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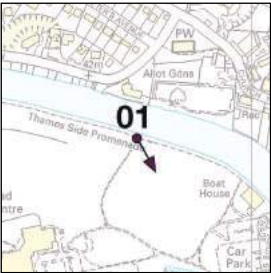
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01

Thames Promenade
opposite canoe club



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks south east towards the Site of the Proposed Development from the path on the southern bank of the River Thames, known as the Thames Promenade. The viewing position is on the opposite bank of the river to the St Peter’s Conservation Area. The view is described in the Reading Tall Buildings Strategy (2008) as having a “tranquil character” and:

“The view is across an open, largely undeveloped river floodplain landscape... Expanses of floodplain and recreational grassland are interrupted by views of riverside vegetation and individual clumps of trees. The skyline is also interrupted by the upper floors of Thames Tower in the background of the view...” (Ref 1-12, p.61)

Other smaller scale buildings of two to three storeys bound the recreational grassland; these are of a nondescript modern character predominantly in brick and with shallow pitched roofs. Those on the left side of the view are largely obscured by trees even in winter. The broad, pitched-roof building on the right is more visible and is a budget travel hotel. The upper storeys of the Western Tower on Site are in the centre of the view and the brown wireline to its left shows the full height and mass of the redeveloped Thames Tower when complete. Also under construction and rising to a similar height to the right of the hotel building is the Phase 2 building at Chatham Place by John McAslan Architects.

Proposed

The stepped forms of the Proposed Development will rise gradually from beside the Premier Inn, from Plot A in the west (green) to C in the northeast (blue), which will act as a new marker for Reading Station. The top of Plot D (pink) is glimpsed beyond A and B (yellow), adding depth to the

new cluster of buildings which will be visibly related in a calm architectural expression. They will become the tallest buildings in view but will have a discrete presence, well beyond the perimeter of the open green space, and will not interrupt its tranquil character. 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 will add positively to the layers of existing built form which currently form the mid-distant setting of the Thames Promenade.

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 C (blue) will become the tallest building in view, with Plot B (Reserved Matters Application) (black) stepping up towards it on the right and Thames Tower (brown) and the tip of 29-35 Station Road (black) set lower to its left. Together they will form a compact new group of buildings landmarking the new Station Square and adjacent refurbished Station. Further left and partly obscured by a foreground tree, the tallest block of the Royal Mail Group development (black), to the north of the Station, will rise above the treeline and will appear separate and lower than the group to the south of the Station on the skyline.

Significance of Impact: major, beneficial



Cumulative view

02

Caversham Court Gardens



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

Caversham Court Gardens in which this viewing position is situated, forms a large section of the St Peter's Conservation Area and is a Grade II Registered Park and Garden of Special Historic Interest. The view looks southeast towards the Site from the Gardens which lie on the northern bank of the River Thames. The Reading Tall Building Strategy describes the views from here as being "facilitated by the flat, open river course". It is further described as having:

"Individual trees set within the river meadow land use, on the southern banks of the Thames combine to create a wooded skyline which is infrequently punctuated by built form. Built form includes the Rivermead Leisure Centre and Caversham Bridge. The wooded skyline and river meadow land use creates a tranquil, undisturbed character." (Ref 1-12, p.82)

The northern bank, to the left of the view is also lined with large mature trees which obscure views to the left and framing the vista along the river towards the bridge. The Phase 2 building at Chatham Place (brown wireline) by John McAslan Architects is an isolated form towards the right of the frame, heavily screened by trees even in winter.

Proposed

Only the tops of Plots C (blue) and B (yellow) are likely to be discernible through the winter trees if the Proposed Development is built out to the maximum parameters. They will have a calm architectural expression and will include screens to conceal all rooftop plant and equipment from view. They will have a modern, high quality character which will landmark the Station and differentiate them from the pitched roof building in the middle-ground, whilst relating to its broad and layered forms presently visible between the winter trees.

