

Appendix 6.1

Local Planning Policy Context

Introduction

- 1.1 This Appendix includes a review of relevant policies within the following local planning documents:

Core Strategy 2008 (altered January 2015)

- 1.2 Policy CS7: Design and Public Realm is as follows:

“All development must be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located. The various components of development form, including:

- *Layout: urban structure and urban grain;*
- *Landscape;*
- *Density and mix;*
- *Scale: height and massing; and*
- *Architectural detail and materials.*

will be assessed to ensure that the development proposed makes a positive contribution to the following urban design objectives:

- *Character - a place with its own identity and sense of place*
- *Continuity and enclosure*
- *Quality of the public realm*
- *Ease of movement and permeability*
- *Legibility - clear image and easy to understand*
- *Adaptability – capable of adaptation over time*
- *Diversity – meets a wide range of needs.*

- 1.3 Developments will also be assessed to ensure that they:

- *Respond positively to their local context and create or reinforce local character and distinctiveness, including protecting and enhancing the historic environment of the Borough and providing value to the public realm;*
- *Create safe and accessible environments where crime and disorder or fear of crime does-not undermine quality of life or community cohesion;*
- *Address the needs of all in society and are accessible, usable and easy to understand by them; and*
- *Are visually attractive as a result of good high quality built forms and spaces, the inclusion of public art and appropriate materials and landscaping;*

Applications for major and minor developments should be accompanied by a design and access statement that deal with all the above matters”

Reading Central Area Action Plan 2009 (RCAAP)

- 1.4 Policy RC13: Tall Buildings states that, “In Reading, tall buildings are de-fined as 10 storeys of commercial floorspace or 12 storeys of residential (equating to 36 metres tall) or above)” and Policy RC13a identifies the Station Area Cluster as follows:

“A new cluster of tall buildings with the station at its heart will signify the status of the station area as a major mixed-use destination and the main gateway to, and most accessible part of, Reading. Tall buildings in this area should:

- Be located at the centre of the cluster, close to the station, and step down in height from that point towards the lower buildings at the fringes;*
- Contribute to the creation of a coherent, attractive and sustainable cluster of buildings with a high quality of public realm;*
- Ensure that adequate space is provided between the buildings to avoid the creation of an overly dense townscape and to allow buildings to be viewed as individual forms;*
- Be designed to fit within a wider planning framework or master plan for the area, which al-lows separate parcels of land to come forward at different times in a co-ordinated manner.”*

- 1.5 In addition, the policy also states, with respect to tall buildings in general, the following:

“.....all tall building proposals should be of excellent design and architectural quality, and should:

- Enhance Reading’s skyline, through a distinctive profile and careful design of the upper and middle sections of the building;*
- Contribute to a human scale street environment, through paying careful attention to the lower section or base of the building, providing rich architectural detailing and reflecting their surroundings through the definition of any upper storey setback and reinforcing the articulation of the streetscape;*
- Contribute to high-quality views from distance, views from middle-distance and local views;*
- Take account of the context within which they sit, including the existing urban grain, streetscape and built form and local architectural style;*
- Avoid bulky, over-dominant massing;*
- Preserve and, where appropriate, enhance the setting of conservation areas and listed buildings;*
- Use high quality materials and finishes;*
- Create safe, pleasant and attractive spaces around them, and avoid detrimental impacts on the existing public realm;*
- Locate any car parking or vehicular servicing within or below the development;*
- Maximise the levels of energy efficiency in order to offset the generally energy intensive nature of such buildings;*
- Mitigate any wind speed or turbulence or overshadowing effects through design and siting;*
- Ensure adequate levels of daylighting and sunlighting are able to reach buildings and spaces within the development;*
- Avoid significant negative impacts on existing residential properties and the public realm in terms of outlook, privacy, daylight, sunlight, noise, light glare and night-time lighting;*
- Provide managed public access to an upper floor observatory and to ground floors where appropriate, and ensure that arrangements for access within the building are incorporated in the design stage;*
- Incorporate appropriate maintenance arrangements at the design stage.*

