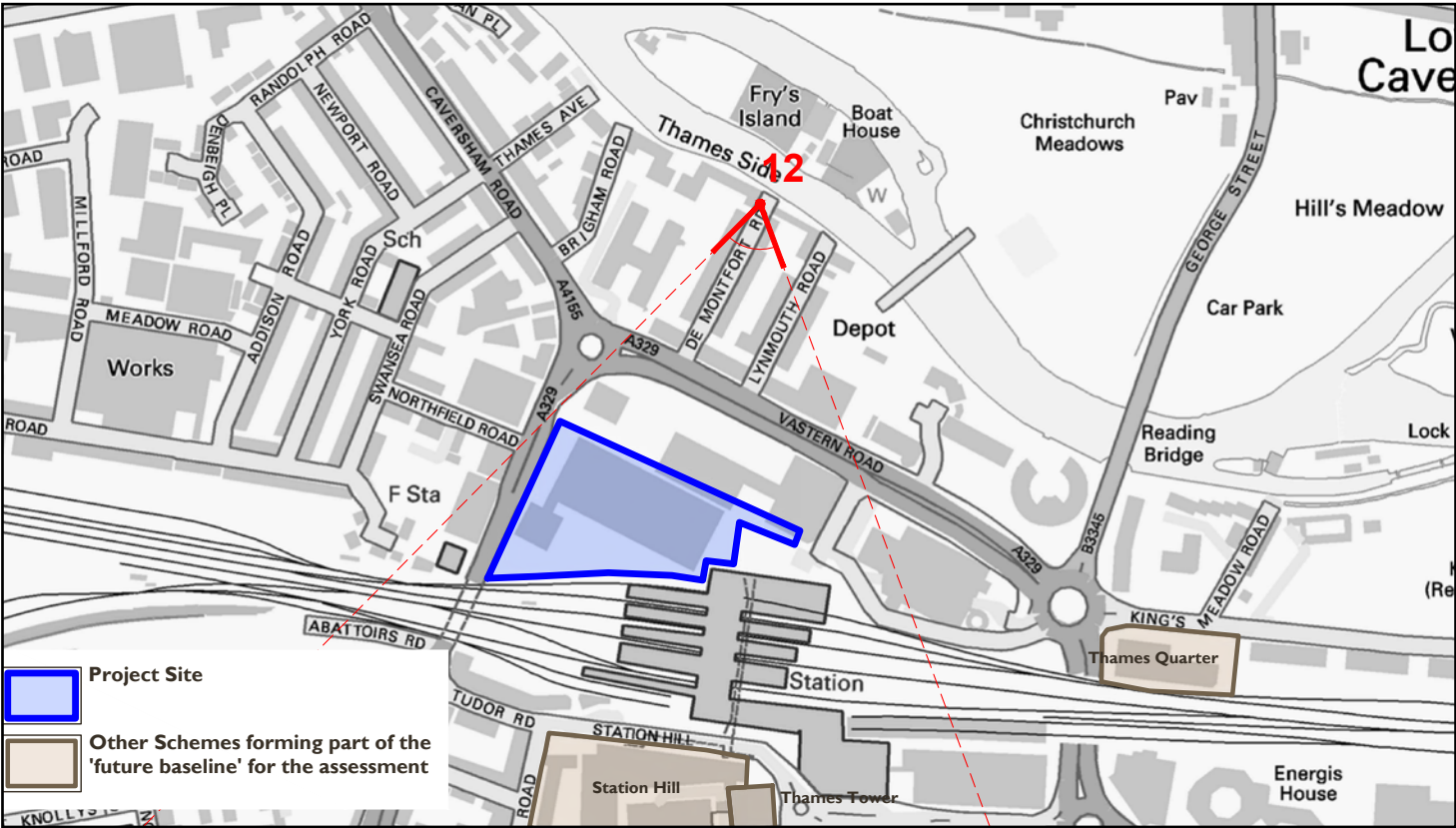


View Number	12
AVR Level	2
Theoretical Viewing Distance *	540mm on A1 width Foldout
Location	De Montfort Road looking S
Coordinates	471476, 174266 (to EPSG 27700)
Bearing of View	188
Distance	0.30 km (to centre of project site)
Eye Level	39.2 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Composite, Cylindrical Panorama
Focal Length	50mm
Horizontal FOV	90.0°
Vertical FOV	25.8°
Date of Photo	31/10/2018 17:17
Weather	Bright

Notes:

- View on a 90 degree arc at a comfortable arm's length
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

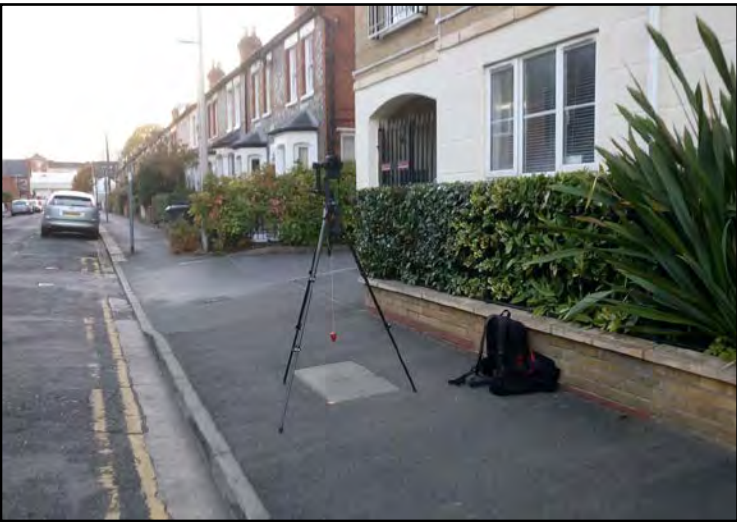
View Location Plan



View Verification



View Verification





View 13 Christchurch Bridge looking SW - Existing

Notes:

- View on a 90 degree arc at a comfortable arm's length



View 13 Christchurch Bridge looking SW - Proposed

Notes:

- View on a 90 degree arc at a comfortable arm's length

Survey reference points

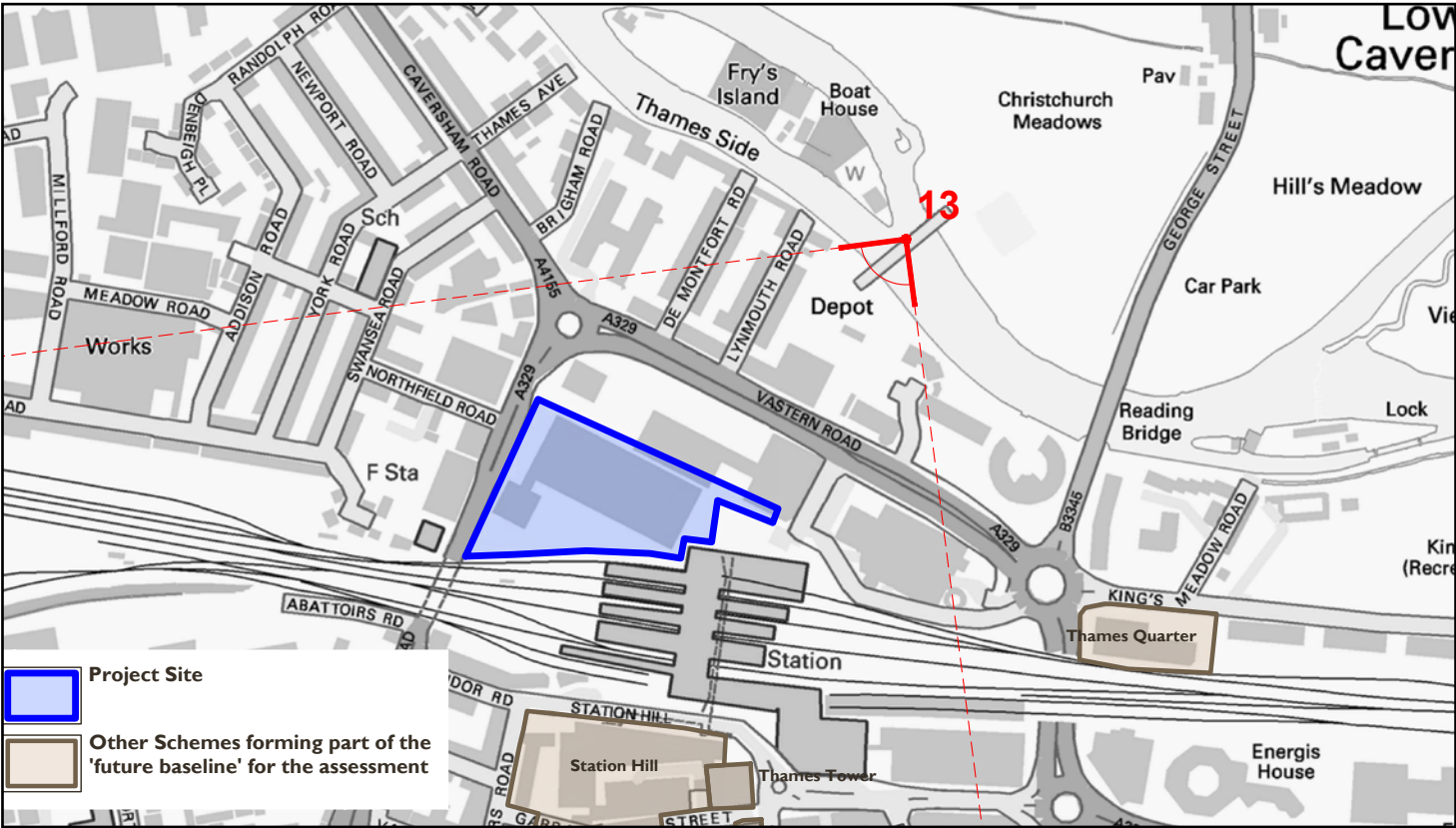


View Number	13
AVR Level	2
Theoretical Viewing	
Distance *	540mm on A1 width Foldout
Location	Christchurch Bridge looking SW
Coordinates	471625, 174217 (to EPSG 27700)
Bearing of View	213
Distance	0.36 km (to centre of project site)
Eye Level	43.6 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Composite, Cylindrical Panorama
Focal Length	50mm
Horizontal FOV	90.0°
Vertical FOV	25.8°
Date of Photo	31/10/2018 17:02
Weather	Bright

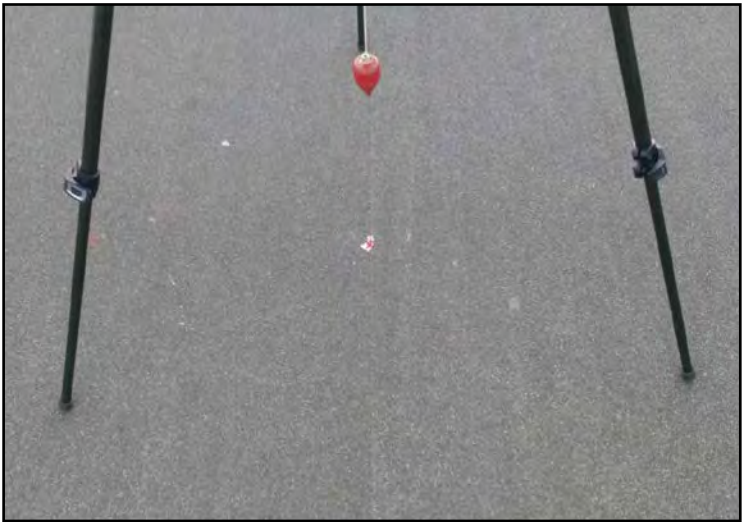
Notes:

- View on a 90 degree arc at a comfortable arm's length
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

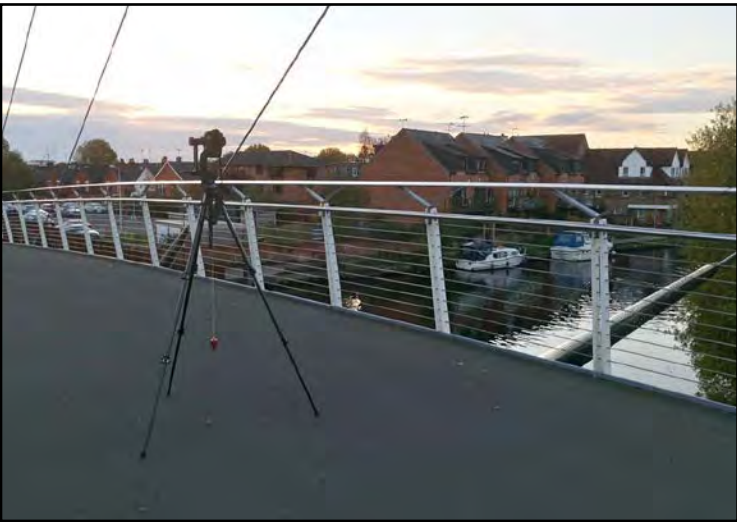
View Location Plan



View Verification



View Verification





View 14 St. Peter's Church looking SE - Existing

- Notes:
- View on a 90 degree arc at a comfortable arm's length



View 14 St. Peter's Church looking SE - Proposed

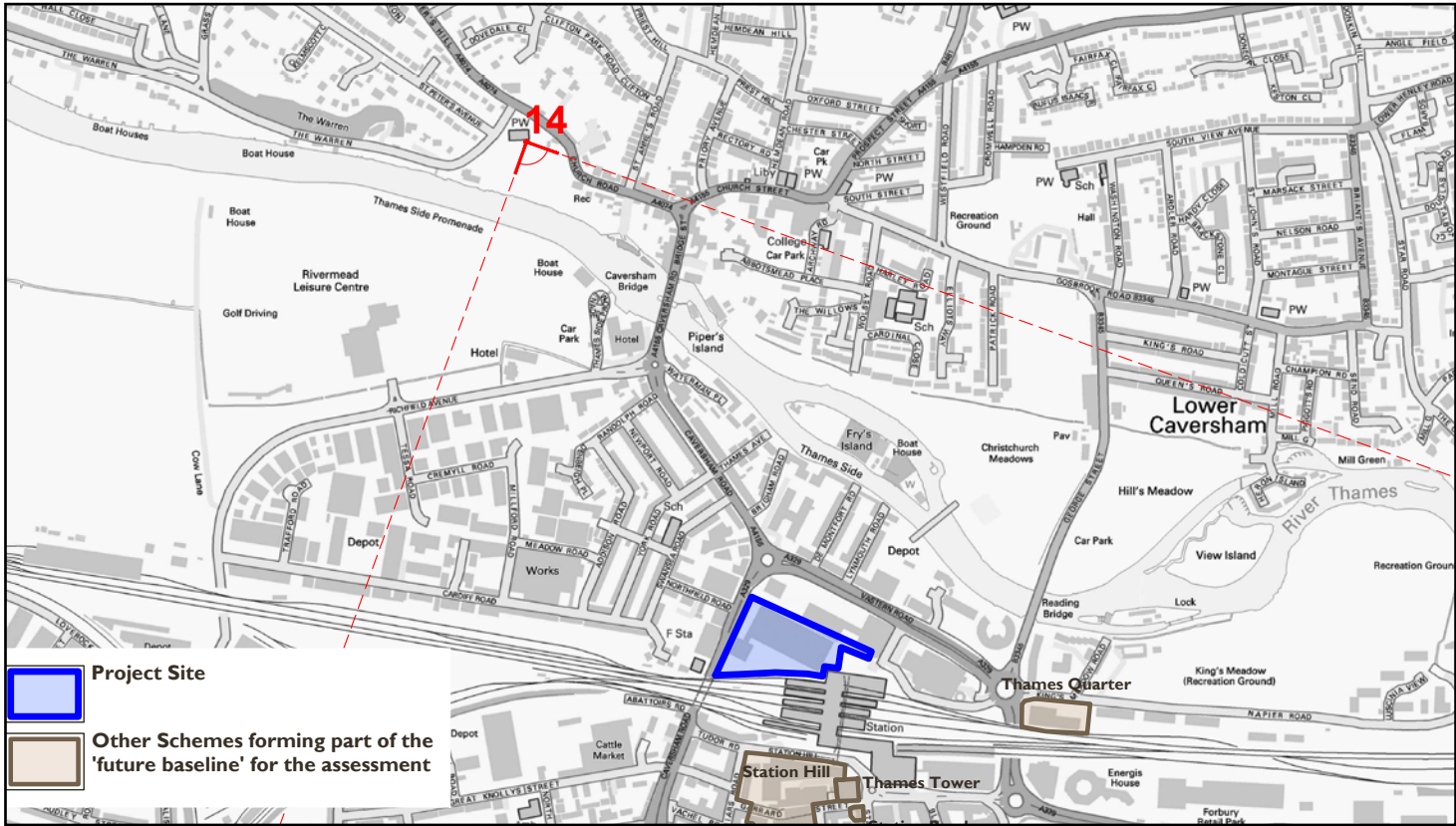
Notes:

- View on a 90 degree arc at a comfortable arm's length

Survey reference points



View Location Plan



View Number	14
AVR Level	2
Theoretical Viewing Distance *	540mm on A1 width Foldout
Location	St. Peter's Church looking SE
Coordinates	470900, 174882 (to EPSG 27700)
Bearing of View	154
Distance	1.00 km (to centre of project site)
Eye Level	49.5 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Composite, Cylindrical Panorama
Focal Length	50mm
Horizontal FOV	65.2°
Vertical FOV	43.5°
Date of Photo	31/10/2018 16:33
Weather	Sunny

Notes:

- View on a 90 degree arc at a comfortable arm's length
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Verification



View Verification





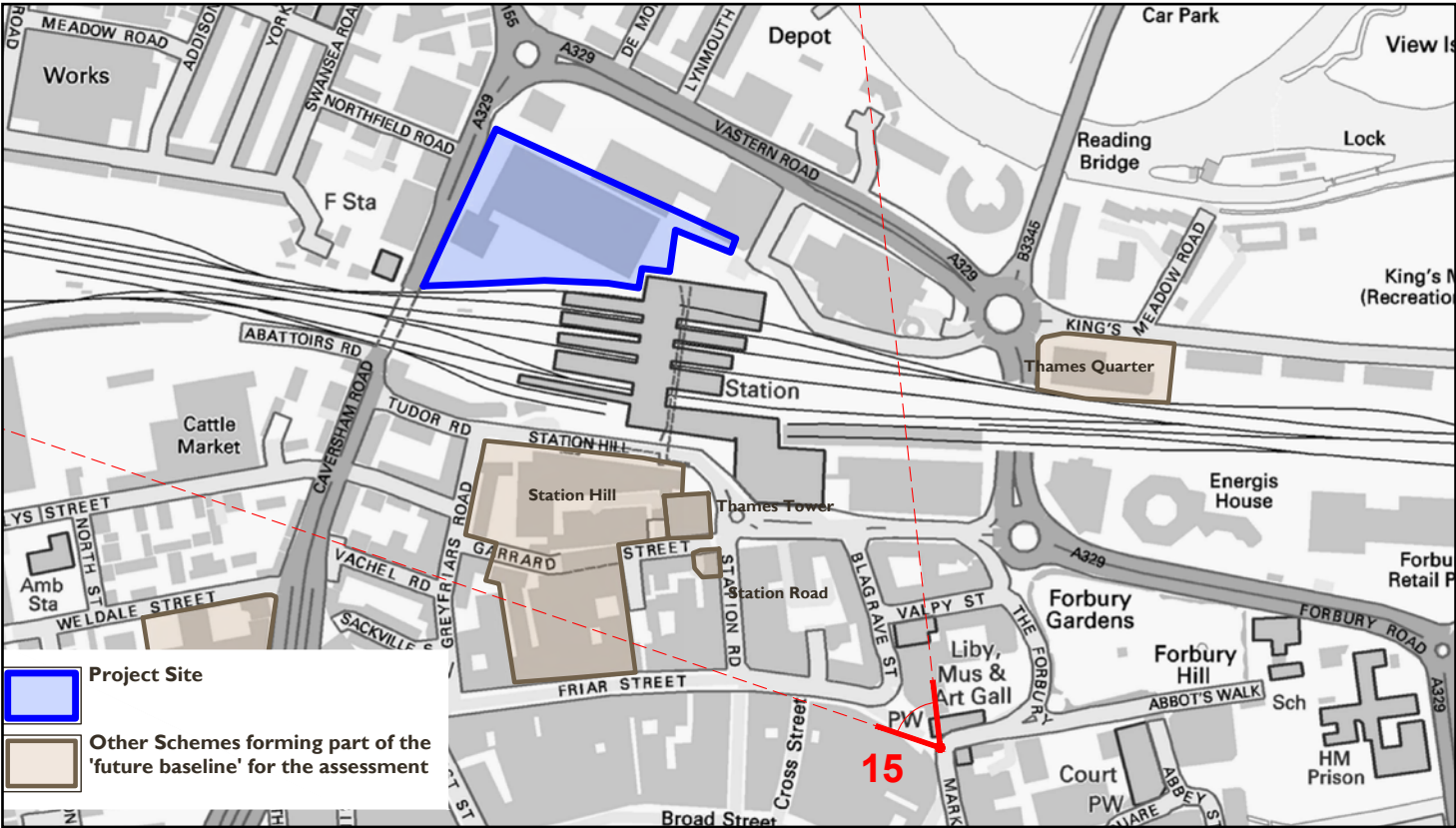




Survey reference points



View Location Plan



View Number	15
AVR Level	2
Theoretical Viewing Distance *	540mm on A3 (representative view to viewed at 300mm)
Location	Town Hall Square looking NW
Coordinates	471693, 173562 (to EPSG 27700)
Bearing of View	321
Distance	0.55 km (to centre of project site)
Eye Level	52.6 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Single Frame
Focal Length	50mm
Horizontal FOV	38.7°
Vertical FOV	25.8°
Date of Photo	13/11/2018 12:09
Weather	Sunny

Notes:

- To be viewed flat
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Verification



