

Broad Street Mall

Environmental Impact Assessment

Volume 2: Heritage, Townscape and Visual Impact Assessment

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BROAD STREET MALL, READING

JANUARY 2024



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1.0 INTRODUCTION

BROAD STREET MALL, READING

INTRODUCTION

- 1.1
- Montagu Evans has been instructed by McLaren (Broad Street Mall) Ltd and UREF III LP (hereafter referred to as the 'Applicant') to provide consultancy services and produce this Built Heritage, Townscape and Visual Impact Assessment (the 'BHTVIA') in support of proposals which are subject to two planning applications regarding the redevelopment of a section of the Broad Street Mall shopping centre, Broad Street, Reading, RG1 7QE (the 'Site').
- 1.2
- The main and principal planning application comprises the partial redevelopment of the Broad Street Mall shopping centre. The description of development (the 'Proposed Development') is as follows:
"Part-demolition of existing retail units, car park and service areas, demolition and rebuild of car park ramp, and construction of a residential-led, mixed use development fronting Queens Walk and Dusseldorf Way, including all necessary enabling and alteration works required."
- 1.3
- A second planning application is being submitted for a temporary construction area, to facilitate the development. This comprises a different site boundary to that of the main application, the differentiation shown in **Figure 1.1** below. The description of development for this secondary development is as follows:
"Part-demolition of podium deck on Dusseldorf Way and Queens Walk, amendments to existing retaining wall, excavation works and road and hardstanding re-alignment to create a temporary construction area related to proposed redevelopment works at Broad Street Mall"
- 1.4
- The Proposed Development is subject to Environmental Impact Assessment (EIA). The BHTVIA forms Volume Two of the Environmental Statement (ES) which is submitted with the application. The assessment is undertaken in accordance with the Town and Country Planning (Environmental Impact Assessment) Regulations 2017 (as amended) ('the EIA Regulations').

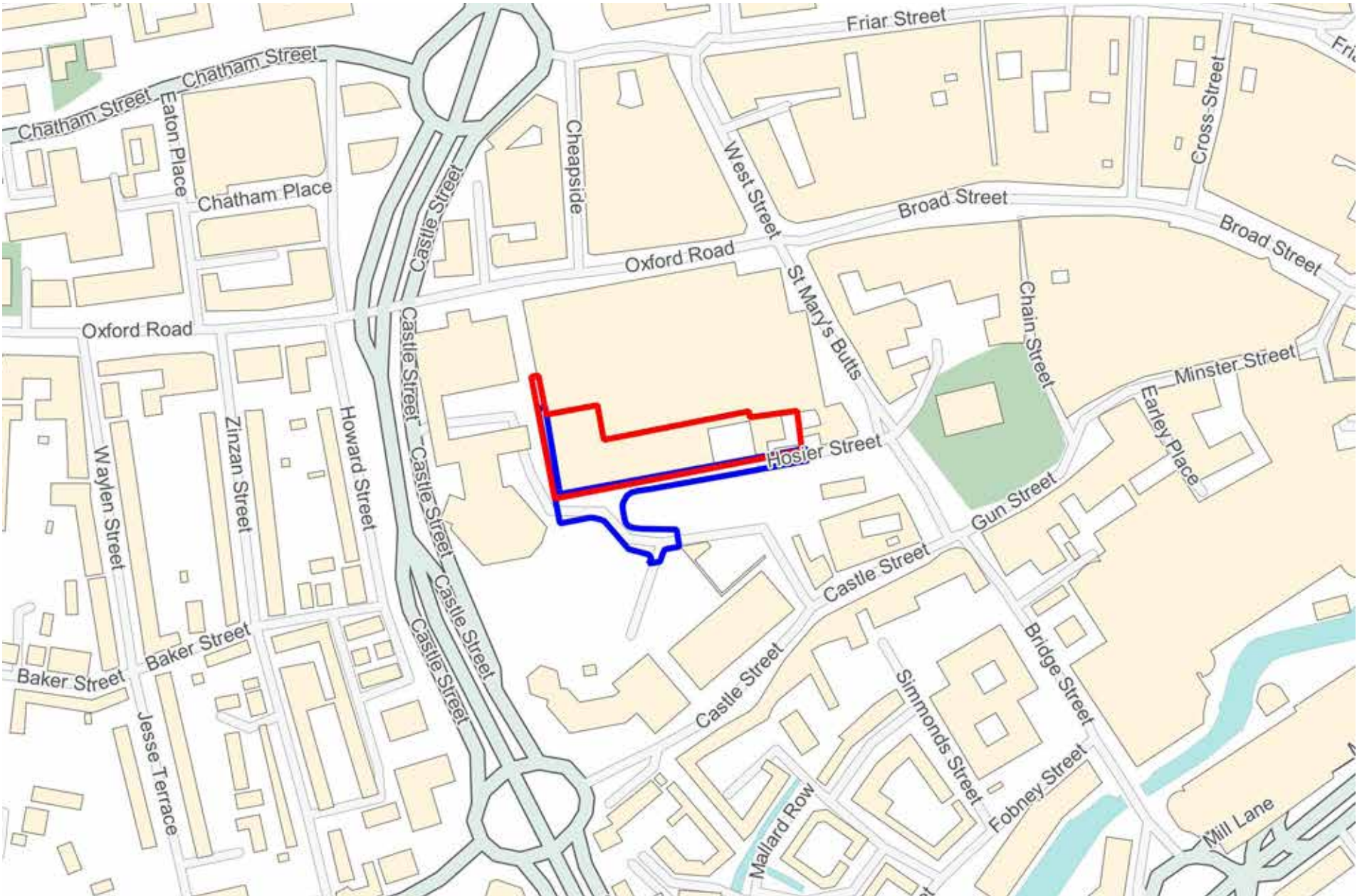


Figure 1.1 Site Plan (the red line showing the site boundary for the main application and blue showing the site boundary for the temporary construction area/secondary application)

- 1.5
- The Site is located within the administrative area of Reading Borough Council (the 'Council'). The Site is described at ES Volume 1, Chapter 1: Introduction and also within the Design and Access Statement (DAS) prepared by AHR Architects. **Figure 1.1** shows the boundary of the Site, and an aerial view is provided at **Figure 1.2**.



Figure 1.2 Aerial View. Source: Google (base map)

PLANNING HISTORY
CONSENTED SCHEME

- 1.6 On the 6th December 2021, planning permission was granted for the redevelopment of Broad Street Mall, providing three residential buildings ranging in height from 5 to 20 storeys (planning ref: 182137).
- 1.7 The Extant Consent proposed that the new building structure would be constructed on top of the existing retail and car park levels of the front section of Broad Street Mall.
- 1.8 A detailed review of the consented scheme has led the client team to conclude that the structural complexity of the engineering work required, over and through the existing car park ramp, makes the scheme undeliverable.
- 1.9 Furthermore, the proposed apartment sizes in the consented scheme were under the Nationally Described Space Standards (NDSS). There is insufficient amenity space within the existing consent for a BTR scheme of this nature. The consented scheme proposes three towers with single staircases for means of escape, which does not accord with recent updates to building regulations.
- 1.10 The extant permission also retains the existing visually detracting concrete façade of the car park, which is out of keeping with the design aspirations of the wider Minister Quarter Masterplan.