Reading Tall Buildings Strategy (2008)

- 1.6 This study was undertaken to identify areas within the centre of Reading which would be most appropriate for the development of tall buildings. It followed a method that was based on the guidance within the CABE/ English Heritage guidance note, 'Guidance on Tall Buildings' (July 2007); a set of guidance notes which have since been updated by the 'Tall Buildings: Historic England Advice Note 4' (December 2015).
- 1.7 The study included a townscape character assessment of the central Reading Area. The project site is shown as falling within 'Character Area 22: Vastern Road'. This character area was identified as an area of 'Low' sensitivity to tall buildings and as such was included in one of 3 parts of the Reading Town Centre which are described as 'Preferred Tall Building Locations'; these are the 'Western Grouping', the 'Station Area Cluster' and the 'Eastern Grouping'. The project site falls within the 'Station Area Cluster'.
- 1.8 With specific reference to 'Character Area 22', the study recommends that, whilst suitable for tall buildings, these should not be developed along the north and western boundaries of the character areas as these are shared with small-scale residential areas. Tall buildings should be positioned adjacent to the railway line where the building typology and general plot size is of a larger scale. The project site abuts the railway line and is therefore clearly within that part of 'Character area 22' slated in the study as an appropriate location for tall buildings. The northern boundary to the character area is provided by Vastern Road and then extends further north to the River Thames, whilst the western boundary is to the west of Caversham Road.
- 1.9 Of the 3 tall building typologies that would be used in Reading (section 6.2 of the study), the project would fit within the 'New Clusters of Tall Buildings' typology described in the 'Reading Tall Buildings Strategy' as follows (p.41):
- "New Clusters of Tall Buildings: Usually within the context of comprehensive redevelopment / regeneration projects, the creation of new clusters of tall buildings is widely accepted as the most positive means of introducing tall forms into the skyline of a city. As well as making for more efficient public transport systems, clustering tall buildings can have distinct advantages in terms of design, infrastructure, and townscape quality."*
- 1.10 The study also identified a set of 'General Principles' and 'Site Specific Principles' for the design of tall buildings within each of the preferred tall building locations. Those of most relevance to this study include general and specific design guidance for the following townscape matters:
- skyline and views;
 - street environment;
 - built quality; and
 - public realm.
- 1.11 The study also identified several key views to Character Area 22 as follows:
- King George Bridge;
 - King's Meadow;

- Balmore Park;
- Horse Close;
- Oxford Road on approach from west;
- Market Place; and
- Caversham Park.

Reading Station Area Framework (2010)

- 1.12 This is a development framework document which outlines broad development principles intended to guide redevelopment of an area termed, the 'Reading Station Area'. It covers land both to the north and the south of the railway line, including the project site. Whilst similar to the area defined in the 'Reading Tall Buildings Strategy' as the 'Station Area Cluster' and thus an area with "some townscape capacity for tall buildings", there are differences. The 'Reading Station Area' (as defined in this document) includes most of Character Areas 1 and 22 (as defined in the 'Reading Tall Buildings Strategy'), together with part of Character Area 3. However, it excludes all of Character Area 2.
- 1.13 The study includes many statements which would inform the townscape design of development within the 'Reading Station Area'. These include, with regard to the arrangement of public space, "the layout of these will incorporate east-west and north-south routes to enhance movement and linkages across the area" (p.18, paragraph 3.6) and "the two station entrances will lead out into high quality multi-functional spaces- new 'town squares' – one to the north and one to the south of the station" (p. 25, paragraph 5.7).
- 1.14 Chapter 6 of the study relates to 'density, mass and height' and is relevant to this assessment and is considered further in the following section.
- 1.15 The study promotes the formation of 'perimeter blocks', which "are considered to be a particularly robust form of urban development capable of accommodating a mix of uses, providing amenity space within the centre of each block whilst framing and reinforcing the network of streets and the pedestrian grid" (p.33, paragraph 6.5).
- 1.16 The study includes the following table, which defines the townscape elements of 'density', 'height/ scale' and 'mass' (Figure 6.4, p.33):

