

PROPOSED

- 10.69 The yellow wireline demonstrates how the proposed development will appear only very slightly above the residential development in the middle part of this view. There will be no effect on the visual amenity of the people who experience this view or use the amenity space arising from the proposed development.
- 10.70 **It is important to note that the gas holder will also be removed from the view. The gas holder is retained in the AVR, however, to clearly demonstrate that the proposals will not exceed the height of the structure.**
- 10.71 The removal of the gas holder is considered to be slightly beneficial to the experience of this view because it will remove an unattractive feature which is incongruous with the prevailing townscape character and uses. The residential character of the area will be strengthened.



VIEW 8: VIEW FROM GRADE II LISTED RAILWAY BRIDGE**EXISTING**

- 10.72 This viewpoint is taken from the river path to the north east of the Site, at the point where the Grade II listed railway bridge crosses the Thames. A person using the path would just have passed beneath the bridge travelling south-west towards Reading. The main visual receptors are pedestrians who use the river path for recreational use, and as a route in and out of the centre of Reading.
- 10.73 The river is the main feature in the view and the vegetated scrubland on the opposite bank. In the summer months, the view would be greener and have a more pleasant overall aesthetic. The viewer would be aware that they are moving into a suburban area as a result of the mixed bridge crossings, and the glimpsed views of residential development available beneath them. The experience of a pedestrian would include train noise and movement.
- 10.74 The upper part of the gas holder on the Site is visible in the central part of the view. It appears together with the metal utility bridge which crosses the river, and these features introduce an industrial character to this part of the riverscape. The industrial influence would be softened by the green vegetation in the summer months.



PROPOSED

- 10.75 This AVR demonstrates how the gas holder would be replaced by Block B of the proposed development. The upper three storeys of Block B are visible above the industrial bridge and vegetation from this position, with filtered views to the lower parts of the development.
- 10.76 The warehouse typology works particularly well in this location, where it responds to the industrial influences as well as the suburban character in the long part of the view. The materiality is in-keeping with the historic bridges and existing residential development.
- 10.77 The scale of Block B and the high quality architecture creates an effective landmark at the transition point between the lakes area (that the person travelling on the path has just come from) into suburban Reading. It has a strong character at the point of reveal after passing beneath the Grade II listed bridge.
- 10.78 The gabled, double pitched rooflines and break in the massing which splits Block B into two parts helps to reduce the height and bulk of the building. The articulation of the elevations with regular fenestration, brick detailing and metal features adds visual interest to the experience of the river environment, and makes the residential use legible.
- 10.79 Overall, we conclude that the addition of the development within the view would have a slight beneficial effect on visual amenity.



VIEW 9: READING CEMETERY

EXISTING

- 10.80 This viewpoint location was selected to consider the effect of the proposals on people visiting Reading Cemetery. The cemetery represents an area of open space as well as being a designated heritage asset (Grade II RPG). The visual receptors are pedestrians and those visiting the Cemetery such as mourners or others who use the internal footpaths.
- 10.81 The cemetery is located in a suburban area on a wedge of land formed by major vehicular routes. The experience of people visiting the cemetery would include road noise and awareness of suburban development in the immediate area surrounding the cemetery. This type of development is visible above the boundary walls of the cemetery, but the planting does provide some screening.
- 10.82 This view, which looks north towards the Site, is the worst case for exposure to the proposed development. There is a break in the planting at the edge of the cemetery and it aligns with Amity Road providing a longer view out of the open space.
- 10.83 The foreground is comprised entirely of the gravestones and monuments which populate the cemetery, some of which are overgrown with vegetation. In the middle part of the view, the experience of the cemetery includes mid-19th century development of a domestic scale above the boundary wall.



PROPOSED

- 10.84 The yellow wireline shows how the proposed development will appear in the long part of the view provided by Amity Road. Elsewhere in the cemetery, the proposed development will be entirely occluded by interposing development.
- 10.85 The view of the proposed development is heavily filtered by planting within and at the edge of the cemetery, and it sits well within the established wider context.
- 10.86 There will be no effect on the experience of people visiting the cemetery as a result of any visual change arising of the proposed development.



VIEW 10: HAMILTON ROAD

EXISTING

- 10.87 This viewpoint was identified because Hamilton Road falls within the South Park CA. It is located at the northern edge of the CA and this is the only location from which the Site could be appreciated from within the CA, or indeed the residential areas south of the cemetery. The visual receptors would be motorists and pedestrians.
- 10.88 The existing view shows the redundant gas holder on the Site which is heavily filtered by the mature trees and interposing development at the end of the road, where it intersects with Wokingham Road.
- 10.89 The view has a strongly residential character created by the development in the foreground which flanks Hamilton Road. The primary receptors are residents, pedestrians and road users.
- 10.90 Reading Cemetery terminates the view at the end of Hamilton Road and presents a vegetated buffer occluding views of development in the wider area to the north.



PROPOSED

- 10.91 The yellow wireline shows how the proposed development will have no visual effect on people experiencing this view.
- 10.92 The development is fully occluded by the established vegetation in Reading Cemetery and interposing development beyond. The evergreen planting within the cemetery means the proposed development is screened even in the winter months.
- 10.93 There would be no effect on visual amenity.



VIEW 11: KING'S MEADOW**EXISTING**

- 10.94 This view has been identified to understand the effect of the proposed development on people using the open, green amenity space at King's Meadow. The flat, open grassed area which contains sports pitches comprises the majority of the view.
- 10.95 It is contained by planting at the boundary of the 'meadow' and the modern residential development with unusual and colourful roof profiles at Luscinia View appears in the centre of the view.



