



Character Area 11: Napier Road

Land Use	Residential and retail (Tesco's) .
Historical significance	Railway town and growth of manufacturing and commerce post 1840.
Architectural style	Late 20th century/early 21st century .
Urban grain and townscape scale	The buildings are fairly tightly packed and wedged between the railway line, Napier Road and the River Thames. Although the built form is tall, the individual block sizes are not very large. The numerous medium sized blocks separated by parking and landscaped areas creates a medium scale townscape.
Townscape condition	The position of the character area squashed between the railway embankment and Napier Road creates the sense of this being a forgotten area. The combination of building heights and style, none of which are distinctive townscape elements, creates a weak townscape character.
Key views within the character area	No key views have been defined for this character area.
Key views into the character area	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.
Landmark structures and existing tall buildings	The 10 storey apartment blocks of Luscinia View.
Tall buildings planning applications	-
Townscape sensitivity to the inclusion of tall buildings	Medium: Existing 10 storey apartment blocks are prominent features and ensures that buildings of a similar height would not appear uncharacteristic. However, the consistent height of the existing roofline and the residential character of the area ensure that significantly taller buildings would appear uncharacteristic in townscape terms.