Density	Plot ratio <i>The ratio of the total floor area of buildings to the size of the parcel of land on which they are to be located. The Framework sets a range of indicative densities based upon an analysis of the capacity and constraints on individual plots, which can be translated into broad plot ratio ranges. The range is expressed as a percentage so that a ratio of 250% is equivalent to ratio of 2.5:1</i>
Height/ Scale	Landmarks <i>Individual or groups of tall or prominent buildings which can enable people to orientate themselves and recognise where they are, emphasise important places or districts and create a distinctive and memorable skyline. Landmark heights will often exceed benchmark height controls and may exceptionally breach the 'blister' massing control principle.</i>

	District landmarks <i>The very tallest and most prominent buildings visible and distinguishable from across the central Reading district.</i>
	Local landmarks <i>Tall or prominent buildings above ten storeys which are nevertheless clearly subordinate and therefore lower than district landmarks.</i>
	Benchmarks <i>The benchmark height is the recommended height for each plot or parcel of land, apart from landmark buildings. A plot may have a relatively low benchmark height as well as a landmark designation permitting a taller building on one part of the plot. Benchmark heights do not exceed ten storeys because ten storeys automatically triggers tall building policies, design guidance and the landmark height controls. The Benchmark height is defined in storeys, not metres. Benchmark heights are not absolute limits and may be modified upwards in certain circumstances.</i>
Mass	Crown <i>A cluster of district and local landmark buildings located in close proximity so that they coalesce visually into a single coherent urban form or composition. The crown denotes the railway Station as the gateway to the town centre and the central or focal point of the Station Area.</i>
	Blister <i>The general shape or silhouette of development formed by buildings in the Station Area where lower buildings at the periphery gradually rise higher towards the centre. The pattern may be varied but not irregular, with no sudden shifts in scale.</i>

- 1.17 In terms of general area massing principles, the guidance document advises that development within the station area should be “high-density”, “with an intense, fine grained urban fabric”, with “many building types and forms”. There should be a, “new cluster of taller buildings forming a new and distinctive skyline”, with the ‘dome’ of development, termed the ‘crown’ described as, “the area with the greatest permissible height, immediately adjoining and to the south of the Station entrance” (see also Figure 6.5 entitled ‘Massing Strategy’ within the RSAF below). This figure in the RSAF has been interpreted as a cross section running north/ south through the town centre, with the area to the north of the railway station forming the right-hand side of the section and the area to the south forming the left-hand side of the section. The railway line itself forms the lower lying central part of the section.
- 1.18 The project site is to the north of the railway station and so does not fall within the area defined in the document as the area where the greatest permissible height of tall buildings would be acceptable. The document includes several justification statements for establishing a tall buildings cluster to the south of the station and refers to the permitted Station Hill redevelopment scheme within which a tall building cluster is proposed. It also points out that this area coincides with a slight rise in topography and thus forms a local high-point within the town centre.

