

29-35 Station Road development, Reading, RG1 1LG, Berkshire, United Kingdom
Computer Generated Images by Anderson Terzić for Titan Property Developments Ltd

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Introduction

The images in this document show the visual impact and the appearance of the proposed redevelopment of 29-35 Station Street designed by WCEC Architects. This document has been commissioned by Titan Property Developments Ltd to accompany the planning application.

Thirteen viewpoints around Reading were photographed by us and the proposed building superimposed into the photos. Some other proposed developments which have already been granted planning permission have also been depicted to show how this development will become part of a cluster of tall new buildings in central Reading. Note, in some cases we have shown only illustrative schemes accompanying outline planning permissions.

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The Proposed Development

We have shown the project depicted in WCEC elevation drawings 15-211/PL-143C and 15-211/PL-144B both dated July 2016

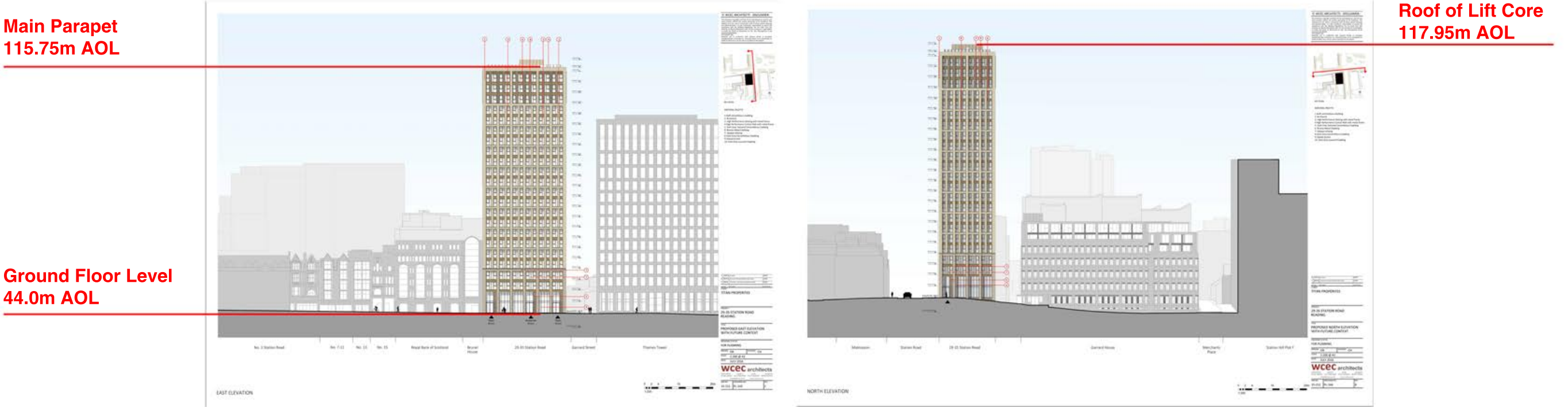


Table of Other Proposed Developments

Other unbuilt developments which have received planning permission and which we have also included in our images

PROJECT	ADDRESS	ARCHITECTS	APPLICATION NO	APP TYPE	DATE SUBMITTED	DATE APPROVED	ELEMENT	HT AOD (m)	NOTES
Thames Tower	Station Rd, RG1 1LX	de Novo	141043	full	26/06/14	13/10/14	plant enclosure parapet	103.53	
			150800	delegated	06/05/15	26/06/15	top floor parapet	101.28	non-material design changes
Station Hill	Station Hill, RG1	Allies and Morrison	130436	outline	02/04/13	09/01/15	plot A parapet	67	Max heights of illustrative scheme
			151543	reserved matters		20/07/16	plot B parapet	121	
							plot C parapet	128	
			151426	outline	10/08/15	10/02/16	plot D parapet	105	
							plot E and Telecom House	82	Height of illustrative scheme
							plot G parapet	83	Car park remodelling
Royal Mail Site	80 Caversham Rd, RG1 1AA	Allies and Morrison	110024	outline	22/02/11	26/03/12	plot 1	103.4	Max heights of illustrative scheme
							plot 2	75.4	
							plot 3	71.9	
2 Forbury Place	Forbury Rd, RG1 3JD	Aukett Fitzroy Robinson	121826	full	05/12/12	03/06/13	plant enclosure parapet	78.96	Energis building redevelopment phase 2
Kings Point	120 Kings Road RG1 3DA	Assael	150019	full	07/01/15	30/09/15	roof parapet	100.2	

