



Forbury Park, Kings Meadow  
Reading  
September 2025



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Preliminary Alignment

1.6 m above ground

08:45 19 June 2025

AVR\_21

PROJECT: Forbury Park, Kings Meadow  
DATE: September 2025

AVR London were commissioned to produce a number of verified views of the proposals at Forbury Park, Kings Meadow, Reading. AVR positions were identified by the planning consultant.

2D plans, Ordnance Survey Mapping, local survey data, and the 3D model for the proposed development were provided by the architect.

## PHOTOGRAPHY

### Equipment:

Canon EOS R5  
Canon TS-E 24mm f/3.5L II

1.1 All photography is undertaken by AVR London's in-house professional photographers.

1.2 In professional architectural photography, having the camera level with the horizon is desirable in order to prevent three point perspective being introduced to the image and to ensure the verticals within the photographed scene remain parallel. This is standard practice and more realistically reflects the viewing experience.

1.3 The lens used by the photographer has the ability, where necessary, to shift up or down while remaining parallel to the sensor, allowing for the horizon in the image to be above, below or central within the image whilst maintaining two point perspective. This allows the photographer to capture the top of a taller proposed development which would usually be cropped, without introducing three point perspective.

When the shift capability of the lens is not used the image FOV and dimensions are the same as a prime lens of equal focal length.

1.4 Once the view positions are confirmed by the

townscape consultant, AVR London takes professional photography from each location. At each location the camera is set up over a defined ground point using a plumb line to ensure the position can be identified later.

1.5 The centre of the camera lens is positioned at a height of 1.60 metres above the ground to simulate average viewing height. For standard verified photography, each view is taken with a lens that gives a 68 degree field of view, approximately, a standard which has emerged for verified architectural photography. The nature of digital photography means that a record of the time and date of each photograph is embedded within the photo file; this metadata allows accurate lighting timings to be recreated within the computer model.

1.6 Once the image is taken, the photographer records the tripod location by photographing it in position to ensure the position can be accurately located for surveying (Fig 02).

1.7 Each image is processed by the photographer to ensure it visually matches the conditions on site when the photograph is taken.

### REGARDING 24mm FOCAL LENGTH IN AN URBAN ENVIRONMENT

1.8 The Landscape Institute Technical Guidance Note [2] states:

1.5.5 *'When regulatory authorities specify their own photographic and photomontage requirements, the landscape professional should follow them unless there is a good reason not to do so.'*

1.9 The London View Management Framework: Supplementary Planning Guidance (2012) Appendix C: Accurate Visual Representation [1] sets out a well-defined and verifiable procedure for preparing Accurate Visual Representations as part of the assessment of the visual impacts of proposed developments. As the LVMF aims to protect the most significant views in London, the guidance set out in Appendix C is considered best practice within the industry.

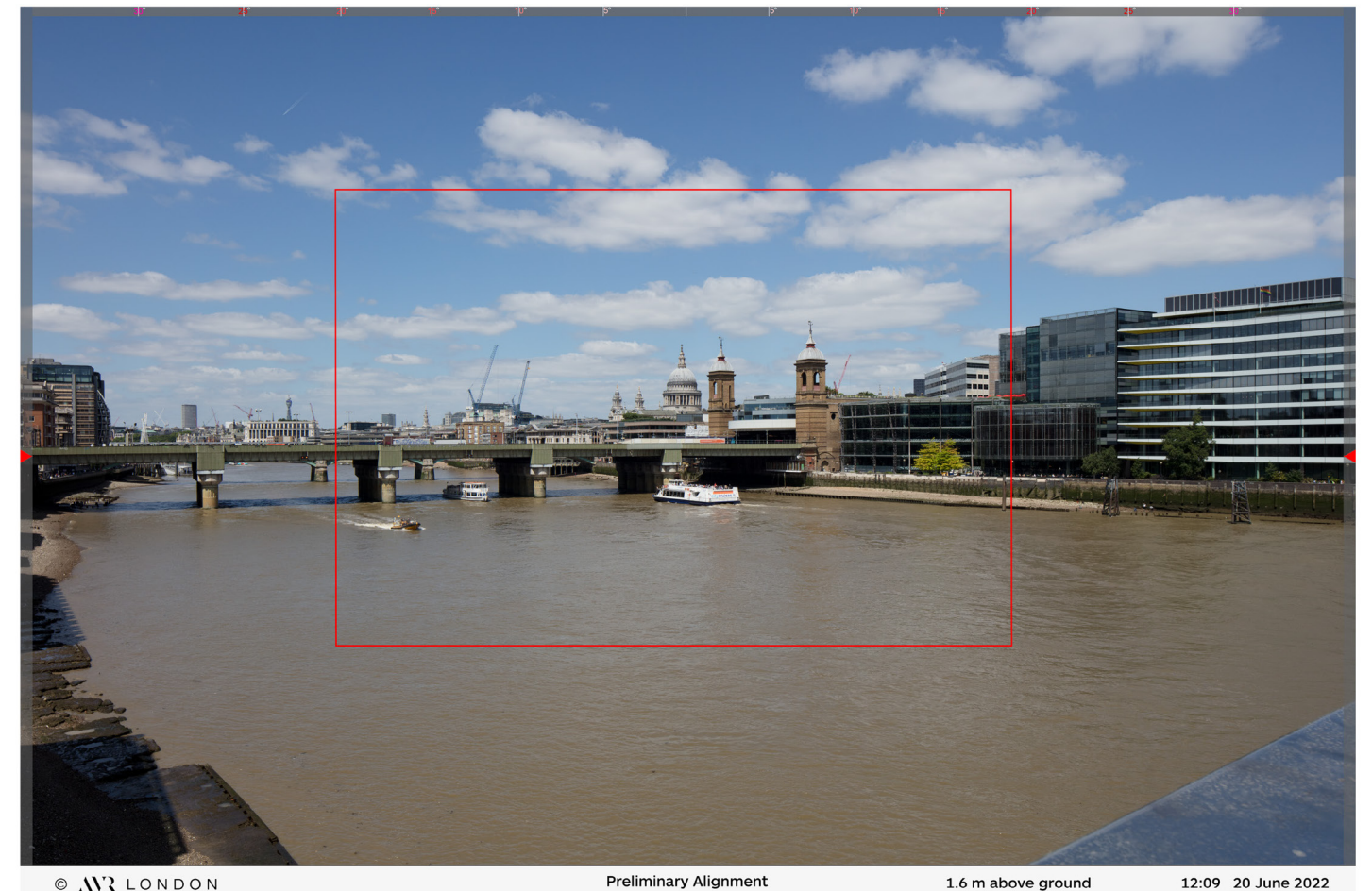


Fig 01: 24mm photograph with 50mm photograph overlaid

The LVMF guidance indicates that creators of AVRs should use the appropriate lens for each study, which could include wide angle lenses (wider than 50mm) or telephoto lenses (more zoomed than 50mm), where necessary.

Over time the 24mm lens has become the industry standard in urban visualisation due to its ability to capture context with limited distortion.

Given the Landscape Institute's advice to follow the authorities' own requirements, where applicable, AVR London follows the LVMF guidance.

1.10 When we observe a scene, we can focus on 6-10 degrees. However, without moving our head, the scene

beyond is observed using our peripheral vision. Once we move our eyes we can observe almost 180 degrees without moving our head. In reality we do not view the world through one fixed position, we move our eyes around a scene and observe, height, width and depth.

1.11 This is acknowledged by the Landscape Institute's Technical Guidance Note [2]. The appreciation of the wider context seen through peripheral vision or by moving our eyes (changing the focal point) is key to our experience of a scene.