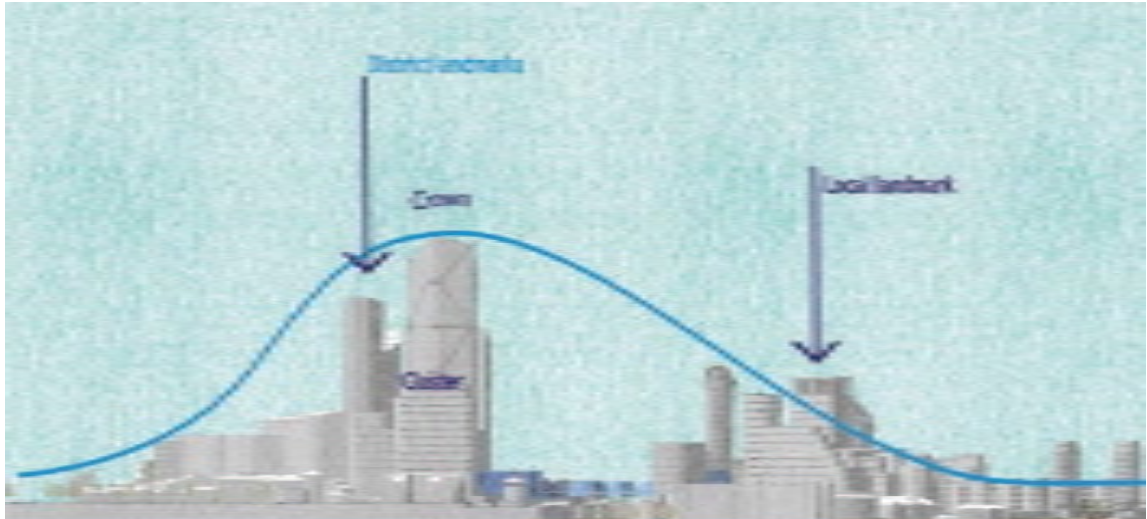


Figure 6.5 (As derived from the Reading Station Area Framework (p. 34))

- 1.19 The study breaks the 'Reading Station Area' down into individual development blocks; N1 to N11 and S1 to S12 (see extract from the RSAF (p.37). The project site comprises development blocks N7 (against Caversham Road) and N8 (nearest to the north station entrance). Regarding building heights, the study identifies two parameters; 'landmark heights' and 'benchmark heights'. Values for each of these are also provided for each of the individual development blocks; as shown on Figure 6.9 within the RSAF. For the site, the benchmark heights for plot N7 is 6 and for N8, it is 8. Figure 6.9 also advises that a 'local landmark' building(s) is appropriate for block N8, but not for N7.
- 1.20 Benchmark height' is the "general recommended height for each area" and is defined in commercial storeys. The development framework also states that the benchmark height, "does not exceed 10 storeys as this is the point at which tall building controls and design guidance applies. As general rule, 10 commercial storeys equate to 12 residential storeys." The study includes the following guidance when applying the heights stated in Figure 6.9 to each of the development blocks:
- (paragraph 6.23): *"benchmark heights may be modified upwards in order to realise certain urban design or other major planning benefits, or where applicants have demonstrated convincingly that the potential impact of higher buildings on the surroundings can be mitigated"*;
 - (paragraph 6.24): *"Benchmark heights are not guarantees and may be modified downwards where it becomes clear that proposed buildings will harm residential amenity or affect the setting of listed buildings, important views or open spaces"*;
 - (paragraph 6.25): *"There is a general presumption that benchmark heights should grade back to the established heights in the surrounding areas"*; and
 - (paragraph 6.26): *"Landmark buildings may exceptionally 'puncture' the benchmark heights and the general 'dome' massing pattern in order to create emphasis and to mark important*

places. It is not envisaged that every potential landmark location in Figure 6.9 will necessarily provide a landmark building."

- 1.21 In addition, the area occupied by the Vastern Road Retail Park comprises (from west to east), development blocks N3 to N6 for which the stated benchmark heights are 6, 7, 8 and (likely to be at least 10 storeys) respectively, with the potential for a local landmark building within each of plots N4, N5 and N6. Further, to the south of the railway station, the Station Hill proposed development area includes development blocks S1, S2, S10 and S11 for which the benchmark heights stated are likely to be at least 10 storeys for S1 and S2, and 8 for S10 and S11. For these plots, there is also the potential for local landmark buildings within plots S1 and S10, and for district landmark buildings within plots S2 and S11. In addition, the existing Thames Tower, which is also a clearly visible feature of the Reading skyline, is shown as development block S4, for which a benchmark height of at least 10 storeys is stated. This building has recently been re-developed and now stands at 14 commercial storeys in height.
- 1.22 Paragraph 6.20 of the RSAF also advises that the values given in Figure 6.9 "may then be modified according to circumstances".
- 1.23 The RSAF makes specific reference to the quality of the open spaces and nature areas of the Thames riverside and advises that, in addition to building heights responding to the "qualities of buildings and areas of architectural and historic interest", they should also respond to "important views and prospects". It also advises that tall buildings are not necessarily appropriate throughout the 'Reading Station Area' given that much of the surrounding urban area consists of low density, low-rise residential areas. This includes the urban area to the west of Caversham Road and to the west of the project site. The development framework also advocates a transition or buffer zone towards adjacent areas within which new buildings step down relative to the lower height of buildings within the locally surrounding urban areas.
- 1.24 The development framework includes Figure 6.10 (see below), which indicates where it considers that the tallest buildings within the 'Reading Station Area' would be best accommodated, i.e. to the south of the railway station, from which building height should then step down in response to the existing heights of buildings within the adjoining urban areas. Figure 6.10 also identifies areas with particular sensitivity to the effects of new buildings (see below). These include low-rise residential areas as well as the Market Place/ London Street Conservation Area.