THE PROPOSED DEVELOPMENT

- 1.11
- The Site is located within Reading town centre. The extant development plan identifies the Site as being within the West Side Major Opportunity Area, Broad Street Mall (Policy CR12d). The Site has been identified as being suitable for tall buildings in Policy CR10b. The Site does not contain any listed buildings, nor is it within a conservation area; however, it is in the setting of several listed buildings.
- 1.12
- The Proposed Development comprises the part demolition and redevelopment of the Broad Street Mall shopping centre, to provide high quality residential blocks of up to 30 storeys. To facilitate this, a temporary construction area is to be erected, which will involve the part-demolition of the podium deck on Dusseldorf Way and Queens Walk, as well as amendments to the existing retaining wall, excavation works and road and hardstanding re-alignment.
- 1.13
- The changes from that of the consented scheme are outlined below:

• The demolition of the front section of the Mall and car park structure to allow for a clean development platform;

• The Proposed Development seeks to provide 100% of the apartments in line with the requirements of the Nationally Described Space Standards (NDSS);

• The main entrance to Building B is to be the principal entrance to the whole development, with the shared residents amenity spaces located within this building, with access to buildings A and C at podium level;

• The Proposed Development introduces an additional staircase into each of the three towers to align with the evolving best practice guidelines in relation to Fire Safety and Part B of the Building Regulations;

• The proposed scheme looks to align Buildings A, B and C along the line of Dusseldorf Way in line with the design intent of the Development Framework;

• Following the removal of the principal building on top of the Broad Street Mall shopping centre, the restriction on cladding weight can be removed, allowing for more traditional high quality materials including facing brickwork to be considered.

PURPOSE OF THE BHTVIA

- 1.14
- The BHTVIA provides an assessment of likely significant effects of the Proposed Development on heritage (the historic environment), townscape and visual receptors. Separate assessments are provided for each discipline (heritage, and townscape and visual) using separate methodologies.
- 1.15
- The (built) heritage assessment describes the significance of any heritage assets affected by the Proposed Development, including any contribution made by their setting. The Site does not contain any heritage assets, and neither is it located in a conservation area.
- 1.16
- The townscape assessment will consider the Proposed Development within its urban context, including the buildings, the relationships between them, the different types of urban open spaces, including green spaces and the relationship between buildings and open spaces.
- 1.17
- The visual assessment will consider the impact of the Proposed Development upon visual receptors e.g. people. The assessment relates to how the amenity of people in the area affected by development will change (positive, negative or neutral). Visual receptors are always people (although usually visual receptors are defined according to use e.g. residential, business, road, footpath etc.), rather than landscape features. Impact on landscape components is treated under the heading townscape (when in cities).
- 1.18
- The assessment as a whole is informed by visual tools, including a zone of theoretical visibility (ZTV) accurate visual representations ('AVRs') . The tools inform the assessment of the impact of the Proposed Development on heritage, townscape and visual receptors e.g. they allow an understanding of the geographical extent and magnitude of visibility from representative locations. The tools are not receptors themselves, unless comprising strategic views designated in the development plan, such as, in London, the 2012 London View Management Framework.

- 1.19
- The assessment is informed by 25 AVRs in 23 view locations (View 17 is a kinetic sequence of three). The location of the viewpoints has been informed by architectural and historic accounts of the area, an appraisal of the existing Site and surroundings, relevant policy designations and through engagement with RBC Officers. The location of viewpoints has been agreed with officers. Viewpoint locations are identified at **Figure 7.1** within **Section 7.0**.

STRUCTURE OF THE BHTVIA

- 1.20
- The BHTVIA is structured as follows:

• The methodology for undertaking the BHTVIA for the ES assessment is provided at **Section 2.0**;

• Legislation, planning policy and guidance relevant to the assessment of likely effects on heritage, townscape and visual receptors is set out at **Section 3.0**;

• A description of the historical development of the Site and surrounding area is provided at **Section 4.0**;

• An assessment of the significance of heritage assets which have been identified for assessment is provided at **Section 5.0**;

• A description of the existing townscape character and visual amenity is provided at **Section 6.0**;

• A description of the existing visual amenity is provided at **Section 7.0**;

• **Section 8.0** describes the pre-application consultation that has been undertaken and embedded mitigation that has occurred as a result of this process and design development;

• **Section 9.0** provides an assessment of the impact of the Proposed Development on the significance of heritage assets;

• The impact of the Proposed Development on townscape receptors is assessed at **Section 10.0**;

• An assessment of the impact of the Proposed Development on visual receptors is provided at **Section 11.0**;

• An analysis of how the Proposed Development performs against relevant legislation and planning policy is provided at **Section 12.0**;

• The BHTVIA is concluded at **Section 13.0**.

2.0 METHODOLOGY

BROAD STREET MALL, READING

METHODOLOGY

- 2.1
- This section describes the framework for heritage assessment, and townscape and visual assessment. The method for each discipline is the product of legislation, policy and best practice guidance set out in **Section 3**. The assessment is proportionate and no longer than is necessary to assess properly the potential likely significant effects of the Proposed Development. All impacts deemed relevant or material to planning are identified and the consequent effects appraised.
- 2.2
- Throughout this analysis, and across all disciplines, the reader will be presented with the words impact and effect. ‘Impact’ is defined as the action being taken, and ‘effect’ is the change resulting from the action. The overall effect is also given a nature of effect (beneficial, adverse or neutral). There is no direct correlation between magnitude of impact and nature of effect, since change is by definition not necessarily adverse or beneficial. Similarly, and dependent on context, one can have a high magnitude of impact which is neutral in effect, which may strike some readers as peculiar or perverse. For example, however, it is possible for a major change to be so similar to others that have occurred and are anticipated that practically speaking it is neither beneficial or detrimental to the value of the receiving receptor (and hence is neutral).

SCOPING AND BASELINE ASSIMILATION

- 2.3
- This assessment is based on the EIA Scoping Document in ES Volume 3. The internal scoping process identified the heritage, townscape and visual receptors which would be assessed in the ES. Where a design has evolved or material changes to the baseline occur to an extent that that scope has changed, reasoned justification is provided.

SITE VISITS

- 2.4
- A field survey of the baseline situation was undertaken by Montagu Evans during October 2023.

STUDY AREA

- 2.5
- The study area for the BHTVIA comprises:
 - All designated heritage receptors (as defined by Annex 2 o the National Planning Policy Framework 2023) up to 500m from the Site;
 - All non-designated heritage receptors (as defined by the National Planning Policy Framework 2023) up to 250m from the Site;
 - Townscape character areas up to 500m from the Site;
 - Visual receptors up to 3.5km from the Site.
- 2.6
- The plans at the respective baseline sections identify all of the receptors identified in the study area. The identified study area is considered to be a robust and proportionate approach.
- 2.7
- Site observations, a manual desk-based review of OS maps, characterisation studies and relevant heritage receptors were used to determine the study area. It has been informed by building locations and heights, topography and townscape features, and an understanding of the scale of the Proposed Development.
- 2.8
- A Zone of Theoretical Visibility (ZTV) has been produced to outline the potential areas where the Proposed Development may be visible, up to a 2km distance from the Site (**Figure 2.1**). It is a tool for a high-level understanding of the extent of visibility, which was further interrogated through review of individual viewpoints using field surveys and digital software.

- 2.9
- The ZTV was a tool in the pre baseline scoping exercise. A total of 54 heritage receptors were scoped out of the baseline assessment owing to lack of intervisibility with the Proposed Development. This primarily included heritage receptors to the east of the Site, within the Market Place and London Street CA, which is characterised by the north-south orientated linear route of the High Street and the consistently scaled development on either side.

