



14

Junction of Vachel Road and Greyfriars Road



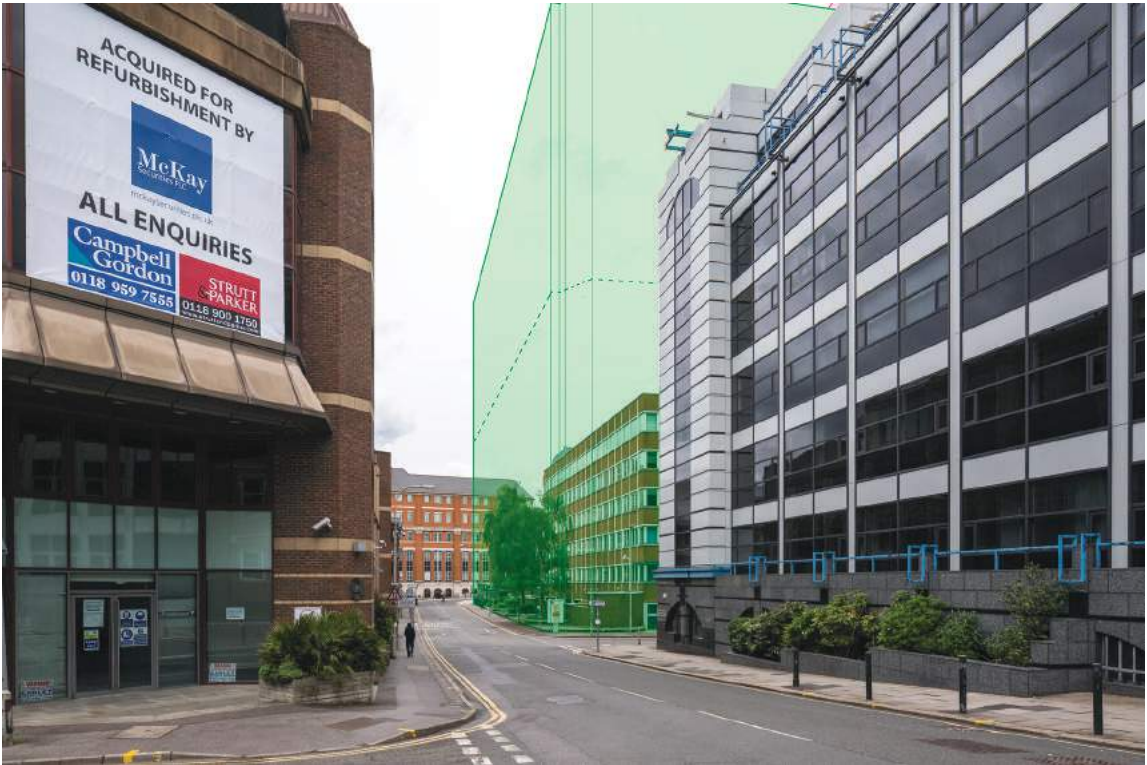
View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This viewing position is located on the southern pavement of Vachel Road, at its junction with Greyfriars Road. The view looks north along Greyfriars Road, beside the west side of the Site. This is a channelled view along Greyfriars Road, which has tall buildings on both sides, which decrease in height towards its termination. It is terminated by Phoenix House, a six storey red brick office building with pilasters rising through three storeys at ground level. To the left of the view only the canted corner entrance of No. 9 Greyfriars Road is visible. It is a brick and brown glazed office building with canopy over the inset entrance doors. To the right is another poor quality office building, six storeys and clad in white with horizontal bands of dark glazing. Beyond and occupying part of the Site, is a lower brick block, also six storeys with strong horizontal bands of glazing and brick, called Xafinity House.

Proposed

Plot A (green) fronts the entire length of the west side of the northern part of the Site. At both minimum and maximum parameters, and points between, other parts of the Proposed Development are unlikely to be glimpsed. Plot A will maintain the line of the street frontage and the character of the street, which is composed of broad and singular building elevations, whilst introducing a new, high quality element to the streetscape.

The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: moderate, beneficial

Cumulative

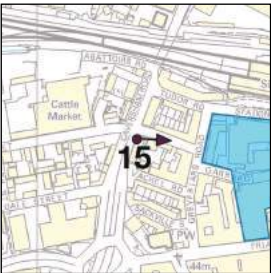
No change. The cumulative schemes will be concealed by the Proposed Development.

Significance of Impact: moderate, beneficial



15

Stanshawe Road



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks due east towards the Site along Stanshaw Street from a viewing position on Stanshaw Street at its junction with Caversham Road. To the left is a row of small terraced houses in brick and with pitched roofs, and beyond, a flat-roofed brick building occupied by the Reading Campus of London Metropolitan College. The vista along Stanshawe Street is terminated by the façade of Xafinity House, on the Site, which has bands of red brick and glazing. Rising above the roofline is Western Tower, presently on the Site, which is also a poor quality building and characterised by concrete and glazed bands. The brown wireline indicates the height and mass of the redeveloped Thames Tower, just beyond the Western Tower, when complete.

Proposed

Plot A (green) fronts the entire length of the west side of the northern part of the Site. It will conceal the redeveloped Thames Tower fully from view. Xafinity House and Western Tower will be replaced by the taller, linear form of Plot A, with the top of Plot B (yellow) providing a vertical counterpoint above. They will be high quality buildings with a shared architectural language which will add positively to the central Reading skyline.

The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: major, beneficial

Cumulative

Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters, with some articulation at upper levels. It will appear above Plot A (green). As for the SH3 Scheme, the top of Plot B (black) will provide a vertical counterpoint to the breadth of Plot A (green) in the foreground. They will be high quality buildings with a shared architectural language which will add positively to the central Reading skyline.

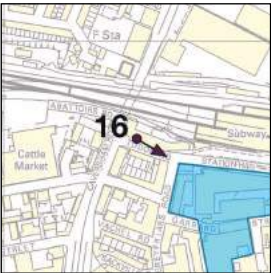
Significance of Impact: major, beneficial



Cumulative view

16

Tudor Road



View Location



Camera Location



Future baseline view

Future baseline

This view looks east towards the Site from a viewing position on the north pavement of Tudor Road. The ground rises eastwards from the junction ahead, with the Western Tower at the centre of the view and other buildings on Site at its base. The view is framed on the left side by Phoenix House, a modern, neo-classical red brick office building with rusticated stone ground floor. On the far right is a red brick building, beyond which is seen the rear elevation of a dark brick office building, Summit House, and the Malthouse pub, recently refurbished, at centre.

Proposed

Plot A (green) fronts the entire length of the west side of the northern part of the Site and its western elevation will transform this view. All buildings on Site, including the Western Tower, will be replaced and three plots of the Proposed Development will be visible from here – A (green), B (yellow) and C (blue). These plots will be separated by pedestrian routes and spaces and their frontage set at slightly staggered positions, creating a layered composition of forms in this view, and rising up to the Station in the east. They will be high quality buildings with a shared architectural language which will add positively to the central Reading skyline and will be appropriate to this important site close to the main rail station.