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: negligible to minor, 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 form a compact and coherent group with the taller Plot C (blue) and lower plots, if discernible above the treeline. The tip of 29-35 Station Road will appear to the immediate left of Plot C (blue) and as part of that compact group. Together they will landmark the new Station Square and adjacent refurbished Station. The top of the tallest block of the Royal Mail Group development, to the north of the Station, will appear above the roofs of the buildings in the middle ground, slightly left of that group.

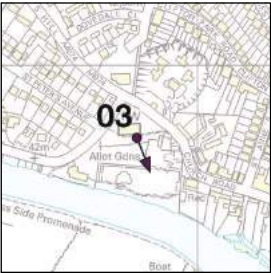
Significance of Impact: minor, beneficial



Cumulative view

03

St Peter's Churchyard



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

St Peter's Church, listed at Grade II*, is at the centre of the St Peter's Conservation Area and dates from Norman times. This viewing position is situated in St Peter's Churchyard, which contains a number of Grade II listed grave stones, and looks south east towards the Site. The foreground looks across the graveyard, bound by a low brick wall which divides it from the allotments in the Caversham Court Gardens, hidden from view below. The middle ground is dominated by large trees of various types, lining the bank of the River Thames, and the Caversham Court Gardens, which is a Grade II Registered Park and Garden. On the left of the view is the roof of a brick house with a number of chimney stacks; this is the Caversham Court Stables and is listed at Grade II. In the centre of the view, buildings in the mid-distance are almost entirely obscured by trees except for a few building tops, including the Thames Tower. Only the Western Tower, on the Site, is visible at the centre of the view and the Thames Tower to the left is only partially visible through the trees, with its full mass following completion of its redevelopment represented with a brown wireline.

Proposed

The stepped forms of the Proposed Development will be visible above the tree tops in the centre of the view, stepping up from Plot A in the west (green) to C in the northeast (blue), which will act as a new marker for Reading Station. The top of Plot D (pink) is glimpsed beyond A and B (yellow), adding depth to the new cluster form which will replace the Western Tower presently on Site. These new building tops will be visibly related in a calm architectural expression. They will become the tallest buildings in view but will appear in keeping with the general tree line and will have a discrete presence on the distant skyline. The adjacent redeveloped Thames Tower (brown) will appear as part of that new, compact group. 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 will add positively to the distant urban context of this historic place.

A sliver of the amended Plot E would appear to the right of Plot A (green), however, due to its lesser height, the small amount visible, the distance of the viewpoint and the number of trees in the middle ground, it is unlikely that it would be detected. The impacts of the proposed Development are therefore the same as those 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 form a compact and coherent group with the taller Plot C (blue), lower plots to the right and Thames Tower (brown) and 29-35 Station Road (black) to the left. Together they will landmark the new Station Square and adjacent refurbished Station. The Royal Mail Group development to the north of the Station will appear in front of the lower parts of Thames Tower, with its tallest block stepping up to the left, clearly separated from the more southerly group whilst related to the rounded skyline form of that building cluster on the skyline; in summer it is unlikely to be noticed.

Significance of Impact: moderate to major, beneficial



Cumulative view

04

Baltimore Walk A



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks south towards the Site from Baltimore Park, the park is bound by trees and other shrubs. Its elevated nature provides long panoramic views of Reading town centre and the surrounding areas. The Reading Tall Buildings Strategy (2008) describes the view as follows:

“This is a long range panoramic view of central Reading. Views down the grassy slope, across the residential roofline, to central Reading are possible. Thames Tower, Western Tower and Fountain House are visible on the skyline... Views of Reading from this position are panoramic and are experienced from a recreational resource... Consideration should be given to how any proposed tall buildings respond to the existing tall buildings, and to how the skyline would be viewed as a whole. Although true of all viewpoints, this is particularly true in this instance due to the elevated and panoramic nature of the view.” (Ref 1-12, p.68)

Other tall commercial buildings in the east of Reading town centre, including the distinctive Blade, form a small cluster to the left of the view. When redeveloped, Thames Tower (brown wireline) will appear at a similar height to the Western Tower and to its left. Appearing at a similar height and further right is the Phase 2 building at Chatham Place (brown) by John McAslan Architects; these buildings will each have clear, isolated profiles on the skyline.

