

## **Appendix 6.4**

### Cumulative Assessment

---

# 1 Introduction

- 1.1 This Appendix includes an assessment of the potential cumulative effects of the proposed development during its operational phase in association with projects within the planning system but not yet approved and a number of planning allocations. In addition, the cumulative assessment also takes into account the proposed development of the Vastern Road Retail Park to the immediate north of the project site. This is a potential development area also identified in the Reading Station Area Framework (RBC, 2010). For this scheme, a possible development arrangement showing a likely block form, including height and massing, has been prepared by T.P. Bennett for the purposes of this assessment. An assessment of the potential cumulative effects of this scheme in association with the proposed development is included within the Chapter 6: Townscape and Visual Resources.
- 1.2 The following projects are in the planning system but are not yet approved and thus, in addition to development on the Vastern Road Retail Park, form part of the assessment of cumulative effects:

**Table 1: Assessment of Potential Cumulative Effects: Planning Applications**

| Planning Reference | Address                                            | Scheme Description                                                                                                                                                                                                             | Distance from Project Site        | Appraisal of Potential Cumulative Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Potential Cumulative Effect                                |
|--------------------|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
|                    |                                                    |                                                                                                                                                                                                                                |                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Significant/<br>Significant Not                            |
| 171814             | Cox & Wyman Ltd<br>Cardiff Road<br>Reading RG1 8EX | Demolition of existing site buildings and boundary treatments and erection of 96 no. dwellings including associated surface car parking, public realm and landscaping on land at the former Cox & Wyman building, Cardiff Road | 260m west of project site         | Within Townscape Character Area '34: Portman Road/ Richfield Avenue Light Industrial Development', for which there would be No Change to the townscape character area as a result of the proposed development. As such, there would be no potential cumulative townscape effects. It is likely that this proposal would result in this part of the townscape character area becoming part of adjacent townscape character area '12: Caversham Road' given its change to a residential landuse of 2 to 4 storeys in height. Potentially visible within the view from representative viewpoints 5 and 6 in association with the proposed development and thus there would be a cumulative effect, but this would be not significant. | Townscape: No cumulative effects<br>Views: Not Significant |
| 181296             | 17-27 Queen Victoria Street<br>Reading RG1 1SY     | Proposed change of use of first, second and third floor from office use (B1a) to serviced apartment use (use class C1) comprising 15 x 1 bed units and 4 x 2 bed units                                                         | 400 m south of project site       | Change of use from office to residential over first, second and third floor of an existing building. As such, it is understood that there would be no change in the external dimensions of the building, and that there would be little or no change to its local, contextual townscape setting provided by townscape character area '5: Broad Street'. There would be No Change to this townscape character area as a result of the proposed development and thus, no potential cumulative effects. In addition, with no change in its external dimensions; even if visible within the view from representative viewpoint 2, any potential effects would be not significant.                                                      | Townscape: No cumulative effects<br>Views: Not Significant |
| 180683             | Land Adjacent 300 Kings Road<br>Reading RG1 4HP    | Construction of a part five-part three storey building of 14 residential apartments (C3) and associated undercroft car parking                                                                                                 | 1.2 km south east of project site | A development of up to 5 storeys in height which, in terms of the visual massing of the building, appears to achieve a reasonable fit within its would-be townscape setting. Within townscape character area '26: Kings Road', which would be unaffected by the proposed development; thus, no potential cumulative townscape effects. Unlikely to be visible within views from the representative viewpoints and even if discernible within the more panoramic views, i.e. representative viewpoints 2, 3 and 16, effects are considered to be not significant.                                                                                                                                                                   | Townscape: No cumulative effects<br>Views: Not Significant |