The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: major, beneficial

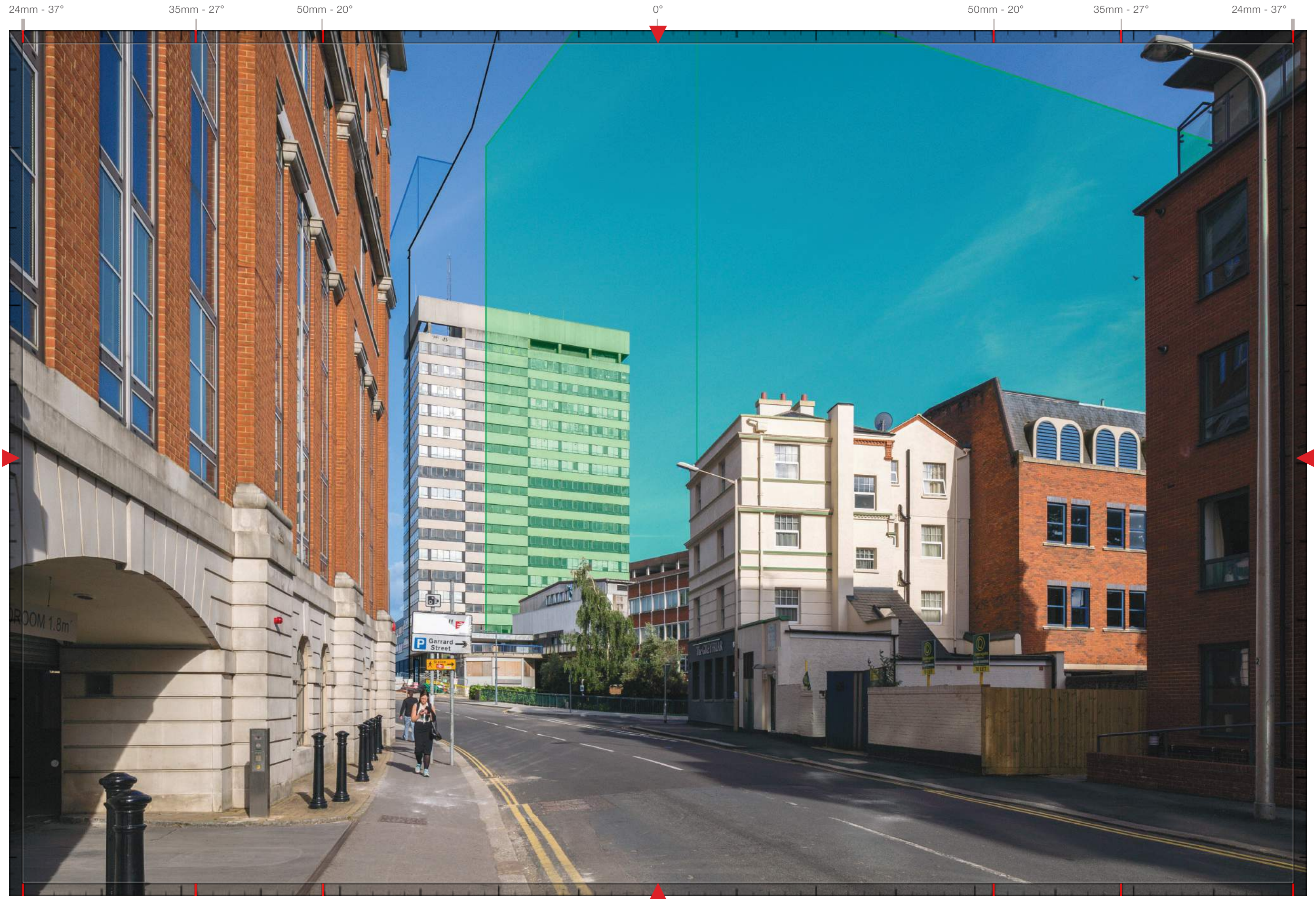


Proposed view

Cumulative

Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters, with some articulation at upper levels. It will appear in between the other plots of the SH3 Scheme, maintaining the compact group form of those buildings and the stepped roofline, leading up from the west to the east.

Significance of Impact: major, beneficial



17

Caversham Road



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This viewing position is on Caversham Road, just beyond the junction of Brigham Road, and looks south east towards the Site. The main road and signage dominates the foreground and beyond, winter trees filter views of low rise, broad building retail park buildings. Rising above these buildings in the far distance are Thames Tower, to the left and largely obscured by trees even in this winter view, and Western Tower, more prominent to the right and partly obscured by tree branches. Western Tower is on the Site of the Proposed Development. The brown wireline indicates the full extent of the height and mass of Thames Tower when its redevelopment is complete. On the far right of the view is a short, staggered brick terrace of plain, three storey buildings with shops at ground floor.

Proposed

From this northerly viewpoint, a substantial part of the north elevations of Plots C (blue) and B (yellow) will appear beside the Thames Tower, in the centre distance of the view. They will share a calm architectural language whilst appearing separated by a stepped roofline, through which the tallest building Plot C (blue), will landmark the new Station Square and refurbished Station just beyond. The north elevation of Plot C will be further distinguished through modulation or variety of some manner. At maximum parameters, part of Plot A (green) and D (pink) will be glimpsed beside these new landmark buildings, adding depth to the new cluster form. The Western Tower will be replaced with a group of high quality buildings which will signal the regeneration of the Station and surrounding area beyond and which will add positively to the urban skyline of Reading.

The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: moderate to major, beneficial

Cumulative

Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters, with some articulation at upper levels. It will appear adjacent to Plot C (blue), maintaining the compact group form of those buildings and the stepped roofline, leading up from the west to the east. The redeveloped Thames Tower would be concealed by the Royal Mail Group development, which would dominate this view. The lower blocks of the Royal Mail Group development would form a base to the Plot C (blue) and Plot B (Reserved Matters Application) (black) and would also step towards the left of the view, creating a cohesive and densely layered group of new buildings on the skyline.

Significance of Impact: major, beneficial

24mm - 37°

35mm - 27°

50mm - 20°

0°

50mm - 20°

35mm - 27°

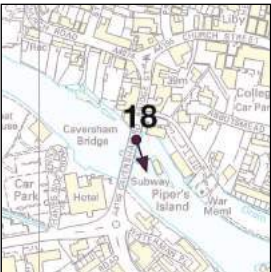
24mm - 37°



Cumulative view

18

Caversham Bridge A



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks south east towards the Site across the River Thames from the east pavement of Caversham Bridge. The Reading Tall Building Strategy (2008) describes the view as follows:

“The banks of the River Thames as viewed from Caversham Bridge are developed, largely with low rise residential and leisure usage. Exceptions include Thames Tower and Western Tower which are visible in the background of the view. None of the buildings visible in this view are of a high quality; the combination of late 20th century architectural styles creates an uninteresting and indifferent character.” (Ref 1-12, p.60)

The Western Tower is on part of the Site of the Proposed Development. The brown wireline indicates the full extent of the height and mass of Thames Tower when its redevelopment is complete.

Proposed

From this northerly viewpoint, a substantial part of the north elevations of Plots C (blue) and B (yellow) will appear beside the Thames Tower, in the centre distance of the view. They will share a calm architectural language whilst appearing separated by a stepped roofline, through which the tallest building Plot C (blue), will landmark the new Station Square and refurbished Station just beyond. The north elevation of Plot C will be further distinguished through modulation or variety of some manner. At maximum parameters, part of Plot A (green) and D (pink) will be glimpsed beside these new landmark buildings, adding depth to the new cluster form. The Western Tower will be replaced with a group of high quality buildings which will signal the regeneration of the Station and surrounding area and which will add positively to the urban skyline of Reading.

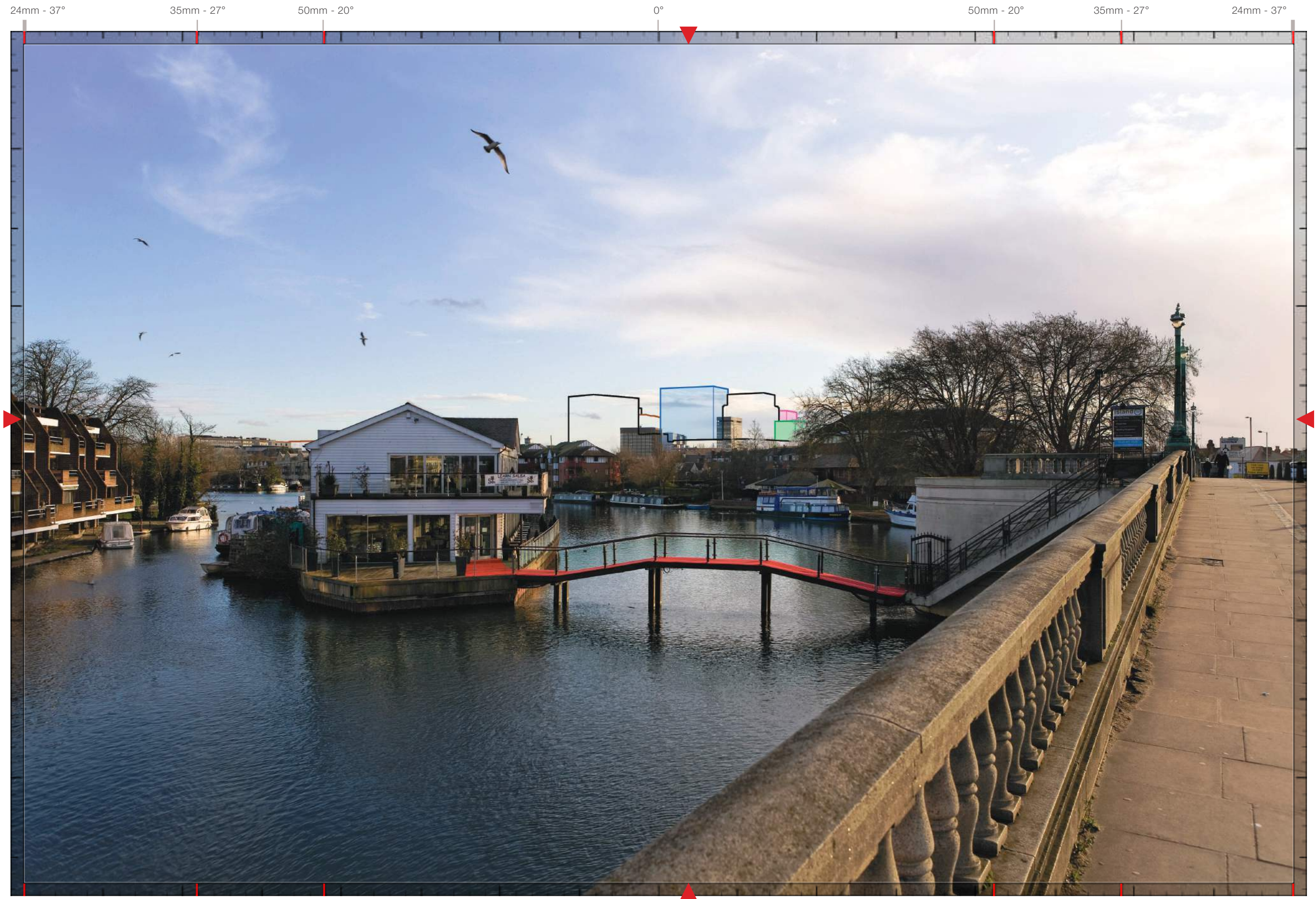
The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: moderate, beneficial