While photography cannot replicate the human experience entirely, it is widely acknowledged that the use of a 24mm lens in an urban environment provides the viewer with a more realistic experience

than a 50mm lens. For these reasons the 24mm lens is industry standard in the creation of urban photo montages. It should also be noted that using a consistent focal length is favourable so as not to confuse the viewer’s sense of scale.

50mm LENS/CROP

1.12 It should also be stressed that if you were to centrally crop into an image taken with a 24mm lens to the same HFOV (Horizontal Field Of View) as a 50mm lens, the resulting image is identical to that produced by taking it directly with a 50mm lens. An image with a 70 degree HFOV (24mm lens) is geometrically and perspectively identical to an image showing a HFOV of 40 degrees (50mm lens), the 24mm lens purely gives more context to all sides (Fig 01). Further, all of our images allow this 50mm equivalent HFOV to be seen, read and understood on the image itself.

The benefit of using images taken with a 24mm lens is that the observer and in particular an experienced inspector, is able to analyse the image with the benefit of both fields of view.

| POINT | EASTING    | NORTHING   | HEIGHT |
|-------|------------|------------|--------|
| 05    | 472117.188 | 174004.517 | 36.425 |
| 501   | 472181.691 | 173942.630 | 36.839 |
| 502   | 472177.914 | 173930.882 | 36.639 |
| 503   | 472139.138 | 173916.291 | 37.617 |
| 504   | 472135.730 | 173906.466 | 39.927 |
| 505   | 472124.666 | 173902.609 | 40.307 |
| 506   | 472120.204 | 173900.879 | 40.306 |
| 507   | 472108.084 | 173906.668 | 38.814 |
| 508   | 472098.918 | 173916.399 | 40.538 |
| 509   | 472080.900 | 173864.491 | 42.879 |
| 510   | 472069.500 | 173865.521 | 41.084 |
| 511   | 472075.087 | 173895.175 | 39.230 |

Table 1: Example surveying data



Fig 04: Example AVR London graticule



Fig 02: Tripod location as documented by photographer



Fig 03: Survey points as highlighted by surveyor

SURVEY

Equipment:

- Leica Total Station Electronic Theodolite which has 1” angle measuring accuracy and 2mm + 2ppm distance accuracy.
- Leica Smart Rover RTK Global Positioning System.
- Wild/Leica NAK2 automatic level which a standard deviation of +/- 0.7mm/km

2.1 The photographer briefs the surveyor, sending across the prepared photographs, ground positions and appropriate data.

2.2 The surveyor establishes a line of sight, two station baseline, coordinated and levelled by real time kinetic

GPS observations, usually with one of the stations being the camera location. The eastings and northings are aligned to the Ordnance Survey National Grid (OSGB36) and elevation to Ordnance Survey Datum (OSD) using the OSTN15 GPS transformation program.

2.3 Once the baseline is established, a bearing is determined and a series of clearly identifiable static points across the photograph are observed using the total station. These observations are taken throughout the depth of field of the photograph and at differing heights within the image.

2.4 The survey control stations are extracted from the OS base mapping and wherever possible, linked together to form a survey network. This means that survey information is accurate to

tolerances quoted by GPS survey methods in plan and commensurate with this in level.

**2.5** Horizontal and vertical angle observations from the control stations allow the previously identified points within the view to be surveyed using line of sight surveying and the accurate coordination of these points determined using an intersection program. These points are then related back to the Ordnance Survey grid and provided in a spreadsheet format showing point number, easting, northing and level of each point surveyed, together with a reference file showing each marked up image (Fig 03 and Table 1).

**2.6** The required horizon line within the image is established using the horizontal collimation of the theodolite (set to approximately above the ground) to identify 3 or 4 features that fall along the horizon line. The theodolite more generally is used for measuring angles and distances.

**2.7** Using the surveyed horizon points as a guide, each photograph is checked and rotated, if necessary, in proprietary digital image manipulation software to ensure that the horizon line on the photograph is level and consistent with the information received from the surveyor.

## Accurate Visual Representation Production

### Process

**3.1** The 3D computer model is precisely aligned to a site plan on the OS coordinate grid system.

**3.2** Within the 3D software a virtual camera is set up using the coordinates provided by the surveyor along with the previously identified points within the scene. The virtual camera is verified by matching the contextual surveyed points with matching points within the overlaid photograph. As the surveyed data points, virtual camera and 3D model all relate to the same 3-dimensional coordinate system, there is only one position, viewing direction and field of view where all these points coincide with the actual photograph from site. The virtual camera is now verified against

the site photograph.

**3.3** For fully-rendered views a lighting simulation (using accurate latitude, longitude and time) is established within the proprietary 3D modelling software matching that of the actual site photograph. Along with the virtual sunlight, virtual materials are applied to the 3D model to match those advised by the architects. The proprietary 3D modelling software then uses the verified virtual camera, 3D digital model, lighting and material setup to produce a computer generated render of the proposed building.

**3.4** The proposal is masked where it is obscured behind built form or street furniture.

**3.5** Using the surveyed information and verification process described above, the scale and position of a proposal within a scene can be objectively calculated. However, using the proprietary software currently available the exact response of proposed materials to their environment is subjective so the exact portrayal of a proposal is a collaboration between illustrator and architect. The final computer generated image of the proposed building is achieved by combining the computer-generated render and the site photography within proprietary digital compositing software.

## Presentation

### Graticule

**4.1** Each Accurate Visual Representation is framed by a graticule which provides further information including time and date of photography, horizon markers and field of view of the lens (Fig 04).

**4.2** The Field of View is represented along the top of the image in the form of markers with degrees written at the correct intervals.

**4.3** The horizon markers indicate where the horizontal plane of view from the camera lies. (section 2 above explains how the surveyor establishes these horizon points).

**4.4** The date and time stamp documents exactly when the photograph was taken. This data is recorded in every digital camera file, known as EXIF data.

## 6. PUBLISHED GUIDANCE

**6.1** The Landscape Institute, states in “Visual Representation of Development Proposals - Technical Guidance Note (September 2019)”, that:

“The LI recognises that, for some types of development, targeted or authority-specific guidance may be appropriate.”

“The London View Management Framework provides useful guidance for large-scale urban development, and is particularly useful in identifying what it refers to as ‘AVR Types’ (0 - 3)”

**6.2** We agree with the Landscape Institute and it is broadly accepted across the industry that the London View Management Framework Guidance, Appendix C: Accurate Visual Representations outlines best practice for producing Accurate Visual Representations of urban developments.

The framework was set up to protect London’s most important views and has been used as the industry standard for all significant strategic developments in the capital since. The LVMF Guidance was the subject of full consultation with the local authorities in London and other bodies such as Historic England and Historic Royal Palaces.

The following, outlines the key reasons why LVMF guidelines for urban development are recommended:

### Field of View (FOV) and Lens Selection

**6.3** It is outlined in the guidance (Point 467) “As we experience a scene, our perception is built from a sophisticated visual process that allows us to focus onto individual areas with remarkable clarity whilst remaining aware of a wider overall context.” For this reason a 50mm lens with a FOV of 40 degrees is not appropriate in a built environment. In comparison a 24mm lens with a FOV of 70 degrees allows the viewer

to appreciate and understand urban context.

### Tilt/Shift Lens

**6.4** A tilt/shift lens allows the axis of the lens to be moved vertically or horizontally in order to avoid distortion and thus to replicate more closely the complex manner in which human vision is interpreted into an image in our mind.