| Planning Reference | Address                                             | Scheme Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Distance from Project Site        | Appraisal of Potential Cumulative Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Potential Cumulative Effect                                              |
|--------------------|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
|                    |                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Significant/ Not Significant                                             |
| 180418             | 199 Henley Road<br>Caversham<br>Reading RG4 6LJ     | Outline application for the demolition of Nos. 199-203 Henley Road and erection of 42 dwellings at 199-203 Henley Road and to the rear of 205-207 Henley Road with associated access from Henley Road (considering access, appearance, layout and scale).                                                                                                                                                                                                                                                                                                                                                                                                                                  | 1.7 km north east of project site | Largely 3 storey residential development (up to 4 storeys along south facing elevation) within townscape character area 35: Caversham' towards the outer limits of the study area. There would be a Negligible magnitude of change and an overall Neutral significance of effect upon this character area as a result of the proposed development. As such, any characterising effects are more likely to be due to the direct impacts of this cumulative scheme rather than the proposed development. However, these are unlikely to be significant. No cumulative effects upon any of the views from the representative viewpoints.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Townscape: Likely to be not significant.<br>Views: No cumulative effects |
| 180358             | Bristol & West Arcade Market Place, Reading RG1 1JL | Demolition of vacant former Bristol & West Arcade (173 – 175 Friar Street) and erection of an eight storey mixed –use building (plus basement) to provide 35 residential units, 4,212 sqm of B1 office floorspace, and 5 retail units (A1/A2/A3), demolition of rear parts of 29 – 31 and 32 Market Place, the change of use of the retained units at 27 – 28, 29 - 31 Market Place at first, second and third floors to provide 8 residential units, change of use at ground and basement level of 32 Market Place from A2 to flexible retail use (A1/A2/A3), retention of 260.4 sqm of A4 use at ground and basement at 29-31 Market Place, change of use at ground and basement of 27 - | 330m south of project site        | Whilst this is a development proposal of up to 8 storeys in height, this still does not constitute a tall building using the definition in the Reading Tall Building Strategy, 2008. In this study, tall buildings are described as those over 10 commercial storeys in height. This development is likely to be visible within the view from representative viewpoint 15 (Town Hall Square). However, (as shown on the VVM for this representative viewpoint in Appendix 6.2), the proposed development would not be visible from this location and as such, there would be no cumulative effects upon ii. It would also, not be visible within any of the views from those representative viewpoints, within close proximity to the project site upon which the proposed development would have its greatest effect. As such, any potential cumulative effects upon views from the representative viewpoints would most likely be not significant. Whilst potential visible within the view from representative viewpoint 16: Balmore Park, any cumulative effects upon this view would be not significant. The proposal would be within townscape character area '4: Station Road' and within a part of the town containing existing buildings of a similar scale. There would be no change to the townscape character of this area as a result of the proposed development and as such, no cumulative townscape effects. | Townscape: No cumulative effects<br>Views: Not Significant               |
| 180319             | Portman Road, Reading                               | Application for 211 dwellings with associated access, cycle path provision, parking, landscaping and open space provision, following demolition of existing buildings (amended description)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 1.2km south-west of project site  | This proposed change of use from commercial/ light industrial to residential is likely to mean that this part of townscape character area '34: Portman Road/ Richfield Avenue light industrial area' would become part of the adjacent townscape character area '14: Oxford Road and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Townscape: No cumulative effects<br>Views: Not Significant               |

| Planning Reference | Address                                  | Scheme Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Distance from Project Site    | Appraisal of Potential Cumulative Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Potential Cumulative Effect                                                                                                                                                                                                                                                               |
|--------------------|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                    |                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Significant/ Not Significant                                                                                                                                                                                                                                                              |
|                    |                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               | surroundings'. Neither of which would be impacted by the proposed development (thus, no cumulative townscape effects). Indeed, the more easterly parts of the proposal would appear to have a good fit with the existing terraced residential development either side of Beresford Road. Potential cumulative effects upon views from representative viewpoints 5, 6 and 14 unlikely and, even if visible, potential effects of this proposal in association the proposed development upon these views would be not significant.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                           |
| 181689             | Broad Street Mall, Broad Street, Reading | Formal Scoping Opinion in accordance with Regulation 15 of the Town and Country Planning (EIA) Regulations 2017 in respect of development proposals at Broad Street Mall. The Proposed Development is for the construction of four new blocks on top of the existing Broad Street Mall shopping centre, and the extension and refurbishment of Quadrant House in Reading. The Proposed Development will provide for a mixed-use development including residential and retail space. | 600 south of the project site | This is a major development proposal within the town centre, albeit building upon and increasing the height of buildings within the Broad Street Shopping Mall. At this stage, a request for a scoping opinion has been issued, but this excludes a proposed block plan. However, details of proposed building heights are included in paragraph 55 of the scoping request. This proposes buildings which would be of up to 25 storeys in height. It would thus form a new tall building within the town centre. It would be within character area '5: Broad Street', which would be unaffected by the proposed development. As such, there would be no cumulative townscape effects. In addition, whilst it would be visible within the view from representative viewpoint 16: Balmore Park, its potential cumulative effect upon this view would be no more than a Negligible cumulative magnitude of change and no more than a cumulative Minor adverse significance of effect. It too would form an additional tall building group alongside those within the town centre provided by the proposed development and Station Hill, set within a wider context of tall buildings provided by Weldale Street/ Chatham Place to the west and Thames Quarter to the east. It would not be visible within the views from any of the representative viewpoints nearer to the proposed development upon which the greatest effects are likely and as such, any potential cumulative effects upon views from the remaining representative viewpoints would be due to this development proposal and not the proposed development. | Townscape: No cumulative effects<br>Views: Potential cumulative effects upon views from some of the representative viewpoints but, if any significant cumulative effects occur, these would be due to the Broad Street Mall shopping re-development rather than the proposed development. |
| 181652             | Former Reading Family Centre             | Outline - erection of a 2.5, 3.5 and 4.5 storey building comprising 47apartments (including 30 per cent affordable housing) in                                                                                                                                                                                                                                                                                                                                                      | 500m south of project site    | Within townscape character area '13: Cattle Market and Chatham Place' upon which the proposed development would have no characterising effects and thus there would                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Townscape: No cumulative effects<br>Views: Not Significant                                                                                                                                                                                                                                |