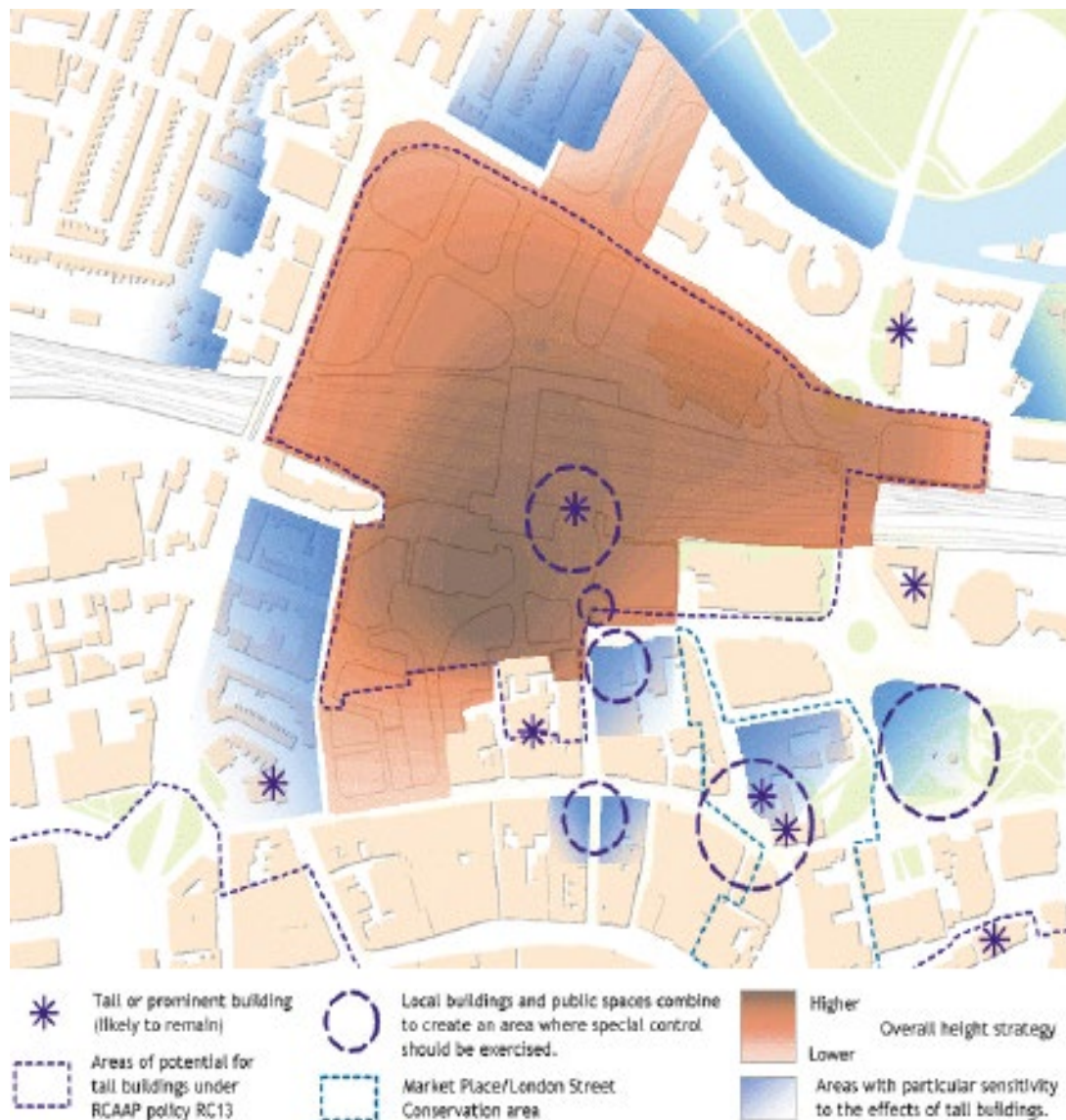


Figure 6.10 (As derived from the Reading Station Area Framework (p. 38))

- 1.25 The development framework identifies 26 longer distance views and 61 shorter distance views which it advises should be taken into account when considering development proposals within the 'Reading Station Area'. It also identifies two further views which will be created by new development within the 'Reading Station Area'. Generally, new development will be expected to make a 'positive contribution' to these views.
- 1.26 Chapter 8 of the RSAF entitled 'Urban Design Framework' includes Figure 8.2, 'Framework Structure' which defines major and minor links through the 'Reading Station Area' as well as locations for open space and development opportunity sites. Paragraph 8.6 advises that plots of a different size and shape or a sub-division of plots will be acceptable where the structure shown on Figure 8.2 can still be achieved. This also applies to the building shapes shown on Figure 8.3 of the RSAF.

- 1.27 Chapter 14 of the RSAF, entitled 'Illustrative Proposals', includes a number of aerial perspectives looking towards an illustrative proposal for the 'Reading Station Area'. Whilst purely illustrative, Figure 14.8 provides a perspective view from Caversham Road. It clearly shows the tallest buildings to the south of the railway line, with lower buildings to the north of about 6 storeys or less within the project site. The project would introduce new buildings to this area which would be higher than those illustrated on the perspective. However, it is worth noting that there is no clear perception of a step down in building height from the tallest buildings to the south of the railway towards Caversham Road and its junction with Vastern Road. The perspective infers a uniform building height over the project site of about 4-6 storeys.

Submission Draft Reading Borough Local Plan (RBC, 2018)