Due to the complex nature of these lenses, they are of a much higher quality and cost compared to standard lenses and do not have any distortion, barreling/pin cushion effect that lenses of a lesser quality often have. Despite their complexity and cost, the ability to control the viewing centre of an image without any distortion has made these lenses essential to professional photographers, especially in the discipline of architecture in urban environments.

It should be stressed that AVR London only use the shift function of the lens and this is only shifted in the vertical direction. This is simply to allow us to compose images to better demonstrate the view and the proposal’s place within it without introducing 3-point perspective distortion (converging verticals) and to closer replicate how our mind interprets and corrects for such (Fig 04).

Not only is the use of tilt shift lenses standard practice within architectural photography, it is also standard practice throughout all the established professional practices conducting verified images in London. The LVMF guidance itself uses a vertical rise image as its main image of explanation in the Annex identifying good practice.

### Stitching and Accuracy

**6.5** A 24mm lens captures enough context that it almost always possible to use one photograph to capture a view position. This ensures stitching of multiple images will not be required, on the rare occasion that 24mm FOV is not wide enough a diptych or triptych is preferable, again this is to avoid stitching of images together. Stitching images together introduces inaccuracies and distortion in to

the photograph and leads to a composite of blended perspectives.

It is always more accurate to verify a single photograph compared to a stitched image. Stitched images are impossible to replicate using the same methodology compared with single photographs as the stitching is either done by hand with causes variation or by automated programs which may also introduce variation.

### Proven History

6.6 AVR London has used this methodology, aligned with the London View Management Framework, for planning applications in every London borough, throughout the UK from Cornwall to Scotland and Northern Ireland and as far afield as Sydney, Australia without question.

AVR London have also presented work using this methodology at numerous planning inquiries without question.

### Research and Future Developments

6.7 AVR London have always undertaken research in to new areas of technology within the industry and this includes within the verified workflow.

Given the previous stated issues surrounding stitched photography we have worked on various research projects and developed a separate methodology to ensure 360 degree photography can be fully verified and viewed within a headset where appropriate. This accuracy has been tested and proven at planning inquiry.

### Notes:

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## **Appendix M.5 Townscape Effects Table 2**

Appendix M.5: Townscape Effects Table

| Townscape Receptor          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                |        | Townscape Effects  |                    |                                       |                    |                              |                    |                                                |                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------|--------------------|--------------------|---------------------------------------|--------------------|------------------------------|--------------------|------------------------------------------------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name                        | Sensitivity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                |        | Construction Phase |                    | Construction Phase – Residual Effects |                    | Operational Phase – (Year 1) |                    | Operational Phase – Residual Effects (Year 15) |                    | Description of Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                             | Value                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Susceptibility |        | Magnitude          | Significance       |                                       | Significance       |                              | Significance       | Magnitude                                      | Significance       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Townscape Character         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                |        |                    |                    |                                       |                    |                              |                    |                                                |                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| TCA 2: Reading Station East | Low                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Low            | Low    | Very Small         | Negligible Adverse | Very Small                            | Negligible Adverse | Very Small                   | Neutral            | Very Small                                     | Neutral            | <p>There would be no direct townscape effects on TCA2, which lies adjacent to TCA10, which contains the Site.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                             | The townscape features high density development throughout, comprising predominantly 1970s to 21 <sup>st</sup> century office blocks, of unexceptional design and quality. There is no overarching recognition of value to this townscape area meaning that it is of low value.<br><br>Given the existing density and grain of development in the area it is considered that the type of development proposed is unlikely to alter the overall integrity of the townscape and is therefore considered to be of low susceptibility. |                |        |                    |                    |                                       |                    |                              |                    |                                                |                    | <p>There would be some limited intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction, and cranes would be partially visible from within TCA2, e.g. along Forbury Road; however, this would barely affect the key characteristics of TCA2.</p> <p>There would be no direct townscape effects on TCA2. At completion there would be limited influence from within TCA2 with the new buildings varying in height on the Site; the new buildings having a degree of fit with existing buildings within TCA2. However, the key characteristics of TCA2 would not be altered.</p>                                                                                                                                                                                                                                                                                                                                                            |
| TCA 8: Forbury Gardens      | High                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | High           | High   | Very Small         | Negligible Adverse | Very Small                            | Negligible Adverse | Very Small                   | Negligible Adverse | Very Small                                     | Negligible Adverse | <p>There would be no direct townscape effects on TCA8, which lies to the southwest of TCA10 which contains the Site.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                             | The townscape features a Victorian formal garden with the remains of Reading Abbey to the east of historical significance. Generally it is in a good condition and well maintained, being the largest area of open space within the centre of Reading. In this regard it is of high value.<br><br>In light of the above factors, and the potential for new built form to be visually prominent, the townscape is considered to be of high susceptibility to the type of development proposed.                                      |                |        |                    |                    |                                       |                    |                              |                    |                                                |                    | <p>There would be some intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction, and cranes, would be partially visible from within TCA8. This would result in little change in the key characteristics of TCA8, in terms of views out from the TCA to its setting, and its sensitivity to intervisibility with new buildings. It is acknowledged that the urban area and setting to TCA8 is undergoing regeneration and a degree of change.</p> <p>There would be no direct townscape effects on TCA8. At completion there would be some intervisibility from within TCA8 with the new, buildings in TCA10 varying in height. The new buildings in TCA10 would be a just discernible change seen from within TCA8, which is not quite in keeping with the key characteristics of TCA8; however, it is acknowledged that the urban area and setting to TCA8 is undergoing regeneration and a degree of change.</p>                        |
| TCA 9: Reading Prison       | Medium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Medium         | Medium | Small              | Minor Adverse      | Small                                 | Minor Adverse      | Very Small                   | Negligible Adverse | Very Small                                     | Negligible Adverse | <p>There would be no direct townscape effects on TCA9, which lies adjacent to the south of TCA10 which contains the Site.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                             | Comprises a Victorian red brick prison of a large block typology, with some degree of openness. Given its proximity to heritage assets and influence in the setting, it is considered to be of medium value.<br><br>Built form within this area contributes to the setting of central Reading and surrounding parkland areas, while its development has the potential to detract from the historic character and accordingly is of medium susceptibility.                                                                          |                |        |                    |                    |                                       |                    |                              |                    |                                                |                    | <p>There would be some intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction, and cranes, would be partially visible from within TCA9. This would result in little change in the key characteristics of TCA9, in terms of views out from the TCA to its adjacent urban area, and its sensitivity to intervisibility with new buildings. It is acknowledged that the urban area and setting to TCA9 is undergoing regeneration and a degree of change.</p> <p>There would be no direct townscape effects on TCA9. At completion there would be some intervisibility from within TCA9 with the new buildings in TCA10. The new buildings in TCA10 would be a just discernible change seen from within TCA9, which is not quite in keeping with the key characteristics of TCA9; however, the enhancement to the condition of the Site and provision of new public realm and tree planting in the Site within part of TCA10, would be</p> |