ACCURATE VISUAL REPRESENTATIONS AND VISUAL AIDS

- 2.10
- The assessment of each discipline is informed by AVRs. The location of the viewpoints has been agreed with the Council during the pre-application.
- 2.11
- The AVRs are provided in the following scenarios:
 - Existing = baseline photography
 - Proposed = Existing plus the Proposed Development
 - Cumulative = Proposed Development plus schemes in the surrounding area that are subject to an extant consent and those applications yet to be determined.
- 2.12
- The AVRs are independently prepared by GMJ according to an industry standard method provided at **Appendix 2**. The variables include angle of lens, framing of shot and orientation. TGN 06/19 Visual Representation of Development Proposals Technical Guidance Note (2019) prepared by Landscape Institute recommend one set of considerations, but these are not universally applied and are not suited often to certain urban environments because the angle of lens, 50 degrees, often eliminates context in close and medium-distance shots.
- 2.13
- AVRs are merely tools of assessment, to be applied on site, and to act as aide memoires afterwards. They do not represent visual perception. The objective of an AVR is to simulate the likely visual changes that would result from a proposed development. AVRs are two-dimensional and cannot capture the complexity of the visual experience. It is an approximation of the three-dimensional visual experience the observer would receive on site. Neither do they capture transient significant effects arising from noise or traffic on perception, or that wider range of expectations and associations that anyone in an urban scene may have.



Figure 2.1 ZTV of the Proposed Development prepared by GMJ.

- 2.14 Artists' impressions based on geometrically accurate information (models) or characteristics of computer-generated images (CGIs) may sometimes be used. Whilst not independently verified, these can be very helpful in establishing and assessing the way a proposal will affect its immediate environment (to take one example only) and/or convey particular characteristics of development. This is because the AVR methodology is generally less helpful for assessing up close effects or, for example, in capturing the interaction of new landscape with buildings.
- 2.15 The qualitative text accompanying the visual assessment seeks to contextualise the views. Inevitably one must accept that professional judgement is involved in this specialist area on the basis of the above and the importance of design quality in the operation of policy. A visit to the location from which the photographs were taken is required to appreciate and understand the visual impact.
- 2.16 Changes to visual amenity should not be judged in relation to static views (which are abstractions and not real) but in relation to the overall experience of an area and dependent upon the particular experiences and expectations of different receptors. The modelled viewpoints are often selected to show schemes at their maximum impact and not capture their typical impact in a receiving area or location. The impact assessment considers both the particular impact illustrated and the overall impact to come to a net assessment which more accurately reflects the overall experience than a single view.

HERITAGE

- 2.17 The term ‘heritage receptor’ is used within this assessment to describe a designated or non–designated heritage asset, as defined by Annex 2 of the National Planning Policy Framework (2023) (the NPPF).
- 2.18 The assessment does not consider below–ground archaeological receptors, including scheduled monuments, unless the archaeological feature has been scoped into the assessment. This occurs in some cases where the understanding of an archaeological feature with no upstanding remains is affected by perceptions of its setting. ES Volume 2, Appendix: EIA Methodology – Annex 1 provides an explanation as to why archaeology is not included as a separate assessment.
- 2.19 In accordance with paragraph 194 of the NPPF the relevant historic environment record has been consulted as part of this assessment (HER search reference: BA/23/123).

HERITAGE VALUE

- 2.20 Planning policy requires an applicant to describe the significance of any heritage receptors affected by a proposed development, including any contribution made by their setting. ‘Significance’ (for heritage policy) is defined in the NPPF Annex 2 as:
the value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.
- 2.21 The term ‘heritage value’ is interchangeable in this assessment with ‘heritage significance’ and has been adopted to avoid conflation between ‘EIA significance’. Heritage value is assessed against the criteria contained in **Table 2.1**; the categories allow some flexibility in their practical application to the facts of any case. The typical examples for each category are indicative, mindful that the buildings/sites/areas cover a wide spectrum of character, history, features, and group relationships. The reader is referred to the qualitative assessment which outlines the particular nature of the value.

- 2.22 Paragraph 194 of the NPPF states that the “*level of detail* [to describe the significance of heritage assets] *should be proportionate to the assets’ importance*”. Great weight has been given to the conservation of all designated heritage receptors, although a gradation of value is appropriate. This is reinforced by the 2018 DCMS Principles for Selection of Listed Buildings which states “listed buildings are graded to reflect their relative special architectural and historic interest”:
Grade I buildings are of exceptional special interest;
Grade II buildings are particularly important buildings of more than special interest;*
Grade II buildings are of special interest, warranting every effort to preserve them.
- 2.23 The value of heritage receptors may be expressed with reference to their historical or architectural value identified in the Planning (Listed Buildings and Conservation Areas) Act 1990 (the ‘1990 PLBCA Act’), or the other values set out in the NPPF: archaeological, architectural, artistic or historic. For World Heritage Sites, the cultural value described within each site’s Statement of Outstanding Universal Value forms part of its value.
- 2.24 Where a proposal may affect the surroundings in which the heritage receptor is experienced, a qualitative assessment is made of whether, how and to what degree setting contributes to the value of heritage receptors. The assessment is informed by the check–list approach contained in Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017) (hereafter ‘GPA3’). Setting is defined in the NPPF as:
The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

- 2.25 The heritage baseline articulates the contribution made by relevant aspects of setting towards value. Again, the level of detail is proportionate to the receptors’ importance and no more than is sufficient to understand the potential impact of the proposal to their value; however, each heritage receptor’s susceptibility to change derives from the particular nature of its heritage value, the existing character of its setting and the type of development proposed. The baseline assessment therefore describes what is sensitive about each heritage receptor and its setting without providing a sensitivity rating, which follows later in the assessment stage.

HERITAGE VALUE		
Value	Typical Criteria	Typical Examples
Very High	Building/site/area of international heritage value	World Heritage Sites, grade I statutorily listed buildings and registered parks and gardens, and some scheduled monuments, grade II* statutorily listed buildings and registered parks and gardens.
High	Building/site/area of national heritage value	Some scheduled monuments, Grade II* and II registered parks and gardens, grade II* and II statutorily listed buildings and conservation areas.
Medium	Building/site/area of lower national or particular local heritage value	Some grade II registered parks and gardens, grade II statutorily listed buildings and conservation areas.
Low	Building/site/area of local heritage value	Locally listed buildings (or equivalent non–designated heritage assets).
Very Low	Building/site/area of low local heritage value	Receptors not formally identified, but which may have a degree of value meriting consideration in planning decisions

Table 2.1 Heritage Value Criteria

HERITAGE SENSITIVITY

- 2.26

The first stage in assessing the impact of the Proposed Development upon the heritage value of a receptor is to identify its sensitivity to change. Sensitivity is identified by calibrating the baseline value of the receptor with its susceptibility to change, defined as the ability of the heritage receptor to accommodate the type and/or nature of development without change to its value (see **Table 2.2**). In relation to heritage setting, paragraph 17 of GPA3 provides guidance on the relationship between heritage value and the potential impact of development upon that value by virtue of changes to its setting:

All heritage assets have significance, some of which have particular significance and are designated. The contribution made by their setting to their significance also varies. Although many settings may be enhanced by development, not all settings have the same capacity to accommodate change without harm to the significance of the heritage asset or the ability to appreciate it. This capacity may vary between designated assets of the same grade or of the same type or according to the nature of the change. It can also depend on the location of the asset: an elevated or overlooked location; a riverbank, coastal or island location; or a location within an extensive tract of flat land may increase the sensitivity of the setting (ie the capacity of the setting to accommodate change without harm to the heritage asset’s significance) or of views of the asset. This requires the implications of development affecting the setting of heritage assets to be considered on a case-by-case basis.
- 2.27

Cases of direct changes to the fabric of heritage receptors may be more likely to be susceptible to change, although this may be moderated according to the facts of the case. The qualitative text should clearly articulate where any deviation is made from this judgement.

