

Character Area 20 - London Street

The site is located within this Character Area. The Reading Tall Building Strategy (2008) states the following about Character Area 20:

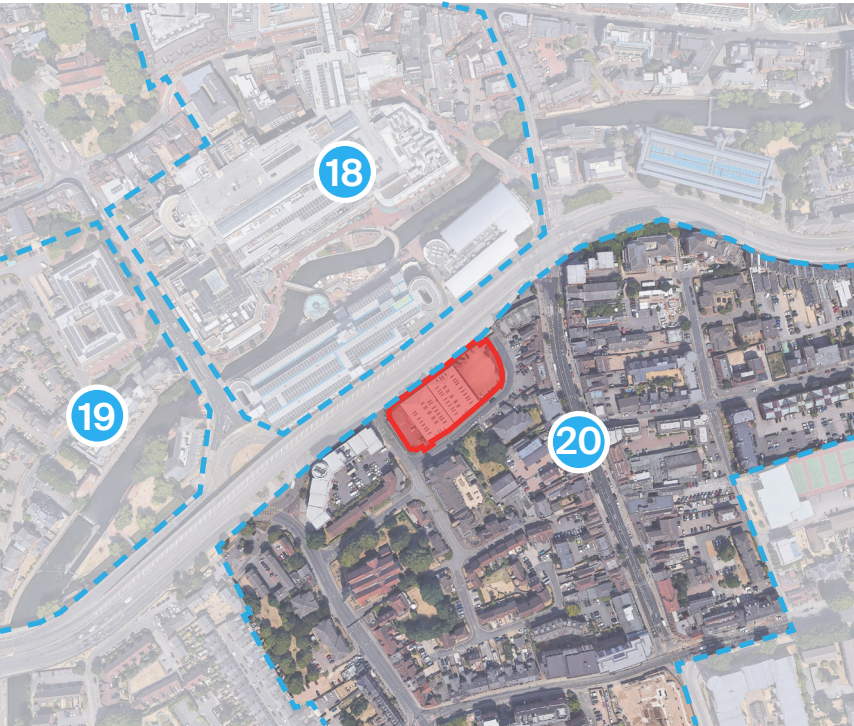
- **Urban grain and townscape scale:** ‘The fine grained residential area has a small townscape scale’.
- **Townscape condition:** ‘The buildings within the character area are fairly consistent in architectural style creating a strong, residential townscape character. The townscape is generally in good condition, although the busy A327 and associated road signage and advertising boards create a localised cluttered character’.
- **Key views into the character area:** ‘Buildings within the character area contribute to the skyline visible from Oxford Road when approaching Reading from the west. From the elevated position of Caversham Park, Balmore Park and Horse Close, built form within the character area contributes to the view of central Reading’



Church of St Giles-in-Reading



The Great Expectations



From: Reading's Tall Building Strategy 2008



London Street, Reading



London Street, Reading

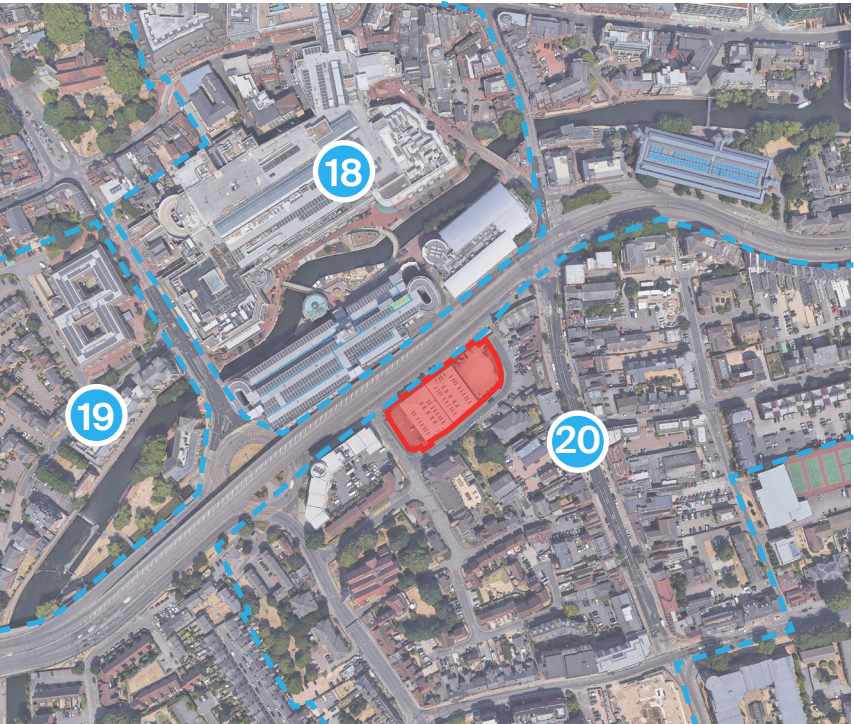
2.15 Character Area Breakdown

The context can be broken down into three categories which span the local character areas set out in the Tall Building Strategy (2008).