| Townscape Receptor                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                |                |        | Townscape Effects  |                    |                                       |                    |                              |                  |                                                |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------|--------------------|--------------------|---------------------------------------|--------------------|------------------------------|------------------|------------------------------------------------|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name                                                                                                                                                                                                                                                                                                                                                                            | Sensitivity                                                                                                                                                                                                                                                                                                                                                                                                    |                |        | Construction Phase |                    | Construction Phase – Residual Effects |                    | Operational Phase – (Year 1) |                  | Operational Phase – Residual Effects (Year 15) |                  | Description of Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                                                                                                                                                                                                                                                                                                                                                                 | Value                                                                                                                                                                                                                                                                                                                                                                                                          | Susceptibility |        | Magnitude          | Significance       |                                       | Significance       |                              | Significance     | Magnitude                                      | Significance     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                |                |        |                    |                    |                                       |                    |                              |                  |                                                |                  | just discernible as an improvement to the townscape adjacent to the TCA9, and it is acknowledged that the urban area and setting to TCA9 is undergoing regeneration and a degree of change. Overall, the change is considered to be adverse.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| TCA 10: Forbury Retail Park                                                                                                                                                                                                                                                                                                                                                     | Low                                                                                                                                                                                                                                                                                                                                                                                                            | Medium         | Medium | Medium             | Moderate Adverse   | Medium                                | Moderate Adverse   | Small                        | Minor Beneficial | Small                                          | Minor Beneficial | <p>The existing retail units, KFC unit and car parking areas would be demolished and cleared, and existing vegetation would be cleared from the Site. Construction activity would include earthworks, moving vehicles, storage compounds, hoardings and scaffolding, and cranes. Construction would take place across the Site in Phases. The Development during construction would result in partial change in the key characteristics of TCA10, limited to within the Site area only.</p> <p>At completion there would be new buildings varying in height across the Site, with associated infrastructure and green infrastructure, on the Site which is approximately 20% of the total TCA10 area. These would create a finer townscape grain that at the baseline, but one which has a degree of fit with recent regeneration development e.g. at Huntley Wharf and the character of the eastern end of the TCA. There would be an improvement to the condition of the townscape through the provision of new public realm with new tree planting and green infrastructure, in place of the baseline extensive car parking areas.</p> |
|                                                                                                                                                                                                                                                                                                                                                                                 | Townscape is characterised by a mix of large scale office development, retail warehouses, car parks, commercial development and recent residential uses. Buildings are typically late 20 <sup>th</sup> century and not totally coherent being interrupted by parking areas creating diminished condition. There is no overarching recognition of value to this townscape area meaning that it is of low value. |                |        |                    |                    |                                       |                    |                              |                  |                                                |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| While built form is of a large scale, and featuring large block structure frequently, the buildings are of a reduced scale to that within central Reading. In this regard, the introduction of taller development would need to be sympathetically designed and as such there is some scope to accommodate the type of development proposed leading to a medium susceptibility. |                                                                                                                                                                                                                                                                                                                                                                                                                |                |        |                    |                    |                                       |                    |                              |                  |                                                |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| TCA 11: Napier Road                                                                                                                                                                                                                                                                                                                                                             | Low                                                                                                                                                                                                                                                                                                                                                                                                            | Medium         | Medium | Very Small         | Negligible Adverse | Very Small                            | Negligible Adverse | Very Small                   | Neutral          | Very Small                                     | Neutral          | <p>There would be no direct townscape effects on TCA11, which lies adjacent to TCA10, which contains the Site.</p> <p>There would be some limited intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction, and cranes would be partially visible from within TCA11; however, this would barely affect the key characteristics of TCA11.</p> <p>There would be no direct townscape effects on TCA11. At completion there would be limited intervisibility from within TCA11 with the new buildings varying in height across the Site; the new buildings having a degree of fit with existing buildings within TCA11. The key characteristics of TCA11 would not be altered.</p>                                                                                                                                                                                                                                                                                                                          |
|                                                                                                                                                                                                                                                                                                                                                                                 | Within the townscape buildings are of mixed residential, office and retail uses, and typically dense and wedged in proximity to the railway line. While of a tall form they actual block sizes are not overly large, creating a medium-scale townscape. Few distinctive features, results in a weak character, which alongside the lack of any recognition of value results in a low value.                    |                |        |                    |                    |                                       |                    |                              |                  |                                                |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Existing development of a similar scale features in the area and in this regard there is some scope to accommodate the type of development proposed and as such is of medium susceptibility.                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                |                |        |                    |                    |                                       |                    |                              |                  |                                                |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| TCA 21: Forbury South                                                                                                                                                                                                                                                                                                                                                           | Low                                                                                                                                                                                                                                                                                                                                                                                                            | Low            | Low    | Very Small         | Negligible Adverse | Very Small                            | Negligible Adverse | Very Small                   | Neutral          | Very Small                                     | Neutral          | <p>There would be no direct townscape effects on TCA21.</p> <p>There would be very limited intervisibility with the demolition and construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction, and cranes would be partially visible from within TCA21; however, this would barely affect the key characteristics of TCA21.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                                                                                                                                                                                                                                                                                                                                                                 | A large scale townscape featuring large office buidligns and smaller scale residential uses, with the scale/height of development reaching around 15 storeys. Several vacant buildings creates a disjointed character with an                                                                                                                                                                                  |                |        |                    |                    |                                       |                    |                              |                  |                                                |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

| Townscape Receptor                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |      |      | Townscape Effects  |                  |                                       |                  |                              |                     |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|--------------------|------------------|---------------------------------------|------------------|------------------------------|---------------------|------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name                                | Sensitivity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |      |      | Construction Phase |                  | Construction Phase – Residual Effects |                  | Operational Phase – (Year 1) |                     | Operational Phase – Residual Effects (Year 15) |                     | Description of Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |      |      | Magnitude          | Significance     |                                       | Significance     |                              | Significance        | Magnitude                                      | Significance        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|                                     | unkempt condition, resulting in an overall low value.<br><br>The existing large block size and presence of tall buildings means tall buildings would not be uncharacteristic, however due to proximity to Reading Abbey, consideration should be given to potential visual impacts, but overall there is scope to accommodate the type of development proposed leading to a low susceptibility.                                                                                                                                                                                                                                                                                                                                                                                                            |      |      |                    |                  |                                       |                  |                              |                     |                                                |                     | There would be no direct townscape effects on TCA21. At completion there would be very limited intervisibility from within TCA21 with the new buildings introduced into the Site in the setting of this TCA. However, the key characteristics of TCA21 would not be altered.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| TCA 23: King’s Meadow               | Medium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | High | High | Very Small         | Minor Adverse    | Very Small                            | Minor Adverse    | Very Small                   | Minor Adverse       | Very Small                                     | Negligible Adverse  | There would be no direct townscape effects on TCA23.<br><br>There would be some intervisibility with the construction works for the Proposed Development; construction activity with hoardings and scaffolding as the new buildings emerge in construction phases, and cranes, would be partially visible from within TCA23 open space. This would result in little change in the key characteristics of TCA8, in terms of views out from the TCA to its surrounding urban area, and its sensitivity to intervisibility with new buildings. It is acknowledged that the urban area and setting to TCA23 is undergoing regeneration and a degree of change.<br><br>There would be no direct townscape effects on TCA23. At completion there would be some intervisibility from within TCA23 with the new buildings in TCA10. The new buildings in TCA23 would be not quite in keeping with the key characteristics of TCA23; however, it is acknowledged that the urban area and setting to TCA23 is undergoing regeneration and a degree of change.                                                                                                                                                                                                                                                                                                                                                                                           |
|                                     | This part of the townscape comprises a large expanse of open space, featuring amenity grass, sports facilities and river meadows. It is a well-maintained recreational resource that contributes positively to the character of the area and overall is considered to be of medium susceptibility.<br><br>The absence of built form and the coherent and unified character of the area means that any built development would be a departure from the prevailing character and as such it is of high susceptibility to the type of development proposed.                                                                                                                                                                                                                                                   |      |      |                    |                  |                                       |                  |                              |                     |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| The Site and immediate surroundings | Low                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Low  | Low  | Large              | Moderate Adverse | Large                                 | Moderate Adverse | Large                        | Moderate Beneficial | Large                                          | Moderate Beneficial | The existing retail units, KFC unit and car parking areas would be demolished and cleared, and existing vegetation would be cleared from the Site.<br><br>Construction activity would include earthworks, moving vehicles, storage compounds, hoardings and scaffolding, and cranes. Construction would take place across the Site and new buildings and new public realm would emerge in phases.<br><br>The Proposed Development during construction would result in total change to the character of the Site.<br><br>At completion there would be a series of new buildings varying in height across the Site, with associated infrastructure and green infrastructure, throughout the Site enabling pedestrian and cycle circulation. These would create a finer townscape grain than at the baseline, but one which has a degree of fit with recent regeneration development in adjacent areas. There would be an improvement to the condition of the townscape character of the Site and is immediate setting, through the provision of high-quality new buildings with new public realm, new tree planting and green infrastructure, in place of the baseline extensive car parking areas. The proposals would achieve a good fit with the townscape and noticeably improve the Site’s character and thus that of the urban environment – creating an inviting and coherent area that uplifts the design quality and image of Reading. |
|                                     | Most of the Site comprises large-scale but low-rise warehouse style retail buildings and hardstanding areas for footways and car parking. The fast-food chain KFC sits adjacent to the southern boundary; this being large scale but at a lower height than the retail buildings. On the Site there is a surface car park with 290 spaces; there is signage, and bollards align the frontage of the stores.<br><br>Around the Site entrance and car park there are some landscaped areas including semi-mature trees and mown grassland. Trees and scrub line the northern boundary of the Site adjacent to the railway line. The character is of an established, but outdated and run-down, urban, retail park of large block and large mass structures, with ground surface dominated by hard materials. |      |      |                    |                  |                                       |                  |                              |                     |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