- 1.28 When adopted, this document will replace the Core Strategy 2008 (altered January 2015). It details Reading's development up to 2036. The plan was submitted to the Secretary of State in March 2018 and will be subject to examination.

- 1.29 General policy CC7: DESIGN AND THE PUBLIC REALM states the following:

"All development must be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located. The various components of development form, including: -

- *Layout: urban structure and urban grain;*
- *Landscape;*
- *Density and mix;*
- *Scale: height and massing; and*
- *Architectural detail and materials*

will be assessed to ensure that the development proposed makes a positive contribution to the following urban design objectives: -

- *Character - a place with its own identity and sense of place*
- *Continuity and enclosure*
- *Quality of the public realm and provision of green infrastructure and landscaping*
- *Ease of movement and permeability*
- *Legibility - clear image and easy to understand*
- *Adaptability – capable of adaptation over time*
- *Diversity – meets a wide range of needs.*

Developments will also be assessed to ensure that they: -

- *Respond positively to their local context and create or reinforce local character and distinctiveness, including protecting and enhancing the historic environment of the Borough and providing value to the public realm;*
- *Create safe and accessible environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion;*
- *Address the needs of all in society and are accessible, usable and easy to understand by them, including providing suitable access to, into and within, its facilities, for all potential users, including disabled people, so that they can use them safely and easily.*
- *Are visually attractive as a result of good high quality-built forms and spaces, the inclusion of public art and appropriate materials and landscaping.*

Applications for major developments, or other relevant developments, should be accompanied by a design and access statement that deals with all the above matters.”