HERITAGE SUSCEPTIBILITY TO CHANGE CRITERIA	
High	The setting of the receptor or receptor itself has a low ability to accommodate the type of change without change to its value.
Medium	The setting of the receptor or receptor itself has a moderate ability to accommodate the type of change without change to its value.
Low	The setting of the receptor or receptor itself has a high ability to accommodate the type of change without change to its value.

Table 2.2 Susceptibility of Heritage Receptor to Change Criteria

- 2.28

The value of the receptor and its susceptibility are calibrated using the matrix at **Table 2.3**. Sensitivity is recorded in a verbal scale (high, medium or low), supported by a clear narrative linked to evidence from the baseline study and an assessment of susceptibility.
- 2.29

Where a dual value of low/medium or medium/high is calibrated, professional judgement is applied, considering the setting and context of the receptor, to determine a single value for sensitivity.

HERITAGE SENSITIVITY			
Heritage Value	Susceptibility of Receptor to Change		
	Low	Medium	High
Very Low	Low	Low	Low/Medium
Low	Low	Low/Medium	Medium
Medium	Low/Medium	Medium	Medium/High
High	Medium	Medium/High	High
Very High	Medium/High	High	High

Table 2.3 Heritage Sensitivity (Nature of Receptor Likely to be Affected)

HERITAGE MAGNITUDE

- 2.30

The magnitude of change to the receptors’ heritage value is then considered. In relation to setting impacts, although the change arising from the Proposed Development may be large in physical scale or geographical extent, there may nonetheless be little or no impact on heritage value, and vice versa. The heritage impacts of the Proposed Development have been considered in relation to the degree of change caused to those parts of the receptor and/or its setting which contribute to its heritage value.
- 2.31

The judgement of magnitude considers the size or scale, geographical extent or duration and reversibility of the impact and whether the Proposed Development:

 - Conforms with the pattern, scale, mass, grain and historic features of the receptor;
 - Creates a loss or restoration of key features of the receptor;
 - Contributes to the identified receptor character; and
 - Accords with national, regional and local planning policy and guidelines.
- 2.32

The magnitude of impact is a qualitative judgement supported by the narrative text within the assessment. The professional judgement is quantified using criteria at **Table 2.4**.

HERITAGE MAGNITUDE OF IMPACT	
High	Major change to the value of the receptor. Loss of or major alteration to key elements/features/characteristics that contribute to value. The duration of this impact may be permanent and non-reversible.
Medium	Moderate change to the value of the receptor. Alteration to one or more key elements/features/characteristics that contribute to value. The duration of this impact may be semi-permanent and partially reversible.
Low	Minor change to the value of the receptor. Minor alteration to one or more elements/features/characteristics that contribute to value. The duration of this impact may be temporary and reversible.
Very Low	Negligible change to the value of the receptor. Very minor alteration to one or more key elements/features/characteristics of the baseline. The duration of this impact may be temporary and reversible.
Nil	No change to the value of the receptor.

Table 2.4 Magnitude of Impact to Heritage Receptor Criteria

HERITAGE LIKELY EFFECTS

- 2.33

Likely effects are determined by combining the judgements of sensitivity and the magnitude of impact (**Table 2.5**). It is generally considered that moderate to major effects are ‘significant’ in the context of the EIA Regulations. Criteria defining the scale of effect is provided at **Table 2.6**.
- 2.34

The scale of effect requires a qualitative discussion to describe and elucidate this judgement to the reader. This is necessary because heritage assessment is not a strict quantitative process and some of these considerations will depend on expert judgements. Accordingly, there is an emphasis on qualitative text throughout the assessment to describe the receptors and the judgements in regard to the significance of the identified effects.
- 2.35

Professional judgement is also required to determine the nature of the likely effects. For example, there will be cases where a high magnitude of impact produces a major scale of effect, on the basis that the component is prominent or noticeable, but notwithstanding that the quality of effect is beneficial as a consequence of design quality or other benefits. This approach arises most often as a consequence of major developments in areas positively identified for transformational change. Often, such impacts will have varied effects such that a hard and fast categorisation is finely balanced as between beneficial or harmful. In many instances, therefore, the final identification of impact and effect will turn on discursive analysis. Criteria defining the nature of effect is provided at **Table 2.7**.

HERITAGE LIKELY EFFECT ON RECEPTOR			
Magnitude	Sensitivity		
	Low	Medium	High
Nil	None	None	None
Very Low	Negligible	Negligible	Negligible / Minor
Low	Minor	Minor / Moderate	Moderate
Medium	Minor / Moderate	Moderate	Moderate / Major
High	Moderate	Moderate / Major	Major

Table 2.5 Likely Effect on Heritage Receptor Matrix

HERITAGE SCALE OF AN EFFECT	
Major	The change resulting from the impact of the Proposed Development upon the heritage value of the receptor would give rise to a very significant effect.
Moderate	The change resulting from the impact of the Proposed Development upon the heritage value of the receptor would give rise to a significant effect.
Minor	The change resulting from the impact of the Proposed Development upon the heritage value of the receptor would give rise to an effect, but this would not be significant.
Negligible	The change resulting from the impact of the Proposed Development upon the heritage value of the receptor would give rise to a barely discernible effect. This would not be significant.
None	The change resulting from the impact of the Proposed Development upon the heritage value of the receptor would have no effect.

Table 2.6 Scale of an Effect

HERITAGE NATURE OF AN EFFECT	
Beneficial	An enhancement to a receptor
Neutral	An effect that on balance, is neither beneficial nor adverse to a receptor, and therefore preserves the receptor.
Adverse	A harmful impact to a receptor

Table 2.7 Nature of an Effect

TOWNSCAPE AND VISUAL

2.36 The framework for assessment of townscape and visual impact has been prepared using the Guidelines for Landscape and Visual Impact Assessment, Third Edition (Landscape Institute and Institute of Environmental Management and Assessment, 2013) ('GLVIA3'). The two components of townscape and visual assessment are:

1. The assessment of townscape effects: assessing effects on the townscape as a resource in its own right; and
2. The assessment of visual effects: assessing effects on the general visual amenity experienced by people. Specific views are also assessed where they form strategic views designated in the development plan, or where agreed with the competent authority.

TOWNSCAPE AND VISUAL VALUE
TOWNSCAPE VALUE

2.37 The townscape baseline assessment describes character areas/types and their characteristics. It defines the distinct and recognisable patterns of elements, or characteristics that make one area different from another, rather than better or worse. Areas are defined and mapped with boundaries that suggest a sharp change from one townscape area to another; however, on site, changes can be more subtle and practically, this often represents a zone of transition. Criteria to assess townscape character areas and apportion value is contained in **Table 2.8**.

2.38 Assessment is informed by an understanding of how an area has evolved, the use of aerial photography and field survey, along with desk-based research as appropriate and to a level commensurate with the sensitivity of the receptor and its susceptibility to change. Important published sources will normally comprise formal character assessments prepared, for example, as part of local plan making or agencies or county authorities.

2.39 The objective of identifying the existing context is to provide an understanding of the townscape in the area that may be affected – its constituent elements, its character and the way this varies spatially, its geographic extent, its history, its condition, the way the townscape is experienced and the value attached to it. This assessment cannot practically and objectively capture what local people in an area feel about their area (unless of course this has been subject to a specific study which is produced in an objective or reflective manner). Thus, this value analysis reflects professional judgment.