Value of the receptor: Low, Medium, or High

Susceptibility of the receptor: Low, Medium, or High

Sensitivity of the receptor: Low, Medium, or High

Magnitude of the effect: None, Very Small, Small, Medium or Large

Significance of the effect: Neutral, Negligible, Minor, Moderate or Major (Adverse or Beneficial)

## **Appendix M.6 Visual Effects Table**

Appendix M.6: Visual Effects Table

| Visual Receptor                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |        | Visual Effects     |                  |                                       |                  |                              |                     |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| Name (Ref)                                                    | Sensitivity                                                                                                                                                                                                                                                                                                                                                                                                                                   |                |        | Construction Phase |                  | Construction Phase – Residual Effects |                  | Operational Phase – (Year 1) |                     | Operational Phase – Residual Effects (Year 15) |                     | Description of Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|                                                               | Value                                                                                                                                                                                                                                                                                                                                                                                                                                         | Susceptibility |        | Magnitude          | Significance     | Magnitude                             | Significance     | Magnitude                    | Significance        | Magnitude                                      | Significance        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 1 – View north from Forbury Road (south)                      | Low                                                                                                                                                                                                                                                                                                                                                                                                                                           | Medium         | Medium | Medium             | Moderate Adverse | Medium                                | Moderate Adverse | Medium                       | Moderate Beneficial | Medium                                         | Moderate Beneficial | <p>Construction activity will be seen in the centre of the view at the end of Forbury Road, comprising demolition of existing buildings, with additional cranes anticipated to be visible on the skyline above those intervening buildings. The middle ground and foreground of the view will remain unchanged.</p> <p>On completion, new built form will be visible in the centre of the view composition at the end of Forbury Road, drawing the eye through the townscape. The separation between the blocks of built form will allow for a column of vertical sky to penetrate the buildings and thus reduce the sense of visual bulk. In doing so, this will ensure that the buildings appear to appropriately frame the streetscape and continue the north-south visual line, while being broadly comparable in height to the Huntley Wharf development. Overall, the visual change in the view composition is considered to be beneficial, replacing what is currently a void in the skyline providing no clear legibility or assistance in wayfinding.</p>                                                                                                                                                                                                                                                                     |
|                                                               | The view obtained is considered to be of low value as it is not designated nor does it have any notable cultural associations. As the receptors at this location will comprise people travelling along a minor road within Reading, with their surroundings incidental to their experience, their susceptibility to the type of development proposed is considered to be medium.                                                              |                |        |                    |                  |                                       |                  |                              |                     |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 2 – View north-east from Forbury Gardens                      | High                                                                                                                                                                                                                                                                                                                                                                                                                                          | Medium         | High   | Small              | Moderate Adverse | Small                                 | Moderate Adverse | Small                        | Moderate Adverse    | Small                                          | Moderate Adverse    | <p>Demolition of the existing retail units on the Site will be discernible in the background of the view but filtered by the intervening trees of Forbury Gardens. Construction activity and hoardings will also be discernible through the intervening trees; and cranes and emerging upper storeys of new buildings will be noticeable above and in between intervening tree canopies. The foreground and middle ground of the view composition will remain unchanged.</p> <p>Once completed, the upper storeys of new buildings at the Site will be visible above and in between the canopies of intervening trees of Forbury Gardens, but these will not be taller on the skyline than St. James Roman Catholic Church or Forbury Place existing built forms in the view. The majority of the introduced new buildings will be screened by intervening buildings or filtered by intervening tree canopies. The foreground and middle ground of the view composition will remain unchanged. The appreciation of heritage assets in the view would remain, and the historic scale of Forbury Gardens will be retained; albeit now framed by new built form. This new built form however will not draw the eye away from Forbury Gardens, with the setbacks in the upper storeys assisting in reducing the perceived visual bulk.</p> |
|                                                               | The view obtained is considered to be of high value as it is obtained within a Registered Park and Garden, a scheduled monument, that is also an area of public open space. As the receptors at this location will comprise people in the pursuit of outdoor recreation where their appreciation of their surroundings is incidental to their enjoyment, their susceptibility to the type of development proposed is considered to be medium. |                |        |                    |                  |                                       |                  |                              |                     |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 3 – View north-east Reading Abbey Ruins                       | High                                                                                                                                                                                                                                                                                                                                                                                                                                          | High           | High   | Small              | Moderate Adverse | Small                                 | Moderate Adverse | Very Small                   | Minor Adverse       | Very Small                                     | Minor Adverse       | <p>During the construction phase the ground level activities will not be visible, being screened by the Reading Abbey and Reading Prison walls that enclose the view. However, cranes and the construction of the upper storeys of the Development will be perceptible in the skyline, forming an inconsequential part of the overall composition.</p> <p>At Year 1, the massing of the parameters will for the most part be screened from view, with only a small glimpse obtained through gaps in the vegetation, and where visible, will sit below the ruins and not compete with this townscape element.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|                                                               | The view obtained is considered to be of high value as it is obtained from a scheduled monument, that is also an area of public open space/through route. As the receptors at this location will comprise people in the pursuit of outdoor recreation where their attention is likely to be focused on their surroundings, their susceptibility to the type of development proposed is considered to be high.                                 |                |        |                    |                  |                                       |                  |                              |                     |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 4 – View west from Kenavon Drive adjacent to Riverside Museum | Low                                                                                                                                                                                                                                                                                                                                                                                                                                           | Medium         | Medium | Small              | Minor Adverse    | Small                                 | Minor Adverse    | Small                        | Minor Adverse       | Small                                          | Minor Adverse       | <p>During the construction phase there will be intervisibility with the tall plant and machinery within the Site. Ground level activities on the Site will not be readily discernible, being partially interrupted by intervening vegetation and seen in the distance.</p> <p>At Year 1 the introduced built form will be visible in the distance, visibly stepping down from left to right, with the setbacks on the upper storeys assisting in breaking down the perceived bulk and mass of the introduced built form. This will create a new focus in the skyline, although not out of scale within the surroundings and along the streetscape, will result in a reduction in the extent of open sky visible that represents an adverse alteration. Materiality in the facades would not be readily appreciated at this distance.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|                                                               | The view obtained is considered to be of low value as it is not designated nor does it have any notable cultural associations. As the receptors at this location will comprise people travelling along a minor road within Reading, with their surroundings incidental to their experience, their susceptibility to the type of                                                                                                               |                |        |                    |                  |                                       |                  |                              |                     |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

