

2.12 Reading Tall Building Strategy (2008) - Character Area 18

Character Area 18 - The Oracle (North of Site Location)

The site is not located within this Character Area, but lies to the south of it. The Reading Tall Building Strategy (2008) states the following about Character Area 18:

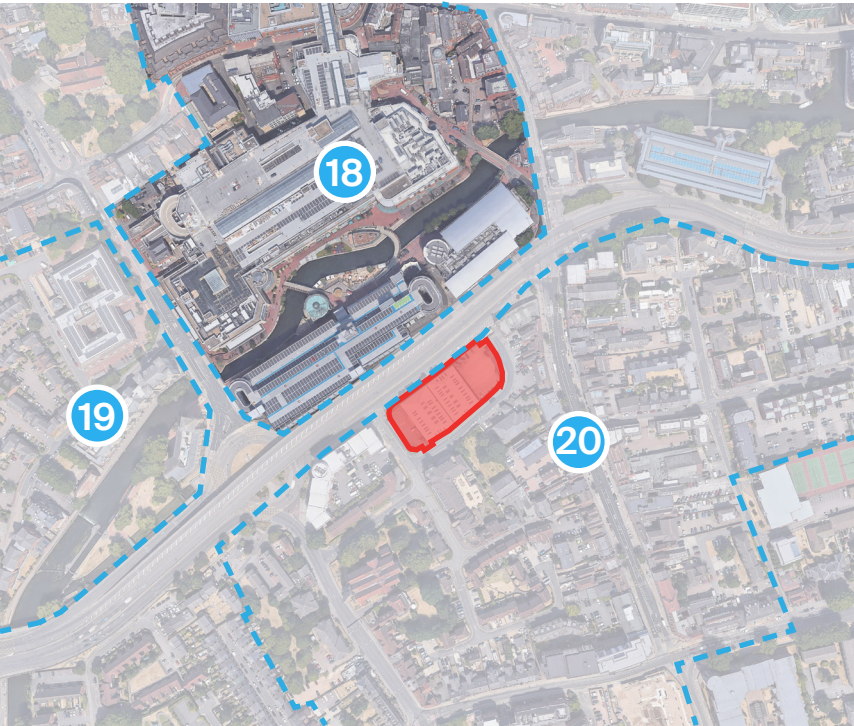
- **Urban grain and townscape scale:** ‘The large expanse of covered shopping centre and occasionally tall structures creates a large scale townscape’
- **Townscape condition:** ‘Although the design of the Oracle building is unexceptional, the public realm along the River Kennet is an attractive and well used resource which is in good condition’.
- **Townscape sensitivity to the inclusion of tall buildings, Low**
- ‘The large block size and existing landmark structures (e.g. spire on the car park) create a high capacity for the development of tall buildings. However, consideration should be given on a case by case basis to how the development would impact on the skyline above St Mary’s church and the surrounding Conservation Area’.



Oracle's riverside open plaza



Oracle's Southern car park



From: Reading's Tall Building Strategy 2008



Oracle's riverside open plaza



Inside The Oracle shopping centre

Character Area 19 - Mallard to Fobney Street

The site is not located within this Character Area, but is located to the southeast of it. The Reading Tall Building Strategy (2008) states the following about Character Area 19:

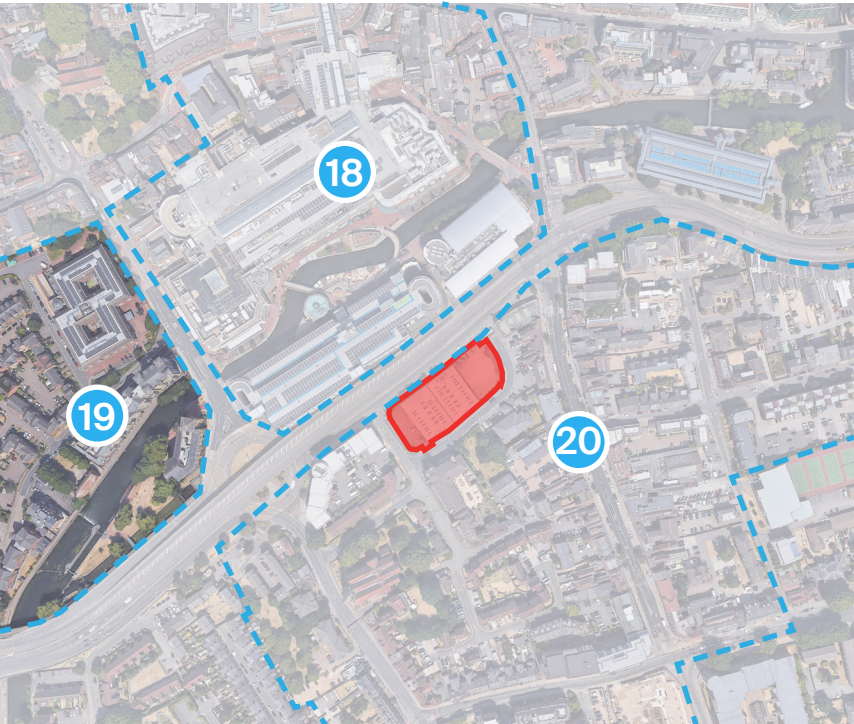
- **Urban grain and townscape scale:** 'The apartment buildings separated by small blocks of ornamental planting create a medium scale townscape'
- **Townscape sensitivity to the inclusion of tall buildings, Low**
- 'The area is characterised by apartment block buildings which are taller than the average residential built form in Reading. The apartment blocks create a medium sized townscape scale and urban grain. Buildings up to 10 storeys would not appear uncharacteristic in townscape terms. However, should built form taller than 10 storeys be proposed, careful consideration should be given to how the increased scale and density of development would impact upon St. Mary's Butts Conservation Area'.



Riverside serviced apartments



Reading Borough Council building



From: Reading's Tall Building Strategy 2008



Malting Place



Fobney Street