PROPOSED

- 10.96 This AVR demonstrates that the proposed development will not appear from within King's Meadow. It is entirely occluded by interposing development and landscape features. Consequently there would be no effect on visual amenity.



VIEW 12: THAMES & KENNET MARINA**EXISTING**

- 10.97 This viewpoint location has been identified to understand the visual effect of the proposed development on people using the recreational facilities at the Thames & Kennet Marina. It is representative of the way the Site appears in views from the lakes area to the north east of the Site. The visual receptors are motorists who visit the marina, pedestrians and those sailing along the river.
- 10.98 The view is characterised by the road and landscaping which leads to the facilities associated with the marina. There is water to the left of the frame and the car park is visible in the middle part of the view. The marina area is enclosed by dense tree coverage.
- 10.99 The redundant gas holder is the only built form on the Site to appear in the view. The frame rises just above the tree canopies in the centre of the view. It is an incidental feature which is indicative of the wider areas of development beyond.



PROPOSED

- 10.100 The yellow wireline demonstrates that the majority of the proposed development will be occluded by the dense tree coverage which encloses the marina area. The break in the canopy will allow an incidental, partial view of the north elevation of the proposed development (Block B). Block B will not exceed the height of the trees or change the character of the view or the way the marina is experienced.
- 10.101 The glimpsed visibility of the proposed development is likely to be even less in the summer months when the trees are in leaf.
- 10.102 Overall, there would be a slight beneficial effect on visual amenity.



VIEW 13: LIVERPOOL ROAD AT JUNCTION WITH FRESHWATER ROAD

EXISTING

- 10.103 This viewpoint is located in New Town to the south of the Site. It has been identified because of the alignment of Liverpool Road which provides long views of the Site from the south-east. The view is representative of residents, primarily, who would be moving around the area.
- 10.104 The view is wholly characterised by the mid-late 19th century residential development. The street has a linear character created by the narrow road with parked cars and flanking, two storey terraces.
- 10.105 The gable ends, tall stacks and exposed brick with brickwork detailing are attractive features in the architecture of the houses, and the townscape has a pleasant character. There is little in the way of soft landscaping, although the houses are set back from the pavements by shallow front gardens.
- 10.106 Liverpool Road is terminated by blank, gable-ended brick walls of the modern *cul-de-sac* at the west end of the road. The redundant gas holder on the Site appears above these roofs at the end of the view. This introduces an alien, industrial influence in the view but its frame structure means it has a permeability which does not overbear on the residential townscape.



PROPOSED

- 10.107 The proposed development will introduce a new feature in the centre of the long views north-west along Liverpool Road. The gabled, east elevation of Block B will address Liverpool Road, with an oblique view of the south elevation.
- 10.108 A comparison of the existing and proposed AVRs shows how the proposals will not exceed the height of the former gas holder in the view – both lie below the streetlight as a reference point, and the proposed development will be lower than the gas holder.
- 10.109 The proposed development will be identifiable as a background feature, but one that reinforces the residential character of the townscape by removing a contrasting, industrial feature from the view, and a structure which interferes with the domestic rooflines on the south (left) side of Liverpool Road. The position of Block B draws the eye along the street and emphasises its linear quality.
- 10.110 The height and bulk of the proposed development is broken down by the fenestration and detailing of the façade which introduces activity and interest into the brick elevation. The materiality is consistent with the established character of the development in the view. The gable ends and vertical emphasis created in the elevation makes the building appear slender.