Cumulative

Cumulative
The tallest block of the Royal Mail Group development will conceal much of the redeveloped Thames Tower (brown) and will appear slightly lower than, and to the left of, Plot C (blue) of the Proposed Development. Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters, with some articulation at upper levels. It will appear adjacent to the right side of Plot C (blue) and slightly lower in height. Together, these new buildings will have a compact and slightly rounded skyline profile, landmarking the regeneration of the Station and surrounding area and adding positively to the urban skyline of Reading.

Significance of Impact: moderate, beneficial



Cumulative view

18a

View from war memorial
on north riverbank of
thames



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view from within the Christchurch Meadows looks south east towards the Site. The viewing position within the Meadows is adjacent to the War Memorial. The river and its birdlife dominates the foreground, with grass banks and some trees on both sides. The residential developments on the south side are of distinct styles whilst visually related through mass, vertical detailing, a predominance of brick and a roofline characterised by pitches set at varied angles. The tops of more distant, taller buildings can be seen beyond this roofline, including One Reading Central and the Blade, to the far left, and Thames Tower and Western Tower in the centre. The brown wireline indicates the full extent of the height and mass of Thames Tower when its redevelopment is complete.

Proposed

As in view 18, the upper part of the north elevations of Plots C (blue) and B (yellow) will appear beside the Thames Tower, in the centre distance of the view. They will share a calm architectural language whilst appearing separated by a stepped roofline, through which the tallest building Plot C (blue), will landmark the new Station Square and refurbished Station just beyond. The north elevation of Plot C will be further distinguished through modulation or variety of some manner. At maximum parameters, part of Plot A (green) and D (pink) will be glimpsed beside these new landmark buildings, adding depth to the new cluster form. At minimum parameters, Plot A (green) and D (pink) would not be seen and little of B (yellow) would appear above the roofline. The Western Tower will be replaced with a group of high quality buildings which will signal the regeneration of the Station and surrounding area and which will add positively to the urban skyline of Reading. The immediate setting and character of the River will not be harmed.

The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: minor to moderate, beneficial

Cumulative

Cumulative
The tallest block of the Royal Mail Group development will fully conceal the redeveloped Thames Tower (brown) and will appear slightly lower than, and to the left of, Plot C (blue) of the Proposed Development. Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters, with some articulation at upper levels. It will appear adjacent to the right side of Plot C (blue) and slightly lower in height. Together, these new buildings will have a compact and slightly rounded skyline profile, landmarking the regeneration of the Station and surrounding area and adding positively to the urban skyline of Reading.

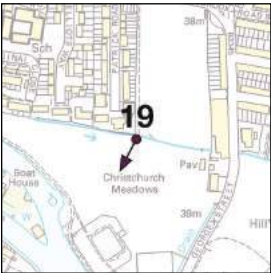
Significance of Impact: moderate, beneficial



Cumulative view

19

Christchurch Meadows



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This viewing position, like view 18a above, is located in Christchurch Meadows and looks south and slightly west towards the Site. The foreground is open grassland with a meandering tarmac path on the left. A playground is in the centre of the view, largely hidden by the construction works visible within the view and with the river largely out of sight just beyond, separating it from the buildings seen through the trees lining its edge. They are largely broad brick buildings of about six storeys with a white clad office building, Clearwater Court, on the far right. In summer, much less of these buildings would be visible. Rising above them in the mid-distance are two taller buildings, Thames Tower and Western Tower. At the foot of the Western Tower is the new Station Bridge. Further left, the brown wireline indicates the full extent of the height and mass of Thames Tower when its redevelopment is complete.

Proposed

As in views 18 and 18a, the upper part of the north elevations of Plots C (blue) and B (yellow) will appear beside the Thames Tower, in the centre distance of the view. They will share a calm architectural language whilst appearing separated by a stepped roofline, through which the tallest building Plot C (blue) will landmark the new Station Square and refurbished Station just beyond. The north elevations of Plot C (blue) and Plot B (yellow) will be distinguished through modulation or variety of some manner. Plot A (green) will be seen to the right of C, adding depth to the new cluster form. The Western Tower will be replaced with a group of high quality buildings which will signal the regeneration of the Station and surrounding area and which will add positively to the urban skyline of Reading. The immediate setting and open character of the Meadows and the River will not be harmed.

The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: minor to moderate, beneficial

Cumulative

Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters, with some articulation at upper levels. It will appear adjacent to the right side of Plot C (blue) and slightly lower in height. The tallest block of the Royal Mail Group development will almost fully conceal Plot A (green), to the right of Plot B. The redeveloped Thames Tower (brown) will appear slightly lower than, and to the left of, Plot C (blue) of the Proposed Development. Together, these new buildings will have a compact skyline profile, landmarking the regeneration of the Station and surrounding area and adding positively to the urban skyline of Reading. From here, the separate identities of the proposed and consented buildings will be discernible and together they will replace the isolated forms of the Western Tower and Thames Tower with a new layer of urban development in the mid-distance

Significance of Impact: moderate, beneficial



20

Reading Bridge near Vastern Road



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks south west towards the site, from the southern end of Reading Bridge near to the roundabout junction with Vastern Road. The foreground of the view is dominated by the roundabout and connecting roads. Beyond the roundabout to the left, earthbanks lead up to rail lines which lead into Reading Station. Beyond the railway to the far left is a broad office building clad in polished pink granite known as Apex Plaza and on the right of the view, a five storey brick and concrete multi storey car park. In the distance, rises the squat tower form of Thames Tower and the tip of Western Tower. The brown wireline indicates the full extent of the height and mass of Thames Tower when its redevelopment is complete.

Proposed

The east and north elevations of Plot C (blue) will become the tallest building in view and a new marker for the refurbished Reading Station. Stepping down to the west, Plot B (yellow) and, at maximum parameters, Plot G (purple) will add depth to the new cluster form. The Western Tower will be replaced with a group of high quality buildings which will signal the regeneration of the Station and surrounding area and which will add positively to the urban skyline of Reading.

The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: moderate, beneficial

Cumulative

Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters, with some articulation at upper levels. It will appear adjacent to the right side of Plot C (blue) and slightly lower in height. 29-35 Station Road (black) will have a slender silhouette and will appear just left of the redeveloped Thames Tower (brown). These consented buildings will have a looser group character on the skyline from this perspective and will be more individually identifiable. Together they will landmark the new Station Square and adjacent refurbished Station. The high quality of their designs will add positively to the existing urban skyline

Significance of Impact: major, beneficial

35mm - 27°

50mm - 20°

0°

50mm - 20°

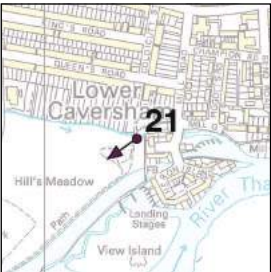
35mm - 27°



Cumulative view

21

Hills Meadow



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This viewing position is located in Hills Meadow, on the north bank of the River Thames and looks south west towards the Site. The river is just beyond the frame to the left. It is lined by a tarmac path with benches facing the river and mature trees at its edge. The rolling grassland and unkempt shrubs provide a simply landscaped green space and at present almost no built form is visible beyond the mid-distant tree line even in winter. Only the very tip of the Western Tower can be discerned at the centre. The brown wireline indicates the full extent of the height and mass of Thames Tower when its redevelopment is complete.