TOWNSCAPE RECEPTOR VALUE			
Value	Importance	Typical Criteria	Typical Features / Characteristics
Very High	International / National	Unique or outstanding townscape with clearly distinctive characteristics, features and elements;	International or national designation, and/or designated heritage receptors of significant importance
		Widespread use of quality materials;	
High	National / Regional / Local	Very strong urban structure, characteristic patterns and balanced combination of built form and open space;	National or regional designation, and/or designated heritage receptors
		Appropriate management for land use;	
Medium	Regional / Local	No, or very limited, detracting features.	Regional or local recognition, including local plan designations, with value possibly expressed through literature and cultural associations.
		Distinctive or unusual townscape with notable features and elements;	
Low	Local	Evident use of quality materials;	Some positive townscape features but largely degraded and may benefit from regeneration, restoration or enhancement.
		Strong urban structure, characteristic patterns and balanced combination of built form and open space;	
Very Low	Local	Appropriate management for land use with limited scope to improve;	Heavily degraded townscape and/or identified for change.
		Limited detracting features.	

Table 2.8 Townscape Receptor Value Criteria

VISUAL AMENITY VALUE

- 2.40 The visual baseline assessment established the area in which the development may be visible, the different groups of people who may experience views of the development, the places where they will be affected and the nature of the views and visual amenity at those points.
- 2.41 The baseline study identifies individuals and/or defined groups of people within the area who will be affected by changes in the views, ‘visual receptors’. The following visual receptors are identified by GLVIA3 as being likely to be the most susceptible to change:
 - Residents and other frequent users of the area;
 - People, whether residents or visitors, who are engaged in outdoor recreation, including use of public rights of way, attractions or those whose attention or interest is likely to be focused on the landscape and on particular views; and
 - Communities where views contribute to the landscape setting enjoyed by residents in the area.
- 2.42 Representative viewpoints are identified based on a comprehensive review of the surrounding area, including the following criteria:
 - Heritage receptors;
 - Townscape character;
 - Where the development may be prominent;
 - Be visible from concentrations of residential areas;
 - Open spaces (parkland, publicly accessible space);
 - Potentially sensitive receptors (e.g. schools);
 - Accessibility to the public;
 - The viewing direction, distance and elevation;
 - Townscape and transport nodes.
- 2.43 The identification of viewpoints also considers any strategic or local viewpoints identified by the local planning authorities or other relevant bodies.

- 2.44 The visual amenity value of locations is assessed using the criteria contained in **Table 2.9**. Amenity is a broad concept in planning, and the Planning Portal [online] defines it as “*A positive element or elements that contribute to the overall character or enjoyment of an area. For example, open land, trees, historic buildings and the inter-relationship between them, or less tangible factors such as tranquillity.*” Changes in amenity are typically assessed through changes to what people see and perceive, and the shorthand for this are ‘views’ and ‘visual impact’.
- 2.45 The places at which or in which these individuals will experience a change will always be a publicly accessible place, in line with best practice. The visual assessment is therefore separate to a ‘residential amenity assessment’, which considers private viewpoints from residential properties (refer to GLVIA3, paragraph 6.17). In some instances, the visual impact assessment will address impacts from private land, but that is only where this topic has been scoped with the decision maker and a specific methodology agreed. Such private land amenity assessments often rely on other concepts in town planning/measures such as privacy and enclosure or overbearing.

VISUAL AMENITY VALUE	
Value	Criteria / Examples
Very High	Areas of national or international importance and/or identified strategic views of national or international importance. Very enjoyable area with multiple positive elements and/or Very High townscape value.
High	Areas of national or regional importance, or particular local importance and/or static view identified in the development plan. Enjoyable area with several positive elements and/or High townscape value.
Medium	Areas of regional or local importance and/or static view identified in planning guidance, including conservation area appraisals. Pleasant area with some positive elements and/or Medium townscape value.
Low	Commonplace areas with limited positive elements and/or Low townscape value, often with detracting elements.
Very Low	Area of Very Low townscape value (e.g. industrial areas/busy main roads) that has very few positive characteristics, usually with significant detracting elements.

Table 2.9 Visual Amenity Value Criteria

TOWNSCAPE AND VISUAL SUSCEPTIBILITY

- 2.46 The first stage in the assessment of the Proposed Development on a townscape or visual receptor is to identify its sensitivity to the Proposed Development. Sensitivity is identified by calibrating the baseline value of the receptor with its susceptibility, defined as the ability to accommodate the particular type and/or nature of development without undue consequences for the maintenance of the baseline situation and/or the achievement of planning policies and strategies. The criteria for determining townscape susceptibility is described at **Table 2.10** and visual susceptibility at **Table 2.11**.
- 2.47 GLVIA3 explains landscape susceptibility at pages 88–89. There is no specific definition of townscape susceptibility. Professional judgement is applied based on the understanding of landscape susceptibility to reach judgements on townscape susceptibility.
- 2.48 GLVIA3 describes susceptibility to change of landscape receptors as “*the ability of the landscape receptor (whether it be the overall character or quality/condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies.*”
- 2.49 Susceptibility is relative to the general type of development proposed e.g. a receptor may be more or less susceptible to a proposal for an industrial facility as opposed to a residential building depending on the receiving environment. Equally, a receptor may be more or less susceptible to a tall building than a low-rise development depending on the receiving environment.

2.50 Effects are particular to the specific landscape / townscape in question, which includes reference to aspects such as the quality, nature and condition of the receptor, or, existing scale and grain e.g. if the existing townscape is of a similar scale and / or grain as the proposed development, it may have a greater ability to accommodate the proposed development and thus a lower susceptibility to change, subject to those existing characteristics not undermining or undue consequence arising from that baseline condition or anticipated achievement of relevant townscape / landscape planning policies, which includes site allocations or anticipated development identified in the statutory development plan.

TOWNSCAPE SUSCEPTIBILITY TO CHANGE CRITERIA	
High	The receptor has a low ability to accommodate the specific proposed change e.g. the existing townscape / landscape comprises very limited or no similar types of development to that proposed and/or the townscape / landscape policies do not anticipate this type of development.
Medium	The receptor has a moderate ability to accommodate the specific proposed change e.g. the existing townscape / landscape comprises some similar types of development to that proposed and/or the townscape / landscape policies anticipate some of this type of development.
Low	The receptor has a high ability to accommodate the specific proposed change e.g. the existing townscape / landscape comprises several similar types of development to that proposed and/or the townscape / landscape policies anticipate this type of development.

Table 2.10 Susceptibility of Townscape Receptor to Change Criteria

VISUAL SUSCEPTIBILITY

- 2.51 GLVIA3 explains visual susceptibility at pages 113–114. Page 113 sets out that susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of:
- The occupation or activity of people experiencing the view at particular locations;

The extent to which their attention or interest may therefore be focused on the views and the visual amenity they experience at particular locations.
- 2.52 Visual receptors who are more likely to have a high susceptibility to change include residents at home, people who are engaged in activities that involve an appreciation of the surrounding landscape or townscape, and visitors to

heritage assets or other attractions. This is the advice of GLVIA3; however, the guidance also makes it clear that this will not be true in all cases since susceptibility to change is to some extent, as noted, a function of context.

2.53 Again, and subject to that qualification, visual receptors who are more likely to have a low susceptibility to change include users of amenity space that does not depend on or involve an appreciation of the surrounding landscape / townscape such as people engaged in sports activities. GLVIA3 states that “each project needs to consider the nature of the groups of people who will be affected and the extent to which their attention is likely to be focused on views and visual amenity.”

TOWNSCAPE AND VISUAL SENSITIVITY

- 2.54 The baseline value of the receptor and its susceptibility are calibrated using the matrix at Table 2.12. Sensitivity is recorded in a verbal scale (high, medium or low), supported by the clear narrative linked to evidence from the baseline study and an assessment of susceptibility.
- 2.55 The magnitude of impact is a qualitative judgement supported by the narrative text within the assessment. The professional judgement is quantified using criteria at Table 2.13. The judgement of magnitude considers the size or scale, geographical extent or duration and reversibility of the impact.