Camera Positions

Camera Details						Ordnance Survey Coordinates			Google Coordinates	Anderson Terzić Coordinates				
NO	LOCATION	DATE	TIME	HFOV	LENS TYPE	AOD(m)	OS EASTINGS	OS NORTHINGS	GOOGLE MAPS	Cam X	Cam Y	Cam Z	Target X	Target Y
1	Reading Station Heritage Building	10/09/15	10:04:00	73°	ultra wide angle	44.2	471502.9	173802.9	51.458698,-0.972206	-8024.8	8818.2	45.9	-8029.3	8702.5
2	Forbury Rd roundabout with Vastern Rd	14/0716	12:15:00	44°	slight wide angle	40.9	471810.6	173716.0	51.457878,-0.967795	-7717.1	8731.3	42.5	-8031.4	8736.7
3	George St roundabout with Vastern Rd	14/0716	10:20:00	44°	slight wide angle	39.6	471772.7	173958.2	51.46006,-0.968292	-7755.0	8973.5	41.1	-8038.4	8769.5
4	Junction of Friar St and Station Rd	14/0716	13:57:00	80°	ultra wide angle	45.0	471517.7	173572.8	51.456628,-0.972039	-8010.0	8588.1	46.6	-8024.5	8628.6
5	Forbury Gardens Mound	14/0716	11:59:00	49°	slight wide angle	46.8	471894.0	173628.9	51.457084,-0.966613	-7633.7	8644.2	48.4	-7821.7	8679.8
6	Kings Meadow	14/0716	11:19:00	44°	slight wide angle	37.0	472350.2	174059.4	51.460896,-0.959960	-7177.5	9074.7	38.6	-7693.7	8725.9
7	Christchurch Meadows	14/0716	17:01:00	39°	normal	37.0	471732.4	174402.5	51.46406,-0.968782	-7795.3	9417.8	38.6	-8064.6	8765.6
8	Town Hall Square	14/0716	12:39:00	49°	slight wide angle	44.8	471691.3	173519.9	51.456130,-0.969552	-7836.4	8535.2	46.4	-7891.5	8595.7
9	Caversham Bridge	14/0716	14:58:00	39°	normal	41.0	471163.4	174619.7	51.466084,-0.976927	-8364.3	9635.0	42.6	-8023.7	8769.3
10	Kenavon Drive	14/0716	11:40:00	39°	normal	39.0	472313.6	173652.1	51.457239,-0.960570	-7214.1	8667.4	40.6	-7874.7	8689.3
11	Balmore Walk	14/0716	16:41:00	39°	normal	54.3	471502.4	175106.8	51.470421,-0.971950	-8025.3	10122.1	55.9	-8020.3	8411.5
12	Dunsden Green	14/0716	10:55:00	39°	normal	75.0	473898.8	176916.5	51.486403,-0.937104	-5628.9	11931.8	77.4	-8121.4	8803.6
13	Junction of Friar St and West St	11/02/16	13:25:00	75°	wide angle	46.6	471229.0	173545.7	51.456458,-0.976236	-8298.7	8561.0	46.6	-8235.3	8595.4