Proposed

Due to the elevated nature of this viewpoint, almost all of the north elevations of Plots C (blue), B (yellow) and A (green) will be visible in the centre of the view. Together, they will have a stepped roofline, rising up to mark the Station with Plot C (blue) and dropping down to the adjacent, redeveloped Thames Tower to create a rounded skyline profile. Plot E (red) and Plot D (pink) will

be glimpsed in the gaps between and beyond these 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 will add positively to the urban skyline of Reading.

The proposed amended Plot E will have the same degree of negligible visibility in the view as Plot E in the SH3 Scheme: 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 form a compact and coherent group with the taller Plot C (blue) and lower plots to the right. Thames Tower (brown), 29-35 Station Road (black), to the left, and the tallest block of the Royal Mail group development (black) - partly in front of Plot C (blue) - will add to the density and overall rounded skyline form of that group. Together they will landmark the new Station Square and adjacent refurbished Station.

Significance of Impact: major, beneficial



Cumulative view

05

Junction of Prospect Street and Henley Road



View Location



Camera Location



Future baseline view

Future baseline

This view looks due south towards the Site of the Proposed Development from a viewing position at the junction of Prospect Street, just to the west of where it becomes Henley Road, and Peppard Road. The road at the centre of the view is Westfield Road, the end of which is obscured by trees. Only the gable of the end house on the left side of the street is visible. The right side of the street is lined by 2-3 storey houses of a variety of styles, some brick and some painted, and which are largely joined in short runs of terraces. Rising above the roofline in the middle of the view is the broad, dark form of the existing Thames Tower and to the right, the grey top of the Western Tower presently on Site. Thames Tower will appear at a similar height to the Western Tower when its redevelopment is complete (brown wireline).

Proposed

The top of Plot C (blue) and part of Plot B (yellow) will rise above the roofline and chimneys of the houses on Westfield Road. Slivers of Plots G (purple), D (pink) and E (red) may also be glimpsed if built out to the maximum parameters. Plot C (blue) and B (yellow) will be the most visible new forms and will be seen in the mid-distance, in relation to the redeveloped Thames Tower. They will have an orderly architectural expression with some modulation on the northern elevation of Plot C to add interest to the view and to distinguish its landmark position closest to Reading Station. This group of new buildings will be of a high quality and will have a shared visual character, appearing as a new layer of urban development in view and marking the regeneration of the Station and surrounding area.

The proposed amended Plot E will have the same degree of negligible visibility in the view as Plot E in the SH3 Scheme: 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



Proposed view

Cumulative

The tallest block of the Royal Mail Group development will appear partly in front of Plots C (blue) and B (Reserved Matters Application) (black), adding depth to the cluster form. 29-35 Station Road (black) will rise beyond the left side of the redeveloped Thames Tower (brown), helping to consolidate the rounded skyline profile of the new group of buildings, together marking the new Station Square and refurbished Reading Station.

Significance of Impact: moderate, beneficial

35mm - 27°

50mm - 20°

0°

50mm - 20°

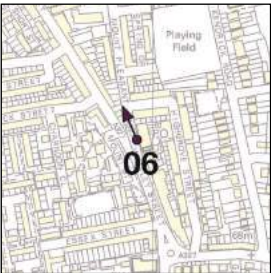
35mm - 27°



Cumulative view

06

Junction of Mount Pleasant and Southampton Street



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks north towards the Site from beside the junction of Mount Pleasant and Southampton Street, on the east pavement of Mount Pleasant. There is an oblique view of the 2-3 storey houses fronting the west side of Mount Pleasant ahead, with larger residential blocks glimpsed beyond them, through the shop awning on the right. Beyond those blocks, a small section of low-lying hills in the north can be seen on the horizon. To the left, this view is obscured by taller and denser development in the town centre, including Thames Tower, Western Tower and Icon House. Western Tower is on the Site of the Proposed Development. The brown wireline indicates the full extent of the height and mass of the Thames Tower when its redevelopment is complete. Right again, all distant views are blocked by the Pheasant pub in the foreground which is the tallest and most prominent building in view. It occupies a corner junction position with a parking area and raised planting bed in front. On the far left of the frame, the pitched roofs and chimneys of houses can be seen extending into the mid-distance.