Proposed

In winter, the top of Plot C (blue) will be visible at both minimum and maximum parameters and will be a recognisable form adjacent to the redeveloped Thames Tower (brown). It will be visibly distant and its calm and light architectural expression will not intrude on the relaxed character of this green space, views from which are largely directed south towards the river. At maximum parameters, Plot B (yellow) will appear beside C (blue) and together they will form a new distant marker for the refurbished Station and the regenerated sites around it.

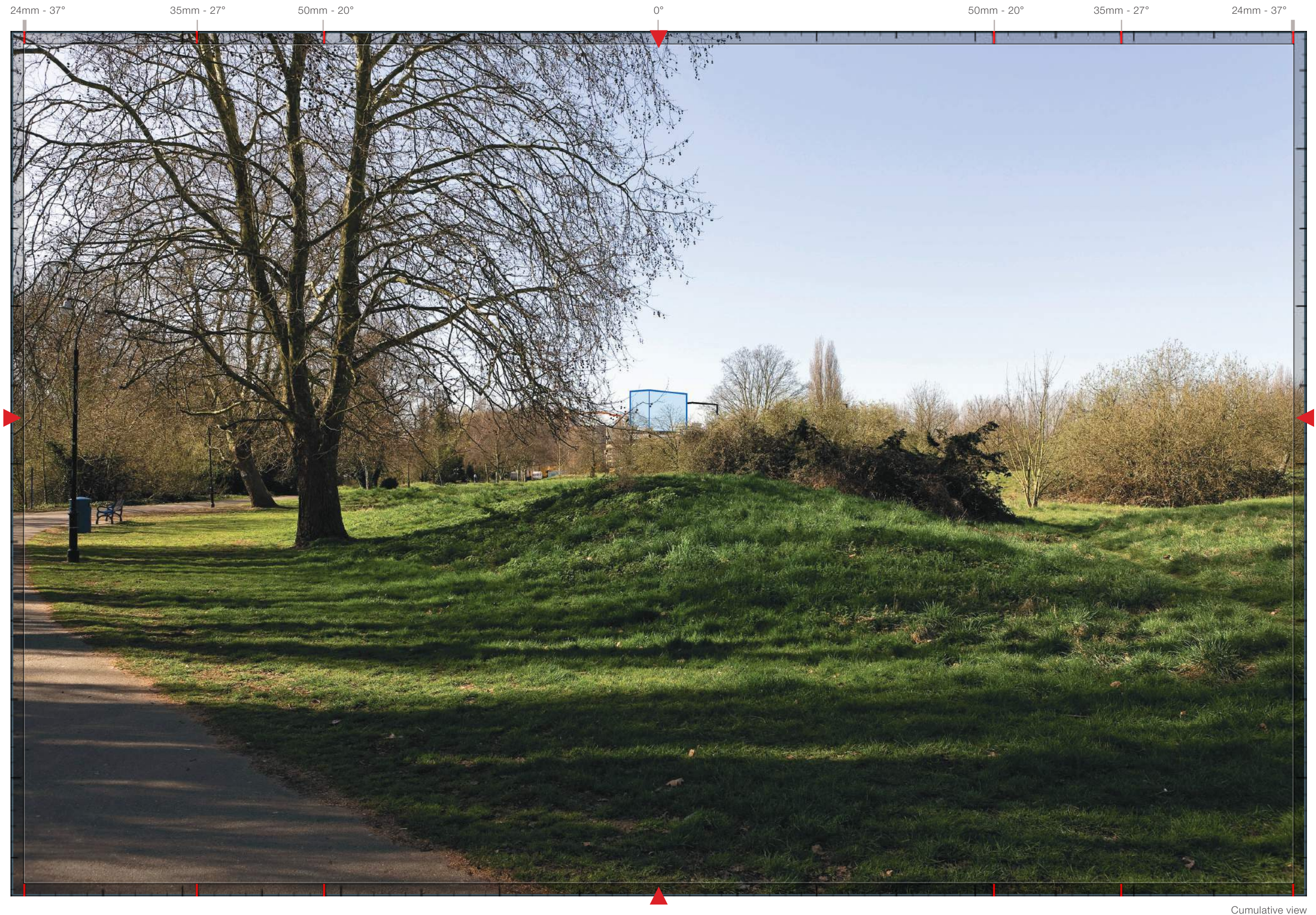
The proposed amended Plot E will not be visible in this view: its impact will be the same as that of Plot E in the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: minor to moderate, beneficial

Cumulative

Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters, with some articulation at upper levels. It will appear adjacent to the right side of Plot C (blue) and slightly lower in height. Together they will landmark the new Station Square and adjacent refurbished Station and will have a slightly rounded skyline profile in conjunction with the adjacent redeveloped Thames Tower (brown).

Significance of Impact: moderate, beneficial



22

Kings Meadow



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

The Kings Meadow is designated locally as a Major Landscape Feature. This view looks across the playing field in its southern half, towards the Site. The foreground of the view is dominated by the green expanse of the playing field which is bound on all sides by mature trees. A small brick pavilion lies to the right of the playing field; this is the Kings Meadow Swimming Pool and is listed at Grade II. The winter trees at the perimeter allow partial views to the buildings which form this open space’s existing urban context. On the far left of the frame, Energis House (brown wireline) is under construction and will be of a height related to its immediate neighbour when complete. In front of that building, and addressing the Meadow on the left, is a line of low pitched roofed office buildings, known as Napier Court. Behind these rises One Reading Central, a cubic office building, at 10 storeys, and to its right, Apex House, a pink granite-clad office block. In the centre of the view are the distinctive forms of Thames Tower and the Western Tower. The brown wireline at the centre of the view indicates the full extent of the height and mass of Thames Tower when its redevelopment is complete. Further right, and mainly hidden by trees are Kings Meadow House and, behind it, North Reading Bridge House.

Proposed

Much of the east and north elevations of Plot C (blue) will be visible at both minimum and maximum parameters and will be a recognisable landmark for the refurbished Reading Station. Stepping down to the west and south, Plot B (yellow), G (purple) and D (pink) will add depth to the new cluster form. The redeveloped Thames Tower (brown) will be set close to the left side of Plot C (blue) and will appear as part of the overall group of new buildings on the skyline. Together, they will signal the regeneration of the Station and surrounding area and will add positively to the urban skyline of Reading. They will relate to the existing layers of built form in view beyond the perimeter of this locally

designated landscape and will not harm the setting of the Grade II listed swimming pool building. The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: minor to moderate, beneficial

Cumulative

Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters, with some articulation at upper levels. It will appear adjacent to the right side of Plot C (blue) and slightly lower in height. 29-35 Station Road (black) will have a slender silhouette and will appear just left of the redeveloped Thames Tower (brown). These consented buildings will have a looser group character on the skyline from this easterly perspective and will be more individually identifiable. Together they will landmark the new Station Square and adjacent refurbished Station. The high quality of their designs will add positively to the existing urban skyline.

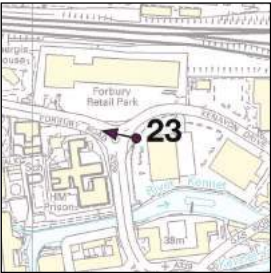
Significance of Impact: moderate, beneficial



Cumulative view

23

Forbury Road near Reading Prison



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks due west towards the Site from the roundabout junction of Forbury Road with Kenavon Drive. This is a distinctly urban view with a mixed character of built form and dominated in the foreground by the road, roundabout and associated street furniture. The most eye-catching feature is the blank, dark brick wall on the left surrounding Reading Prison, which is Grade II listed. Beyond, and also listed at Grade II, is the less imposing stone form and bell tower of the Church of St James. The wall and Church lie within the area designated as the Scheduled Ancient Monument of Reading Abbey. To the right, the broad mass of Energis House is under construction and nearly built (a brown wireline indicates its full mass when complete). Beyond is the lighter form of One Reading Central. They are both characterised by bands of tinted glazing. Further in the distance can be seen the pink granite cladding of Apex house, the darker form of the Thames Tower and the white banded Western Tower at centre. The brown wireline at the centre of the view indicates the full extent of the height and mass of Thames Tower when its redevelopment is complete.

Proposed

Only Plot C (blue) of the Proposed Development will be seen on this approach from the east. It will appear beyond the redeveloped Thames Tower (brown). At maximum parameters, its narrow east elevation will rise to a height similar to One Reading Central, providing a new slender marker for the regenerated Station and surrounding area and adding positively to the urban skyline of Reading. The setting of the listed prison wall and Church of St James will not be harmed.

The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: minor to moderate, beneficial

Cumulative

29-35 Station Road will appear to the left of Plot C (blue), and at a similar height to its maximum parameters, consolidating the skyline cluster form of the development emerging in the Station area.