| Visual Receptor                                                           |                                                                                                                                                                                                                                                                                                                                                                                       |                |        | Visual Effects     |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------|--------------------|--------------------|---------------------------------------|--------------------|------------------------------|------------------|------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name (Ref)                                                                | Sensitivity                                                                                                                                                                                                                                                                                                                                                                           |                |        | Construction Phase |                    | Construction Phase – Residual Effects |                    | Operational Phase – (Year 1) |                  | Operational Phase – Residual Effects (Year 15) |                     | Description of Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                           | Value                                                                                                                                                                                                                                                                                                                                                                                 | Susceptibility |        | Magnitude          | Significance       | Magnitude                             | Significance       | Magnitude                    | Significance     | Magnitude                                      | Significance        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                                                           | development proposed is considered to be medium.                                                                                                                                                                                                                                                                                                                                      |                |        |                    |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 5 – View south from Kings Meadow Open Space                               | Medium                                                                                                                                                                                                                                                                                                                                                                                | High           | High   | Medium             | Major Adverse      | Medium                                | Major Adverse      | Medium                       | Moderate Adverse | Medium                                         | Moderate Adverse    | <p>Plant and machinery associated with the construction of the emerging buildings will be visible across the breadth of the background of the view, partially interrupted by the intervening built form and vegetation that encloses the park. Ground level activities would be screened by these elements, with the foreground and middle ground similarly unaltered. Cranes would interrupt visibility of the iconic Blade building and disrupt the skyline.</p> <p>Upon completion there will be an apparent change in the skyline, whereby a series of high rise built forms will populate the setting to the south of the park. However, due to the generous separation distances between the buildings, setbacks at upper storeys, and convex profile on the skyline, they will not dominate the views nor appear overbearing or particularly bulky. The overall scale of the Development will assist in signalling the centre of Reading and in this regard assist in wayfinding and the overall legibility of the townscape. That said, there will be a reduction in the extent of open sky visible and a disruption to the profile of the Blade.</p>                                                                                                                                                                                                                                                                                  |
|                                                                           | The view obtained is considered to be of medium value, as while not designated it is a well-used public open space. As the receptors at this location will comprise people in the pursuit of outdoor recreation where their attention is likely to be focused on their surroundings, their susceptibility to the type of development proposed is considered to be high.               |                |        |                    |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 6 – View south from Thames Path National Trail and National Cycle Network | Medium                                                                                                                                                                                                                                                                                                                                                                                | High           | High   | Medium             | Major Adverse      | Medium                                | Major Adverse      | Medium                       | Minor Adverse    | Medium                                         | Minor Adverse       | <p>Plant and machinery associated with the construction of the emerging buildings will be visible across the breadth of the background of the view, partially interrupted by the intervening built form and vegetation that encloses the park. Ground level activities would be screened by these elements, with the foreground and middle ground similarly unaltered. Cranes would interrupt visibility of the iconic Blade building and disrupt the skyline.</p> <p>Upon completion there will be an apparent change in the skyline, whereby a series of high rise built forms will populate the setting to the south of the park. However, setbacks in the upper storeys and generous separation between the buildings will allow for light to penetrate the interior of the Site and cast shadows across different parts of the façade, giving texture and relief to the development in the distance. This will break up the perceived massing, which is further reduced by the modulating height of the built form resulting in visual interest in the skyline, appearing to be bookended by Huntley Wharf and the Blade. The overall scale of the Development will assist in signalling the centre of Reading and in this regard assist in wayfinding and the overall legibility of the townscape. That said, there will be a reduction in the extent of open sky visible, weighing against the positive aspects of the Development.</p> |
|                                                                           | The view obtained is considered to be of medium value, as while not a designated view it is a well-used footpath and cycle route. As the receptors at this location will comprise people in the pursuit of outdoor recreation where their attention is likely to be focused on their surroundings, their susceptibility to the type of development proposed is considered to be high. |                |        |                    |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 7 – View south-east from Balmore Park and National Cycle Network Route    | Medium                                                                                                                                                                                                                                                                                                                                                                                | Medium         | Medium | Very Small         | Negligible Adverse | Very Small                            | Negligible Adverse | Very Small                   | Neutral          | None                                           | Neutral             | <p>Tall plant and machinery will be visible in the backdrop of the view beyond, and heavily filtered by, successive bands of vegetation. However, the overarching composition of the view obtained will be unaltered.</p> <p>Upon completion, the Development will be barely perceived during the winter months (i.e. at Year 1), and screened from view in its entirety during the summer (i.e. at Year 15).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                                           | The view obtained is considered to be of medium value, as while not designated it is a well-used public open space. As the receptors at this location will comprise people in the pursuit of outdoor recreation where their attention is likely to be focused on their surroundings, their susceptibility to the type of development proposed is considered to be high.               |                |        |                    |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 8 – View north-east from St James Roman Catholic Church                   | Medium                                                                                                                                                                                                                                                                                                                                                                                | Medium         | Medium | Large              | Major Adverse      | Large                                 | Major Adverse      | Medium                       | Moderate Adverse | Medium                                         | Moderate Beneficial | <p>Construction activities will dominate the visual amenity experience during the construction phase from this location, with both ground level activities and taller plant and machinery visible across a wide horizontal extent of the view obtained, with Forbury Road featuring frequent haulage movements.</p> <p>At Year 1 the massing of the parameters of the Development will be visible beyond Forbury Road. While of a noticeably larger scale than the existing built form, the separation spaces between the building footprints, in conjunction with the setbacks on the upper storeys, will reduce the perceived visual bulk. The uniform building line of the Development that fronts on to Forbury Road will assist in integrating and assimilating the Development into its setting, with the reduction in height as the Development recedes into the distance helping to anchor and frame the buildings when seen in conjunction with Huntley Wharf.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                                                           | The view obtained is considered to be of medium value as while not designated the location does have cultural associations attached to the church. As the receptors at this location will comprise people whose surroundings are incidental to their experience, their susceptibility to the type of development proposed is considered to be medium.                                 |                |        |                    |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