VISUAL SUSCEPTIBILITY TO CHANGE CRITERIA	
High	The receptor has a low ability to accommodate the specific proposed change e.g. the visual receptor is likely to be heavily engaged on the view/visual amenity and/or the type of development is incongruent to the baseline condition or would undermine the enjoyment of the visual receptor.
Medium	The receptor has a moderate ability to accommodate the specific proposed change e.g. the visual receptor is likely to be partially engaged on the view / visual amenity and/or the type of development is congruent to aspects of the baseline condition or would undermine some aspects of the enjoyment of the visual receptor.
Low	The receptor has a high ability to accommodate the specific proposed change e.g. the visual receptor is likely to be not engaged on the view / visual amenity and/or the type of development is congruent to the baseline condition or would not undermine the enjoyment of the visual receptor.

Table 2.11 Susceptibility of Visual Receptor to Change Criteria

TOWNSCAPE AND VISUAL SENSITIVITY			
Receptor Value	Susceptibility of Receptor to Change		
	Low	Medium	High
Very Low	Low	Low	Low/Medium
Low	Low	Low/Medium	Medium
Medium	Low/Medium	Medium	Medium/High
High	Medium	Medium/High	High
Exceptional	Medium/High	High	High

Table 2.12 Townscape and Visual Sensitivity (Nature of Receptor Likely to be Affected)

TOWNSCAPE AND VISUAL MAGNITUDE OF IMPACT	
High	Major change to the value of the townscape receptor or visual amenity. The proposals would be very noticeable, comprising a notable change over an extensive area or an intensive change over a more limited area. May comprise major alteration to key elements/features/characteristics of the receptor. The duration of this impact may be permanent and non-reversible.
Medium	Moderate change to the value of the townscape receptor or visual amenity. The proposals would be noticeable, comprising a recognisable change over a large area or a moderate change over a more limited area. May comprise alteration to one or more key elements/features/characteristics of the receptor. The duration of this impact may be semi-permanent and partially reversible.
Low	Minor change to the value of the townscape receptor or visual amenity. The proposals would be noticeable, although comprising a small change over a limited area or similar to a main component of the receptor. May comprise minor alteration to one or more key elements/features/characteristics of the receptor. The duration of this impact may be temporary and reversible.
Very Low	Barely discernible change to the value of the townscape receptor or visual amenity. The proposals would not be noticeable, although comprising a very small change over a very limited area or very similar to the main components of the receptor. May comprise very minor alteration to one or more key elements/features/characteristics of the receptor. The duration of this impact may be temporary and reversible.
Nil	No change to the value of the townscape receptor or visual amenity.

Table 2.13 Magnitude of Impact Criteria

TOWNSCAPE AND VISUAL LIKELY EFFECTS

- 2.56 Likely effects are determined by combining the judgements of sensitivity and the magnitude of impact using a common matrix shared across all topic areas (Table 2.14). It is generally considered that moderate to major effects are considered ‘significant’ in the context of the EIA Regulations. Criteria defining the scale of effect is provided at Table 2.15.
- 2.57 Professional judgement is required to determine the nature of the likely effects. Criteria defining the nature of effect is provided at Table 2.16. For example, there will be cases where a high magnitude of impact produces a major scale of effect, on the basis that the component is prominent or noticeable, but notwithstanding that the quality of effect is beneficial as a consequence of design quality or other benefits. This approach arises most often as a consequence of major developments in areas positively identified for transformational change. Often, such impacts will have varied effects such that a hard and fast categorisation of an effects quality is finely balanced as between beneficial or harmful. In many instances, therefore, the final identification of impact and effect will turn on discursive analysis. This makes a necessary professional adjustment to the tabular analysis format which can produce inaccurate reporting.
- 2.58 The assessment of nature of effect also requires a qualitative discussion to describe and elucidate this judgement to the reader. This is necessary because townscape and visual assessment is not a strict quantitative process and some of these considerations will depend on expert judgements. Accordingly, there is an emphasis on qualitative text throughout the assessment to describe the receptors and the judgements in regard to the significance of the identified effects.

TOWNSCAPE AND VISUAL LIKELY EFFECT ON RECEPTOR			
Magnitude	Sensitivity		
	Low	Medium	High
Nil	None	None	None
Very Low	Negligible	Negligible	Negligible / Minor
Low	Minor	Minor / Moderate	Moderate
Medium	Minor / Moderate	Moderate	Moderate / Major
High	Moderate	Moderate / Major	Major

Table 2.14 Likely Effect on Receptor Matrix

TOWNSCAPE AND VISUAL SCALE OF AN EFFECT	
Major	The change resulting from the impact of the Proposed Development upon the receptor would give rise to a very significant effect.
Moderate	The change resulting from the impact of the Proposed Development upon the receptor would give rise to a significant effect.
Minor	The change resulting from the impact of the Proposed Development upon the receptor would give rise to an effect, but this would not be significant.
Negligible	The change resulting from the impact of the Proposed Development upon the receptor would give rise to a barely discernible effect. This would not be significant
None	The change resulting from the impact of the Proposed Development upon the receptor would have no effect.

Table 2.15 Scale of an Effect

TOWNSCAPE AND VISUAL NATURE OF AN EFFECT	
Beneficial	An advantageous effect to a receptor
Neutral	An effect that on balance is neither beneficial nor adverse to a receptor.
Adverse	A detrimental effect to a receptor

Table 2.16 Nature of an Effect

CUMULATIVE EFFECTS

- 2.59 The map at Figure 2.2. shows all Cumulative Schemes assessed as part of this BHTVIA, which are also listed below. Consented schemes (those schemes with an extant consent as well as those applications yet to be determined) have been considered within the cumulative assessment.
- 2.60 The Minster Quarter scheme has not received consent, nor is it currently in the planning system, but it is considered within the cumulative scenario as an indicative scheme based on the key principles set out in the Council’s Minster Quarter Framework document.

HERITAGE

- 2.61 Paragraph 36 of GPA3 states:
Cumulative assessment is required under the EU Directive on EIA. Its purpose is to identify impacts that are the result of introducing the development into the view in combination with other existing and proposed developments. The combined impact may not simply be the sum of the impacts of individual developments; it may be more, or less.
- 2.62 The word ‘cumulative’ in this context should be taken to mean incremental and the practical effect of this would generally be to increase the degree of harmful impact in specific cases, judged on a qualitative basis. Instances of incremental harm have as matters of practice normally come about when previous development is recognised to have created a harmful condition, to which a specific proposal adds, so potentially augmenting the pre-existing harm. In all cases, however, a freestanding assessment is required.

2.63 GPA3 states:

Where the significance of a heritage asset has been compromised in the past by unsympathetic development affecting its setting, to accord with NPPF policies consideration still needs to be given to whether additional change will further detract from, or can enhance, the significance of the asset. Negative change could include severing the last link between an asset and its original setting; positive change could include the restoration of a building's original designed landscape or the removal of structures impairing key views of it.

2.64 Paragraph 40 of GPA3 states:

Where attributes of a development affecting setting may cause some harm to significance and cannot be adjusted, screening may have a part to play in reducing harm. As screening can only mitigate negative impacts, rather than removing impacts or providing enhancement, it ought never to be regarded as a substitute for well-designed developments within the setting of heritage assets.