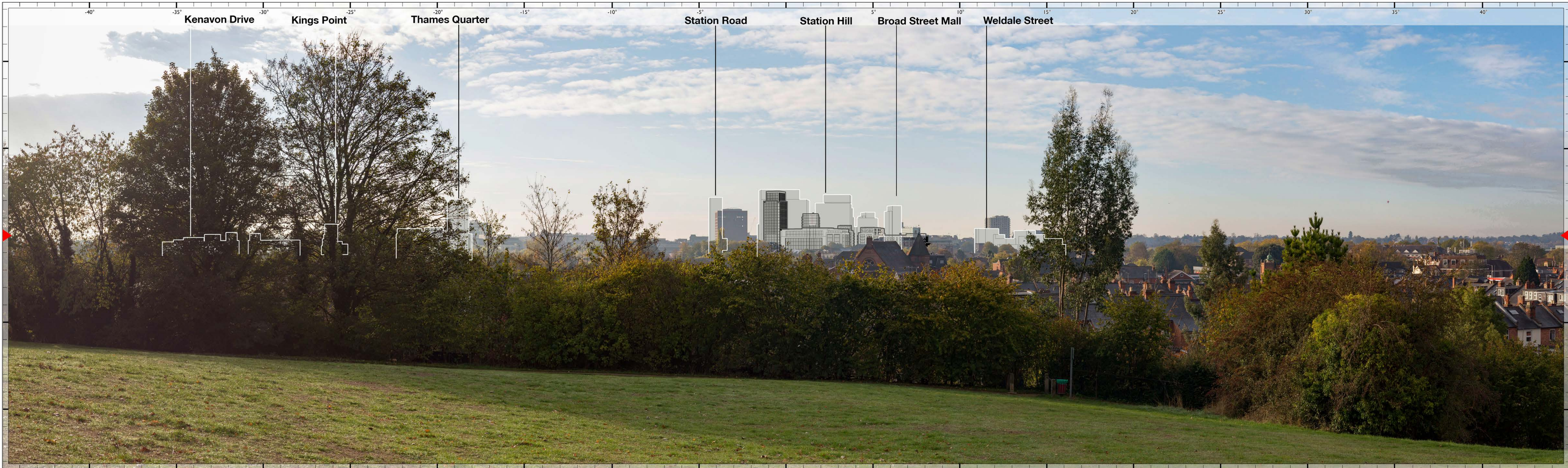
View Verification





View 16 Balmore Park looking S - Existing

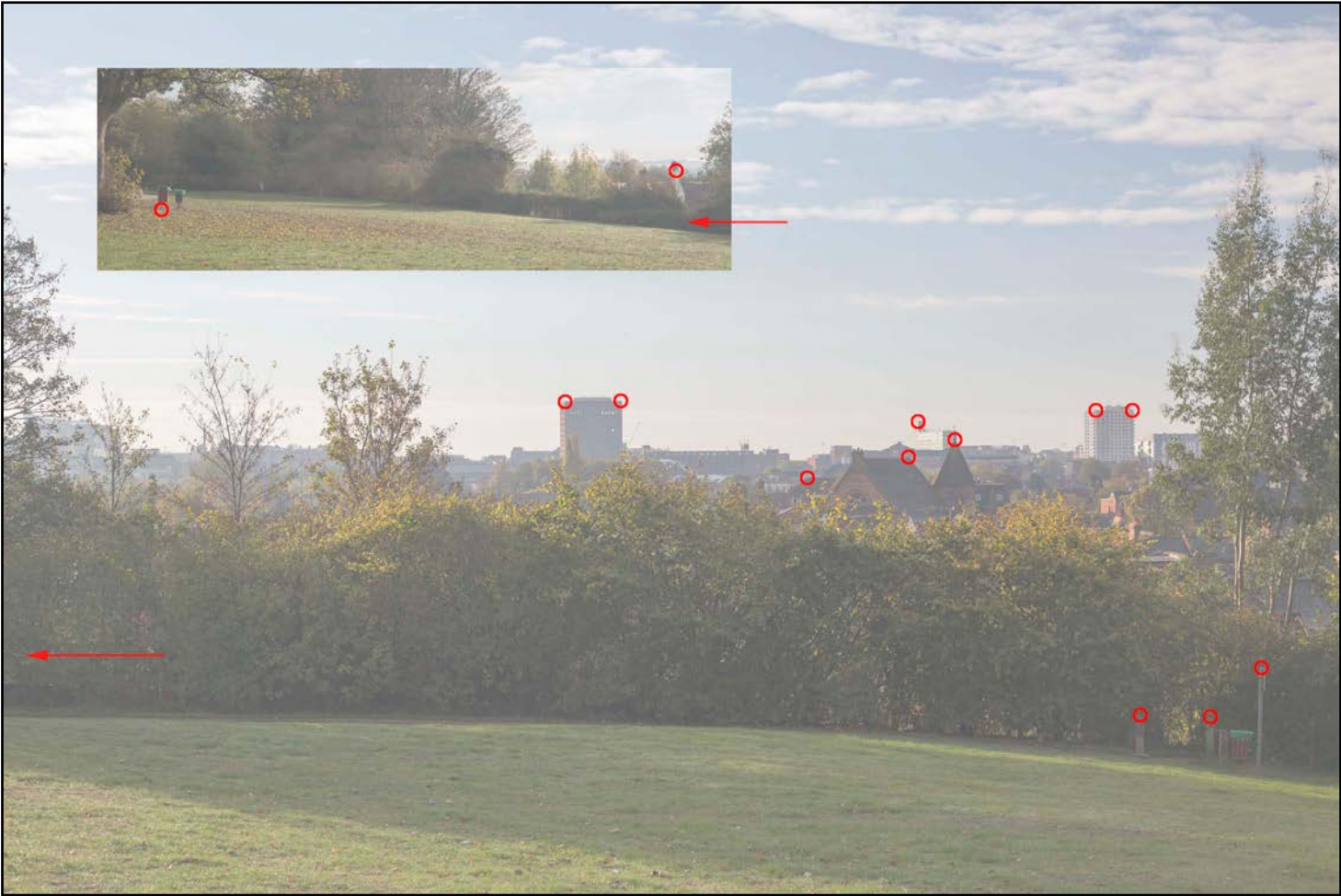
- Notes:
- View on a 90 degree arc at a comfortable arm's length



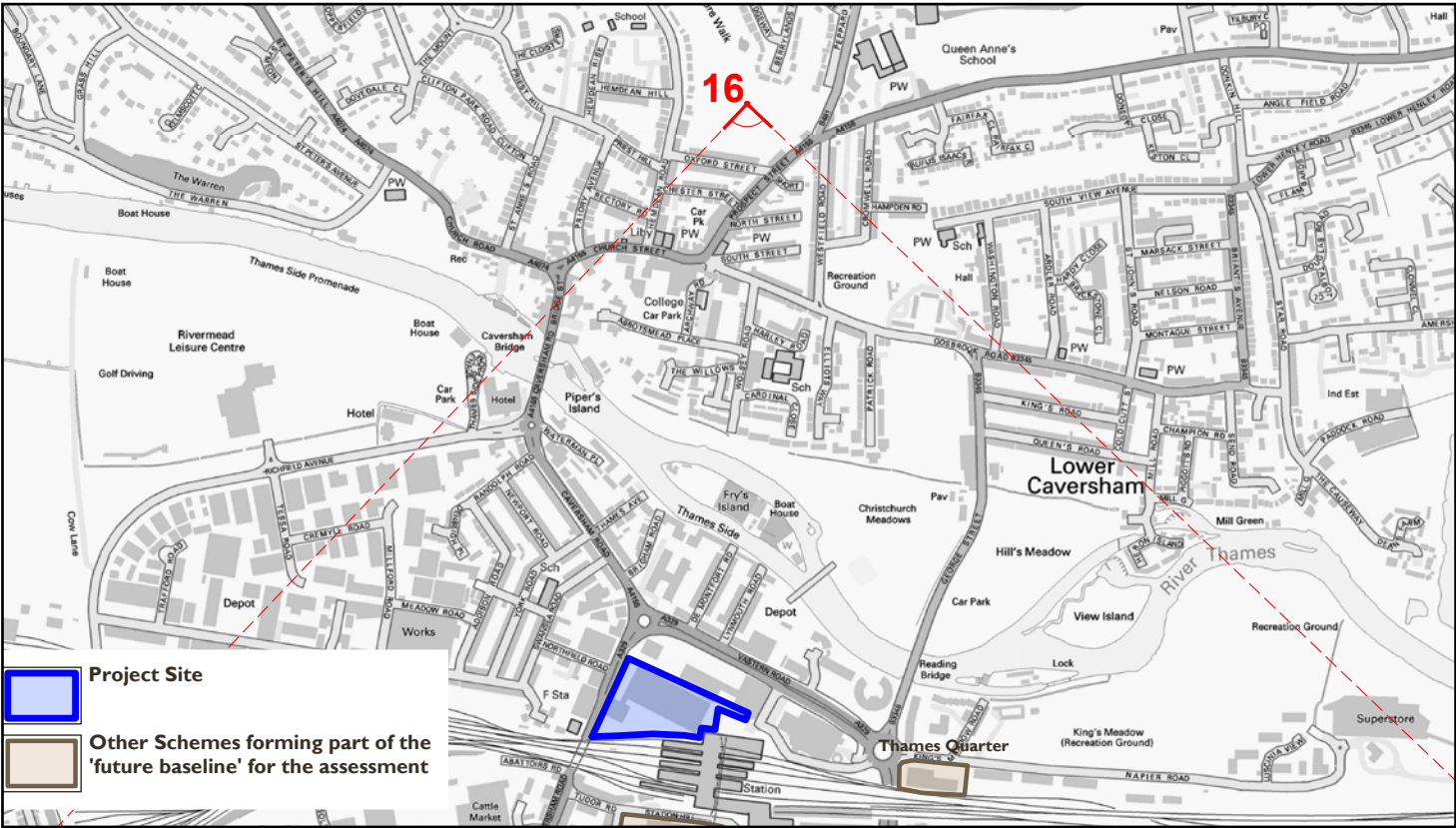
View 16 Balmore Park looking S - Proposed

- Notes:
- View on a 90 degree arc at a comfortable arm's length

Survey reference points



View Location Plan



View Number	16
AVR Level	2
Theoretical Viewing Distance *	540mm on A1 width Foldout
Location	Baltimore Park looking S
Coordinates	471510, 175056 (to EPSG 27700)
Bearing of View	185
Distance	1.08 km (to centre of project site)
Eye Level	55.5 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Composite, Cylindrical Panorama
Focal Length	50mm
Horizontal FOV	90.0°
Vertical FOV	25.8°
Date of Photo	31/10/2018 09:56
Weather	Sunny

Notes:

- This view should be viewed 90 degrees.
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Verification