| Visual Receptor                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                      |        |        | Visual Effects     |               |                                       |               |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| Name (Ref)                                                          | Sensitivity                                                                                                                                                                                                                                                                                                                                                                                                          |        |        | Construction Phase |               | Construction Phase – Residual Effects |               | Operational Phase – (Year 1) |                  | Operational Phase – Residual Effects (Year 15) |                     | Description of Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                      |        |        | Magnitude          | Significance  | Magnitude                             | Significance  | Magnitude                    | Significance     | Magnitude                                      | Significance        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                      |        |        |                    |               |                                       |               |                              |                  |                                                |                     | At Year 15, enhancements to the public realm will be more readily appreciated and assist in softening and integrating the built form into the townscape. In addition, appreciation of the materiality and elevation strategy of the Development in accordance with the Design Code will result in the introduction of a series of buildings that complement and enhance the streetscape environment, resulting in a cohesive and attractive composition.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 9 – View east from Forbury Road (west)                              | Low                                                                                                                                                                                                                                                                                                                                                                                                                  | Medium | Medium | Small              | Minor Adverse | Small                                 | Minor Adverse | Small                        | Minor Beneficial | Small                                          | Minor Beneficial    | Construction activities will be visible in the background of the view, and while the majority of ground level activities will be obscured, taller plant and machinery will be visible across a wide horizontal extent of the view obtained.<br><br>Upon completion the massing of the parameters of the Development will be visible beyond Forbury Road. The general fall in height as the buildings recede into the distance in conjunction with the setbacks on the upper storeys, will reduce the perceived visual bulk. The uniform building line of the Development that fronts on to Forbury Road will assist in integrating and assimilating the Development into its setting. Accordingly, the massing will appropriately frame the streetscape and help to tie together the developments that frame the space improving the visual amenity experience.                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|                                                                     | The view obtained is considered to be of low value as it is not designated nor does it have any notable cultural associations. As the receptors at this location will comprise people travelling along a minor road within Reading, with their surroundings incidental to their experience, their susceptibility to the type of development proposed is considered to be medium.                                     |        |        |                    |               |                                       |               |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 10 – View north from Huntley Wharf                                  | Low                                                                                                                                                                                                                                                                                                                                                                                                                  | Medium | Medium | Large              | Major Adverse | Large                                 | Major Adverse | Medium                       | Minor Adverse    | Medium                                         | Moderate Beneficial | Demolition of retail units, signage and the car park, and removal of vegetation, within the Site would be seen across the road from the viewer, framed by buildings at Huntley Wharf. Construction activity, including cranes and hoardings would also be seen in this framed view. The foreground and edges of the view, would remain unchanged.<br><br>Upon completion the staggered massing of the Development will be visible, beyond the retained vegetation in the view that will soften its appearance. The varied roof profile, incorporating setbacks on upper storeys, will allow an appreciation of open sky such that while the view will be enclosed it will not be seen as being oppressive or out of scale.<br><br>At Year 15, enhancements to the public realm will be more readily appreciated and assist in softening and integrating the built form into the townscape. In addition, appreciation of the materiality and elevation strategy of the Development in accordance with the Design Code will result in the introduction of a series of buildings that complement and enhance the streetscape environment, resulting in a cohesive and attractive composition. The Development will represent a much improved aesthetic to the existing built form within the Site. |
|                                                                     | The view obtained is considered to be of low value as it is not designated nor does it have any notable cultural associations. As the receptors at this location will comprise people travelling along a minor road within Reading, with their surroundings incidental to their experience, their susceptibility to the type of development proposed is considered to be medium.                                     |        |        |                    |               |                                       |               |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 11 – View east from Friar Street to St. Lawrence Church & Town Hall | Medium                                                                                                                                                                                                                                                                                                                                                                                                               | High   | High   | None               | Neutral       | None                                  | Neutral       | None                         | Neutral          | None                                           | Neutral             | The construction works and Completed Development will be screened from view by the intervening built form and vegetation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|                                                                     | The view obtained is noted as a protected view within the Reading Tall Building Strategy and is in proximity to listed buildings and as such is of medium value. As the receptors at this location will comprise people in the pursuit of outdoor recreation where their attention is likely to be focused on their surroundings, their susceptibility to the type of development proposed is considered to be high. |        |        |                    |               |                                       |               |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 12 – View north-east from Castle Street                             | Medium                                                                                                                                                                                                                                                                                                                                                                                                               | High   | High   | None               | Neutral       | None                                  | Neutral       | None                         | Neutral          | None                                           | Neutral             | The construction works and Completed Development will be screened from view by the intervening built form and vegetation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|                                                                     | The view obtained is noted as a protected view within the Reading Tall Building Strategy and is in a conservation area and as such is of medium value. As the receptors at this location will comprise people in the pursuit of outdoor recreation                                                                                                                                                                   |        |        |                    |               |                                       |               |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

| Visual Receptor                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |        |        | Visual Effects     |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------------------|--------------------|---------------------------------------|--------------------|------------------------------|------------------|------------------------------------------------|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name (Ref)                                        | Sensitivity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |        |        | Construction Phase |                    | Construction Phase – Residual Effects |                    | Operational Phase – (Year 1) |                  | Operational Phase – Residual Effects (Year 15) |                     | Description of Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |        |        | Magnitude          | Significance       | Magnitude                             | Significance       | Magnitude                    | Significance     | Magnitude                                      | Significance        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |        |        |                    |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                                                   | where their attention is likely to be focused on their surroundings, their susceptibility to the type of development proposed is considered to be high.                                                                                                                                                                                                                                                                                                                                                        |        |        |                    |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 13 – View north-west from Kenavon Drive           | Medium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Medium | Medium | Large              | Major Adverse      | Large                                 | Major Adverse      | Medium                       | Minor Beneficial | Medium                                         | Moderate Beneficial | <p>Construction activities will dominate the visual amenity experience during the construction phase from this location, with both ground level activities and taller plant and machinery visible across a wide horizontal extent of the view obtained to the north.</p> <p>At Year 1 the massing of the parameters of the Development will be visible to the right of the view. While of a noticeably larger scale than the existing built form in the Site, the separation spaces between the building footprints, in conjunction with the setbacks on the upper storeys, will reduce the perceived visual bulk and scale of the Development. The uniform building line of the Development that fronts on to Forbury Road will assist in integrating and assimilating the Development into its setting, while resulting in a more enclosed streetscape featuring green infrastructure improvements in the immediate public realm</p> <p>At Year 15, enhancements to the public realm will be more readily appreciated and assist in softening and integrating the built form into the townscape. In addition, appreciation of the materiality and elevation strategy of the Development in accordance with the Design Code will result in the introduction of a series of buildings that complement and enhance the streetscape environment, resulting in a cohesive and attractive composition. The Development will represent a much improved aesthetic to the existing built form within the Site.</p> |
|                                                   | The view obtained is noted as a protected view within the Reading Tall Building Strategy and as such is of medium value. As the receptors at this location will comprise people travelling along a minor road within Reading, with their surroundings incidental to their experience, their susceptibility to the type of development proposed is considered to be medium.                                                                                                                                     |        |        |                    |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 14 – View east from A329 Adjacent to Gower Street | Medium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Medium | Medium | None               | Neutral            | None                                  | Neutral            | None                         | Neutral          | None                                           | Neutral             | The construction works and Completed Development will be screened from view by the intervening built form.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                                                   | The view obtained is noted as a protected view within the Reading Tall Building Strategy and as such is of medium value. As the receptors at this location will comprise people travelling along a minor road within Reading, with their surroundings incidental to their experience, their susceptibility to the type of development proposed is considered to be medium.                                                                                                                                     |        |        |                    |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 15 – View west from Thames Path, east of Reading  | High                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | High   | High   | Very Small         | Negligible Adverse | Very Small                            | Negligible Adverse | Very Small                   | Neutral          | None                                           | Neutral             | <p>Tall plant and machinery will be visible in the backdrop of the view beyond, and heavily filtered by, successive bands of vegetation. However, the overarching composition of the view obtained will be unaltered.</p> <p>Upon completion, the Development will be barely perceived during the winter months (i.e. at Year 1), and screened from view in its entirety during the summer (i.e. at Year 15).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                                   | The view obtained is noted as a protected view within the Reading Tall Building Strategy in conjunction whin being noted as a major landscape feature, and area of public open space and part of the National Trail network, and as such is of high value. As the receptors at this location will comprise people in the pursuit of outdoor recreation where their attention is likely to be focused on their surroundings, their susceptibility to the type of development proposed is considered to be high. |        |        |                    |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 16 – View west from Palmer Park                   | Medium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Medium | Medium | Very Small         | Negligible Adverse | Very Small                            | Negligible Adverse | None                         | Neutral          | None                                           | Neutral             | Tall plant and machinery will be visible in the backdrop of the view beyond, and heavily filtered by, successive bands of vegetation. However, the overarching composition of the view obtained will be unaltered.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                   | The view obtained is noted as a protected view within the Reading Tall Building Strategy and is an                                                                                                                                                                                                                                                                                                                                                                                                             |        |        |                    |                    |                                       |                    |                              |                  |                                                |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