Proposed

From this southerly position, if built out to the maximum parameters, the tops of Plot D (pink) and F (orange) will be more visible in front of the tallest Plots, B (yellow) and C (blue), adding depth and variety to the character of this new cluster of buildings on the Reading skyline. They will share a calm architectural language whilst their different heights and mass will read as separate, stepped forms. They will appear where existing tall buildings mark the town centre, but will be taller, and will have a compact, rounded skyline form with the redeveloped Thames Tower (brown), clearly landmarking the regenerated Station and surrounding area with a group of high quality buildings which will add positively to the urban skyline of Reading.

The proposed amended Plot E will have the same degree of negligible visibility in the view as Plot E in the SH3 Scheme: 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 to the left of Plot C (blue), maintaining the compact, rounded profile of the new group of buildings. The tallest block of the Royal Mail Group development (black) will be set lower and beyond the right side of the redeveloped Thames Tower (brown), with the slender form of 29-35 Station Road (black) rising in front of Thames Tower, further consolidating the cluster form. Together they will landmark the new Station Square and adjacent refurbished Station.

Significance of Impact: moderate, beneficial

35mm - 27°

50mm - 20°

0°

50mm - 20°

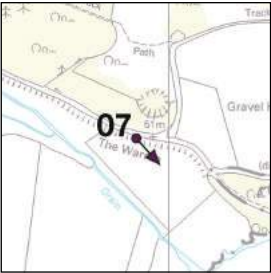
35mm - 27°



Cumulative view

07

The Warren footpath at Chazey Wood



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This is a very long distance view from a footpath in the Warren in Chazey Wood and looks southeast towards Reading. The Reading Tall Building Strategy (2008) describes the view as follows:

“Views across the sloping pastoral fields in the foreground are to a wooded skyline. The roofline of housing at the western end of ‘The warren’ is visible in the middle distance...Although occasional built form is a feature, the built form is residential and low rise.” (Ref 1-12, p.63)

This is a rural view, with the urban development of Reading entirely obscured by trees and the topography. The top of Phase 2 of Chatham Place (brown wireline) may be glimpsed through a dip in the treeline in the centre of the view; due to its distance and the fleeting character of this view, it will be little noticed and will form part of the wider urban setting of Chazey Wood.

Proposed

The very tip of the maximum parameters of Plot C (blue) would be visible through the tree tops towards the left of this frame, but due to its significant distance and the small amount which would be visible, it is unlikely to be discerned.

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: negligible

Cumulative

No change.

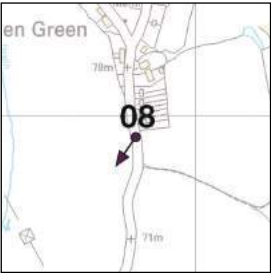
Significance of Impact: negligible



Cumulative view

08

Dunsden Way south of Dunsden Green



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This is another very long distance view, looking from a footpath off Dunsden Way south west towards Reading town centre. The Reading Tall Building Strategy (2008) describes the view as follows:

“Gently undulating, large arable fields form the dominant feature of the view. The fields are interspersed with overhead power lines and electricity pylons. The skyline is occasionally wooded, but the woodland does not significantly contain a view which is long ranging... Although large scale man made features are a feature of the view, a strong rural character remains.” (Ref 1-12, p.65)

In the distance towards the left of this frame, the Blade, Reading’s tallest building at present at 86m (14 storeys) height, can be seen on the horizon marking the east side of Reading town centre. Set much lower and to its right is Energis House, presently under construction; its full extent when complete is indicated by a brown wireline. It appears slightly lower than the horizon and is unlikely to be discerned when built out. In the centre of the view, the brown wireline rising above the horizon indicates the full extent of the height and mass of Thames Tower when its redevelopment is complete; it will protrude above the horizon but will join the roofline of the house in the middle ground and will therefore be little noticed. Further right is the top of the Western Tower on Site, appearing beside and beyond the steeply pitched-roofed building in the middle ground; it is little noticed in this predominantly rural scene.