View Verification





View 17 Swansea Road looking SE - Existing

- Notes:
- View on a 90 degree arc at a comfortable arm's length



View 17 Swansea Road looking SE - Proposed

- Notes:
- View on a 90 degree arc at a comfortable arm's length

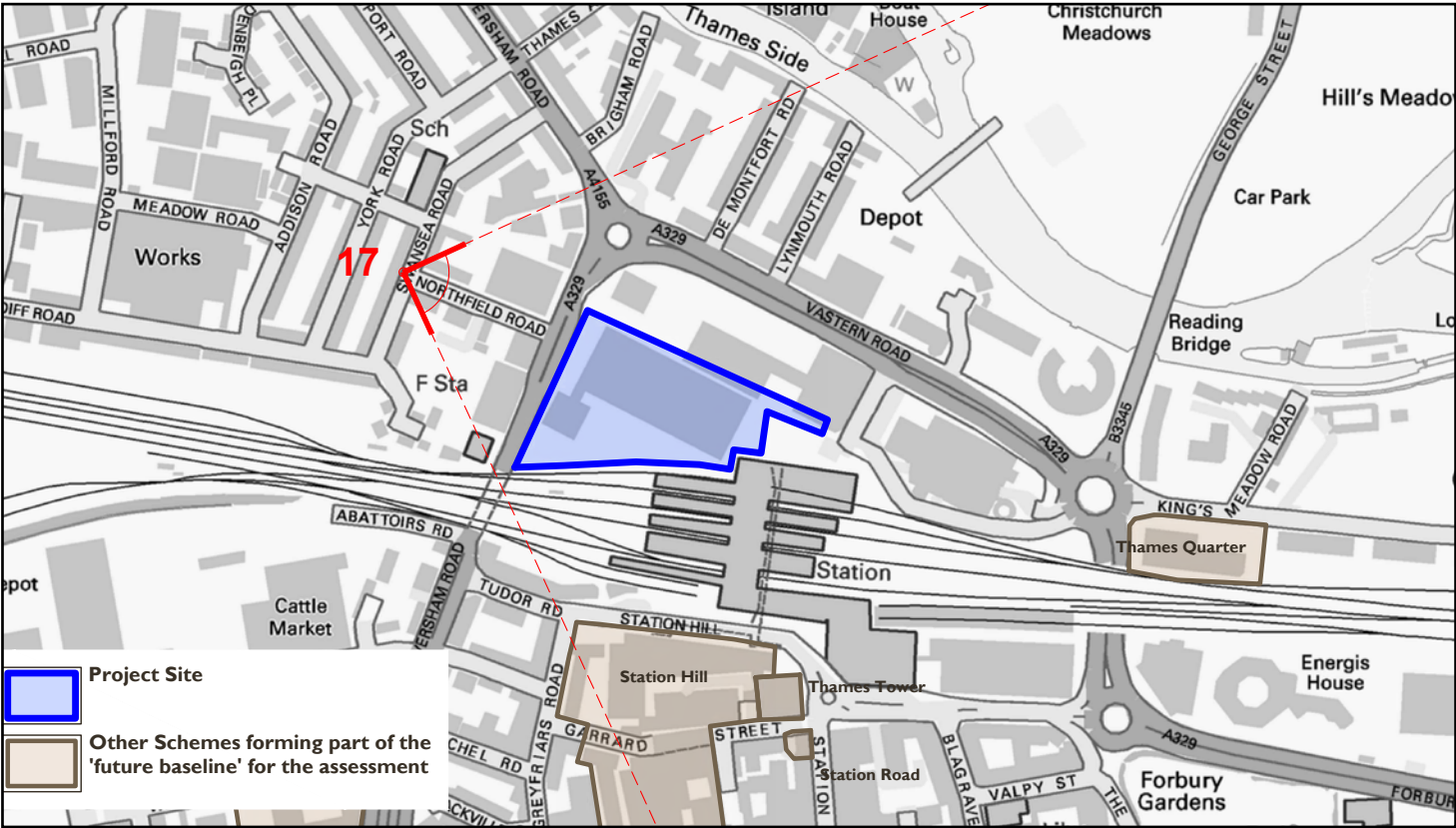
Survey reference points



View Number	17
AVR Level	2
Theoretical Viewing Distance *	540mm on A1 width Foldout
Location	Swansea Road looking SE
Coordinates	471137, 174108 (to EPSG 27700)
Bearing of View	110
Distance	0.24 km (to centre of project site)
Eye Level	39.8 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Composite, Cylindrical Panorama
Focal Length	50mm
Horizontal FOV	90.0°
Vertical FOV	25.8°
Date of Photo	31/10/2018 14:43
Weather	Sunny

- Notes:
- This view should be viewed 90 degrees.
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Location Plan



View Verification



View Verification









Survey reference points

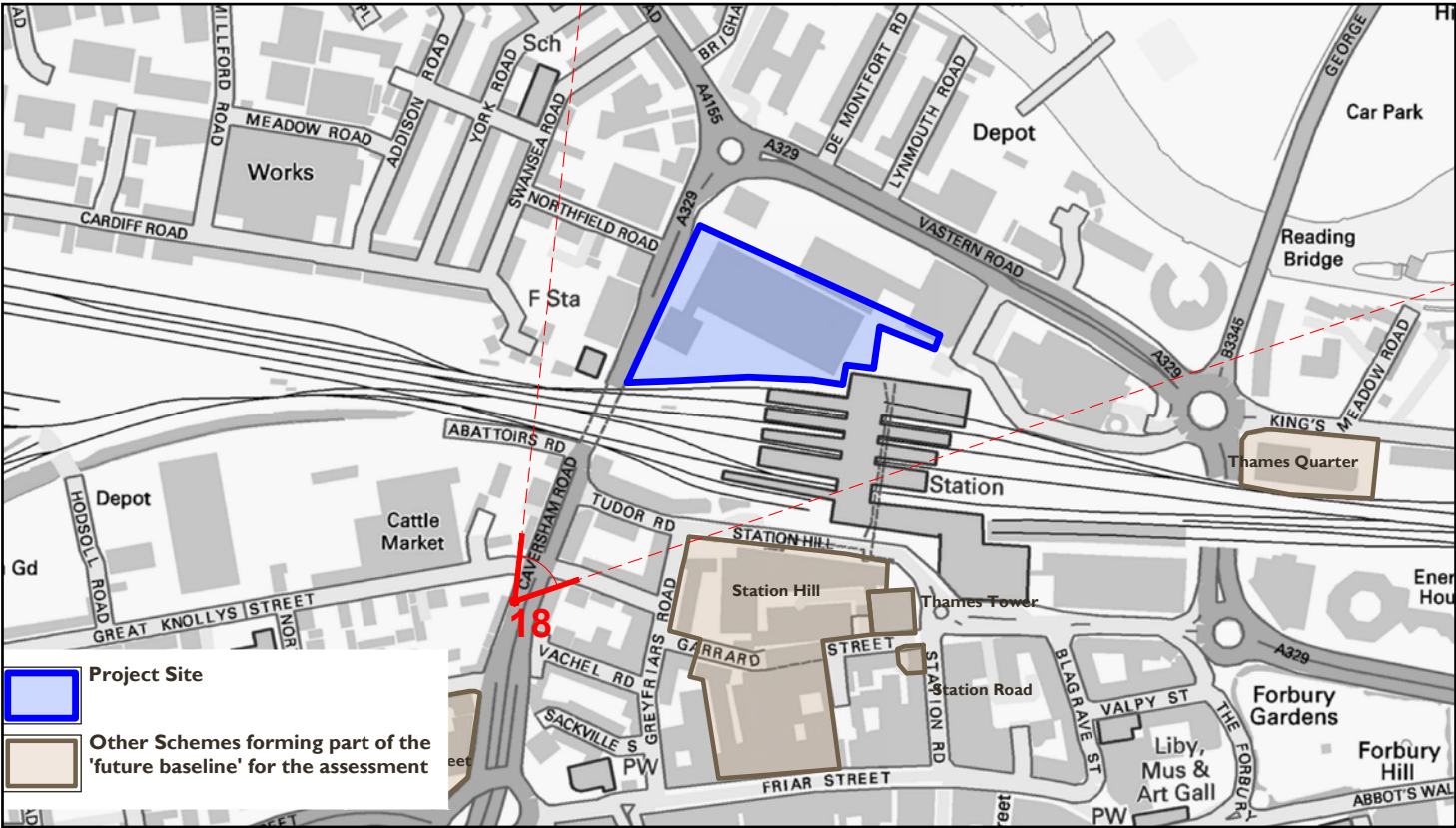


View Number	18
AVR Level	2
Theoretical Viewing Distance *	300mm on A3 / 600mm on A1
Location	Reading Metropolitan looking NE
Coordinates	471136, 173741 (to EPSG 27700)
Bearing of View	40
Distance	0.33 km (to centre of project site)
Eye Level	40.5 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Single Frame
Focal Length	28mm
Horizontal FOV	65.3°
Vertical FOV	43.5°
Date of Photo	31/10/2018 13:48
Weather	Overcast

Notes:

- To be viewed flat
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Location Plan



View Verification



View Verification





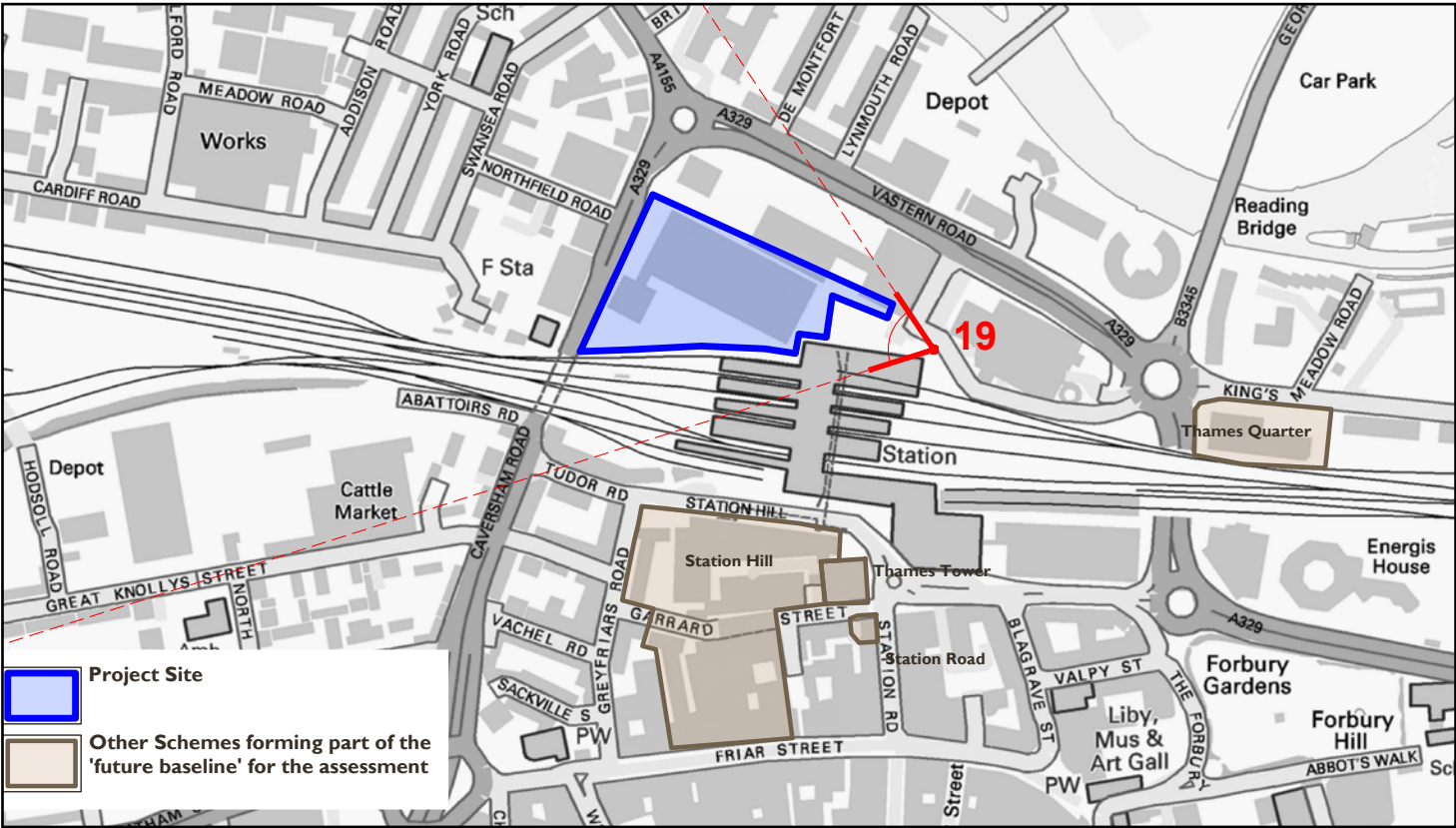


Survey reference points



View Number	19
AVR Level	2
Theoretical Viewing Distance *	260mm on A3 / 520mm on A1
Location	Station Square North looking W
Coordinates	471548, 173951 (to EPSG 27700)
Bearing of View	290
Distance	0.18 km (to centre of project site)
Eye Level	47.6 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Single Frame
Focal Length	24mm
Horizontal FOV	72.2°
Vertical FOV	48.1°
Date of Photo	13/11/2018 10:01
Weather	Sunny