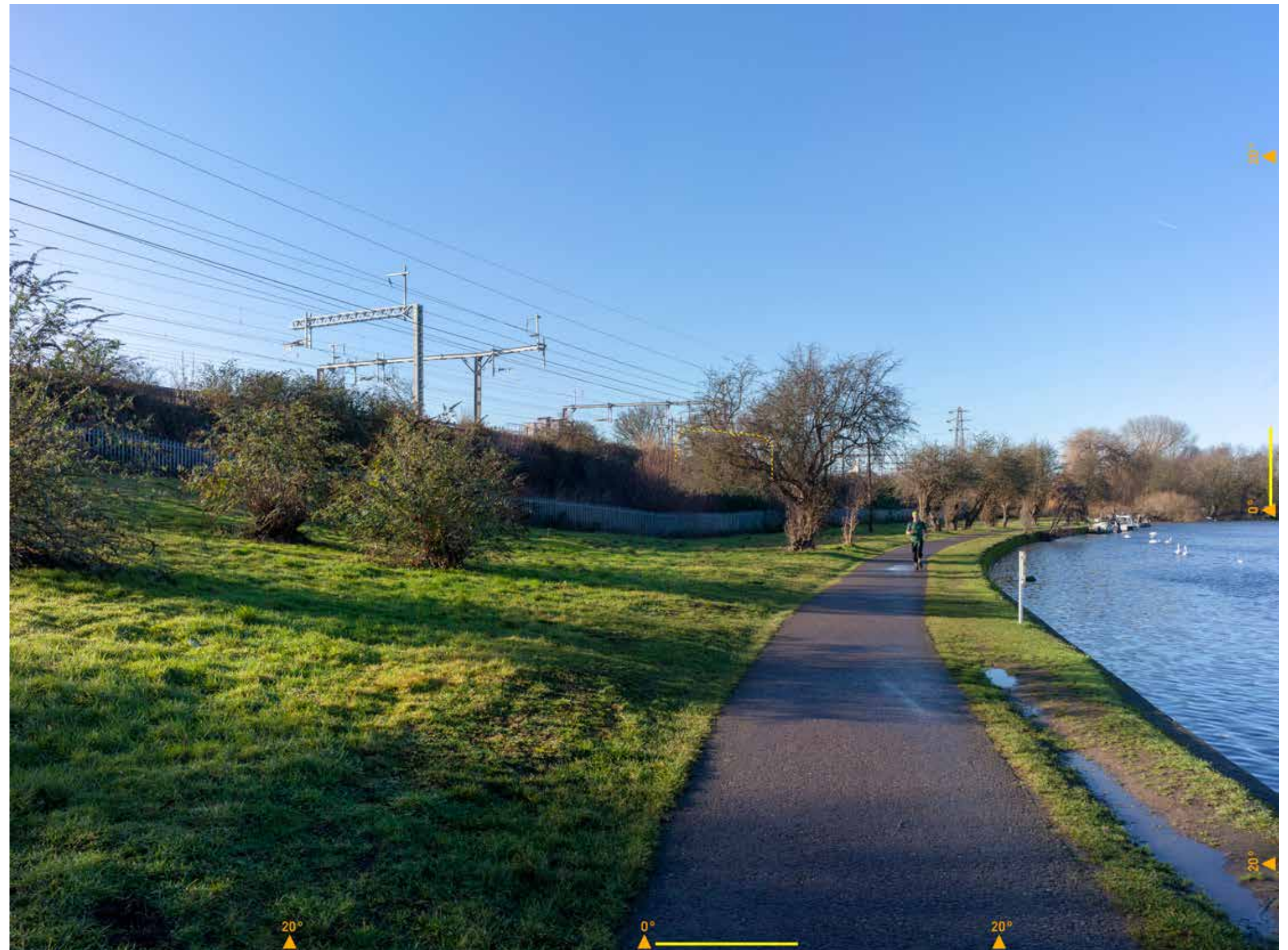
VIEW 14: VIEW NORTH-EAST ALONG THE RIVER PATH**EXISTING**

- 10.111 This viewpoint is located on the river path on the south side of the River Thames, approximately 450m east of the Site. It is representative of the experience of people travelling along the river by foot, but also potentially by boat.
- 10.112 The view is also representative of the riverside experience identified in View 18 of the Council's TBS. The viewpoint location used for this assessment is taken from point further west along the river path from the Council's View 18 to fully capture the effect of the proposals, which would not have been picked up from the location of View 18.
- 10.113 The Council's description of View 18 in the TBS (2008) is as follows, and applies to the experience from the AVR View 14:
- "The course of the River Thames is the dominant feature of the view. It is lined with riverside vegetation and woodland which creates a largely wooded skyline which is frequently interrupted by man made structures such as the 10 storey apartment blocks on Napier Road, the gas storage structures and the water sports centre. The river and riverside vegetation creates a tranquil character which is only partially eroded by the visible man made structures. The inclusion of tall buildings to the skyline would further erode the tranquil character. The view has a high sensitivity."*
- 10.114 The view used for the purposes of this assessment does not include development at Napier Road or the gas storage structure the Council describe, which is the now-demolished gas holder to the east of the Site near Suttons Business Park.
- 10.115 In this view, the railway line and associated infrastructure (electricity lines and fencing) comprise the man made influences in the riverside setting. The Site is screened from river path by interposing vegetation. There would be glimpsed views of the redundant gas holder as people travelled further west.



PROPOSED

- 10.116 The yellow wireline demonstrates how the proposed development will be almost entirely occluded by interposing vegetation. There will be filtered views of Block B which sits below the height of the trees and electricity lines associated with the railway.
- 10.117 The appearance of development and other man made influences are common along the river path, and especially this section of it which is close to the suburban edge of Reading.
- 10.118 The limited appearance of the proposed development is not considered to have a significant effect on visual amenity for people using the river path.



VIEW 15: ROBERT PARKER ROAD**EXISTING**

- 10.119 This viewpoint is taken from the pedestrian route at the west end of Robert Parker Road, approximately 270m west of the Site. It is part of the area of emerging, modern residential development adjacent to the Site (Character Area A). The primary visual receptors are residents on foot.
- 10.120 The view has a linear character created by the road in the centre of the view. The north side of the road is fenced and vegetated in order to create a barrier between the residential area and the railway lines. The south side of the road is developed with three storey houses. The houses incorporate weatherboarding and exposed brick and have interesting roof forms (dual-gables and dormers).
- 10.121 The Site appears at the east end of the view. The water tower is just visible, aligned with the road, and the redundant gas holder appears to the right above the houses in the foreground and is a contrasting element in the skyline. In the summer months, the vegetation on the Site would introduce more greenery in the long part of the view and obscure the water tower.
- 10.122 The permeability of the gas holder frame means that it blends with the skydome and its impact on the residential character of the area is reduced. Nevertheless, it represents a juxtaposing industrial feature to the experience of residents living in this area.