| Visual Receptor                                        |                                                                                                                                                                                                                                                                                                                                                                            |                |        | Visual Effects     |                    |                                       |                    |                              |              |                                                |              |                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------|--------------------|--------------------|---------------------------------------|--------------------|------------------------------|--------------|------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name (Ref)                                             | Sensitivity                                                                                                                                                                                                                                                                                                                                                                |                |        | Construction Phase |                    | Construction Phase – Residual Effects |                    | Operational Phase – (Year 1) |              | Operational Phase – Residual Effects (Year 15) |              | Description of Effects                                                                                                                                                                                                                                                                                                                      |
|                                                        |                                                                                                                                                                                                                                                                                                                                                                            |                |        | Magnitude          | Significance       | Magnitude                             | Significance       | Magnitude                    | Significance | Magnitude                                      | Significance |                                                                                                                                                                                                                                                                                                                                             |
|                                                        | Value                                                                                                                                                                                                                                                                                                                                                                      | Susceptibility |        |                    |                    |                                       |                    |                              |              |                                                |              |                                                                                                                                                                                                                                                                                                                                             |
|                                                        | area of public open space, and as such is of medium value. As the receptors at this location will comprise people whose surroundings are incidental to their experience, their susceptibility to the type of development proposed is considered to be medium.                                                                                                              |                |        |                    |                    |                                       |                    |                              |              |                                                |              | The Completed Development will be screened from view by the intervening built form and vegetation.                                                                                                                                                                                                                                          |
| 17 – View south-east from Reading Bridge               | Medium                                                                                                                                                                                                                                                                                                                                                                     | Medium         | Medium | None               | Neutral            | None                                  | Neutral            | None                         | Neutral      | None                                           | Neutral      | The construction works and Completed Development will be screened from view by the intervening built form and vegetation.                                                                                                                                                                                                                   |
|                                                        | The view obtained is noted as a protected view within the Reading Tall Building Strategy and as such is of medium value. As the receptors at this location will comprise people travelling along a minor road within Reading, with their surroundings incidental to their experience, their susceptibility to the type of development proposed is considered to be medium. |                |        |                    |                    |                                       |                    |                              |              |                                                |              |                                                                                                                                                                                                                                                                                                                                             |
| 18 – View north-east from A4155 adjacent to Coley Hill | Medium                                                                                                                                                                                                                                                                                                                                                                     | Medium         | Medium | None               | Neutral            | None                                  | Neutral            | None                         | Neutral      | None                                           | Neutral      | The construction works and Completed Development will be screened from view by the intervening built form and vegetation.                                                                                                                                                                                                                   |
|                                                        | The view obtained is noted as a protected view within the Reading Tall Building Strategy and as such is of medium value. As the receptors at this location will comprise people travelling along a minor road within Reading, with their surroundings incidental to their experience, their susceptibility to the type of development proposed is considered to be medium. |                |        |                    |                    |                                       |                    |                              |              |                                                |              |                                                                                                                                                                                                                                                                                                                                             |
| 19 – View north-east from Coley Place                  | Medium                                                                                                                                                                                                                                                                                                                                                                     | Medium         | Medium | Very Small         | Negligible Adverse | Very Small                            | Negligible Adverse | None                         | Neutral      | None                                           | Neutral      | Tall plant and machinery will be visible in the backdrop of the view beyond, and heavily filtered by, successive bands of vegetation and built form. However, the overarching composition of the view obtained will be unaltered.<br><br>The Completed Development will be screened from view by the intervening built form and vegetation. |
|                                                        | The view obtained is noted as a protected view within the Reading Tall Building Strategy and as such is of medium value. As the receptors at this location will comprise people travelling along a minor road within Reading, with their surroundings incidental to their experience, their susceptibility to the type of development proposed is considered to be medium. |                |        |                    |                    |                                       |                    |                              |              |                                                |              |                                                                                                                                                                                                                                                                                                                                             |
| 20 – View south-east from Caversham Bridge             | Medium                                                                                                                                                                                                                                                                                                                                                                     | Medium         | Medium | Very Small         | Negligible Adverse | Very Small                            | Negligible Adverse | None                         | Neutral      | None                                           | Neutral      | Tall plant and machinery will be visible in the backdrop of the view beyond, and heavily filtered by, successive bands of vegetation and built form. However, the overarching composition of the view obtained will be unaltered.<br><br>The Completed Development will be screened from view by the intervening built form and vegetation. |
|                                                        | The view obtained is noted as a protected view within the Reading Tall Building Strategy and as such is of medium value. As the receptors at this location will comprise people travelling along a minor road within Reading, with their surroundings incidental to their experience, their                                                                                |                |        |                    |                    |                                       |                    |                              |              |                                                |              |                                                                                                                                                                                                                                                                                                                                             |

| Visual Receptor                    |                                                                                                                                                                                                                                                                                                                |                |     | Visual Effects     |                    |                                       |                    |                              |              |                                                |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----|--------------------|--------------------|---------------------------------------|--------------------|------------------------------|--------------|------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name (Ref)                         | Sensitivity                                                                                                                                                                                                                                                                                                    |                |     | Construction Phase |                    | Construction Phase – Residual Effects |                    | Operational Phase – (Year 1) |              | Operational Phase – Residual Effects (Year 15) |              | Description of Effects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|                                    |                                                                                                                                                                                                                                                                                                                |                |     | Magnitude          | Significance       | Magnitude                             | Significance       | Magnitude                    | Significance | Magnitude                                      | Significance |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                    | Value                                                                                                                                                                                                                                                                                                          | Susceptibility |     |                    |                    |                                       |                    |                              |              |                                                |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                    | susceptibility to the type of development proposed is considered to be medium.                                                                                                                                                                                                                                 |                |     |                    |                    |                                       |                    |                              |              |                                                |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 21 – View west from A4 London Road | Medium                                                                                                                                                                                                                                                                                                         | Low            | Low | Very Small         | Negligible Adverse | Very Small                            | Negligible Adverse | Very Small                   | Neutral      | Very Small                                     | Neutral      | Construction cranes would be visible on the skyline as construction takes place in phases across the Site. As construction progresses, emerging upper storeys of the eastern buildings would be barely perceptible in the view, seen above residential properties in the middle ground, but below the built form of the existing skyline.<br><br>The upper storeys of the eastern buildings would be barely perceptible in the view, seen above residential properties in the middle ground, but below the built form of the existing skyline. The development would demonstrate provision of high-density development in response to the Site Allocation. There will be a change to the composition of the view, but the change will be entirely in keeping with the existing elements of the view and maintain the composition and quality of the existing baseline view; and would not enhance or degrade the baseline view. The change is therefore assessed as Neutral. |
|                                    | The view obtained is noted as a protected view within the Reading Tall Building Strategy and as such is of medium value. As the receptors at this location will comprise people travelling along a major route into Reading, their susceptibility to the type of development proposed is considered to be low. |                |     |                    |                    |                                       |                    |                              |              |                                                |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

Value of the receptor: Low, Medium, or High

Susceptibility of the receptor: Low, Medium, or High

Sensitivity of the receptor: Low, Medium, or High

Magnitude of the effect: None, Very Small, Small, Medium or Large

Significance of the effect: Neutral, Negligible, Minor, Moderate and Major (Adverse or Beneficial)

## Appendix M.7 Figures