View Location Plan



Notes:

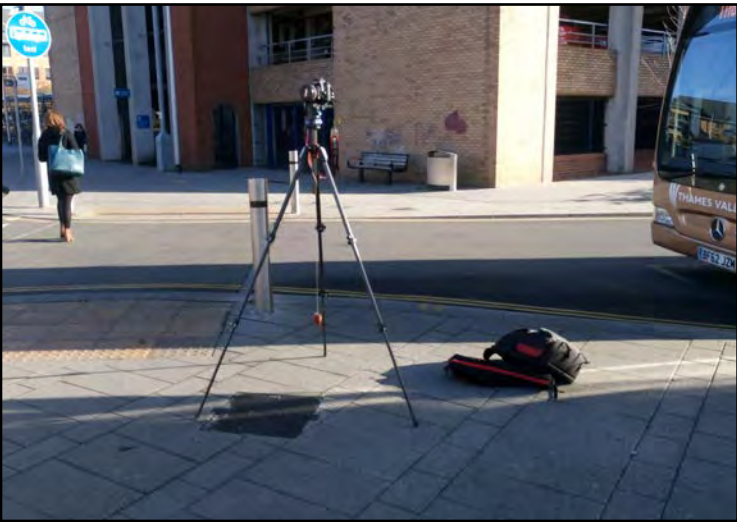
- To be viewed flat

*"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Verification



View Verification







Survey reference points



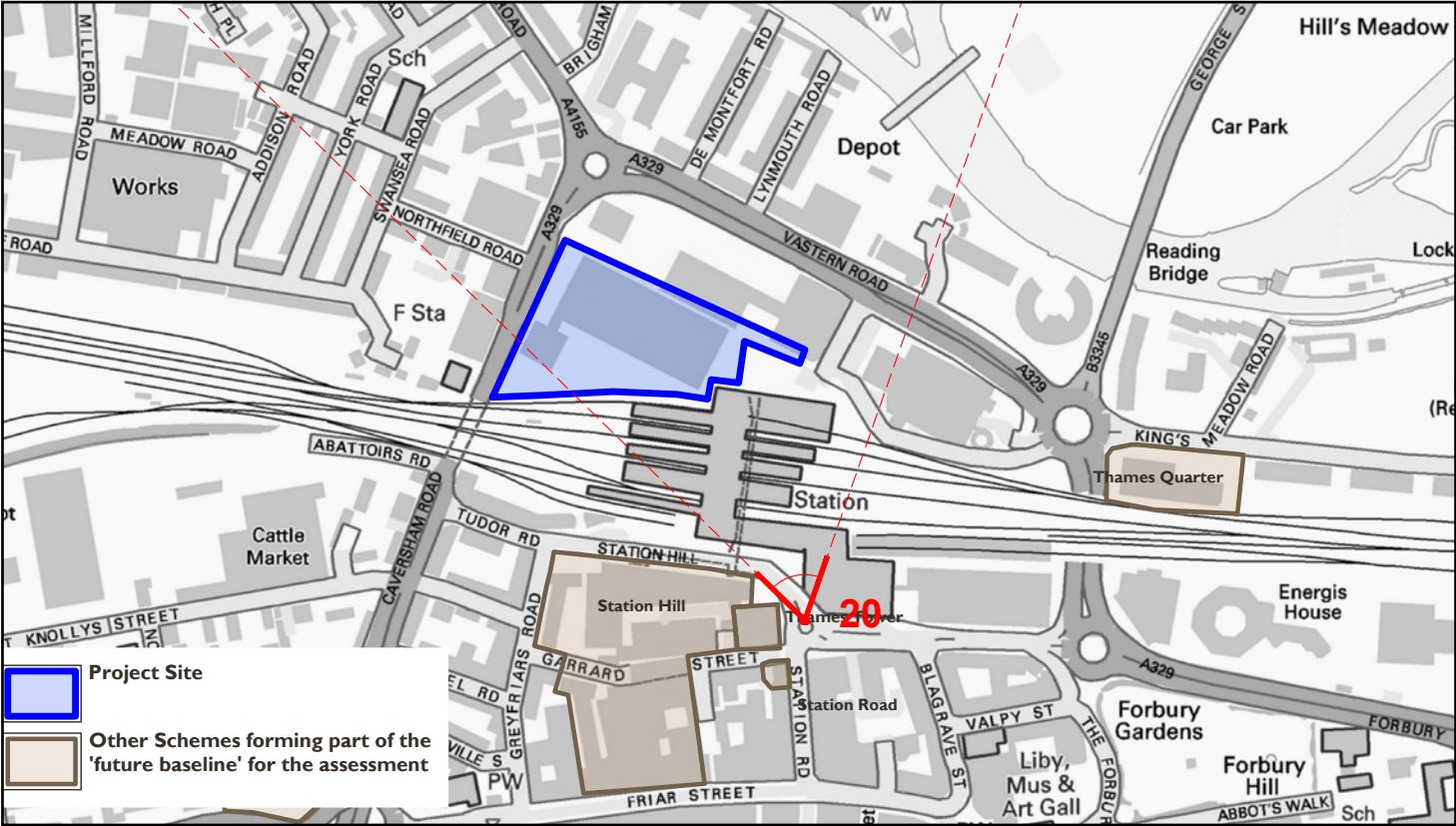
View Number	20
AVR Level	2
Theoretical Viewing	
Distance *	260mm on A3 / 520mm on A1
Location	Station Square South looking NW
Coordinates	471496, 173728 (to EPSG 27700)
Bearing of View	346
Distance	0.30 km (to centre of project site)
Eye Level	52.6 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Single Frame
Focal Length	24mm
Horizontal FOV	72.2°
Vertical FOV	48.1°
Date of Photo	13/11/2018 12:34
Weather	Sunny

Notes:

- To be viewed flat

*"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Location Plan



View Verification



View Verification





View 21 Victoria Recreation Ground looking NE - Existing

Notes:

- View on a 90 degree arc at a comfortable arm's length



View 21 Victoria Recreation Ground looking NE - Proposed

Notes:

- View on a 90 degree arc at a comfortable arm's length

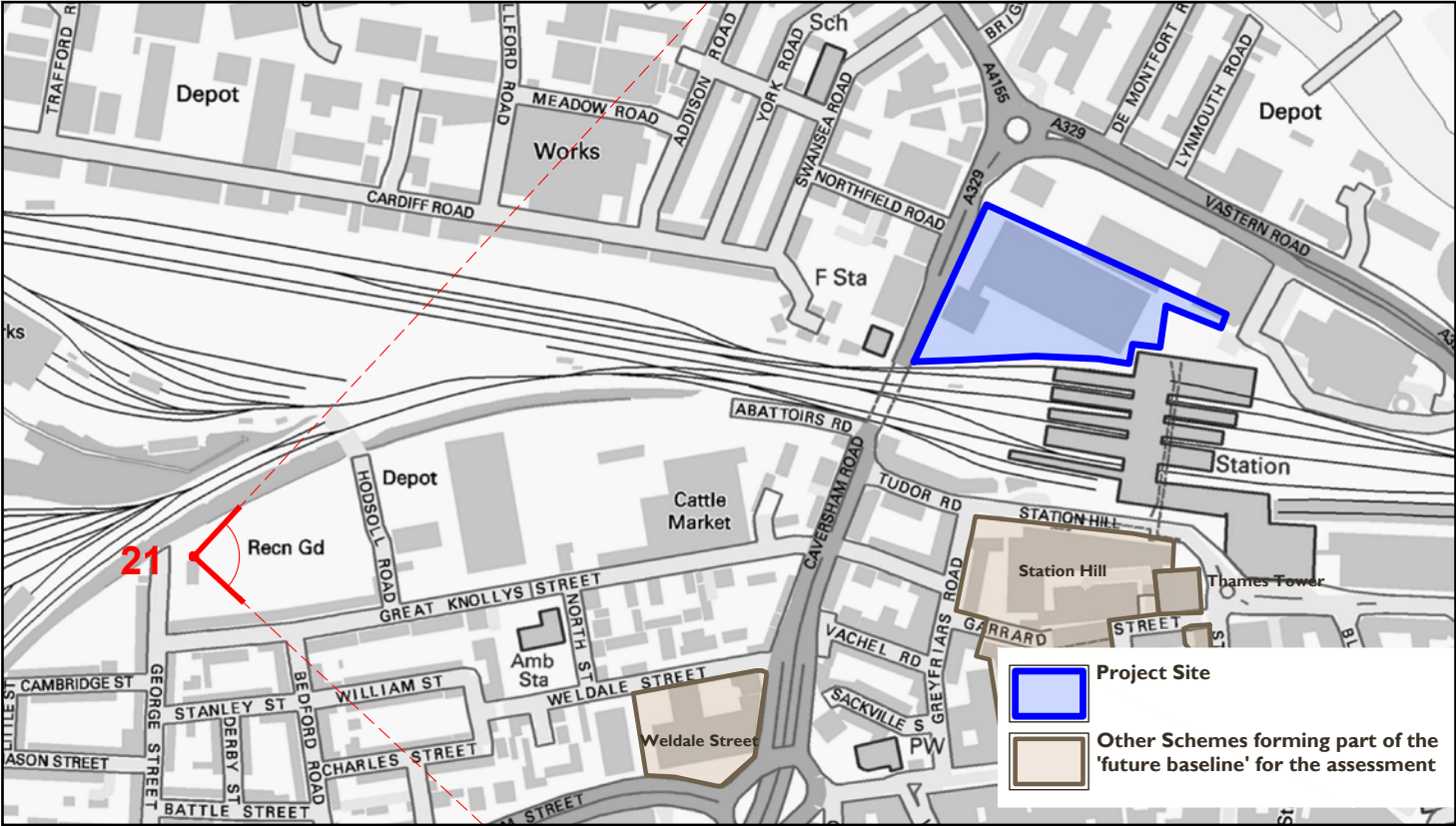
Survey reference points



View Number	21
AVR Level	2
Theoretical Viewing	
Distance *	540mm on A1 width Foldout
Location	Victoria Recreation Ground looking NE
Coordinates	470600, 173767 (to EPSG 27700)
Bearing of View	62
Distance	0.82 km (to centre of project site)
Eye Level	42.6 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Composite, Cylindrical Panorama
Focal Length	50mm
Horizontal FOV	90.0°
Vertical FOV	25.8°
Date of Photo	13/11/2018 13:08
Weather	Sunny

- Notes:
- This view should be viewed 90 degrees.
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Location Plan



View Verification



View Verification





View 22 Church Road by Caversham Court looking SE - Existing

Notes:
• View on a 90 degree arc at a comfortable arm's length



View 22 Church Road by Caversham Court looking SE - Proposed

Notes:
• View on a 90 degree arc at a comfortable arm's length

[illegible]