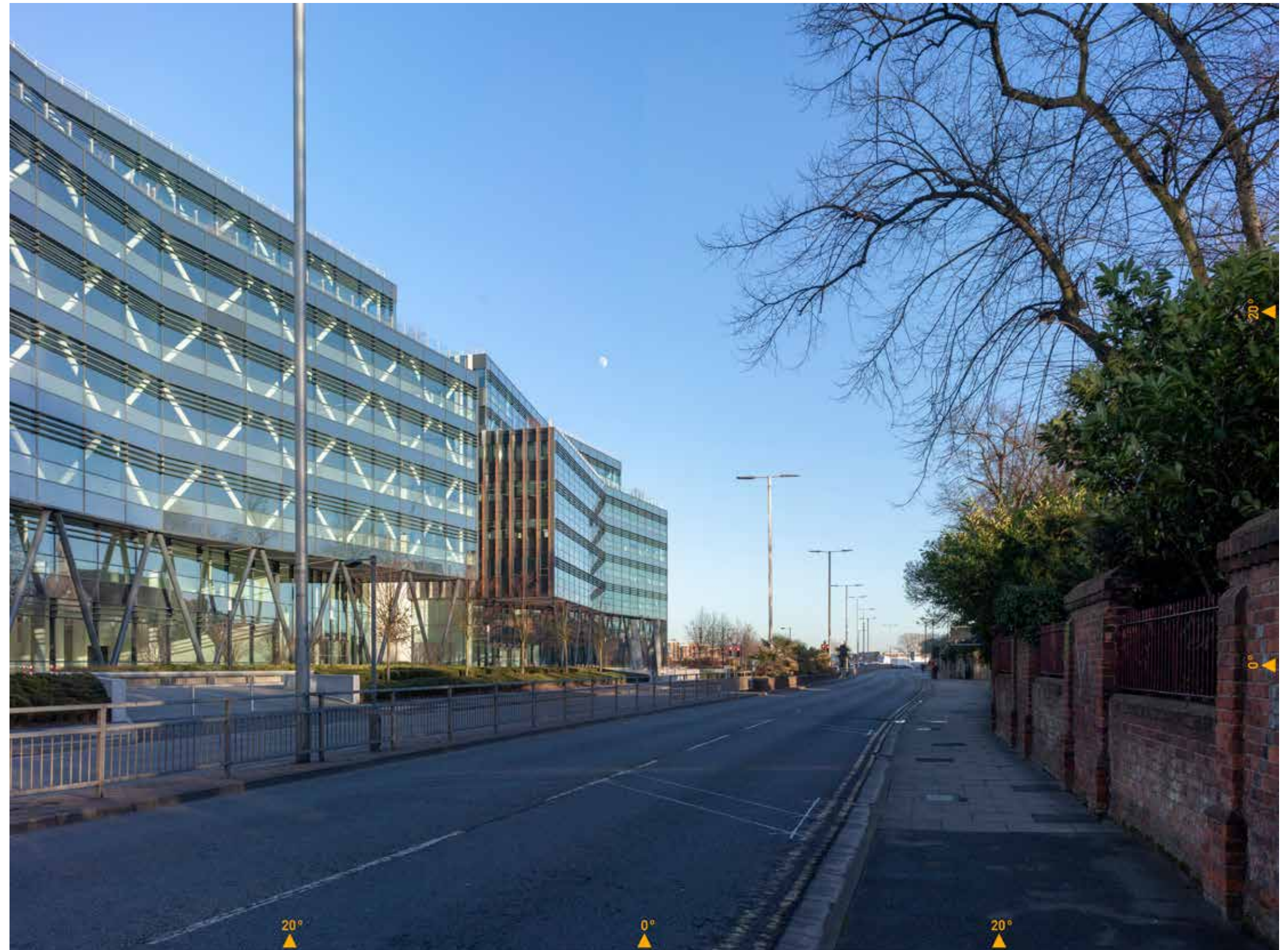
PROPOSED

- 10.123 The yellow wireline demonstrates the way the proposed development will appear from Robert Parker Road. **It is important to note that the gas holder will be removed from the view. The gas holder is retained in the AVR, however, to clearly demonstrate that the proposals will not exceed the height of the structure.**
- 10.124 The proposed development will reinforce the residential character of the view. It will improve the experience for residents in the area by introducing new, high quality architecture into the townscape.
- 10.125 The dual-pitched, gabled roof and verticality in the façade achieved by the fenestration and architectural detailing helps break down the height and bulk of the new development to create a slender, attractive overall composition. The position and configuration of Block B will sit comfortably at the end of the view.
- 10.126 Overall, there would be slight beneficial effect on visual amenity for the identified receptors.



VIEW 16: FORBURY ROAD NEAR FORBURY PLACE**EXISTING**

- 10.127 This viewpoint location is approximately 900m west of the Site on Forbury Road. The road is flanked by boundary walls and vegetation associated with abbey gardens to the south (right) and modern office development to the north (left). The people experiencing this view will be pedestrians, road users and office workers.
- 10.128 The interesting architectural character of the modern, six to eight storey, glazed office development in the foreground draws the attention of the observer. In particular, the geometric features in the elevations and their descent to street level which activates the public realm at the base of the buildings.
- 10.129 The road and street lighting in the central reservation provides a longer view into the east, but the topography falls away and this prevents any real appreciation of buildings in the distance, which ride low on the horizon. It is just possible to perceive the taller elements of the Bellway residential scheme.



PROPOSED

- 10.130 This view demonstrates that the proposed development will not introduce a new feature in the views from Forbury Road due to the distance from the Site, topography and interposing development.
- 10.131 The yellow wireline shows how the gabled roofs of the Blocks will appear above the Bellway scheme, but this will have no impact on the visual amenity of the identified receptors.



VIEW 17: NEAR JUNCTION BETWEEN GREEN ROAD AND WOKINGHAM ROAD**EXISTING**

10.132 This viewpoint location has been identified because it is View 2 in the Council's TBS ('From the A329, south west of central Reading'). The description of the view provided in the TBS (2008) is as follows:

"The view is channelled along the downwards sloping A329.