| Planning Reference | Address                                                                                     | Scheme Description                                                                                                                                                                                                                            | Distance from Project Site     | Appraisal of Potential Cumulative Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Potential Cumulative Effect                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                    |                                                                                             |                                                                                                                                                                                                                                               |                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Significant/ Not Significant                                                                                                                                                                                                                                                                                                                                                                                                                      |
|                    | North Street<br>Reading RG1 7DA                                                             | a mix of one, two and three-bedroom units. Landscaping, cycle and car parking with associated works (all matters reserved except layout and means of access).                                                                                 |                                | be no potential cumulative townscape effects. Of up to 4.5 storeys in height and within the local context of the permitted Weldale Street and recent Chatham Place tall building developments (forming part of the future baseline to the assessment). Whilst potentially visible within the view from representative viewpoints 5 and 16, and thus a cumulative effect in association with the proposed development possible, any potential cumulative effects would be not significant.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 181687             | Gas Holder Site,<br>Robert Parker Road / Alexander Turner Close<br>Kenavon Drive<br>Reading | Screening opinion for "the demolition of the existing gas holder, water tower and buildings and the erection of up to 130 dwellings, together with the provision of an enhanced access route, open space, landscaping and associate parking." | 1.3km east of project site     | Proposal for a development of up to 4 and 11 storeys in height within townscape character area '10: Forbury Retail Park' for which there would be no change to its townscape character as a result of the proposed development. Thus, there would be no cumulative townscape effects. The proposal (11 storey part) would be visible within the view from representative viewpoint 3, in association with the proposed development. Whilst there would be a potential cumulative effect upon this view, it is considered that this would be not significant.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Townscape: No cumulative effects<br>Views: Potential cumulative effect upon the view from representative viewpoint 3, but likely to be not significant.                                                                                                                                                                                                                                                                                           |
| 181659             | Land along the River Thames in Caversham<br>Reading                                         | Request for a Screening opinion for the Reading and Caversham Flood Risk Management Scheme                                                                                                                                                    | 300m north of the project site | Proposal for a flood risk management scheme which would impact upon parts of townscape character areas '23: King's Meadow', '27: Thames Valley' and '28: Thames Valley East' on the north bank of the River Thames, as well as parts of character areas '12: Caversham Road' and '22: Vastern Road' on the south bank of the River Thames. Whilst, no drawings could be obtained providing details of the defence management proposals, this is understood to be a low-level scheme which would include the construction of forms of barriers protecting parts of the town against potential flood waters. Those character areas on the north bank of the Thames would be unaffected by the proposed development and as such, there would be no cumulative townscape effects. However, there would be potential cumulative effects upon those character areas on the southbank of the Thames, but these would be not significant.<br><br>That part of the proposal on the southbank of the Thames is likely to be visible within views from key viewpoints 4: Caversham Bridge and 13: Christchurch Bridge for which the proposed development is assessed as having a potential significant effect upon these views. It is therefore | Townscape: Potential cumulative effects upon those character areas on the southbank of the Thames, i.e. '12: Caversham Road' and '22: Vastern Road' but these would be not significant.<br>Views: Potentially significant cumulative effects upon the views from key viewpoints 4 and 13 and it is likely that the proposed development would make a greater contribution to these potential cumulative effects than that of the flood management |