HFOV horizontal field of view
AOD height above ordnance datum

Camera Positions



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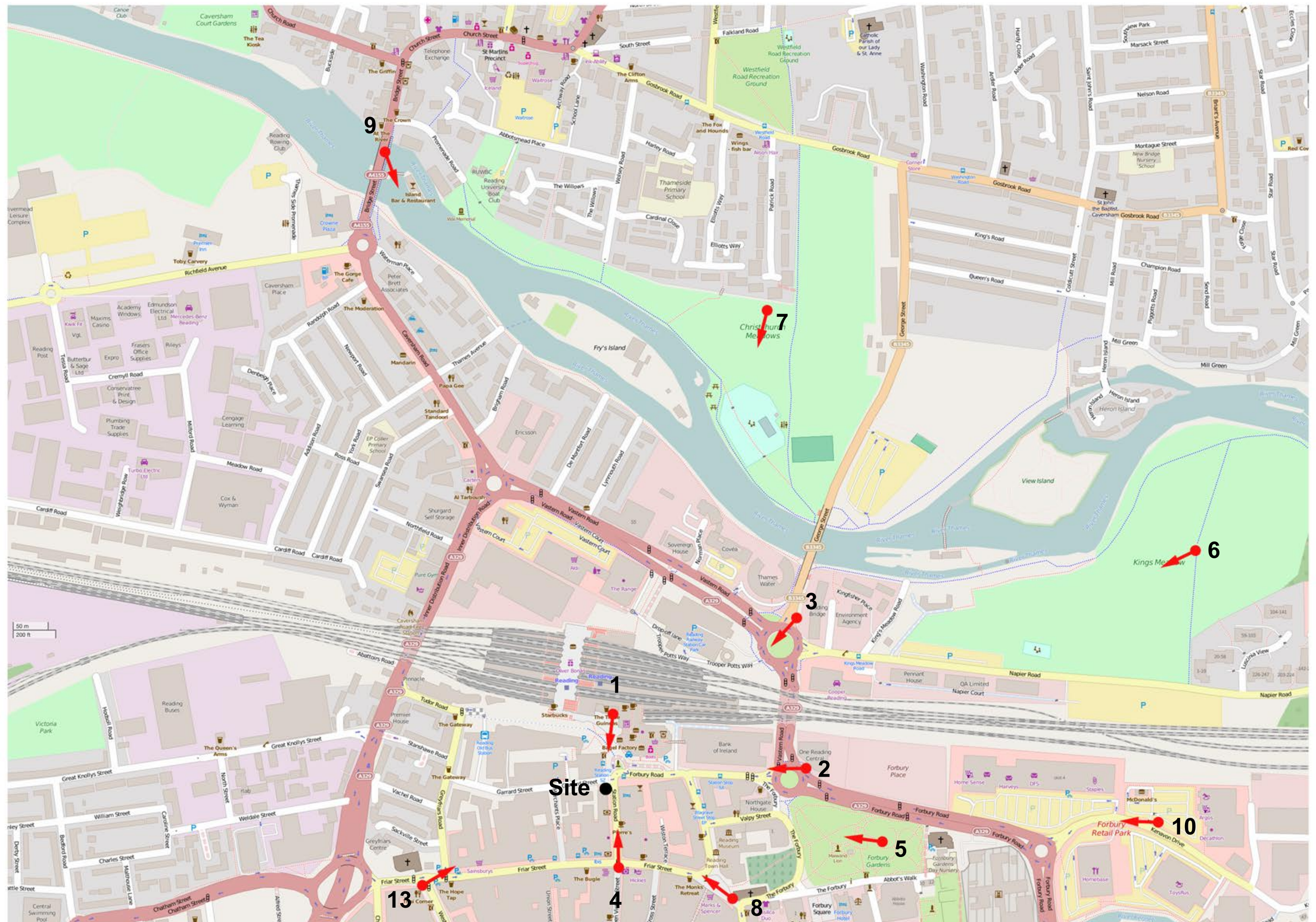