View 23 St Marys Butts looking N - Existing

- Notes:
- View on a 90 degree arc at a comfortable arm's length



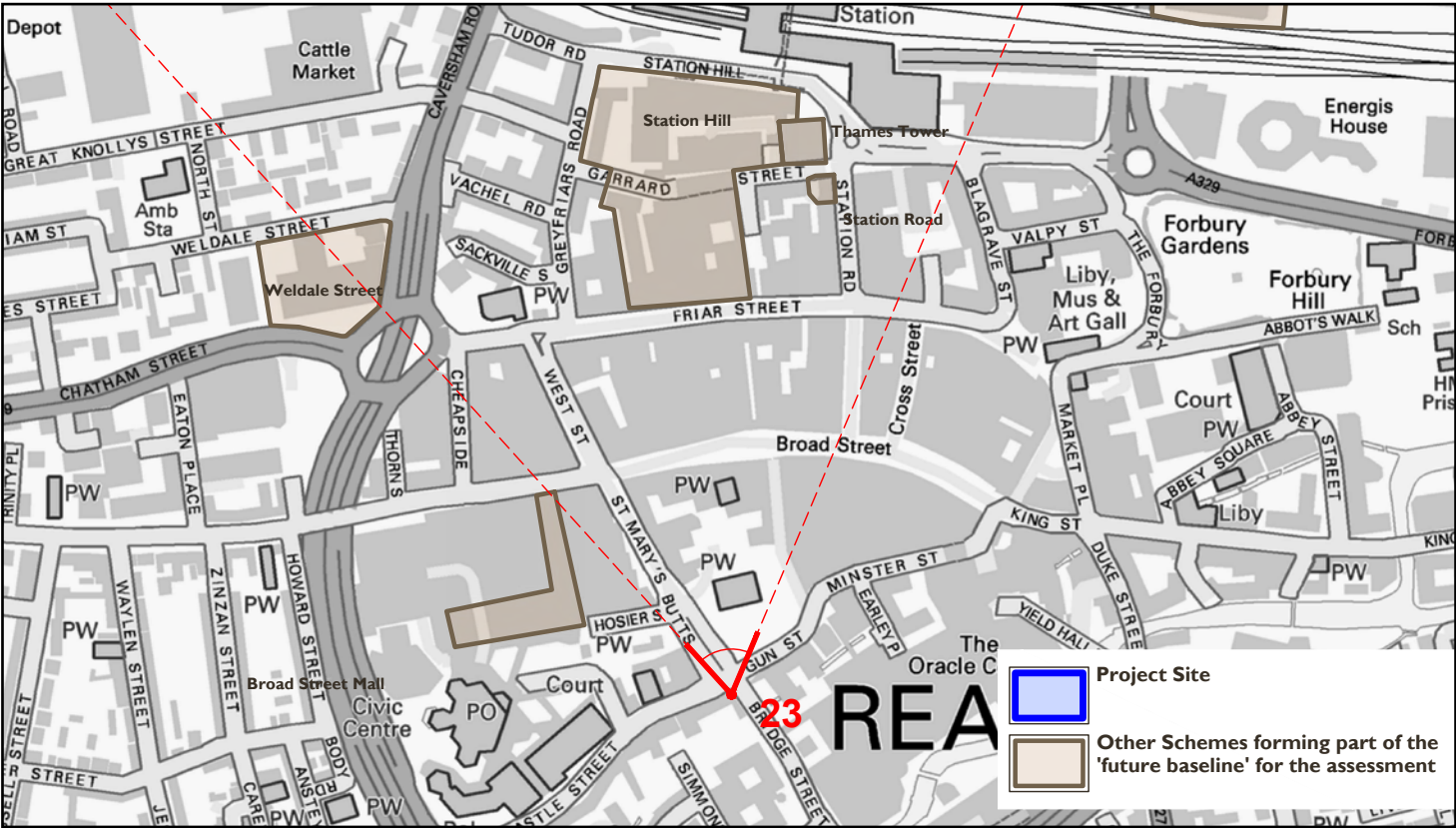
View 23 St Marys Butts looking N - Proposed

- Notes:
- View on a 90 degree arc at a comfortable arm's length

Survey reference points



View Location Plan



View Number	23
AVR Level	2
Theoretical Viewing	
Distance *	540mm on A1 width Foldout
Location	St Marys Butt looking N
Coordinates	471407, 173251 (to EPSG 27700)
Bearing of View	332
Distance	0.74 km (to centre of project site)
Eye Level	43.1 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Composite, Cylindrical Panorama
Focal Length	50mm
Horizontal FOV	90.0°
Vertical FOV	25.8°
Date of Photo	21/05/2020, 14:15
Weather	Sunny

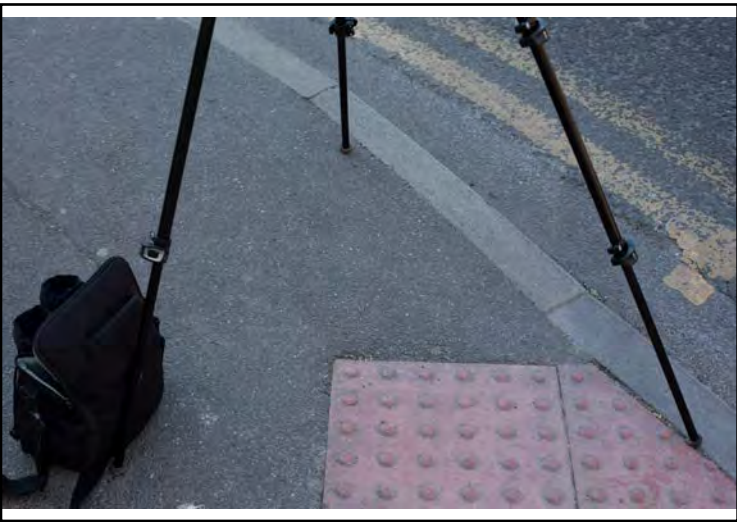
Notes:

- This view should be viewed 90 degrees.
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Verification



View Verification





View 24 Corner of West Street/ St Marys Butts looking N - Existing

- Notes:
- View on a 90 degree arc at a comfortable arm's length



View 24 Corner of West Street/ St Marys Butts looking N - Proposed

- Notes:
- View on a 90 degree arc at a comfortable arm's length

Survey reference points

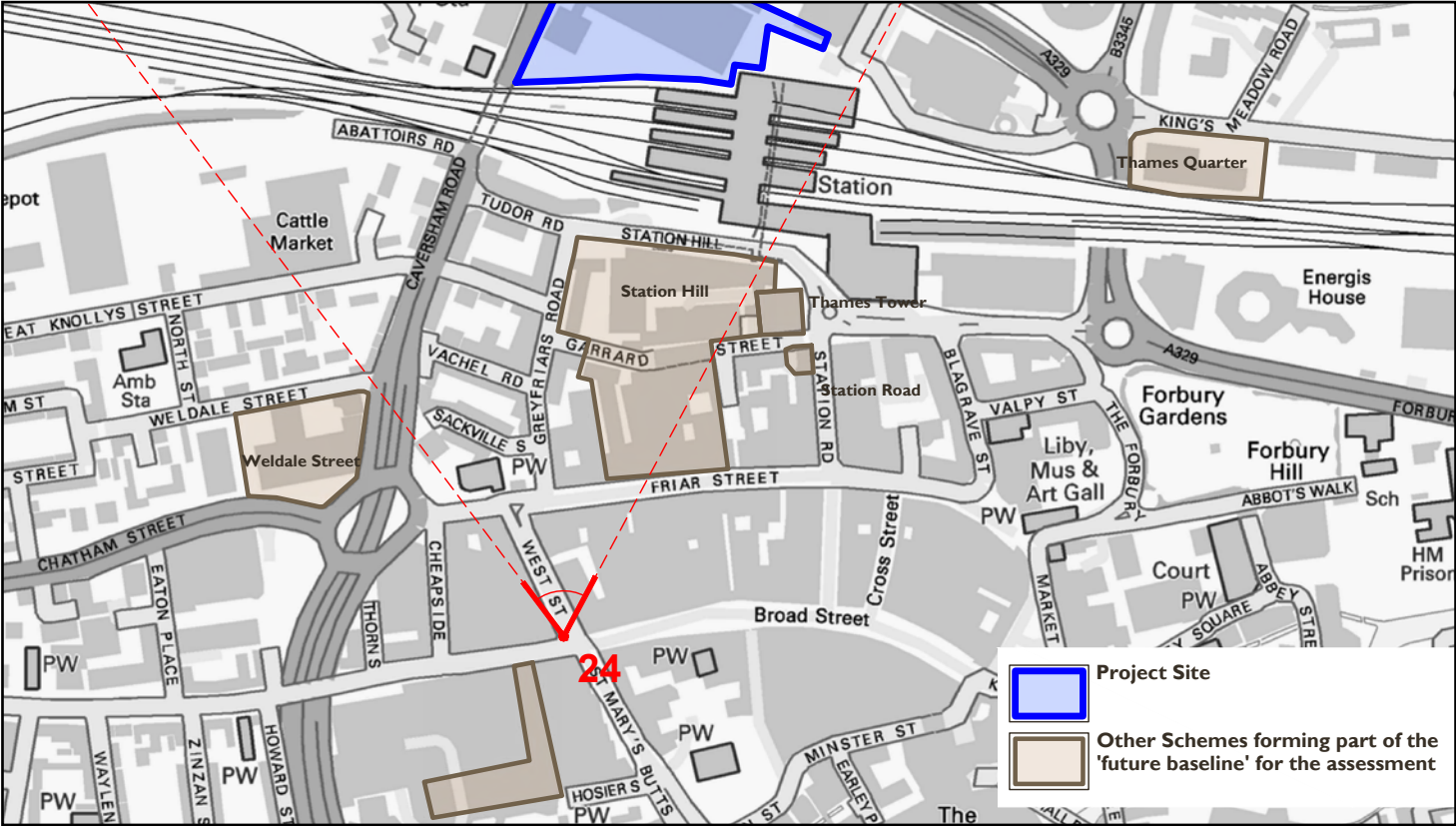


View Number	24
AVR Level	2
Theoretical Viewing	
Distance *	540mm on A1 width Foldout
Location	View 24 - Corner of West Street/ St Marys Butts looking N
Coordinates	471278, 173457 (to EPSG 27700)
Bearing of View	333
Distance	0.53 km (to centre of project site)
Eye Level	46.8 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Composite, Cylindrical Panorama
Focal Length	50mm
Horizontal FOV	90.0°
Vertical FOV	25.8°
Date of Photo	21/05/2020, 15:26
Weather	Sunny

Notes:

- This view should be viewed 90 degrees.
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Location Plan