| Planning Reference | Address                                                      | Scheme Description                                                                                                                                                                                         | Distance from Project Site | Appraisal of Potential Cumulative Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Potential Cumulative Effect                                                                                                                                     |
|--------------------|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                    |                                                              |                                                                                                                                                                                                            |                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Significant/ Not Significant                                                                                                                                    |
|                    |                                                              |                                                                                                                                                                                                            |                            | considered likely that the flood defence proposals, in association with the proposed development, are likely to result in a significant cumulative effect upon these views, with the greater contribution to this cumulative effect being provided by the proposed development.                                                                                                                                                                                                                                                                                                                                                                                                            | scheme, albeit this would be dependent upon the final design of the flood prevention scheme.                                                                    |
| 181452 and 182448  | Land between Thames Valley Business Park Napier Road Reading | Request for an EIA scoping opinion for East Reading Mass Rapid Transit (MRT) scheme. (Reading Borough Council are the Applicant and plan to undertake a voluntary EIA. Application also made to Wokingham) | 1km east of project site   | Essentially a 'low-level' scheme within townscape character area '11: Napier Road' and '28: Thames Valley East'. The proposed development would have no characterising effects upon character area 11: Napier Road and only very limited effects upon 28: Thames Valley East'. As such, there would be no cumulative townscape effects upon 11: Napier Road and any potential cumulative effects upon 28: Thames Valley East would be due to this proposal rather than the proposed development. Proposal unlikely to be visible within views from any of the representative viewpoints, therefore cumulative effects upon views unlikely and, even if do occur, would be not significant. | Townscape: Any potential significant cumulative effects likely to be due to the proposal itself rather than the proposed development.<br>Views: Not Significant |

### Assessment of Potential Cumulative Effects: Planning Allocations

- 1.3 For each of the allocated sites, no detail design proposals are available and information pertaining to each is essentially confined to the brief descriptions describing a probable development on each allocated site as provided by either the 'Sites and Detailed Policies' (Adopted October 2012, altered January 2015) and the 'Submission Draft Reading Borough Local Plan' (March 2018). The potential cumulative effects of these allocations in association with the proposed development is assessed as follows:

#### SA 8e/ 8f/ 8i

- 1.4 Each of these site allocations are to the south of the River Thames and within a part of the study area with little inter-visibility between it and the proposed development. None of these are understood as likely to include potential tall buildings (i.e. 10 commercial storeys or greater). The inherent character of the townscape character areas within this part of the study area would not be impacted by the proposed development. As such, there would be no cumulative townscape effects between any of these allocations and the proposed development. Any effects on the townscape character areas directly impacted by a possible development on any of these allocated sites would be solely due to development on the allocated site itself.
- 1.5 With respect to views from the representative viewpoints, it is unlikely that development on any of these allocated sites would be visible within views from those representative viewpoints within close proximity to the proposed development upon which the greatest effects would occur, i.e. representative viewpoints 7, 10, 13, 17, 19 and 20. As such, whilst development upon one of them may be visible within a view from one of the other representative viewpoints in association with the proposed development, and therefore there would be a cumulative effect, if any potential cumulative effects were to be significant, this would be more likely due to development on one or more of these allocated sites rather than the proposed development.

#### CR11a to CR11i [Collectively referred to as the 'Station/ River Major Opportunity Area' within the 'Submission Draft Reading Borough Local Plan' (March 2018)]

- 1.6 This 'Major Opportunity Area' includes the project site, Vastern Road Retail Park and an area to the north of Vastern Road, stretching as far as the River Thames, areas to the west of Caversham Road, Station Hill and adjacent areas extending south to Friars Street and land to the south of Napier Road to the east of the Thames Quarter development. This is an area likely to include further tall buildings over and above those approved schemes which form part of the 'future baseline' to this assessment and that of a possible development on the Vastern Road Retail Park site, for which the potential cumulative effects are assessed in Chapter 6: Townscape and Visual Resources of the ES. These allocations would directly impact upon townscape character areas 1: Station Hill, 3: Friars Street, 11: Napier Road and 22: Vastern Road for which the proposed development is assessed as having a Negligible beneficial, No Change, No Change and Minor beneficial significance of effect upon respectively. In addition, the cumulative effects of a possible development upon the Vastern Road Retail Park (part of allocation site 11e) in association with the proposed development is assessed as having a Moderate beneficial cumulative significance of effect upon townscape character area 22: Vastern Road and a Minor beneficial cumulative