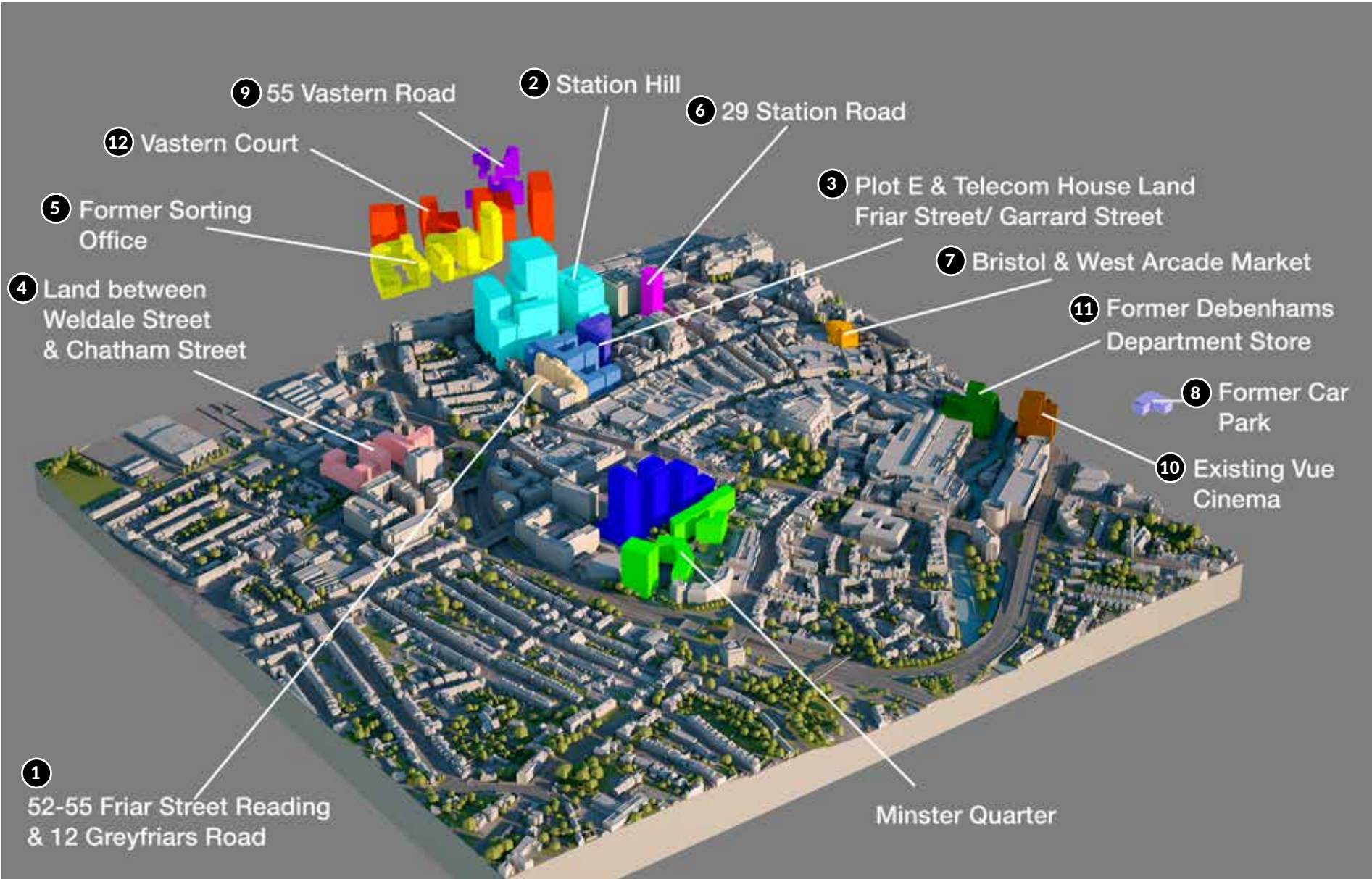


Figure 2.2 Dimetric View of Cumulative Schemes

- | | |
|---|---|
| 1. 52-55 Friar Street Reading and 12 Greyfriars Road RG1 1DX (planning ref: 162210) | 8. Former Car Park East Street Reading RG1 4QH (planning ref: 181849) |
| 2. Station Hill, Reading (planning ref: 130436) | 9. 55 Vastern Road Reading RG1 8BU (planning ref: 200188) |
| 3. Plot E & Telecom House Land Friar Street/ Garrard Street Station Hill RG1 1DX (planning ref: 151426) | 10. Existing Vue Cinema Complex Land West of Yield Hall Place / London Road The Oracle Reading RG1 2AG (planning ref: 221917) |
| 4. Land between Weldale Street and Chatham Street Reading (planning ref: 170326) | 11. Former Debenhams Department Store West of Yield Hall Place The Oracle RG1 2AS (planning ref: 221916) |
| 5. Former Sorting Office, Caversham Road / Vastern Road (planning ref: 110024) | 12. Vastern Court Caversham Road Reading (planning ref: 200328) |
| 6. 29 Station Road, Reading, RG1 1LG (planning ref: 181930) | |
| 7. Bristol & West Arcade Market Place Reading RG1 1JL (planning ref: 180358) | |

- 2.65
- GPA3 and other guidance uses the word cumulative differently, and in relation to past impacts which have been negative. Thus, according to this approach (which is accepted in decision making), the assessor should consider whether past changes are positive or negative and, if the latter, whether the proposed new change adds to pre-existing harm, and so increases the overall harm caused by proposals. This form of assessment is fact specific and often relies on published documents confirming there has been past harm and why. There is no requirement, however, for such external validation and the matter can arise in individual assessments or through discussions with the competent authority and other stakeholders.
- 2.66
- The Minster Quarter Framework is not included within the cumulative list above, given the emerging status of the proposals. Therefore, a separate, qualitative cumulative assessment is provided for The Minster Quarter Area, based on the information in The Minster Quarter Outline Development Framework (December 2018).

TOWNSCAPE AND VISUAL

- 2.67
- GLVIA3 sets out two main approaches to inter-project effects between any given proposed development and cumulative schemes (See GLVIA, paragraph 7.18). The first approach is to focus:
primarily on the additional effects of the main project under consideration... on top of the cumulative baseline
- 2.68
- The second approach is to focus:
on the combined effects of all the past, present and future proposals together with the new project
- 2.69
- This assessment takes the first approach, which is to focus on the additional effects of the Proposed Development on top of the cumulative baseline. It is considered that this approach is best suited to an urban environment, in which the cumulative effects between the Proposed Development and other cumulative schemes may be complex (including situations in which the effect of the Proposed Development could be lessened or removed entirely by cumulative schemes) and because, as also acknowledged in the GLVIA3, it may not be considered reasonable to assess the effect of many complex schemes other than the Proposed Development in the manner required by the 'combined effects' approach.

- 2.70
- The Minster Quarter Framework is not included within the cumulative list above, given the emerging status of the proposals. Therefore, a separate, qualitative cumulative assessment is provided for The Minster Quarter Area, based on the information in The Minster Quarter Outline Development Framework (December 2018).

MITIGATION

- 2.71
- Mitigation measures proposed to prevent, reduce or offset any significant likely adverse effects have been identified and developed as part of the pre-application design process. The primary mitigation measures have become embedded into the project design, commonly referred to as embedded mitigation. The mitigation arising from design development and consultation responses is identified at **Section 8.o**.
- 2.72
- The likely effects of the Proposed Development include embedded mitigation. As a result, there is no requirement for additional mitigation and thus likely residual effects remain the same as the likely effects, unless otherwise stated.

CLIMATE CHANGE

- 2.73
- The likely effects of the Proposed Development are defined under the current climate conditions, which may alter under a future climate scenario. The EIA Regulations require that the change in impact magnitude and a receptor's 'vulnerability' (i.e. susceptibility or resilience to change) are considered in respect of a future climate condition.
- 2.74
- The vulnerability of the receptors according to the definitions provided in the guidance, and it has been judged that all of the heritage, townscape and visual receptors have low vulnerability.
- 2.75
- The likely projected future conditions for each of temperature, precipitation, wind speed and cloud cover have been considered. It is considered that the magnitude of impact and resultant nature and scale of the effects of the Proposed Development during the operational phase will not be changed under the future climate conditions.
- 2.76
- Overall, the likely effects of the Proposed Development are unlikely to change as a result of climate change.