Views to the north-west, down the slope are facilitated by gaps in roadside vegetation.

These views are across the roofline of residential buildings to the gas storage structure in eastern, central Reading. The suburban, residential character of the view creates a medium sensitivity to built form in central Reading becoming a visible feature on the skyline. Although the buildings would be a background feature to the view, they would be notable as an uncharacteristic feature, contrasting with the fine grained and low rise nature of the built form within the foreground of the view."



PROPOSED

- 10.133 The yellow wireline shows how the proposed development will sit within the established context of development on the horizon in this view. It is not considered to have an effect on the experience on visual amenity of the identified receptors.
- 10.134 **It is important to note that the gas holder will also be removed from the view. The gas holder is retained in the AVR, however, to clearly demonstrate that the proposals will not exceed the height of the structure.**



VIEW 18: VIEW NORTH FROM THE UNIVERSITY SPORTS FIELDS AT QUEENS DRIVE**EXISTING**

- 10.135 This viewpoint location has been identified because it is View 3 in the Council's TBS ('From the grounds of the University of Reading, Whiteknights Campus'). The description of the view provided in the TBS (2008) is as follows:

"The view is across a large expanse of manicured sports fields to a wooded skyline created by the trees which form the sports field boundary. The skyline is occasionally punctuated by built form to the south. Where buildings are visible they are two and three storey red brick structures. Although there is a very open aspect across the sports field the wooded boundary and the sloping topography to the north west ensures that no views beyond the immediate edge of the sports field are possible. Due to the very low density of built form, the view would have a high sensitivity to the introduction of tall buildings in central Reading as a visible skyline feature."

- 10.136 The view is also identified as View 5 in the Kenavon Drive SPD. The photograph demonstrates that no elements of the existing built form on the Site are visible in this view.



PROPOSED

10.137 The AVR demonstrates that the proposed development will not be visible from the University of Reading sports fields at Queens Drive. It is entirely occluded by the development at the north edge of the fields.



VIEW 19: BALMORE PARK**EXISTING**

- 10.138 This viewpoint location has been identified because it is View 14 in the Council's TBS ('View from Balmore Park'). The description of the view provided in the TBS (2008) is as follows:

"This is a long range panoramic view of central Reading. Views down the grassy slope, across the residential roofline, to central Reading are possible. Thames Tower, Western Tower and Fountain House are visible on the skyline, while other tall commercial buildings in the east of Reading town centre are screened by existing vegetation. Views of Reading from this position are panoramic and are experienced from a recreational resource. It is judged that the viewpoint has a high sensitivity to the inclusion of tall buildings. They would draw further attention to the central area and further detract from the tranquil nature of the view. Consideration should be given to how any proposed tall buildings respond to the existing tall buildings, and to how the skyline would be viewed as a whole. Although true of all viewpoints, this is particularly true in this instance due to the elevated and panoramic nature of the view."

- 10.139 The view presented as part of this assessment is directed towards the Site and the redundant gas holder appears above the horizon.



PROPOSED

- 10.140 It is important to note that the gas holder will also be removed from the view. The gas holder is retained in the AVR, however, to clearly demonstrate that the proposals will not exceed the height of the structure.
- 10.141 The yellow wireline shows how the proposed development will sit below the horizon created by the ridgeline in the distant panoramic views from Balmore Park.
- 10.142 The proposed development is considered to enhance the view from the Park because, by removing the gas holder which punctures above the horizon, the centre of Reading and the taller development in that location is emphasised in contrast to the lower-rise residential areas which surround it.
- 10.143 The north elevation of the taller blocks which are proposed will be visible from the Park. The materiality and detailing is respectful of the existing context and character of development in the foreground.



VIEW 20: WEST FROM THE PEDESTRIAN CROSSING ON THE A4 (LONDON ROAD)**EXISTING**

- 10.144 This viewpoint location has been identified because it is View 17 in the Council's TBS ('From the A4 west of Reading'). The description of the view provided in the TBS (2008) is as follows:

"The A4 slopes downwards into central Reading, facilitating long range views over the rooftops to the gas cooling towers in eastern central Reading. The foreground of the view is suburban in character; semi detached and detached housing along the A4 being the dominant visual feature. However, as large structures within central Reading are an existing feature of the view, there is a low sensitivity to the introduction of further tall built form."

- 10.145 It is noted that the gas cooling towers referred to in this description have since been decommissioned and demolished. The redundant gas holder on the Site is just legible as a feature on the horizon, although it is absorbed into the development of the town centre.



PROPOSED

10.146 The yellow wireline demonstrates how the proposals will appear within the established context of development at Reading town centre visible from this location. It sits below the ridgeline and will have no effect on the existing character of the view or visual amenity.



VIEW 21: EAST FROM THE JUNCTION BETWEEN BATH ROAD/CASTLE HILL AND COLEY AVENUE

EXISTING

- 10.147 This viewpoint location has been identified because it is View 23 in the Council's TBS ('From the A4155, adjacent to Coley Hill'). The description of the view provided in the TBS (2008) is as follows:

"The view is framed by built form and boundary vegetation on both sides of the A4155. The A4155 is a key route into Reading and this shot is representative of views experienced at a key gateway into the town. The road slopes downwards towards central Reading, and buildings within central Reading, including the gas storage structures in eastern central Reading are a focus to the view. The view has a low sensitivity to the inclusion of further tall structures and could benefit from the addition of a tall structure to further focus the view."