Proposed

Only Plots C (blue) and B (yellow) of the Proposed Development will be visible from this northerly viewpoint. They will rise from a point beyond the farmhouse buildings in the centre of this view and will replace the Western Tower, the top of which is visible at present. They will be of a distinctly different character to the middle ground buildings but will share a calm architectural expression and

will be visibly more distant, like the Blade building on the left of the view. Plot B (yellow) will be of a similar height as the treeline to the right and will step up to Plot C (blue), which will provide a distinct new landmark for Reading Station and the town centre just beyond. The redeveloped Thames Tower (brown) will appear slightly lower and to their left, consolidating the overall group form. This group of new buildings will be of a high quality and will have a shared visual character, adding positively to the distant layer of urban development already in view and marking the regeneration of the Station and surrounding area 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: moderate to major, beneficial

Cumulative

Plot B (Reserved Matters Application) (black) will be of a mass similar to the consented maximum parameters. It will appear to the right of Plot C (blue), maintaining the compact, rounded profile of the new group of buildings. 29-35 Station Road will have a slender profile adjacent to the left of the redeveloped Thames Tower. Together, this new group of buildings will landmark the new Station Square and adjacent refurbished Station on the horizon. The overall composition of the view and its predominantly rural character will not be affected by the proposed and cumulative developments in view.

Significance of Impact: major, beneficial

70mm - 17°

0°

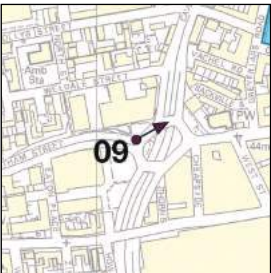
70mm - 17°



Cumulative view

09

Chatham Street



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks east towards the Site from Chatham Street, just west of the roundabout junction with Caversham Road and Friar Street. It is dominated by the traffic junction in the foreground and the groups of trees on the left and right of the frame. On the far left is a light industrial building of brick and blue coloured cladding. On the right, the Grade II* listed Greyfriars Church is discernible through the bottom of the winter trees, though would not be in summer. In the centre, also heavily filtered by tree branches, are a mixture of 3-4 storey buildings, largely red brick, with the tops of the Western Tower, presently on the Site, and Thames Tower, clearly visible beyond. The brown wireline indicates the extent of the height and massing of Thames Tower when its redevelopment is complete.

Proposed

From this westerly position, if built out to the maximum parameters, the tops of Plot A (green), D (pink), B (yellow) and C (blue) will appear as a tight group, their different heights and massing adding depth to the skyline form and rising towards Plot C (blue) to mark the northeast end of the Site at the Station. The amended Plot E will be the same height as Plot E in the SH3 Scheme but will extend further left, partly in front of Plot D (pink), helping to consolidate the group form and stepped character of the Proposed Development. It will have a different character to its materials and elevations to reflect its residential use. The taller cluster of commercial buildings will share a calm and light architectural expression whilst their different heights and mass will read as separate, stepped forms. At their minimum parameters, little of the closest Plots A (green) and D (pink) will be visible through the trees and above the existing roofline, however they will still step up to the taller buildings of the new cluster within an overall stepped composition which

risers to the northeast. The Station will gain a new, high quality landmark on the skyline and the regenerated Site will have a richly layered, cohesive presence on the central Reading skyline.

Significance of Impact: major, beneficial

Cumulative

Plot B (Reserved Matters Application) (black) will appear to have the same massing as Plot B in the SH3 Scheme and will appear between and to the left of Plots C (blue) and D (pink), maintaining the compact, rounded profile of the new group of buildings. The cluster form of the Proposed Development will be consolidated and the new Station Square and adjacent refurbished Station will be provided with a landmark which will add positively to the central Reading skyline.