Significance of Impact: moderate, beneficial

35mm - 27°

50mm - 20°

0°

50mm - 20°

35mm - 27°



Cumulative view

24

St Laurence's Church



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

St Laurence's Church was the former gatehouse of the Abbey and is behind this viewing position which looks northwest across the Market Place towards the Site. The Market Place in the foreground is pedestrianised and forms a focal point of the Market Place/London Street Conservation Area, in which this viewing position lies. This is an attractive central space, without traffic and with a number of the town centre's significant historic buildings in view. It has simple hard landscaping with raised brick planters, a number of mature trees and a statue of Queen Victoria which is listed at Grade II. Most prominent and on the right is Reading Council Chamber, which is listed at Grade II*. It has richly ornamented red and grey brickwork and two steeply pitched-roof towers, one containing a clock. To the left of the trees in the centre, and appearing much lower due to their distance, brick buildings front the south side of Friar Street. They are three to four storeys and have shops at the ground floor, several of the more distant buildings are listed at Grade II. Rising above them at the centre is the light blue Angel House, the Novotel. The brown wireline at the centre of the view indicates the full extent of the height and mass of Thames Tower when its redevelopment is complete. On the left of the frame is a row of four storey brick buildings with shops at street level which curves out of view into Friar Street.

Proposed

The top of Plot C (blue) will be visible beyond the redeveloped Thames Tower (brown) at both minimum and maximum parameters and will be a recognisable new landmark for the new Station Square and refurbished Station just beyond. At maximum parameters, stepping down to the west and south, Plots B (yellow), D (pink) and F (orange) will appear beside and beyond the Novotel, adding depth to the new cluster form. They will share a calm architectural language whilst reading as separate forms with stepped heights rising up to the northeast. Together, they will appear as

a discrete new layer of urban form on the skyline, distinct from the red brick, historic buildings in view and of a high quality which will signal the regeneration of the Station and surrounding area and add positively to the urban skyline of Reading.

The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: minor to moderate, beneficial

Cumulative

29-35 Station Road will have a slender profile and will appear in front of, and distinct from, the new Thames Tower and Plot C (blue) of the Proposed Development. Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters, with some articulation at upper levels. It will appear adjacent to the left side of Plot C (blue) and slightly lower in height. These new buildings will have a compact skyline profile and will together landmark the Station beyond.

Significance of Impact: major, beneficial

24mm - 37°

35mm - 27°

50mm - 20°

0°

50mm - 20°

35mm - 27°

24mm - 37°



Cumulative view

25

Station Road B



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks northwest towards the Site from the junction of Friar Street and Station Road. Station Road leads off the right side of the frame and the north side of Friar Street extends along the left of the frame. It is a retail thoroughfare with wide pavements fronted by a mixture of building styles and ages with a varied roofline. Most prominently, the blue and white clad and glazed upper storeys of the Novotel have a number of projecting bays which create a stepped form, rising steeply above the buildings on Friar Street and Station Road and dominating the view. The brown wireline at the far right of the view indicates the full extent of the height and mass of Thames Tower when its redevelopment is complete.

Proposed

Only Plot E (red) of the Proposed Development will be visible on the left side of this view on Friar Street. It will be the same height as in the SH3 Scheme but will extend further westwards to include the adjacent building which has clear horizontal bands of windows and brickwork. From this easterly perspective, the overall stepped mass of Plot E will appear similar to its form in the SH3 Scheme. The southern frontage on Friar Street will appear in line with the small brick listed building (39 Friar Street) on the east side of the entrance to the new Friar's Walk. At the minimum parameters, Plot E (red) will rise little above the existing building's height and will be little noticed, if at all, seen obliquely within this varied street frontage. At the maximum parameters, it will contribute more variation and depth to the existing roofline without dominating the skyline and will act as a local landmark for the new pedestrian route north off Friar Street. To the right, above the roofline on Station Road, the top of Plot C (blue) will landmark the new Station Square and regenerated area just south of the Station, and will assist in forming a separate upper layer of built

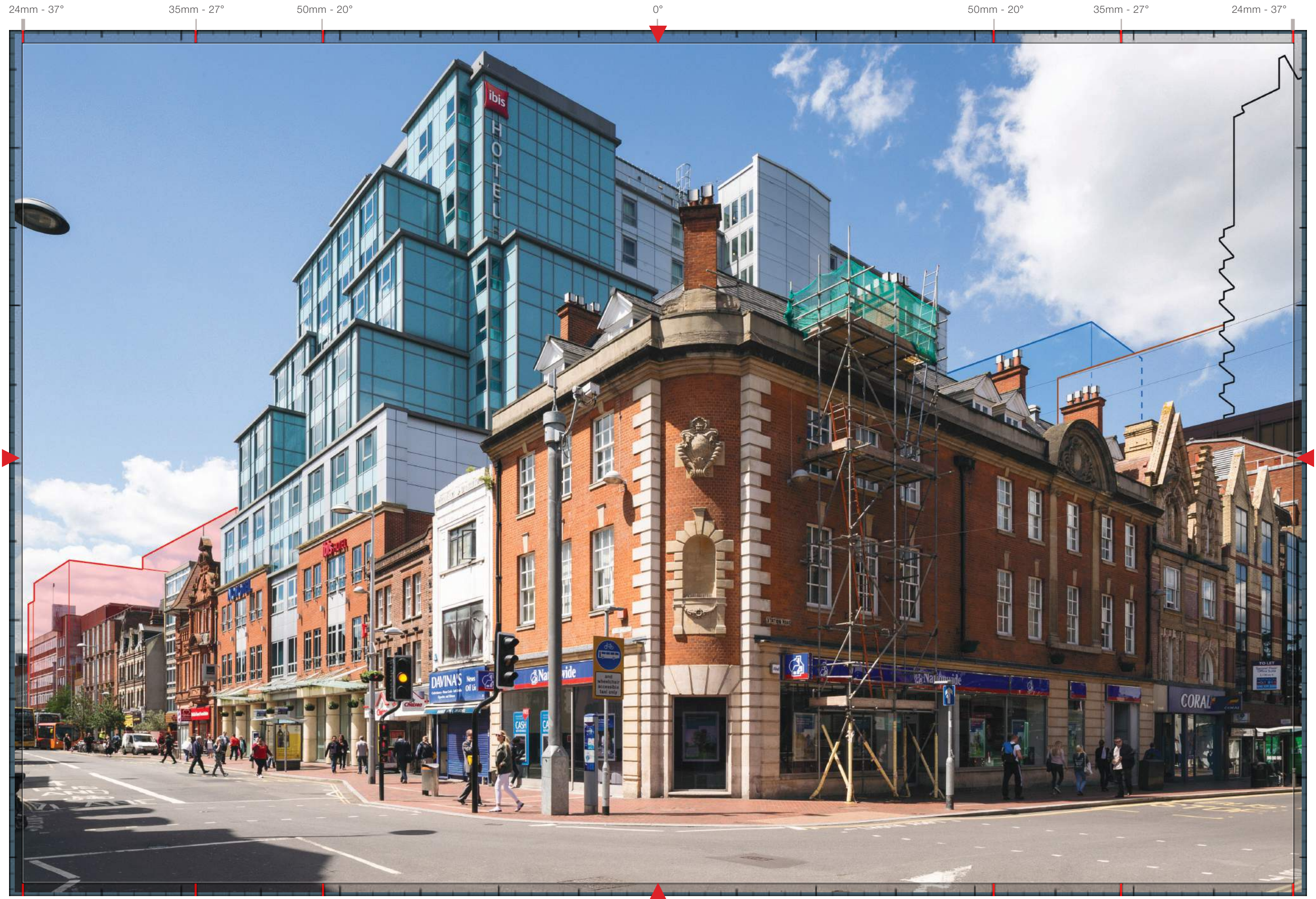
form in view, joining the top of the redeveloped Thames Tower (brown) and helping to separate the Novotel from the predominantly brick frontage at street level. At the minimum parameters, the top of Plot C (blue) is unlikely to be noticed.

Significance of Impact: minor, beneficial

Cumulative

The slender profile of 29-35 Station Road will appear on the far right of the frame, joining this upper tier of modern built form and , together with the redeveloped Thames Tower (brown) and Plot C (blue) of the Proposed Development, marking the Station at the northeast end of the Site.

