

Cumulative



3.58

Proposed Development and Cumulative Development

None of the schemes identified as forming part of the cumulative evolution of Reading appear in this view and therefore the cumulative impact is beneficial and minor.

View 15

Existing



Proposed



8.59 Existing

This view is from Greyfriars Church looking south along Cheapside, towards Broad Street Mall. The foreground is dominated by the red brick modern job centre building to the right and an early 20th century former department building with stone elevations to the left.

Cheapside is in the middle of the street drawing the eye down to the Broad Street Mall in the far distance.

8.60 Proposed

The proposed Development would appear in the far distance behind Cheapside. Whilst appearing above the existing buildings on the street it will not appear visibly out of scale with the urban context but form part of the multi-layered town centre.

8.61 Assessment of Significance of Effect

The significance of effect will be beneficial and minor. The sensitivity of the view is low and the magnitude of impact medium – the proposed development will be visible but will have a beneficial impact on the view.

Cumulative



8.62 Proposed Development and Cumulative Development

None of the schemes identified as forming part of the cumulative evolution of Reading appear in this view and therefore the cumulative impact is beneficial and minor.

View 16

Existing



Proposed



8.63 Existing

This view is from Church of St Giles, looking north west along Southampton Street (A327).

The church lies within the Market Place/London Street Conservation Area and is listed Grade II. 26 and 28 Southampton Street are also listed Grade II.

The foreground of the view is dominated by the flint and stone tower of the church, with the listed 26&28 Southampton Street in the middle distance.

Beyond that the IDR flyover can be seen crossing the street with modern development within the town centre behind.

8.64 Proposed

The proposed Development would not appear in this view.

8.65 Assessment of Significance of Effect

The significance of effect will be none/negligible. Whilst the sensitivity of the view is high due to the presence of the listed church, the proposals will not be visible in this view.

Cumulative



8.66

Proposed Development and Cumulative Development

None of the developments identified as forming part of the cumulative evolution of Reading appear in this view, and neither does the proposed development, therefore the cumulative effect remains none/negligible.

View 17

Existing



Proposed



8.67 Existing

This view is from Mount Pleasant area along A327 looking north west towards Broad Street Mall.

From this point on Southampton Street the road falls down towards the town centre and the River Kennet.

The view is typified by 19th century residential housing on either side of the street, which draws the eye down towards the spire of the Church of St Giles in the far distance.

The top of the Chatham Place Tower is visible in the far distance.

8.68 Proposed

The proposed Development would appear in the far distance on the horizon just above the chimney stacks of the housing on the left hand side of the street.

The towers would not have any impact on the setting of the listed church which provides the key focus for this view and would only just be readable towards the town signalling the town centre in the distance.

8.69 Assessment of Significance of Effect

The significance of effect will be beneficial and minor. The sensitivity of the view is medium, with the spire of the listed church in the distance, however the magnitude of effect low.

Cumulative



8.70 Proposed Development and Cumulative Development

None of the proposed developments that have been identified as forming part of the cumulative evolution of Reading are visible in this view therefore the cumulative impact remains beneficial and minor.

View 18

Existing



Proposed



8.71 Existing

This view is from London Road looking south west close to its intersection with the A3290.

To the left of the view are the mature trees that line the edge of Palmer Park giving the centre of the view a dense sylvan feel, whilst to the right typical Victorian terraced housing with traditional Reading brick detailing stretches from the foreground into the distance.

8.72 Proposed

The proposed Development would not appear in this view.

8.73 Assessment of Significance of Effect

The significance of effect will be none/negligible. The sensitivity of the view is low. The proposals are not visible in this view and therefore the magnitude of impact is also low/none.

Cumulative



8.74

Proposed Development and Cumulative Development

None of the developments identified as forming part of the cumulative evolution of Reading appear in this view, and neither does the proposed development, therefore the cumulative effect remains none/negligible.

View 19

Existing



Proposed



8.75 Existing

This view is from London Road (Shepherd Hill), looking south west. This is a point of relative high ground to the east of Reading on the main A4 dual carriageway approach to the town.

The view is dominated by the dual carriageway, with mature planting to the left and 1930s housing to the right.

Reading town centre in the far distance with The Blade office tower visible on the horizon.

8.76 Proposed

The proposed Development would be visible on the horizon alongside The Blade, effectively signalling the town centre in the distance.

8.77 Assessment of Significance of Effect

The significance of effect will be none/negligible. The sensitivity of the view is low and the magnitude of effect is similarly low.

Cumulative



8.78

Proposed Development and Cumulative Development

The Station Hill development will just be visible to the far right of this view however its impact on this view will be negligible. Therefore the cumulative impact remains none/negligible in this view.