Significance of Impact: major, beneficial

24mm - 37°

35mm - 27°

50mm - 20°

0°

50mm - 20°

35mm - 27°

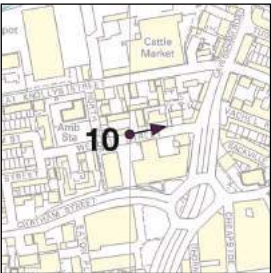
24mm - 37°



Cumulative view

10

Weldale Street



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view looks east towards the Site from Weldale Street which runs parallel to Chatham Street (view 9). Like Chatham Street, this approach west has a distinctly urban character and buildings of a more industrial and functional character. Both sides of the street are flanked with industrial sheds, either brick or rendered and with corrugated roofs. On the left side these buildings are set back from the street edge with a crudely fenced off tarmac parking forecourt. At the end of the street on the right is a six storey modern apartment building with curved attic roof and a largely blank west elevation. The vista is terminated with a terrace of modern brick townhouses with pitched roofs on the west side of Caversham Road and the white painted rear elevations of the houses opposite. Rising above the jumbled roofline, the tops of Western Tower, at 17 storeys, and Thames Tower, at 12 storeys, are also undistinguished and detract further from the quality of buildings in view. The full extent of the height and massing of Thames Tower when its redevelopment is complete is indicated with a brown wireline. A brown wireline also shows the massing of 21 Caversham Road, closer to the viewpoint, which is also under construction.

Proposed

The Proposed Development has the potential to positively transform this view. Like on Chatham Street, from this westerly position, if built out to the maximum parameters, the tops of Plot A (green), D (pink), B (yellow) and C (blue) will appear as a tight group, their different heights and massing adding depth to the skyline form and rising towards Plot C (blue) to mark the northeast end of the Site at the Station. Plot E will remain the same height as in the SH3 Scheme but will be extended westwards, concealing Plot F (orange) and appearing partly in front of Plot D (pink). It will help to consolidate the group form and stepped character of the Proposed Development. The taller cluster of commercial buildings will share a calm and light architectural expression

whilst their different heights and mass will read as separate, stepped forms. At their minimum parameters, little of the closest Plots A (green) and D (pink) will be visible above the existing roofline, however they will still step up to the taller buildings of the new cluster within an overall stepped composition which rises to the northeast. The Station will gain a new, high quality landmark on the skyline and the regenerated Site will have a richly layered, cohesive presence on the central Reading skyline.

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 in between the other plots of the SH3 scheme, maintaining the compact, rounded profile of the new group of buildings.

Significance of Impact: major, beneficial

35mm - 27°

50mm - 20°

0°

50mm - 20°

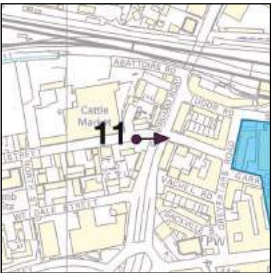
35mm - 27°



Cumulative view

11

Great Knollys Street



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This view also looks east towards the Site and is situated north of views 9 and 10. The viewing position is located on Great Knollys Street close to its junction with Caversham Road. The foreground of the view is dominated by the road junction. To the left of the view is a four storey brick office building with shallow pitched roofs called Premier House and to the right another four storey office building with a dark coloured, angled top storey and flat roof. In the centre of the view, the houses fronting the north side of Stanshawe Road are of a notably smaller scale but increase in height and breadth towards the east, where taller building tops create a jumbled, indistinct roofline. The recognisable taller forms of Thames Tower and the Western Tower rise prominently above. The full extent of the height and massing of Thames Tower when its redevelopment is complete is indicated with a brown wireline.

Proposed

Only Plots A (green) and B (yellow) will be visible from here, and the tip of Plot D (pink) at the maximum parameters. Western Tower and Thames Tower will be replaced with new, high quality buildings which will share a calm and light architectural expression whilst their different heights and mass will read as separate, stepped forms. As at present, the buildings will step up in height towards the Station in northeast. The Station will gain a new, high quality landmark on the skyline and the regenerated Site will have a richly layered, cohesive presence on 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: 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 in between the other plots of the SH3 scheme, maintaining the compact, rounded profile of the new group of buildings.