View Verification



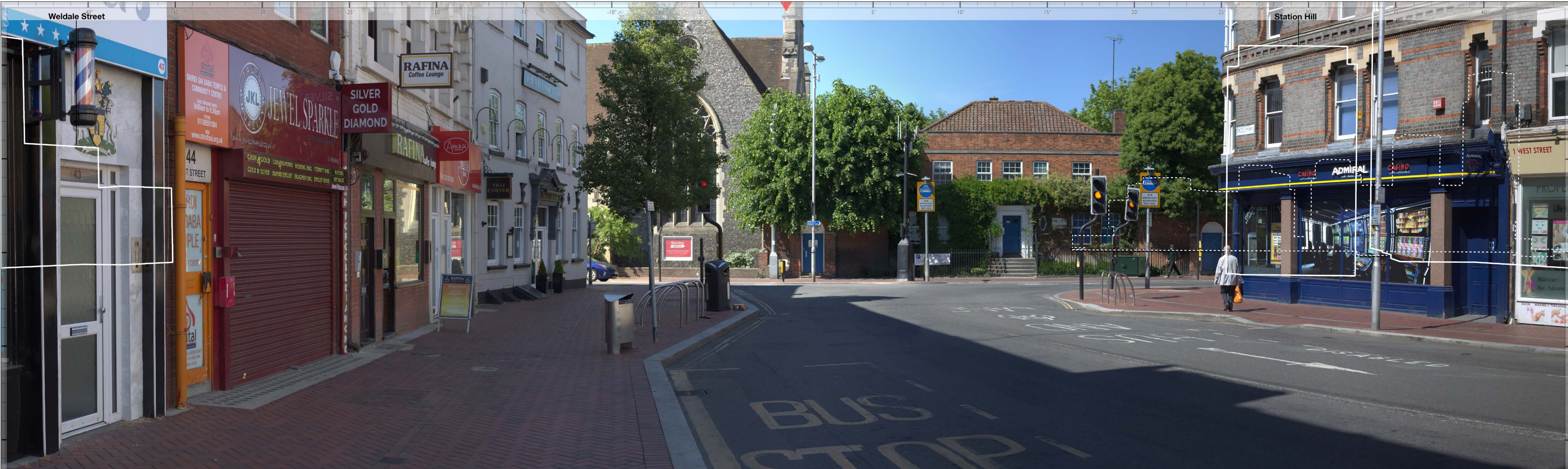
View Verification





View 25 - West Street Bus Stop, Looking North - Existing

- Notes:
- View on a 90 degree arc at a comfortable arm's length



View 25 - West Street Bus Stop, Looking North - Proposed

- Notes:
- View on a 90 degree arc at a comfortable arm's length

Survey reference points

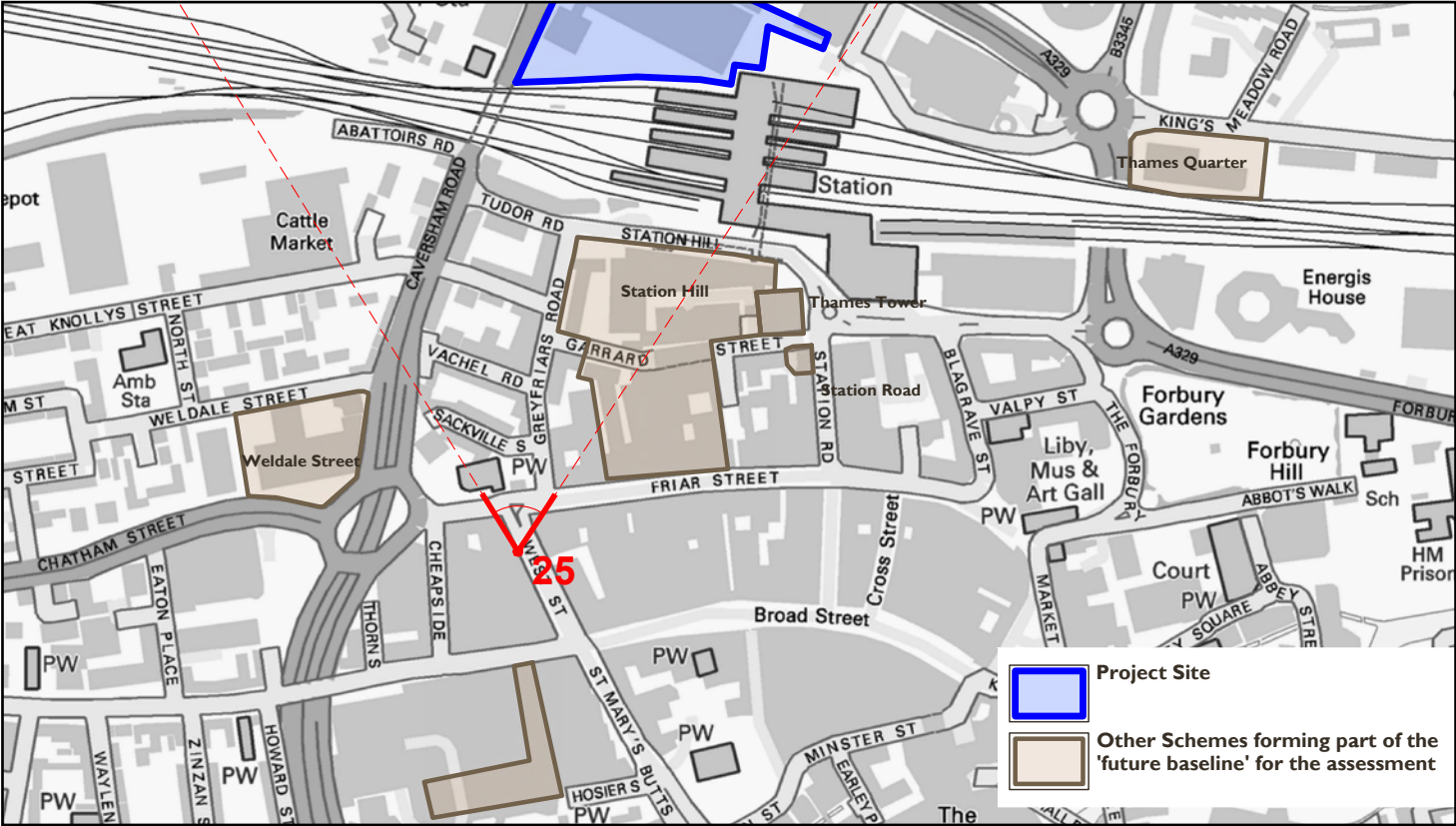


View Number	25
AVR Level	2
Theoretical Viewing	
Distance *	540mm on A1 width Foldout
Location	West Street Bus Stop, Looking N
Coordinates	471242, 173522 (to EPSG 27700)
Bearing of View	342
Distance	0.48 km (to centre of project site)
Eye Level	46.9 m AOD
Camera	Canon EOS 5D MK III
Frame Type	Composite, Cylindrical Panorama
Focal Length	50mm
Horizontal FOV	90.0°
Vertical FOV	25.8°
Date of Photo	21/05/2020, 14:55
Weather	Sunny

Notes:

- This view should be viewed 90 degrees.
- *"Theoretical viewing distance" - Distance at which the observer could theoretically view the proposed and existing images to maintain proportional representation of the view as if on site.

View Location Plan



View Verification



View Verification



Visually Verifiable Montage Methodology

Introduction

A Verified View is an image that combines a photographic view with an accurate CAD 3-D representation of a proposed development, displayed to an agreed level of detail. Its purpose is to impartially and realistically represent the proposal, using a baseline of verifiable visual data and information. By using verifiable visual data this image can then be used by others (if required) to scrutinise the work, without its accuracy being questioned.

“Neither photographs nor visualisations can replicate a view as seen in reality and they should only be considered a tool for assessment” find where this is

Verified Views are also referred to as:

- Visually Verifiable Montages (VVMs)
- Verified Visual Image (VVI)
- Accurate Visual Representation (AVR)

When producing verified views, a series of options are available to aid design and planning decisions according to the level of detail required. To assist agreement between all parties prior to AVR preparation, the following classification types are presented to broadly define the purpose of an AVR in terms of the visual properties it represents.

This classification is a cumulative scale in which each level incorporates all the properties of the previous level.

- AVR Level 0 Location and size of proposal
- AVR Level 1 As level 0 + degree of visibility of proposal
- AVR Level 2 As level 1 + visual architectural form and details
- AVR Level 3 As level 2 + use of realistic materials

Nicholas Pearson Associates has an established reputation within the environmental and landscape consultancy field for the production of Verified Views for urban and rural developments and has successfully presented these for planning applications and as expert witnesses at public inquiry.

The methodology used by Nicholas Pearson Associates accords with the following guidance documents where appropriate:

- The Third Edition of the good practice ‘Guidelines for Landscape and Visual Impact Assessment’ 2013; produced by the Landscape Institute and Institute of Environmental Management & Assessment.
- Photography and photomontage in landscape and visual impact assessment, March 2011. Landscape Institute Advice Note 01/11.
- Visual representation of development proposals (31 March 2017) Landscape Institute Technical Guidance Note 02/17
- London View Management Framework Supplementary Planning Guidance: Appendix C: Accurate Visual Representations. March 2012.
- Visual Representation of Wind Farms Version 2.2, February 2017, Scottish Natural Heritage
- Assessing the impact of small-scale wind energy proposals on the natural heritage, March 2016 Version

3, Scottish Natural Heritage Guidance

- ‘Visualisation Standards for Wind Energy Developments’ (July 2016) Highland Council

Appendix A includes a project specific methodology pro-forma detailing which principles from this methodology have been applied.

Photography

Suitable weather conditions are sought so that the proposals may be clearly visible in the context of the view. It should be noted that taking photographs looking south during the winter due to the low angle of the sun can be problematic. We therefore endeavor to take the photographs at an appropriate time of day to reduce the chance of the site being in shadow or backlit. The photograph(s) correctly portray the view which is obtained at each representative viewpoint whilst avoiding obvious obstructions.

Using detailed topographic survey and Ordnance Survey mapping, the camera is mounted on tripod at a height of 1.6m above existing ground level, which best represents the average human eye level. Where possible the tripod is positioned over a pre-surveyed feature which can be identified on the 3D model. A built-in spirit level is used to ensure that the camera is horizontal.

Photographs are taken in a RAW format using manual settings to enable the best quality results. The photographer takes note of the weather conditions and direction of view. All other details relating to the photograph are stored in the image EXIF data. If necessary, the original RAW file can be submitted as part of the verification process.

Baseline Photograph

A common-sense approach is applied to our photography and image composition with no one format or lens being suitable for all situations. As a rule, rural and coastal sites may generally require a “panoramic” format, whilst urban sites may require a more considered approach using alternative formats where appropriate.

Invariably the photographic format can often be dictated by the reproduction size. Most imagery is viewed electronically on screen or printed at A3 with the occasional use of A1 wide by A4 high (840 x 297mm) for panoramic views. Therefore, a sensible balance must be struck to place the proposal within meaningful context whilst providing clarity for the viewer.

Each view of the proposal is represented so that an informed decision can be made by balancing the needs of the assessor or viewer on site. Wherever possible, consultation with the relevant planning professional takes place on the matter and our final methodology is based on the most appropriate agreed set of professional guidelines.

Lenses

No ‘one size fits all’, and we will use the most appropriate set of lenses / formats to convey the view. Only prime lenses are used; in the following order of preference: 50mm, 28mm, 24mm, 24mm/Shift. Both landscape and portrait orientations are considered when planning the photography. The 50mm lens has always been regarded as the “standard” lens on a full frame 35mm camera and closest to the human eye when image printed at A3 and viewed at arm’s length. 50mm lenses are not always appropriate for all situations and so when viewing Verified Views based on other lenses, the observer must be aware of the limitations of the printed format. Alternative lenses are only selected when the viewpoint is close to the site. This means that even at a reduced printed scale, the observer is still able to identify all the features visible by the naked eye.