View 20

Existing



Proposed



8.79 Existing

This view is looking west from Reading Minster, showing a wider context than View 7, revealing the dominance of the mature trees to the left of the entrance to Hosier Street.

The view is from within the St Mary's Butts/Castle Street Conservation Area.

Still prominent in the foreground, the Victorian building is in the Tudor/medieval style with multiple gables, tall chimneys and a half timbered façade with brick and render panels.

To the right is the edge of the Broad Street Mall and Quadrant House

8.80 Proposed

The proposed Development would still appear in the backdrop of 21-23 St Mary's Butts, however this view demonstrates how, within this wider context it does not dominate the view but rather forms part of the urban landscape to the west.

The nature of the materials proposed ensures that the Victorian building and the tree in the foreground retain their dominance in the view.

8.81 Assessment of Significance of Effect

The significance of the effect is beneficial and moderate. The sensitivity of the view is low, incorporating no listed buildings or the conservation area but the magnitude of the effect would be major, appearing close behind 21-23 St Mary's Butts. The architectural quality would ensure the impact is beneficial.

Cumulative



8.82

Proposed Development and Cumulative Development

The permitted new hotel on Hosier Street might be just glimpsed, however its impact will be negligible in this view. The cumulative impact will therefore remain beneficial and moderate.

View 21

Existing



Proposed



8.83 Existing

This view is from Castle Street, looking north between The Sun Inn and St Mary's Church.

The view is taken from within the St Mary's Butts/Castle Street Conservation Area. The Sun Inn is Grade II listed and St Mary's Church is Grade II* listed.

The view is dominated by the two historic buildings. The classically formal church is in a Bath stone whilst the Inn is of medieval origins, with a half timbered elevation and red tiled roof.

Between the two buildings the rear of the Broad Street Mall can be seen.

8.84 Proposed

The three towers that form Sites A-C of the proposed Development would appear behind the Sun Inn.

Whilst they will be prominent in the view, the architectural approach, to ensure they appear slender with a vertical emphasis, and the paler colour palette proposed, should ensure that the Inn will retain its prominence in the immediate street scene.

This is further mitigated by the contrast between the dark red tiles of the Inn which form a clear differentiation between the two.

8.85 Assessment of Significance of Effect

The significance of effect would be beneficial and substantial. The sensitivity of the view is high, including highly listed buildings and the conservation area. The magnitude of effect is major with the development appearing directly behind the listed Sun Inn. The impact of the proposals will be mitigated through the architectural consideration and should ensure that the impact is beneficial.

Cumulative



8.86 Proposed Development and Cumulative Development

The permitted new hotel development on Hosier Street would sit between the Sun Inn and the church below the eaves line of the Inn. Whilst it fills that gap in comparison to the current situation, it helps to connect the 'new' and the 'old' by providing an intermediately scaled development in the background.

The cumulative impact of the Proposed Development would remain beneficial and substantial.

View 22

Existing



Proposed



8.87 Existing

This view is looking north from the Castle Street roundabout.

The Sun Inn is listed Grade II and is within the St Mary's Butts/Castle Street Conservation Area, however the boundary runs tight along the left hand side of the Inn and therefore the majority of the view is not within the conservation area.

The view is dominated by the access road to The Hexagon, car parking and delivery zones.

To the left of the road is a mature street tree and the corner of the modern Magistrates Court.

The rear of the Broad Street Mall can be seen in the middle distance.

8.88 Proposed

The proposed Development would appear in the centre and to the left of the view away from the Sun Inn, its architectural design giving it a vertical elegance. The new entrance to the Mall is visible at the base of the Site C tower and ensures that the scene is no longer a 'back-of-house' one, but a new entrance to the Mall and town centre.

8.89 Assessment of Significance of Effect

The significance of effect will be beneficial and substantial. The sensitivity of the view is of medium importance. It is not looking from the conservation area but does include a listed building. The magnitude of effect will be major due to its visibility in the backdrop, however it does not directly affect the setting of the listed building and the effect is mitigated in a beneficial way through the careful architectural design.

Cumulative



8.90 Proposed Development and Cumulative Development

The proposed new hotel development currently under consideration on Hosier Street would sit to the right of the Proposed Development, immediately adjacent to the Inn.

The hotel would not change the impact of the Proposed Development on this view other than by providing an intermediately scaled development in the background.

The cumulative impact of the Proposed Development would remain beneficial and substantial.