Significance of Impact: minor, beneficial



25a

Station Road Looking North



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

The viewing position is the same as for view 25 above, at the junction of Friar Street with Station Road. This view looks north along Station Road. Station Road has a mixed architectural character. The corner buildings on the left and right of the frame are traditional red brick façade with stone at ground level and neo-Georgian in style. The buildings beyond on the west side of the road have prominent gabled roofs, the furthest two are richly detailed and part of a Grade II listed building, the two before it are part of a late 20th century building. Further north is a red brick 1980s office building with steep metal mansard roof and a plain brick and clad 1960s building adjacent to the taller and brown opaque mass of Thames Tower at the end of the street (under scaffolding in this view). Thames Tower is presently being redeveloped and the brown wireline indicates the full extent of its height and mass when complete. On the far left, the blue and white clad top of Angel House (the Novotel) is rises above the red brick buildings which front the street. In the middle distance, partly obscured by a lamppost at this point, is the Grade II listed Station building. Although small in scale and visibly distant, its broad, two-storey mass and white clock tower effectively terminate the vista. The buildings on the right side of Station Road, to the east, are seen obliquely, with part of a flank wall visible where the building line steps in and the pavement narrows.

Proposed

At maximum parameters, the top of Plot C (blue) of the Proposed Development will appear to the right of Angel House (the Novotel), above the roofline of buildings fronting Station Road and just beyond the redeveloped Thames Tower (brown). It will landmark the new Station Square and regenerated area just south of the Station, and will assist in forming a separate upper layer of built form in view, separating the Novotel further from the predominantly brick frontage at street level. At the minimum parameters, the top of Plot C (blue) is unlikely to be noticed.

The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: minor, beneficial

Cumulative

The slender profile of 29-35 Station Road will appear in the centre of the frame, joining this upper tier of modern built form and, together with the redeveloped Thames Tower (brown) and Plot C (blue) of the Proposed Development, marking the Station at the northeast end of the Site.

Significance of Impact: minor, beneficial

24mm - 37°

35mm - 27°

50mm - 20°

0°

50mm - 20°

35mm - 27°

24mm - 37°



Cumulative view

26

Friar Street looking west



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view is west of view 25, closer to the Site on the south pavement of Friar Street, just to the east of Merchants Place. Friar Street is a retail thoroughfare with widened pavements and restricted traffic flow, and fronted on both sides by an assortment of building styles and ages. They are largely three to six storeys in height and lower on the south side. The brown wireline which terminates the southern frontage indicates the full extent of the mass and height of Phase 2 of Chatham Place when complete. On the right is a six storey concrete framed office building beyond and, beyond, a terrace of three storey dormered buildings in grey and red brick, then a modern brick building with projecting bay windows and, to the east of the site, a small three storey brick building which is listed Grade II. Further along the north side of the street are the buildings which currently occupy the Site: a five storey and flat-roofed building and, beyond, a 1960s flat-roofed office building of six storeys. The north street frontage peters out towards Greyfriars Road to the west.

Proposed

Only Plot E (red) of the Proposed Development will be visible in this view. It will be the same height as in the SH3 Scheme but will extend further westwards to include the adjacent building which has clear horizontal bands of windows and brickwork. From this easterly perspective, the overall stepped mass of Plot E will appear similar to its form in the SH3 Scheme. The southern frontage on Friar Street will be set in line with the listed building to its east, with the entrance to the new Friar's Walk in between. At the minimum parameters, Plot E (red) will rise to a similar height as its closest neighbours. At the maximum parameters, it will appear taller than the buildings further west and will provide a local marker for the entrance to the new Friar's Walk. Its stepped roofline will rise up and away from the street front, indicating the new route and

newly regenerated Site beyond. It will be a new high quality building which will add positively to the varied street frontage and will mark the entrance to the new pedestrian route northwards through the Site and the new public spaces and activity located there.

Significance of Impact: minor to moderate, beneficial

Cumulative

No change.

Significance of Impact: minor to moderate, beneficial

24mm - 37°

35mm - 27°

50mm - 20°

0°

50mm - 20°

35mm - 27°

24mm - 37°



Cumulative view

27

Union Street



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks due north along Union Street, a narrow pedestrian passage orientated north-south and leading between Broad Street and Friar Street. There are two storey buildings on both sides, which are only seen obliquely due to the narrowness of the street. The buildings are either brick or white rendered and have shop fronts at street level with residences above. The channelled view has no clear point of termination due to the shop signs and awnings, but a bridging brick building and roof on Friar Street can be discerned between them, with some taller rooftops above.

Proposed

At maximum parameters, the tops of Plot F (orange), G (purple) and C (blue) will add to the existing layers of rooftops in view. The different character and heights of these buildings will add to that visual texture and to the enclosed character of the passageway. Visible at both maximum and minimum parameters, the top of Plot C (blue) will also provide a helpful marker for the new Station Square and refurbished Station beyond.

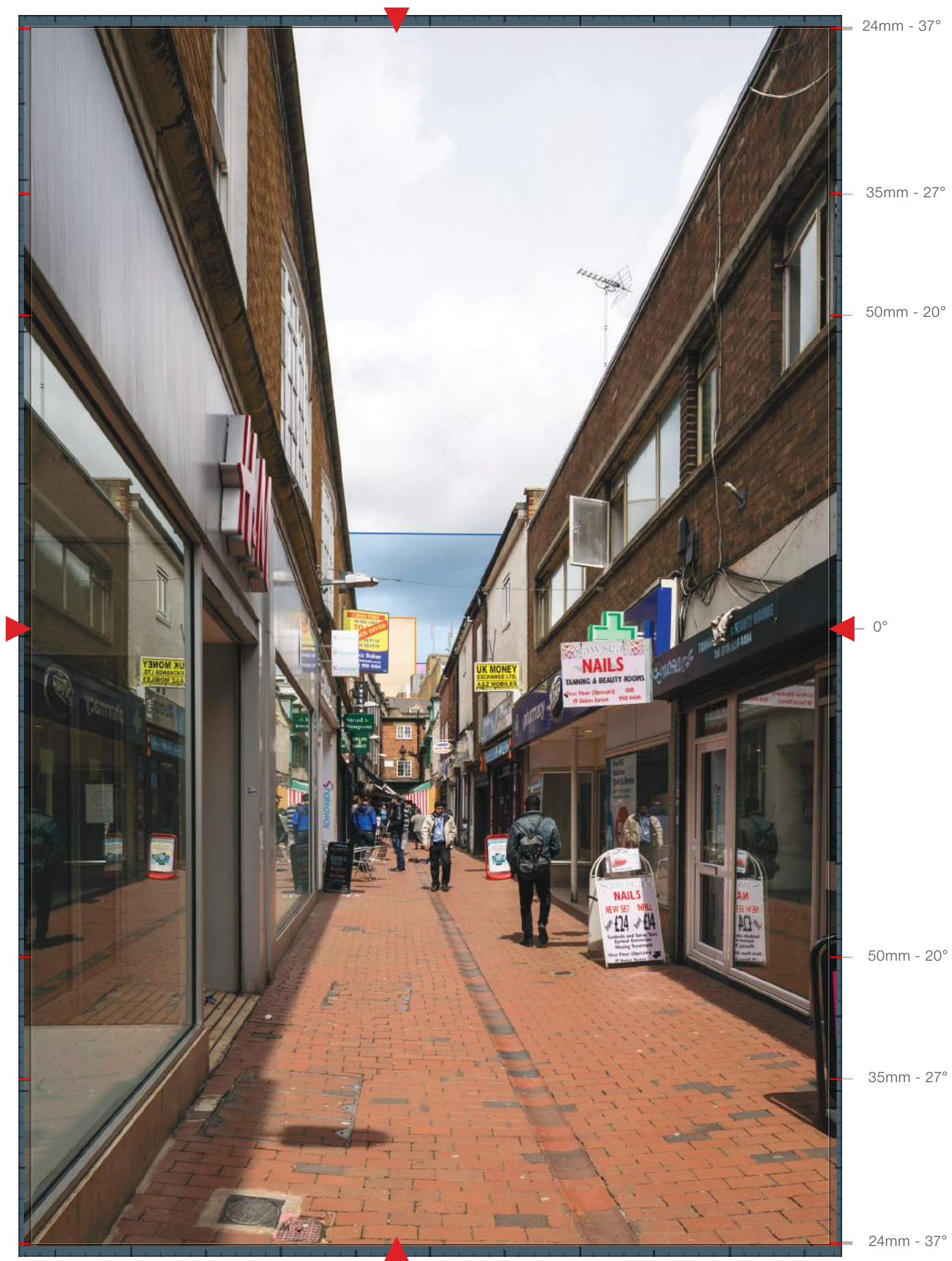
The proposed amended Plot E will not be visible in this view: the impact of the proposed Development will be the same as that of the SH3 Scheme (as assessed in the 2013 ES).

Significance of Impact: minor to moderate, beneficial

Cumulative

No change.