Full Frame Sensor lenses are quoted as having the following Horizontal Fields of View. Canon EF 50mm: 39.6 Degrees / Canon EF 28mm: 65.5 Degrees / Canon TS-E 24mm: 74 Degrees. However, the exact field

Visually Verifiable Montage Methodology

of view cannot be assumed, and the actual field of view may vary +/- 2 or 3 degrees depending on the lens. When matching these lenses in our 3D software we have calculated the exact field of view of our own lenses.

Photography Equipment Used

- Canon 5D Mk3 full frame digital SLR camera (Full frame sensor)
- Canon EF 50mm f/1.4 STM lens
- Canon EF 28mm f/1.8 USM Lens
- Canon TS-E 24mm f/3.5 L II
- Manfrotto Tripod
- NN4-D16-Nodal Ninja NN4 Panorama head with RD-16 rotator base
- NN-EZ-Nodal Ninja EZ Leveler MKII
- Plumb bob
- Compass

Image Composition

A practical aesthetic approach is applied to our viewpoint photography, where good composition is important. We approach each viewpoint with the intention of capturing the view as perceived and experienced by the observer.

When the proposed development is at a distance, whilst the observer is aware of the wider area within their peripheral vision they tend to focus on the area in question. In these circumstances it is important to consider the limitations of printed technology. When representing proposals at a distance, the verified view is presented on a baseline photograph with a smaller field of view so that it can be reproduced at a scale suitable for viewing at a reasonable distance. To ensure that the viewer is provided with a representation of the wider context, a “representative” view with a larger field of view is presented alongside to demonstrate this. This may be a single frame photograph or panorama and “provides landscape and visual context only”

In most cases viewpoint photographs are taken so that the camera is level to the horizon, the verticals are not then distorted, and the proposals are in the center of the view. However, there are exceptions to this rule, such as:

- 1) Viewpoints from the top or bottom of a hill where the viewer naturally directs their line of site towards the focal point/s of the view. We may adjust the angle to ensure that we create a natural looking composition.
- 2) Slight rises vertically may also be necessary to pick up vital “tops” of features.
- 3) To allow the proposal to be assessed in context, a view may be adjusted to incorporate important features on the left or right-hand side meaning that the proposal may not always be in the center of the view.
- 4) The view is restricted (through an archway or along an avenue for example) where looking directly at the proposal is unnatural.
- 5) A famous view where composition is key (i.e.: a famous painting or photograph).
- 6) Shift/tilt lenses. Although the camera remains level the lens is “shifted” just enough to include the proposed development, or other features required, without including excessive sky. Due to the lens type the vertical elements of the photograph remain straight.

The original Canon RAW files are processed in Adobe Photoshop to adjust white balance, colour accuracy and sharpness. The images undergo further correction procedures to ensure the horizon is precisely horizontal and any barrel distortion is compensated for.

Camera Matching & Verification:

Irrespective of whether the final VVM is output as a single or composite panoramic image, each Verified View is based upon a single rendered frame.

Viewpoint markers are used to tie the photograph to the CAD Camera view. These are surveyed features and points such as lamp posts, walls, boundaries and buildings; anything that has a known location. These markers are required to be as accurate as possible and should ideally be positioned within the central portion of the image. They should be at both varying heights, distances and breadth within the view. The background plate photograph is imported into 3D Studio Max to verify the accuracy of the match.

The location accuracy and angle of view can also be checked by triangulating the position and preparing view line sections. This is a reliable method successfully used for location finding in the field.

Texturing, Rendering & Post Production

3D Studio Max was used for applying the photorealistic surfaces and materials to the 3D model. Material references and planting sizes are based upon information provided by the Architects / Landscape Architect

The exact resolution of the photograph is noted and used as the size for the final rendered output of the 3D Model view so that the two overlay each other precisely. Adobe Photoshop CC is used to blend the modelled information with the existing base line / base plate photograph.

Reproduction

To assist the viewer in understanding the characteristics of the lenses used baseline photographs and verified views can be annotated around the border, to indicate the field of view and optical axis of the lens used. This border is divided up into degree increments indicating the field of view. The position of the optical axis indicates whether the photograph was taken with horizontal shift or vertical rise. The above added graphic is simply an alternative way of quickly knowing the lens used. This is particularly useful when a number of viewpoints of a proposal are taken with varying lens types.

It is important to reproduce each document and view at the correct size for both practicality and to ensure view accuracy when combined with the listed recommended viewing distance (as detailed on each view)

Each viewpoint within the document is supplied with all or some of the following information:

- Figure Number
- Viewpoint Number
- Viewpoint Details
- OS Coordinates (12 digit)
- Eye level (A.O.D)
- Direction of View (Bearing)
- Camera Height (AGL)
- Date & Time

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- Viewing distance (Advisory)
- Single Frame or Composite
- Horizontal Field of View
- Vertical Field of View
- Weather / Lighting Conditions
- Camera Type
- Lens / Focal Length
- Model and camera location accuracy

The Verified views in this document may also contain other information such as:

- Illustrative bar indicating compass bearing
- Extent of central 50mm frame used to construct panorama
- Extent of which Proposed development occupy – (Degrees noted)
- Number of buildings visible
- Distance to site
- Note on A3 versions: “This image provides landscape and visual context only.”
- Annotation of key features
- Note: “View flat at a comfortable arm’s length”
- Building ID numbers

Viewpoint Pack

- Note: This image is intended only for use at the viewpoint.

Wirelines views are colour coded as follows:

- DTM – Grey/Black
- Waterbodies – Light Blue
- Proposed structures – Brown
- Existing structures - Blue

Each verified view is accompanied by a viewpoint location plan and photographs of camera locations together with a version of this methodology.

Viewing Procedures

The purpose is to reproduce the Verified View so that it correctly reconstructs the perspective seen from the location from which the photograph was taken.

We aim to reproduce all wireframes and photomontages so that they can be viewed at a comfortable arm’s length. When comparing the view in the field, the viewer must also keep their head motionless. This ensures

that the represented view falls within the human field of view. The viewer must keep their head motionless and fix their eyes on the centre of the view. If requested an acetate print can be provided for viewing on site. This can help the viewer align the key features on the image with those in real life.

Cylindrical views are only intended for viewing as a printed image. The printed image should be viewed on an arc that matches the images field of view, at a comfortable arms-length.

Where it is not possible to represent the proposed site with suitable context in the standard document frame, a larger field of view is necessary. Irrespective of reproduction size all verified views are accurate representation, and the advisory viewing distance (also referred to as Principle Distance by the SNH guidance) is included on all images to allow technical comparison if required.

Further Reading

Further summaries of our approach, verified view methods plus examples of our work can be found on our website:

<http://npavisuals.co.uk/approach/>

<http://npavisuals.co.uk/verified-view>

Visually Verifiable Montage Methodology

Appendix A: Project Specific Information

Project: Reading Metropolitan

Site Location: Caversham Road, Reading

Status: Planning

Photography Equipment Used

- Canon 5D full frame digital SLR camera (Full frame sensor)
- Canon EF 50mm f/1.4 STM lens
- Canon EF 28mm f/1.8 USM Lens
- Canon TS-E 24mm f/3.5 L II
- Manfrotto Tripod
- NN4-D16-Nodal Ninja NN4 Panorama head with RD-16 rotator base
- NN-EZ-Nodal Ninja EZ Leveler MKII
- Plumb bob
- Compass

The Following format/s were deemed appropriate for this project

- The baseline photograph(s) for Viewpoints 1,2,3,6,8,9,11,15 and 18 were single photographs taken using the Canon 50mm f/1.8 lens with a 39.6-degree field of view, reproduced suitable to be viewed at arm's length (540mm @ A3). This format is selected as suitable to assess architecture and site layout which occupies a key portion of the viewpoint requiring a greater level detail to represent in print what may be visible with the naked eye. The verified view can often be presented with a panoramic view which represents the wider context.
- The baseline photograph(s) for Representative viewpoints 1,2,3,6,8,9,11,15 and 18 were single photographs taken using the Canon 28mm f/1.8 lens with a 65-degree angle of view, reproduced suitable to be viewed at 300mm @ A3. This format is selected as suitable to assess architecture and site layout within its local setting. The use of this lens is supported by the Landscape Institute in situations where the whole development cannot be contained within the Field of View of a 50mm standard lens.
- The baseline photograph(s) for Viewpoints 7,19 & 20 were single photographs taken using the Canon TS-E 24mm f/3.5 L II with a 74-degree field of view, reproduced suitable to be viewed at 260mm @ A3 or 520mm @A1. This format is selected as suitable to assess larger architectural form and site layout within a restricted local setting. This lens removes parallax distortion and converging verticals, particularly on high buildings and more closely matches what the brain interprets. It The use of this lens derives from the London View Management Framework Supplementary Planning Guidance: Appendix C: Accurate Visual Representations. March 2012.
- The baseline photograph(s) for Viewpoints 4,6,10,12,13,14,16,17,21,22,23,24 & 25 were taken using the Canon 50mm f/1.4 lens at intervals of 20 degrees (When taken in landscape) or 15 degrees (When taken portrait). The individual photographs were stitched cylindrically to form original baseline images with either a 180-degree or 360-degree field of view. Using a predefined template, the images were reformatted to form baseline images with a horizontal field of view of 90 degrees and vertical field of

view of 27 degrees. These baseline images were resampled to a resolution of 300ppi suitable for printing at a size of 820mm x 245mm (A4 height x A1 width). The revised image resolution does not affect the quality of the final output and the down-sampling is necessary to ensure that the working files are of a manageable size. This format was selected as being suitable for assessing sites which sit within a panoramic landscape setting and is a method derived from the SNH Visual representation of wind farms, approved by the landscape institute. The finished images should be viewed as a curve at comfortable arm's length (Approx. 500mm)

Mapping & Survey Data

- 2D/3D Topographic site survey
- OS Vector Mastermap data
- Z Map / City Model
- Digital Terrain Mapping (Commercial 3D height data)
- Aerial Photography
- GPS readings

To assist in the verification process the topographic survey, Lidar Data, Ordnance Survey was used to identify 3D point locations. In many cases these can include existing building ridgelines, tree canopies, lighting columns or similar such details. Data includes Camera locations and specific 3D points to assist in the camera matching process.

Viewpoint Surveying

For each agreed photo viewpoint, a location plan is provided to the surveyor along with marked up a referenced photograph showing the camera in situ. The surveyor then establishes the location of each viewpoint using a Leica Global Positioning System (GPS). Where GPS positioning was not possible near to the required survey point, the surveyor works back from an established GPS location.

The surveyor records a range of reference points, using a reflectorless Total Station. These viewpoint marker points were in the foreground and background, high level and low level. These can include existing building ridges, lighting columns, bollards or similar such details

Data processing is conducted and referenced back to Ordnance Survey.

Data is presented in an Excel Spreadsheet, 3D DWG plus a photograph marked with the reference points.

Applications Used

- AutoCAD
- Autodesk Civil 3D
- 3D Studio MAX
- Adobe Photoshop
- Adobe InDesign
- LSS McCarthy Taylor Systems

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Proposals Supplied

- AutoCAD model
- External Levels

The proposals supplied by the architects (tp bennett) were combined with the site survey and mapping data so that they correspond with each other. A geo-referencing system is used when doing this so that information regarding viewpoints can be accurately located. The model(s) supplied were cross-checked with the site plan and elevations to ensure they accurately match the design drawings, including FFLs, ridge heights and footprint.

AVR Level:

All views are shown to AVR Level 1/2

Notes:

Views 23,24 & 25 are based on photography provided by RPS and have not been survey verified.