- 10.148 We note that the image included with the description in the TBS shows the gas holder on the Site with its cylinder fully extended up into the frame. It therefore presented itself as an opaque structure.
- 10.149 The gas holder was decommissioned in 2008 and its frame is now a heavily permeable feature of the horizon when seen from this location and blends in with the skydome.
- 10.150 Furthermore, it is acknowledged that there are three listed buildings on the north (left) side of Castle Hill which feature in this view. The suburban setting of the designated heritage assets is captured in this view.



PROPOSED

- 10.151 It is important to note that the gas holder will also be removed from the view. The gas holder is retained in the AVR, however, to clearly demonstrate that the proposals will not exceed the height of the structure.
- 10.152 The yellow wireline shows how the proposed development is coterminous with the established horizon of Reading town centre in this view. It will not introduce a new feature in the centre of the long view provided by Bath Road/Castle Hill into Reading and there will be no effect on visual amenity for the identified visual receptors.
- 10.153 There will be no change to the setting of the designated heritage assets which are included in this view and, therefore, no effect on their significance.



VIEW 22: PEDESTRIAN BRIDGE OVER CAVERSHAM ROAD NEAR COLEY PLACE**EXISTING**

10.154 This viewpoint location has been identified on the basis of View 27 in the Council's TBS ('View from Coley Place towards central Reading'). The description of the view provided in the TBS (2008) is as follows:

"From this close range, elevated position, panoramic views across south west Reading are possible. Views across the residential land use in the foreground are to a developed skyline. St. Giles Church spire, the roof of the Oracle and the cranes at Chatham Place are distinctive skyline features. The view has a medium sensitivity to the addition of a tall structure. The roofline is currently of variable height and further variety in itself would not have an adverse effect. However consideration should be given to how specific tall building proposals would respond to the surrounding roofline context. This is particularly true in this instance as a result of the panoramic nature of the view."



PROPOSED

- 10.155 The proposed development will not appear in views of Reading town centre from the pedestrian bridge over Caversham Road. Consequently, there would be no effect on visual amenity.



// GAS WORK SITE, READING



Conclusion

11.0 CONCLUSION

- 11.1 Montagu Evans have prepared this report on behalf of Danescroft (Kenavon Drive Project Management) LLP to assess the effect of proposals for the redevelopment of the former gas holder site at Alexander Turner Close in Reading on heritage assets, local townscape character and views.
- 11.2 The proposals can be summarised as follows:
- The remediation of the Site including the removal of the redundant buildings and structures associated with the former gasworks: the water tower and c.33m tall gas holder;
 - The delivery of a high quality residential development providing 130 new units with associated parking;
 - The development is contained within three distinct buildings: a smaller Block A fronting the river (five storeys), a taller Block B towards the north east corner of the Site, creating a 'marker' building (nine storeys) and Block C, a small-scale, three storey building designed as a continuation of and transition from the adjacent terrace; and
 - High quality landscaping which will significantly improve the public realm and ecological credentials of the site, and maximise the relationship to the river.
- 11.3 The proposals are subject to an application for Planning Permission which is now before Reading Borough Council, who are the local planning authority.
- 11.4 The proposals are promoted on the basis of local development plan policy, which seeks to deliver the regeneration of the area between the railway line and River Kennet (including the Site) as part of the East Side MOA. The Site is subject to a specific site allocation for new residential use (Policy RC3f), and the policy wording identifies the opportunity for a new landmark building in this location.
- 11.5 The Site's allocation and vision for the East Side MOA is maintained in the emerging local plan.
- 11.6 The Site does not fall within a CA or any areas identified as sensitive land. The Site falls within the setting of listed buildings, however.
- 11.7 The main listed buildings which have the potential to be affected by the proposals comprise:
- 11.8 Newton School (Grade II) located to the south of the Site on the opposite side of the River Kennet; and
- 11.9 The Brunel railway bridge (Grade II) which crosses at the point of confluence between the River Kennet and River Thames to the east of the Site.
- 11.10 It is our conclusion that the proposed development provides an opportunity to enhance the setting of these listed buildings by introducing a new building of high quality design into the experience of the heritage assets, which better responds to their character and appearance. The appreciation and experience of the listed buildings is improved, thereby enhancing their significance to a degree.
- 11.11 The Site contains a redundant gas holder which will be removed as part of the proposals. The gas holder is identified as a non-designated heritage asset.
- 11.12 The gas holder was erected in 1916. It is a late example of its type and has limited architectural or engineering interest. The heritage interest of the asset is limited to its local associations. In accordance with paragraph 197, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset. In practice this also include taking into account the wider benefits of the scheme.
- 11.13 In this case, the proposed development will deliver 130 residential units in an area identified for housing in the development plan. It will improve the connectivity of the area and the overall character and appearance of the townscape (as described below). It is our judgement that these wider benefits outweigh the loss of the non-designated heritage receptor of limited value.
- 11.14 Options were tested to ascertain whether the Council's policy objectives and wider planning benefits could be achieved in a scenario where the gas holder was retained. The testing demonstrated that the retention of the gas holder was not feasible.
- 11.15 The redundant gas holder is the main feature of built form which identifies the Site in the local townscape and views from the surrounding area. The effect on townscape character areas has been assessed through the analysis of nine Character Area (A-I).
- 11.16 Overall, the articulation of the architecture and the resolution of scale, bulk and mass across the Site is considered to represent high quality urban design which will significantly improve the local townscape, in particular Character Areas A, B and E which are located in the closest proximity to the Site.
- 11.17 This assessment has been informed by the 22 AVRs prepared by GMJ as part of the visual analysis. The AVRs demonstrate that the proposed development will sit well below the height of the redundant gas holder, which formerly occupied the Site, and will not create a sense of overbearing or dominance for people travelling through the areas to the east of Reading town centre.
- 11.18 The visual analysis demonstrates how the proposed development will enrich the character of the views identified in this assessment, which include the important local views identified in the Council's policy documents and evidence base.
- 11.19 In conclusion, the proposed development will achieve the Council's aspirations for the Site through a high quality residential development which will improve the local townscape and views.
- 11.20 The proposals will realise the full potential of a highly sustainable site and provide the opportunity to remediate contaminated brownfield land to the considerable benefit of exiting local residents.
- 11.21 The proposals will meet the statutory duty of the decision-maker with the regards to listed buildings as set out in Section 66(1) of the 1990 Act regarding listed buildings, which seeks the preservation of a their significance, and will have no effect on any CA.