- significance of effect upon 1: Station Hill. It is considered that the cumulative effects of development on the allocation sites is unlikely to change the significance of cumulative effect for 22: Vastern Road, which is likely to remain as Moderate beneficial. However, it may increase the beneficial significance of effect upon townscape character area 1: Station Hill, also to a cumulative Moderate beneficial significance of effect, with the greater contribution to that cumulative effect being development on the allocation site(s). Any potential effects upon the remaining character areas (i.e. 3: Friars Street and 11: Napier Road) would not be cumulative effects and would be due solely to development upon the allocation sites.
- 1.7 Development upon allocation sites CR11f (to the west of Caversham Road) and CR11g (to the north of Vastern Road) (as described in the Submission Draft Reading Borough Local Plan' (March 2018) would include low-density residential development to reflect its proximity to low-rise residential areas. It is unlikely to include development any taller than about 4 residential storeys. It is therefore considered unlikely to add to the cumulative effects of the proposed development in association with a possible development on the Vastern Road Retail Park on character area 12: Caversham Road, i.e. Minor adverse significance of cumulative effect.
- 1.8 The proposed development is assessed as having its greatest effects (i.e. Moderate adverse significance of effect or above) on those representative views in close proximity to the proposed development, i.e. representative viewpoints 7, 10, 13, 17, 19 and 20. The proposed development in-combination with a possible development upon the Vastern Road Retail Park site (see Chapter 6), is also assessed as having a Moderate adverse significance of cumulative effect or above upon these representative viewpoints as well as those from representative viewpoints 4 and 12. Depending on the scale of development within allocation sites CR11f and CR11g, the potential significance of cumulative effect upon the views from key viewpoints 13: Christchurch Bridge and 17: Swansea Road could be increased. If so, it is likely that the greater contribution to the potential cumulative effects upon these views would be due to development on the allocation sites (inclusive of a possible development on the Vastern Road Retail Park), rather than the proposed development. Development upon these allocation sites may be visible within views from the remaining representative viewpoints, and thus there may be some cumulative effects upon these views. However, these are likely to be of a lesser significance of effect to those upon the views from the aforementioned representative viewpoints.
- CR12a to CR12e [Collectively referred to as the 'West Side Major Opportunity Area' within the 'Submission Draft Reading Borough Local Plan' (March 2018)]
- 1.9 Each of these allocation sites are to the south of the railway line and within townscape character areas for which the proposed development is assessed as having a potential significance of effect of No Change. As such, any potential characterising effects upon these character areas would be solely due to development on the allocation sites and would thus not be cumulative effects.
- 1.10 Development on these allocation sites may be visible within the views from representative viewpoints 12 and 13; upon which the proposed development is assessed as having a potential cumulative significance of effect of Moderate adverse. As such, it may be that if development on the allocation sites is also visible within these views, it could contribute to a potential Moderate

adverse significance of cumulative effect, albeit the greater contribution to that effect is likely to be the proposed development.

- 1.11 Development upon the allocation sites is also likely to be visible, in association with the proposed development, within the broad, panoramic views from representative viewpoints 5, 6 and 16. It may also be visible within the view from representative viewpoint 8, unless the consented Weldale Street development (part of the 'future baseline' to the assessment) fully screens development on allocation site CR12a and 12b, and representative viewpoint 2. However, it is considered unlikely that any potential cumulative effects upon these views would be significant.

CR13a to CR13d [Collectively referred to as the 'East Side Major Opportunity Area' within the 'Submission Draft Reading Borough Local Plan' (March 2018)]

- 1.12 Each of these allocation sites are to the south of the railway line and within townscape character areas for which the proposed development is assessed as having a potential significance of effect of No Change. As such, any potential characterising effects upon these character areas would be solely due to development on the allocation sites and would thus not be cumulative effects.
- 1.13 Development on these allocation sites could potentially be visible within a broader cone of view from key viewpoint 1: Kings Meadow and from key viewpoint 16: Balmore Park. If so, it would contribute to a potential cumulative effect upon the view, but any potential effects would be not significant.

CR14a to CR14m

- 1.14 Each of these allocation sites are within townscape character areas for which the proposed development is assessed as having a potential significance of effect of No Change. As such, any potential characterising effects upon these character areas would be solely due to development on the allocation sites and would thus not be cumulative effects.
- 1.15 Development on these allocation sites is considered unlikely to be visible within any of the views from the representative viewpoints for which a potential significance of effect of Moderate adverse or greater has been assessed, i.e. representative viewpoints 7, 10, 13, 17, 19 and 20. As such, any cumulative effects upon views as a result of development on these allocation sites in association with the proposed development are unlikely to be significant.
- 1.16 Development on allocation sites 14c and 14l may be visible within the view from representative viewpoint 2: Mount Pleasant. If so, they may contribute to a potential cumulative effect upon the view. However, if significant, it is likely that the greater contribution to that potentially significant effect would be development on the allocation sites, rather than the proposed development, given the distance of these allocated sites from representative viewpoint 2. They may also contribute to a potential cumulative effect upon the view from representative viewpoint 16: Balmore Park; however, any potential cumulative effects are considered unlikely to be significant.