1.30 Policy EN5 deals with the ‘Protection of significant views with Heritage Interest’, which is covered in Chapter 5: Historic Environment.

1.31 Policy EN13 covers ‘Major Landscape Features and Areas of Outstanding Natural Beauty’ and states:

“Planning permission will not be granted for any development that would detract from the character or appearance of a Major Landscape Feature. The following areas, as shown on the Proposals Map, are defined as Major Landscape Features:

- *The Thames Valley;*
- *The Kennet and Holy Brook Meadows;*
- *The West Reading wooded ridgeline;*
- *The East Reading wooded ridgeline; and*
- *The North Reading dry valleys and Chilterns Escarpment.*

Development which affects the setting of an Area of Outstanding Natural Beauty (AONB) will be accompanied by a Landscape and Visual Impact Assessment that demonstrates that there is no detrimental impact on the North Wessex Downs or Chilterns AONBs in terms of scale, design, layout or location. None of Reading Borough falls within an AONB, but where the urban area meets the Chilterns AONB is shown on the Proposals Map.”

1.32 None of these major landscape features would be impacted by the proposed development and the AONB sits outside of the study area.

- 1.33 Protection of individual trees is covered by Policy EN14, Trees, Hedges and Woodlands, as follows:

“Individual trees, groups of trees, hedges and woodlands will be protected from damage or removal where they are of importance, and Reading’s vegetation cover will be extended. The quality of waterside vegetation will be maintained or enhanced.

New development shall make provision for tree retention and planting within the application site, particularly on the street frontage, or off-site in appropriate situations, to improve the level of tree coverage within the Borough, to maintain and enhance the character and appearance of the area in which a site is located, to provide for biodiversity and to contribute to measures to reduce carbon and adapt to climate change. Measures must be in place to ensure that these trees are adequately maintained.”

- 1.34 In addition to the general policies discussed above, there are also policies covering the central area of Reading. These include ‘CR2: Design in Central Reading’ which states:

“Applications for development within Central Reading should demonstrate the following attributes:

- a. Development will build on and respect the existing grid layout structure of the central area, providing continuity and enclosure through appropriate relationships between buildings and spaces, and frontages that engage with the street at lower levels, and contributing towards enhanced ease of movement through and around the central area;*
- b. Development will provide appropriate, well designed public spaces and other public realm, including squares, open spaces, streetscape, utilising high quality and well-maintained hard and soft landscaped areas, and public art, that provide suitable functions and interest, sense of place and safe and convenient linkages to adjoining areas;*
- c. Development should consider and, where possible, include ways of providing green infrastructure designed into the development, for instance through roof gardens, green walls and green roofs, to enhance the otherwise very urban environment;*
- d. The architectural details and materials used in the central area should be high quality and respect the form and quality of the detailing and materials in areas local to the development site;*
- e. Development and any associated public realm should contribute to the diversity of the central area, be capable of easy adaptation over time to meet changing circumstances, and be designed to enhance community safety; and*
- f. Development should be designed with consideration of adjacent development sites, and should not prevent or cause unreasonable burdens on the future development of those sites.”*

- 1.35 Further, design of the public realm is covered by Policy CR3 Public Realm in Central Reading which states:

“Proposals for new development will need to make a positive contribution towards the quality of the public realm of the central area and will be assessed against the following criteria:

- i. *All proposals on sites of more than 1 hectare within the central Reading boundary will need to provide new public open space or civic squares integrated with surrounding development. Smaller developments will contribute towards improvements to the public realm;*
 - ii. *Imaginative uses of open space and the public realm, which contribute to the offer of the centre, will be encouraged, and new open spaces should be of a size and shape to be flexible enough to accommodate such uses. The provision of water features, trees (including street trees) and other planting, as well as hard landscaping, to create high-quality spaces, will be expected, where appropriate;*
 - iii. *Development proposals adjacent to or in close proximity to a watercourse will retain and not impede existing continuous public access to and along the watercourses, and will provide legible continuous public access to and along the watercourses where this does not currently exist;*
 - iv. *The design of developments adjacent to a watercourse, including the refurbishment of existing buildings, will be required to enhance the appearance of the watercourses and to provide active elevations facing the watercourses. Development that turns its back on the watercourses and results in blank or mundane elevations facing the watercourses will not be permitted.*
 - v. *The public realm should conserve and enhance the historic environment of the centre and the significance of heritage assets therein and their setting, including through layout, materials, hard and soft landscaping. There may be opportunities for areas of public realm to provide improved access to and visibility for heritage assets. Pedestrianisation, traffic management and/or environmental enhancements will continue to be implemented on appropriate streets.”*
- 1.36 Of particular relevance to the proposed development is Policy CR10, which covers tall buildings, i.e. those of 10 storeys of commercial floorspace or 12 storeys of residential (equating to 36 metres tall) or above. The project site is within one of the ‘areas of potential for tall buildings’ as defined on the Proposals Map, and is covered by those parts of Policy CR10a: Station Area Cluster within which all tall buildings should.
- “ii) CR10a, Station Area Cluster:
- A new cluster of tall buildings with the station at its heart will signify the status of the station area as a major mixed-use destination and the main gateway to and most accessible part of Reading.*
- Tall buildings in this area should:*
- *Follow a pattern of the tallest buildings at the centre of the cluster, close to the station, and step down in height from that point towards the lower buildings at the fringes;*
 - *Contribute to the creation of a coherent, attractive and sustainable cluster of buildings with a high quality of public realm;*
 - *Ensure that adequate space is provided between the buildings to avoid the creation of an overly dense townscape and to allow buildings to be viewed as individual forms;*

- *Be designed to fit within a wider planning framework or master plan for the area, which allows separate parcels of land to come forward at different times in a co-ordinated manner.”*

1.37 In addition, there are also some general elements of the policy that all tall buildings should respond as follows:

“v) *In addition to the area-specific requirements, all tall building proposals should be of excellent design and architectural quality, and should:*

- *Enhance Reading’s skyline, through a distinctive profile and careful design of the upper and middle sections of the building;*
- *Contribute to a human scale street environment, through paying careful attention to the lower section or base of the building, providing rich architectural detailing and reflecting their surroundings through the definition of any upper storey setback and reinforcing the articulation of the streetscape;*
- *Contribute to high-quality views from distance, views from middle-distance and local views;*
- *Take account of the context within which they sit, including the existing urban grain, streetscape and built form and local architectural style;*
- *Avoid bulky, over-dominant massing;*
- *Conserve and, where possible, enhance the setting of conservation areas and listed buildings;*
- *Use high quality materials and finishes;*
- *Create safe, pleasant and attractive spaces around them, and avoid detrimental impacts on the existing public realm;*
- *Consider innovative ways of providing green infrastructure, such as green walls, green roofs and roof gardens.*
- *Locate any car parking or vehicular servicing within or below the development;*
- *Maximise the levels of energy efficiency in order to offset the generally energy intensive nature of such buildings;*
- *Mitigate any wind speed or turbulence or overshadowing effects through design and siting;*
- *Ensure adequate levels of daylight and sunlight are able to reach buildings and spaces within the development;*

- *Avoid significant negative impacts on existing residential properties and the public realm in terms of outlook, privacy, daylight, sunlight, noise, light glare and night-time lighting;*
 - *Provide managed public access to an upper floor observatory and to ground floors where appropriate, and ensure that arrangements for access within the building are incorporated in the design stage;*
 - *Incorporate appropriate maintenance arrangements at the design stage."*
- 1.38 The document also includes some site-specific policies for the central area of Reading and sub-divides the central area into a series of 'Major Opportunity Areas'. The project site is within the 'Station/ River Major Opportunity Area' which is covered by Policy CR11 and which provides guidance on the type and quality of development which would be appropriate in this area. There are also other major opportunity areas covered by Policy CR12, CR13 and CR14. The potential cumulative effects of future development within each of these major opportunity areas is assessed in Chapter 6: Townscape and Visual Resources.