Significance of Impact: moderate to major, beneficial



Cumulative view

12

Junction of Friar Street and Greyfriars Road looking along Friar Street



View Location



Camera Location



Future baseline view



Proposed view

Future baseline

This viewing position is on the southern pavement of the main shopping thoroughfare of Friar Street, at its junction with Greyfriars Road. This is a very linear view, channelled along Friar Street by continuous development at the back of pavement edge on both sides. Friar Street is a retail street with wide pavements. The prevailing building material is brick. The style and mass of forms visible is very varied, particularly on the north side of the street, ranging between four and six storeys, gradually increasing in height towards the east but dipping down adjacent to the Site to the three storey, Grade II listed, brick building at No.39 which is turn of the 19th century. Almost all other buildings on the north side date from the post-war period and are of poor quality. The building on the immediate left reclads and extends the building previously present, is of six storeys on Friar Street and with a red brick body and distinctive vertical, grey panel-clad bays. Towards the east end of the street, the glazed and stepped upper floors of the Novotel are a prominent feature on the skyline. The frontage to the south side is seen obliquely here and appears more uniform, with a brick upper level and gabled roofline. The east end of the street is obscured as it curves to the right.

Proposed

Only Plot E (red) of the Proposed Development will be visible in this view. The proposed amended Plot E will be the same height as Plot E in the SH3 Scheme but will extend further west to replace the adjacent existing building which has clear horizontal bands of glazing and brickwork. Plot E will be lower at its southerly end, on Friar Street, and will (at maximum parameters) appear to be of a similar height to the new building on the left of the frame and the Novotel at the east end of the street. At maximum parameters, a sliver of its northerly element, stepping up to Garrard Street, will also be visible on the skyline. At minimum parameters, only the southerly element will be visible and it will be of a similar height to that of the existing buildings on Site. The southern elevation will

have a slightly staggered footprint, maintaining the street line to the west and east and creating a balanced entrance to the new Friar's Walk on the immediate east side of Plot E. The entrance to the new route northwards will set Plot E slightly away from the lower listed building to its east side (39 Friar Street). Above street level, Plot E will be visibly predominantly residential in nature and characterised by an appropriate materials palette. 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 north 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°

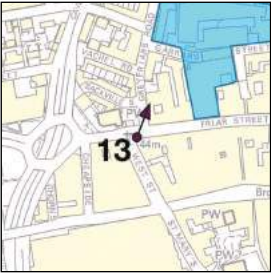
24mm - 37°



Cumulative view

13

Junction of Friar Street and Greyfriars Road looking along Greyfriars Road



View Location



Camera Location



Future baseline view

Future baseline

This view looks northeast towards the Site from a viewing position just west of view 12 above, just west of Friar Street at its junction with Greyfriars Road. On the north corner of Friar Street and Greyfriars Road (on the right), is a new residential building, with red brick and grey and white panel cladding, and retail units at the ground floor. It is six storeys on Friar Street, stepping up to eight storeys in the north. On the left of the frame, the curved brick wall and railings belong to the former Vicarage of Greyfriars Church, out of view to the left, and are listed at Grade II. The brick dwelling attached is on the site of the old Vicarage and is not listed. The wall obscures the view north along Greyfriars Road. Only one building protrudes above the wall, a large white clad five storey office building.

Proposed

At the maximum parameters, Plot A (green) will fully conceal the white office building top and will appear adjacent to Plots B (yellow) and D (pink), only a sliver of which will be visible adjacent to the new building in the centre of the view. At minimum parameters, little of Plot A (green) will also be seen within this new context. The consented SH3 Scheme will add depth to the existing urban scene with appropriately scaled forms. Because the new residential building (Bridewell House) on the right of the view is taller than the building formerly on the site, the maximum parameters of Plot E will be less visible than it was in the Proposed View of the 2013 ES. At maximum parameters, a sliver of Plot E (red) will appear above and to the left of the new building, but is unlikely to be detected or noticed due to the small amount visible. It will not be seen at minimum parameters. The regenerated Site will have a richly layered, cohesive presence on the central Reading skyline.

Significance of Impact: minor, 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.

Significance of Impact: moderate, beneficial