// GAS WORK SITE, READING



APPENDIX 1: Methodology supplied by GMJ

GMJ Planning Views Methodology Statement

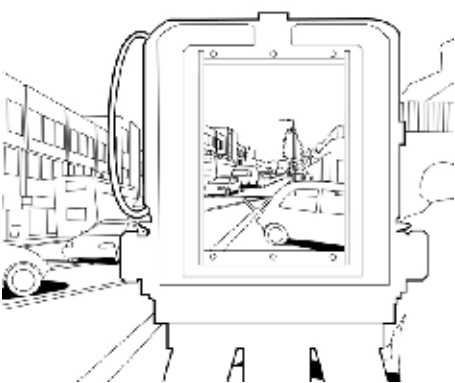
Introduction

There are 4 stages to creating accurate planning photo-montages.

These are :

- 1. Photography
- 2. Survey
- 3. 3D Visual Alignment
- 4. Rendering

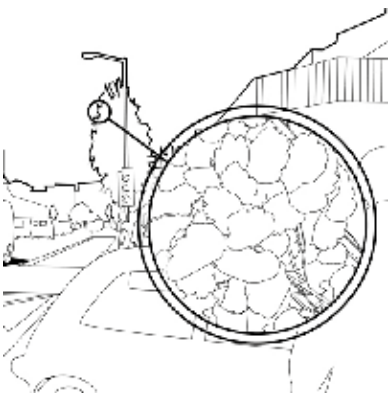
1.0 Photography



The photography for an Accurate Visual Representation must be:

- Of high quality and sufficient resolution
- A natural, undistorted, perspective – So the foreground does not dominate the subject
- Level and corrected for vertical convergence – So all vertical lines are parallel
- Well documented – in terms of camera position, equipment used, date and time of day

1.1 Cameras



To obtain the highest possible quality of image GMJ photography uses either:

- A 5x4 camera with a digital back
- A 35mm (full frame) digital camera.

The digital cameras are both capable of creating images of at least 5000 pixels wide, the minimum required for high quality visual representation.

High resolution imagery is important for the purposes of printing but also to allow the clear determination of detailed features during the process of alignment.

GMJ Planning Views Methodology Statement

1.2 View Angle



GMJ use lenses that minimise perspective distortion. A horizontal view angle of approximately 40 degrees creates a natural perspective; this is achieved by using 150mm lenses on our 5x4 camera and a 50mm lens on our 35mm camera. Minimal perspective distortion means that the subject of the image is not dominated by foreground elements, which are stretched at the extremities of the photograph in a wide angle view.

Where the subject is a long distance from the viewpoint a supplemental “zoom in” photograph is also taken. For this we use a lens with a 13 degree field of view, approximating the angle subtended by the human eye when focussing on a distant detail.



Where a 40 degree view angle is too small to contain the entire view horizontally a wider lens is used, and a 40 degree portion marked on the final output. As required, this wide angle shot will also be accompanied by two separate photographs from the same viewpoint position looking to the left and right. This positions the subject in the central – undistorted – portion of each.

1.3 Shift Lens



Where there is a requirement to fit more into the frame vertically we do not tilt the camera. GMJ's photography is obtained with a level camera in all axes. This means there is no convergence of the verticals and the horizon is level and centred in the image.

The rising front capability of the camera is employed to introduce a degree of “shift” into the photograph, shifting the horizon up or down and allowing more into the frame above or below it without distorting the verticals in the image.

1.4 Documentation



Measurements taken on site by the photographer include the height of the camera above the ground (normally around 1.6m to recreate normal eye height) and the amount of shift used.

The exact location of the camera is marked on the pavement. The photographer also records the date and time of day the photograph was taken and information on the lens and shutter settings.

1.5 Preparation

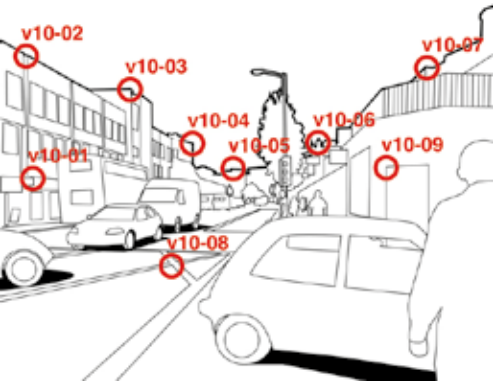


If the photograph was taken using an architectural shift lens then the horizon will have been shifted on the image, either up or down. For accurate alignment to be possible the perspective vanishing point – and hence the horizon – has to be centred in the image.