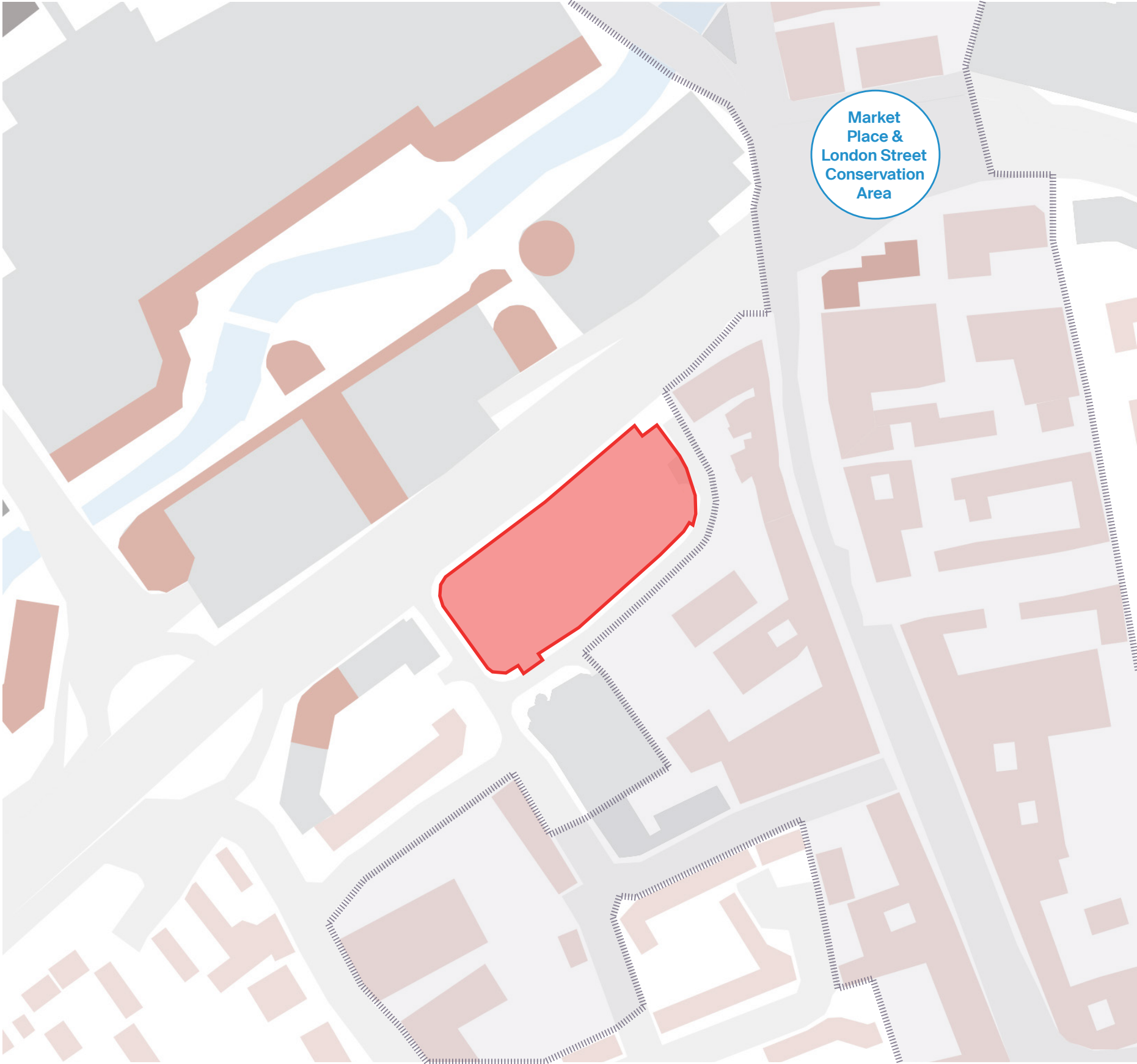
- Context Category A** - Vertically emphasised elevations which announce corners and activate frontages of larger scale and grain buildings.
- Context Category B** - Setback connections which form the body of larger grain buildings and pair these with similar scale buildings across the A329 and the River Kennet.
- Context Category C** - Buildings of a small and medium sized grain located within the London Street Character Area. Defined by the Listed Buildings and Buildings of Townscape Merit - the buildings have ordered fenestration and distinct architectural features.