12



13

Map of Local Viewpoints



Map of Distant Viewpoints

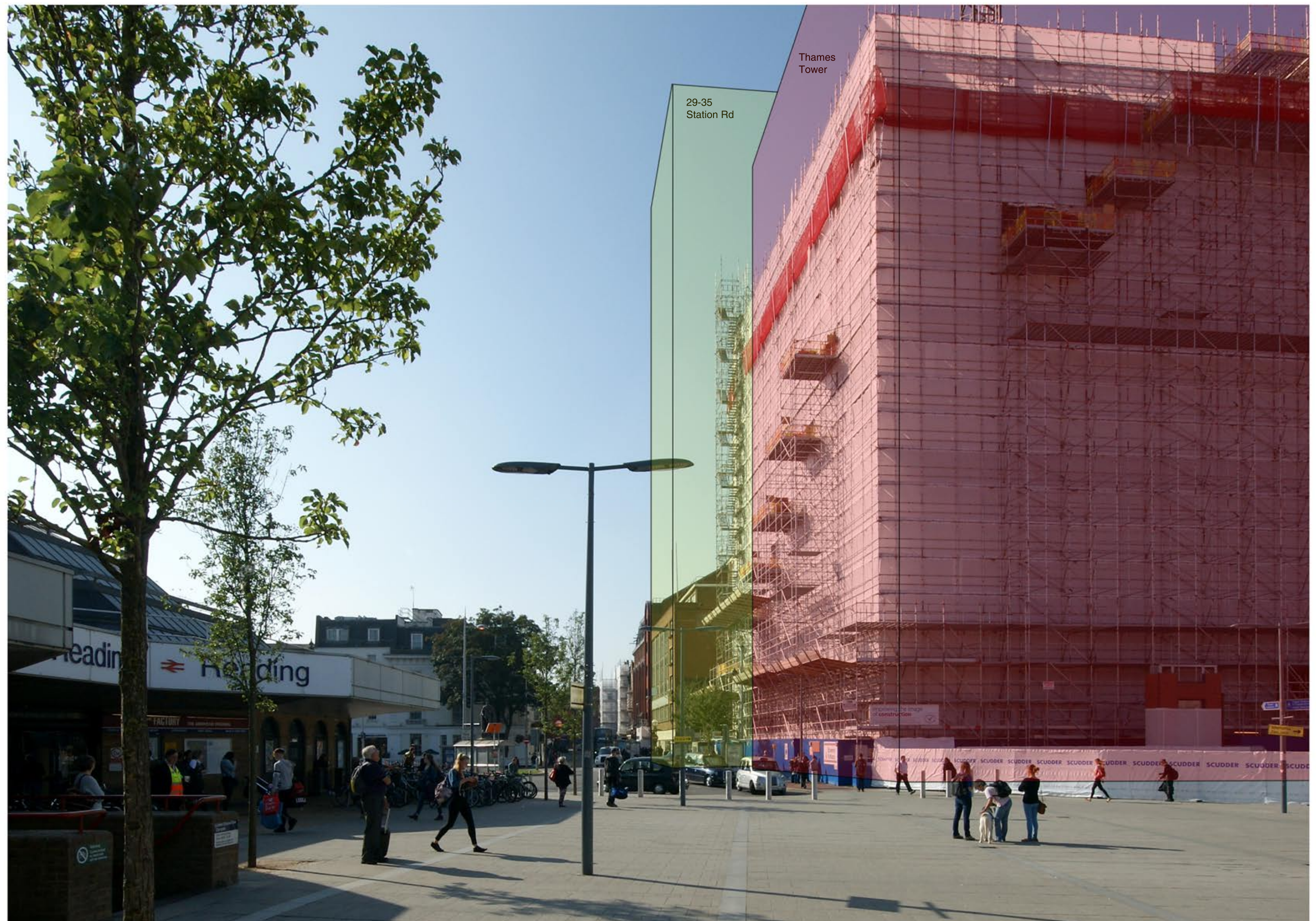


Existing View 01



From Reading Station Heritage Building Taken from outside The Three Guineas as the building will be almost entirely masked by Thames Tower from the new station exit.

Proposed View 01



From Reading Station Heritage Building Taken from outside The Three Guineas as the building will be almost entirely masked by Thames Tower from the new station exit.

Existing View 02



From roundabout between Forbury Rd and Vastern Rd Taken from the base of the ramp up to the entrance of One Reading Central.

Proposed View 02



From roundabout between Forbury Rd and Vastern Rd Taken from the base of the ramp up to the entrance of One Reading Central.