A calculation (based on the degree of shift used in the photography and the resolution of the image) is used to obtain the amount of vertical movement required to move the horizon to the centre of the image.

At this stage any small errors in the mechanical levelling of horizon are corrected.

2.0 Site Survey



Surveyors visit the site of each photograph and obtain Differential GPS readings for the marked location of the camera.

As well as this they will isolate a minimum of nine points per photograph and take GPS readings of each.



These locations are points of contrast in the image and will be later used to align 3D CAD data with the photography.

The points are organised so there are equal numbers in the foreground, the mid-ground and in the distance to represent an even spread of 3D co-ordinates.

All the GPS readings are converted into National Grid co-ordinates and tabulated.

3.0 Visual Alignment



The site photography and survey are combined in a visualisation system along with 3D data representing the scheme to accurately position it on site. This process includes:

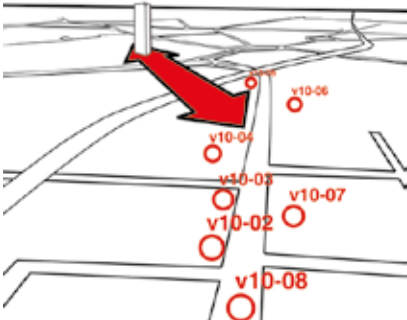
- Modelling the proposal and context
- Combining the survey and digital model into a common co-ordinate system
- Creating virtual versions of the real-world cameras
- Overlaying the model onto photographic backdrop

3.1 CAD Modelling

A 3 dimensional CAD model of the development is created in a visualisation system (PC based application “3D studio Max”). This is based on digital plans and elevations supplied to GMJ by the architects, and positioned with reference to the architects site survey.

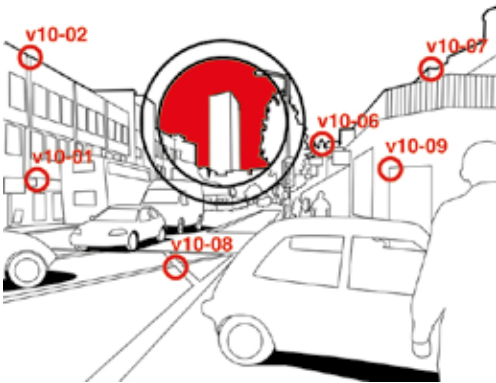
If the site is in central London then we use our GMJ London Citymodel for the purposes of creating accurate reflections and shadows from the locality at the rendering stage. Otherwise a simple digital model of the site context is created.

3.2 Survey Data



Planning data supplied to us by surveyors is combined with the corrected photograph and the newly created 3D CAD model. The data includes 3 dimensional survey points relating to notable points on each photograph as well as the position of the camera.

3.3 Virtual Cameras



A “virtual” camera is created at the surveyed position and the rest of the data is positioned by GMJ so the relative distances between camera, surveyed points, and the new building correspond with the “real world” distances between them.

The visualisation system can simulate actual 35mm cameras. If a 5x4 format camera was used for the photography then they are adjusted to more accurately represent 5x4 lenses. We use a formula based on a conversion factor derived from the difference in film (or sensor) sizes between the two formats.

3.4 Overlaying Model

The corrected photography is used as a backdrop to the “scene”. Looking at the 3D data using the virtual cameras superimposes it on to the backdrop. At this stage further adjustments to the view angle and the position of the camera are undertaken to visually align the 3D surveyed points to their corresponding areas on the photography.

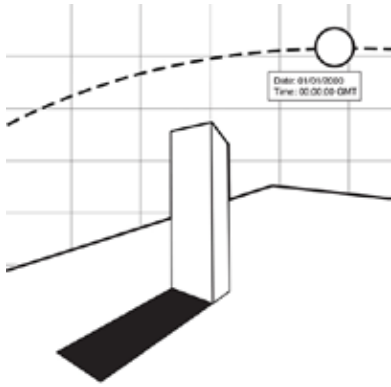
4.0 Rendering



The process of creating a photorealistic image from a 3d CAD model is called rendering and relies on :

- Lighting simulation
- The application or synthesis of architectural materials
- Post production

4.1 Lighting



The exterior lighting is a simulation of the real world conditions called a daylight system, which can accurately position the sun in the sky at any time of day on any day of the year. The photograph itself also functions as a light source within this configuration to create accurate colourations of the model.

Interior lighting is simulated with reference to the architect's specified light fittings.

During the rendering process the virtual cameras are adjusted to match the real world camera's exposure and shutter settings to ensure that the lighting as it appears in the final image is an accurate match for the lighting in the photograph.

4.2 Materials



Material samples, supplied by the architects, are simulated and applied to the wireframe of the building.

This process is partly an artistic exercise in creating a realistic impression, and the design team's assessment of our interpretations is vital in creating an image that everyone believes is a fair representation of the finished scheme.

Modern rendering software generates objective and accurate representations of specified materials. GMJ can only underwrite an image that, during this consultative and subjective stage of the process, does not make misleading deviations from an accurate impression.

4.3 Post Production



The completed render is opened in a post-production package (Adobe Photoshop) and further work is undertaken to create a finished image.

Foreground elements that should sit in front of the building are isolated and superimposed to set it visually into the scene, also atmospheric effects such as haze are added at this time.

// GAS WORK SITE, READING



APPENDIX 2: List Descriptions