The site is in a transitional location between character areas 18, 19 and 20.

- The northern part of the site has a strong relation to character area 18 on the opposite side of Mill Lane.
- The southern and eastern parts of the site have a connection to the conservation area and character area 20.
- The western site edge of the site responds to character area 19.



Character Areas



Contextual Typology Plan

2.16 Context Category Areas A & B

CJCT undertook an exercise analysing the architecture found in context category areas A and B to establish a typology and architectural features that are characteristic within this area.

The images on the right highlight key architectural features that were found:

- Context Category A
- Context Category B
- Context Category C



Context Character A



Elevations of hierarchy with active frontages of large scale and grain buildings

Context Character B



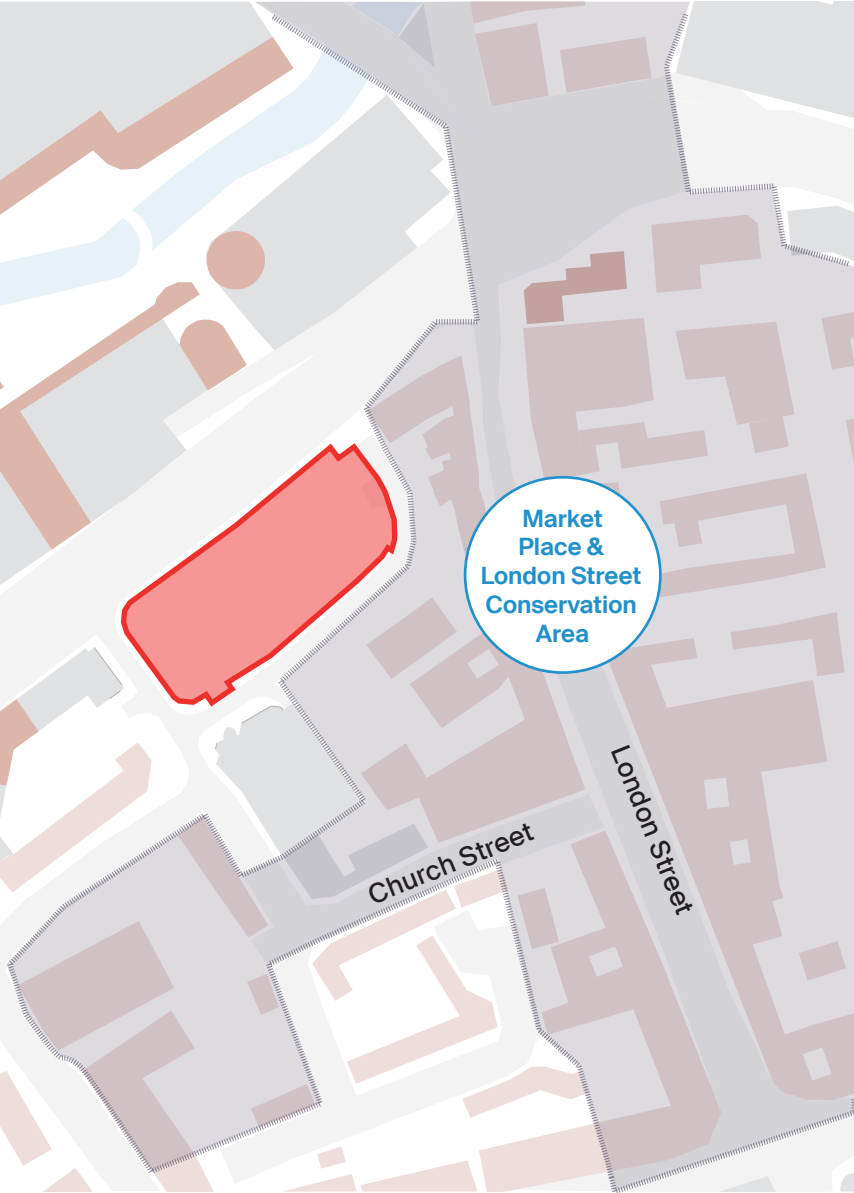
Secondary elevation hierarchy, larger grain buildings scaled to buildings across the A239

2.17 Context Category Area C

CJCT undertook an exercise analysing the architecture found on London Street and Church Street to establish a typology and architectural features that are characteristic within this area.

The images on the right highlight key architectural features that were found:

- Context Category A
- Context Category B
- Context Category C



White Horizontal Banding and Cornice Detailing



Grey and Red Brickwork Detailing



Classical Fenestration Order and Geometry



Stone and Faux Stone Detailing