Significance of Impact: minor to moderate, beneficial



Cumulative view

28

Junction of Castle Street and St Mary's Butts



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This viewing location, on Castle Street at its junction with St Mary's Butts, is situated in the St. Mary's Butts/Castle Street Conservation Area and looks northeast towards the Site. The Reading Tall Buildings Strategy (2008) describes the view as follows:

"The main component of the view is St. Mary's Church which is the tallest building on the skyline. The low rise buildings on St. Mary's Butts, trees within the graveyard and the street furniture are all secondary elements of the view. All of these features are of a significantly smaller height and scale than the church tower." (Ref 1-12, p.39)

St Mary's Church is listed at Grade I and the associated buildings beyond are listed at Grade II. To the left of the view is the Horn Inn, a Grade II listed 16th century, timber framed public house.

Proposed

From this south-westerly point, and at maximum parameters, the tops of almost all the Plots of the Proposed Development would be visible. The west tip of the tallest Plot C (blue) would be visible at both minimum and maximum parameters and would provide a new marker for the refurbished Station and new Station Square. It would appear directly adjacent to the Tower of the Grade I listed St Mary's Church, but would in no way dominate its setting, and its calm and light architectural expression would ensure that it appeared as a recessive feature on the skyline, in the mid-distance. The other Plots would step down from the greater height of C (blue) to the south and west. The amended Plot E will be the same height as in the SH3 Scheme but will extend further westwards: the overall composition of the SH3 Scheme will not be altered. Together, the new buildings will have a dense and richly layered cluster form on the skyline, marking the regeneration

of the Station and surrounding area. In summer, much of Plot C (blue) would be concealed by the trees in the graveyard of St Mary's Church and at minimum parameters, the lower Plots would not be visible and the taller – B (yellow) and C (blue) – would be little noticed in the distance.

Significance of Impact: minor to moderate, beneficial

Cumulative

Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters, with some articulation at upper levels. It will appear adjacent to the left side of Plot C (blue) and slightly lower in height. These new buildings will have a compact skyline profile and will together landmark the Station beyond. They will be clearly visible as a separate element in the existing wider urban setting of the Grade I Listed Church and will not harm the viewer's appreciation of that landmark historic building or the profile and prominence of its Tower in particular.

Significance of Impact: moderate, beneficial

24mm - 37°

35mm - 27°

50mm - 20°

0°

50mm - 20°

35mm - 27°

24mm - 37°



Cumulative view

29

Station Hill
looking south



View Location



Camera Location



Future baseline view

Future baseline

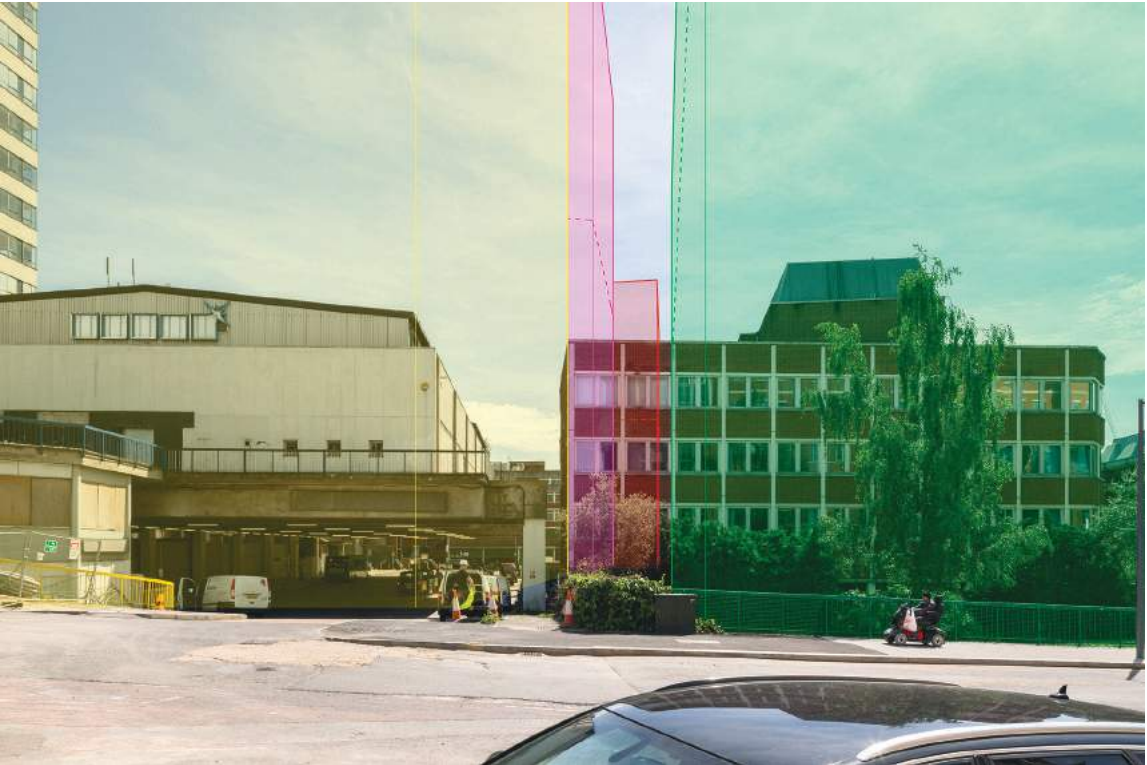
This close view is from the western end of Station Hill in front of the Station and looks south. To the left of the view is the Old Bus Station; a corrugated metal warehouse shed raised up over the bus garage. Just visible to the far left is part of Western Tower. On the right side of the view, and partly concealed by shrubs and trees, is a broad, four storey brick and concrete office building, Xafinity House, with a taller central element with grey mansard roof rising above.

Proposed

A new route southwards from Station Hill will be provided between Plots B (yellow) and A (green) as part of the consented SH3 Scheme. A sliver of the amended Plot E (red) will be seen beyond Plot D (pink) and beside it the new pedestrian route will be seen continuing southwards along the new Friar’s Walk to Friar Street.

The proposed amended Plot E is the same as the consented Plot E in height and is extended westwards only: the proposed amendments to Plot E will not therefore be visible in this view.