Summary

- 8.91 The following table summarises the effect and impact of the Proposed Development on the 22 identified views. The 'Scale of Effect' and 'Nature of Effect' together are the 'Effect Significance'. The analysis has shown that consideration of the proposed development in the context of those schemes identified as forming part of the cumulative evolution of Reading does not change the effect of the proposed development.

Receptor Townscape Views	Sensitivity	Magnitude of Change	Scale of Effect	Nature of Effect
1	Low	Low	Negligible	Beneficial
2	Low	Low	Negligible	Beneficial
3	Medium	Low	Minor	Beneficial
4	Low	Major	Moderate	Beneficial
5	Low	Medium	Minor	Beneficial
6	High	Major	Substantial	Beneficial
7	Low	Major	Moderate	Beneficial
8	Low	Major	Moderate	Beneficial
9	Low	Low	None/Negligible	Neutral
10	Medium	Low	Minor	Beneficial
11	Low	Low	None	Neutral
12	Low	Low	None	Neutral

13	Low	Low	None	Neutral
14	Low	Medium	Minor	Beneficial
15	Low	Medium	Minor	Beneficial
16	High	Low	None	Neutral
17	Medium	Low	Minor	Beneficial
18	Low	Low	None	Neutral
19	Low	Low	Negligible	Beneficial
20	Low	Major	Moderate	Beneficial
21	High	Major	Substantial	Beneficial
22	High	Major	Substantial	Beneficial

9 Summary and Conclusions

- 9.1 The Proposed Development has been carefully conceived to ensure that the development of this key site can positively and appropriately contribute to the regeneration of Reading Town Centre and its immediate environs. In particular special regard has been had to ensure that the scheme will be a contextual and appropriate neighbour to the nearby heritage assets.
- 9.2 The changes made to the proposals has sought to address comments raised by the Council and Design South East to ensure the development is even more contextually appropriate.
- 9.3 The following sets out the conclusions of the assessment of the likely significant effects of the Proposed Development in relation to townscape and views:
- The visual effect of the Proposed Development would be overwhelmingly positive.
 - The proposal has been demonstrated to conform to those policies of Reading Borough Council that are designed to protect visual amenity and historic assets.
 - The effect of the Proposed Development in individual views are overwhelmingly positive, on account of the quality of the architecture, its careful massing and the variety of materiality and form that give, as appropriate, its verticality, sculptural and contextual qualities.
 - Those views where the scale of effect is ‘substantial’ are the ones where the effect will be most significant as in those views the proposed development will be seen in the context of both conservation area and listed buildings.
 - This relates primarily to views from the St Mary’s Butts/Castle Street Conservation Area where the visual intrusion represented by the proposal is justified by the quality of the architecture and the considered massing and forms.
 - The Proposed Development would preserve the setting of nearby listed buildings for the same reasons.
 - Where the scale of effect is ‘moderate’ the effect will still be of some significance, but less than that where the effect is substantial, and in all cases is justified by the quality of the architecture and the considered massing and forms.

Mitigation and Residual Effects

Demolition and Construction

- 9.4 The effect of construction operations on perception/experience of heritage and townscape significance will be reduced by the preparation and use of an effective Construction Environmental Management Plan (CEMP).

Completed Development

- 9.5 No mitigation is considered necessary during the completed Proposed Development stage as it is built into the design process – the design has been refined through pre-application discussions. Accordingly, the residual effects of the completed Proposed Development on the significance of the heritage assets remain unchanged from those previously identified in the absence of mitigation measures.

Climate Change

- 9.6 There are no published, accepted quantifiable methods for considering climate change in terms of specifically heritage and townscape effects from development. However, it is likely that climatic factors will have relatively little influence in respect of the effect of the Proposed Development on heritage and townscape receptors. The magnitude of impact and resultant nature and scale of the effects of the Proposed Development during the demolition and construction phase, as well as when the Proposed Development is complete and operational, will not alter. No mitigation method is identifiable or necessary.

Cumulative Effect

- 9.7 A list of Cumulative Schemes was identified within the EIA Scoping Report. The impact of the most immediate of those schemes is shown in the townscape views with narrative and assessment identifying its effect on the impact of the Proposed Development.
- 9.8 The assessment has concluded that having regard for the cumulative effects does not alter the Assessment of Significance of Effect for any of the views.

Evolution of Baseline

- 9.9 In terms of the evolution of the baseline, the site forms part of the identified Reading Central Core and within the Hosier Street Development Framework area both identified for intensification of development. It is therefore anticipated that even if *this* development does not take place, development will take place in the immediate area anyway. Given that so much of the evolution of the baseline for heritage townscape and visual receptors depends upon the particulars of the design, a separate assessment of the evolution of the baseline for the receptors identified in this assessment is not provided.

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