Significance of Impact: major, beneficial

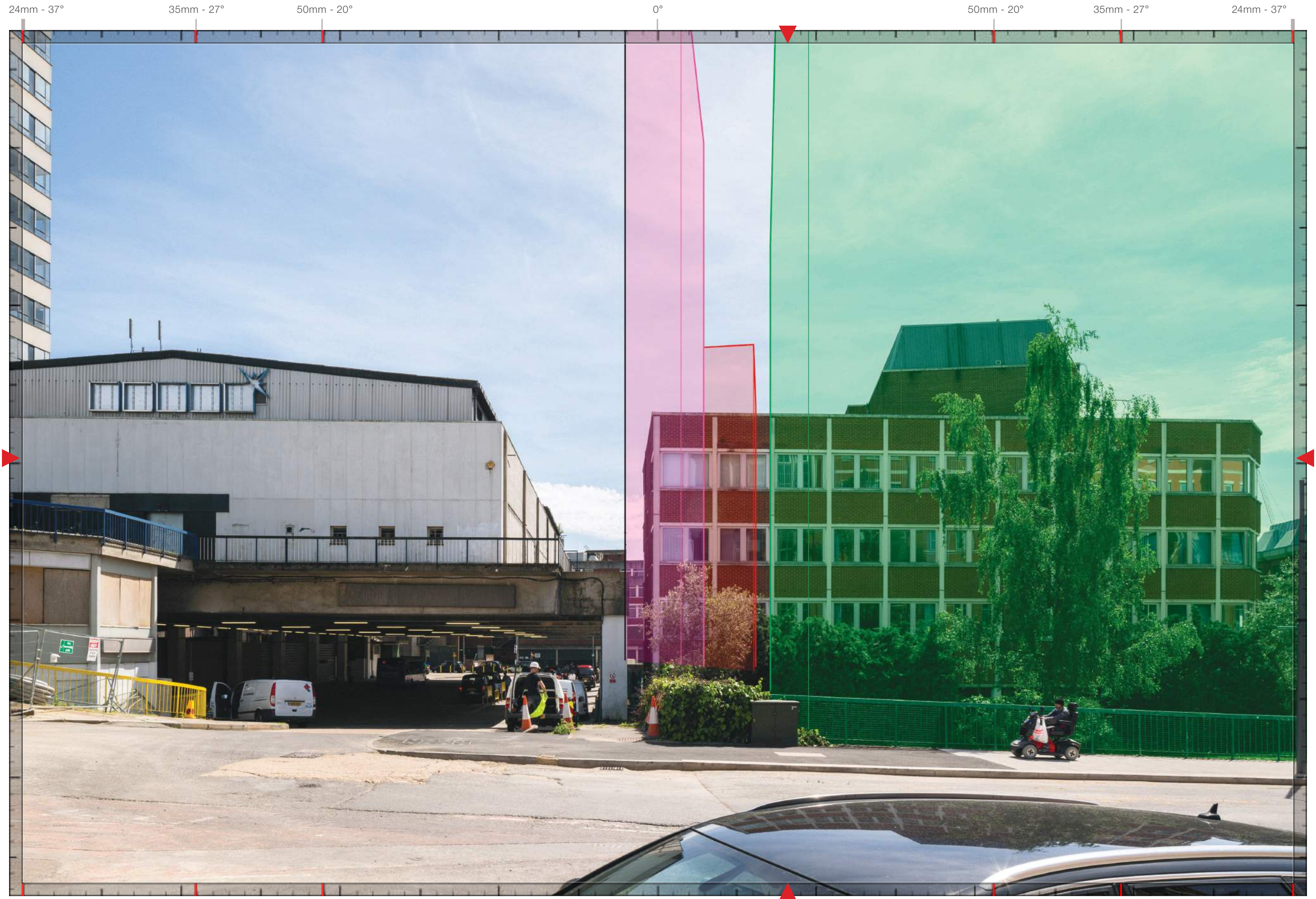


Proposed view

Cumulative

Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters of Plot B and will not alter the overall composition or character of this view.

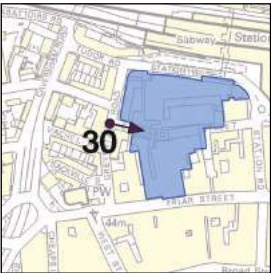
Significance of Impact: major, beneficial



Cumulative view

30

Looking east from the junction of Greyfriars Road and Garrard Street



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks east along Garrard Street from Greyfriars Road, towards the rears of the buildings at the centre of this urban block which is bounded by Garrard Street to the north, Greyfriars Road to the west, Friar Street to the south and Merchant's Place to the east. The view is framed by Xafinity House, a five storey red brick and concrete office building to the left, and Greyfriars House, a taller office building with tinted glazing, grey panels and black and grey polished granite to the ground floor. Further along the street to the left is the projecting flat canopy of the Old Bus Station shed and, rising much taller beyond, the Garrard Street multi-storey car park, which bridges over the road. To the right of the car park are the rear elevations of retail and commercial buildings fronting Friar Street. This is very much a backlands view, set off the main nearby thoroughfares. Thames Tower is presently being redeveloped and the brown wireline indicates the full extent of its height and mass when complete.

Proposed

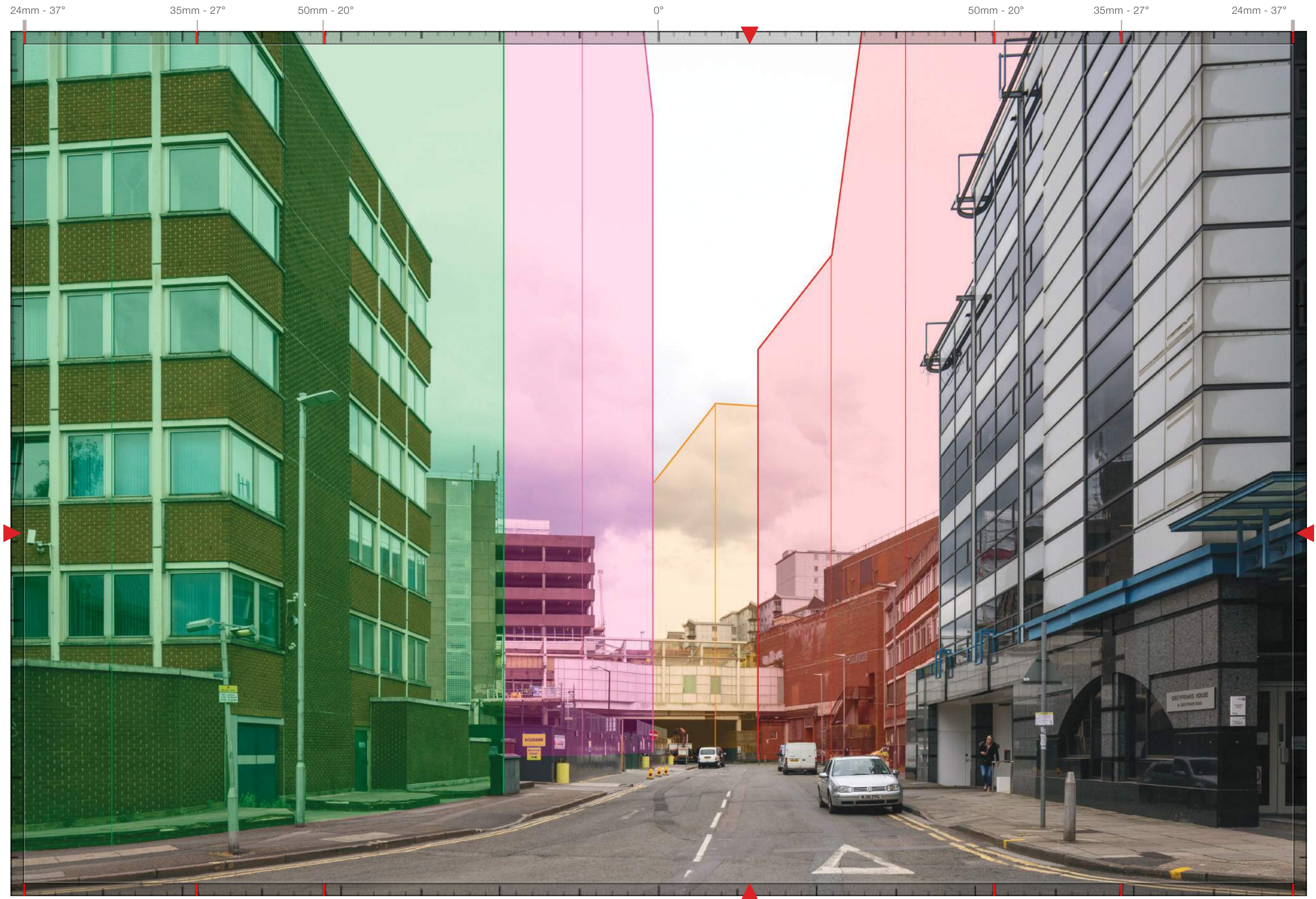
Plots A (green) and D (pink) of the consented SH3 Scheme will provide a new continuous and legible frontage to Garrard Street on the left, and the northern elevations of Plots E (red) and F (orange) will follow the route of the road on the right. The proposed amended Plot E (red) will be the same height as the consented Plot E, with its mass extended further westwards. The maximum and minimum proposed heights for Plot E (red) will relate to those of the adjacent Plot F (orange), stepping down from the consented taller plots to the south. The existing jumbled, backlands character of Garrard Street will be transformed by the consented plots of the SH3 Scheme and the proposed amended Plot E (red), and well-defined routes between the plots will improve the permeability of the wider area.

Significance of Impact: major, beneficial

Cumulative

No change.

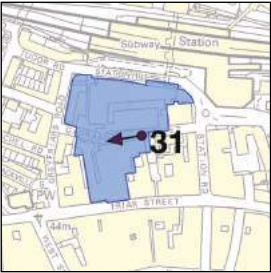
Significance of Impact: major, beneficial



Cumulative view

31

Looking west along
Garrard Street



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view is from the north pavement of Garrard Street, in front of the multi-storey car park, which bridges over the road (behind this viewpoint). To the left are the rear elevations of retail and commercial buildings fronting Friar Street and then Greyfriars House, an eight storey office building with tinted glazing, grey panels and black and grey polished granite to the ground floor. The foreground of the view is hard surfaced open space in front of the Old Bus Station shed, just out of view on the right, with Xafinity House, a five storey red brick and concrete office building, beyond. Between Greyfriars House and Xafinity House, on the west side of Greyfriars Road, is No. 9 Greyfriars Road, which is a chunky concrete framed four storey office building with brick panels below the windows.

Proposed

The consented Plot D (pink) of the SH3 Scheme will create a new, well-defined frontage to the north side of Garrard Street. On the left of the view, the amended proposed Plot E will have the same minimum and maximum parameter heights as Plot E of the consented SH3 Scheme but its mass will extend further westwards. The existing jumbled, backlands character of Garrard Street will be transformed by the consented plots of the SH3 Scheme and the proposed amended Plot E (red), and well-defined routes between the plots will improve the permeability of the wider area.

Significance of Impact: major, beneficial

Cumulative

No change.

Significance of Impact: major, beneficial