FUTURE EVOLUTION OF THE BASELINE

- 2.77
- The EIA Regulations require that the likely evolution of the baseline is considered. This is an assessment in the event that the Proposed Development were not to come forward. In other words, the likely effect on the receptors if the cumulative developments and any relevant policy designations were to come forward without the Proposed Development.
- 2.78
- Given that so much of the likely evolution of the baseline for receptors will depend upon the particulars of the design for development coming forward to meet the policy aspirations for the area, a separate assessment of the evolution of the baseline for the receptors identified in this assessment is not provided.

3.0

LEGISLATION AND PLANNING POLICY

BROAD STREET MALL, READING

LEGISLATION AND PLANNING POLICY

3.1 The following section sets out the planning policy context for the Site and for the context of the assessment process.

LEGISLATION

PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990

3.2 The Site does not comprise any statutorily listed buildings and nor is it located in a conservation area.

3.3 There are statutorily listed buildings which have been identified in the study area which may experience a change to their heritage value as a result of the Proposed Development changing their setting. The relevant statutory provisions are set out below.

3.4 Section 66(1) of the 1990 Act which states that:
In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural and historical interest which it possesses.

DEVELOPMENT PLAN

3.5 Section 38(6) of the Planning and Compulsory Purchase Act 2004 stipulates that where in making any determination under the Planning Acts, regard is to be had to the development plan, and the determination must be made in accordance with that plan unless material considerations indicate otherwise.

3.6 The statutory development plan and the policies relevant to the assessment of heritage, townscape and visual considerations are set out at **Table 3.1** below.

DEVELOPMENT PLAN POLICY	KEY PROVISIONS
Reading Local Plan (2019)	Policy CC6: Accessibility and the Intensity of Development Policy CC7: Design and the Public Realm Policy EN1: Protection and Enhancement of the Historic Environment Policy EN2: Areas of Archaeological Significance Policy EN4: Locally Important Heritage Assets Policy EN5: Protection of Significant Views with Heritage Interest Policy EN6: New Development in a Historic Context Policy EN7: Local Green Space and Public Open Space Policy EN8: Undesignated Open Space Policy EN9: Provision of Open Space Policy EN10: Access to Open Space Policy CR10b: Tall Buildings Policy CR12d: West Side Major Opportunity Area, Broad Street Mall

Table 3.1 Development Plan Policy Relevant to HTVIA

NATIONAL POLICY

3.7 The development plan is supported by the planning policies set out in the NPPF. The relevant provisions are set out at **Table 3.2**.

NATIONAL POLICY	KEY PROVISIONS
National Planning Policy Framework (NPPF) 2023	Chapter 12 (Achieving well-designed places) - Paragraph 144 - Paragraph 147 - Paragraph 148 - Paragraph 149 - Paragraph 150 Chapter 16 (Conserving and enhancing the historic environment) - Paragraph 200 - Paragraph 201 - Paragraph 203 - Paragraph 205–208 - Paragraph 209 - Paragraph 212

Table 3.2 National Planning Policy Relevant to HTVIA

MATERIAL CONSIDERATIONS

3.8 In addition to legislation and policy, the assessment will take into consideration relevant planning guidance and any material considerations, including:

GOVERNMENT GUIDANCE:

- National Planning Practice Guidance (online);
- Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA) (2013);
- An Approach to Landscape Character Assessment (2014);
- TGN 06/19 Visual Representation of Development Proposals Technical Guidance Note (2019) prepared by Landscape Institute
- Historic England, Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015)
- Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017);
- Tall Buildings: Historic England Advice Note 4 (2022);
- IEMA, ClfA and IHBC (2021) Principles for Cultural Heritage Impact Assessment

READING BOROUGH COUNCIL DOCUMENTS:

- St Mary’s Butts/Castle Street Conservation Area Appraisal (2008)
- Russell Street/Castle Hill Conservation Area Appraisal (2020)
- Market Place/London Street Conservation Area Appraisal (2007)
- Reading Borough Council Proposals Map (Adopted 2019)
- City Centre Framework SPD (2008)
- Significant Views with Heritage Interest assessment (2018)
- Tall Buildings Strategy (2008)
- Minster Quarter Area Outline Development Framework (2018)

THE CONSENTED SCHEME

3.9 On the 6th December 2021, planning permission was granted for the redevelopment of Broad Street Mall, providing three residential buildings ranging in height from 5 to 20 storeys (planning ref: 182137).

3.10 The Extant Consent proposed that the new building structure would be constructed on top of the existing retail and car park levels of the front section of Broad Street Mall.

- 3.11

A detailed review of the consented scheme has led the client team to conclude that the structural complexity of the engineering work required, over and through the existing car park ramp, makes the scheme undeliverable.
- 3.12

Furthermore, the proposed apartment sizes in the consented scheme were under the Nationally Described Space Standards (NDSS). There is insufficient amenity space within the existing consent for a BTR scheme of this nature. The consented scheme proposes three towers with single staircases for means of escape, which does not accord with recent updates to building regulations.
- 3.13

The extant permission also retains the existing visually detracting concrete façade of the car park, which is out of keeping with the design aspirations of the wider Minister Quarter Masterplan.
- 3.14

The extant permission has been deemed undeliverable. However, through the assessment and determination of those proposals, the principle of development for a tall building of 20 storeys on this site was established. Section 8 of the HTVIA prepared by Kevin Murphy which was submitted in support of the 2019 permission (planning ref: 182137) has been included at **Appendix 4.o** of this HTVIA for reference. It should be noted that this is included for reference only and the assessment and conclusions of that appended HTVIA are not adopted or agreed in this HTVIA.

POLICY DISCUSSION

BUILT HERITAGE

- 3.15

The Proposed Development comprises the redevelopment of Broad Street Mall, an indoor shopping complex dating to 1971 and located to the southwest of Oxford Road and St Mary’s Butts. The Proposed Development has the potential to affect the contribution that setting makes to the significance of heritage receptors located within close proximity to the Site.
- 3.16

RBC Local Plan Policy EN1 states that:
“All proposals will be expected to protect and where possible enhance the significance of heritage assets and their settings, the historic character and local distinctiveness of the area in which they are located. Proposals should seek to avoid harm in the first instance. Any harm to or loss of a heritage asset should require clear and convincing justification, usually in the form of public benefits.”
- 3.17

Policy EN4 of Reading’s Local Plan, in reference to non-designated heritage asset, states that:
“Development proposals that affect locally important heritage assets will demonstrate that development conserves architectural, archaeological or historical significance which may include the appearance, character and setting of the asset.”
- 3.18

If the Proposed Development is held to cause harm to the significance of a designated heritage asset, such harm should be categorised as either less than substantial or substantial, and within each category the extent of harm should be clearly articulated. See National Planning Practice Guidance paragraph 18 which states that:
“Within each category of harm (which category applies should be explicitly identified), the extent of the harm may vary and should be clearly articulated.”
- 3.19

The nature and extent of harm is important to ascertain because that analysis informs the balancing out of any harm under the terms of paragraph 208 of the NPPF.
- 3.20

In either case, if the Proposed Development would result in harm to the significance of a designated heritage asset, great weight should be given to the asset’s conservation (NPPF paragraph 205).

- 3.21

Any harm to the significance of a designated heritage asset should require ‘clear and convincing justification’, as per NPPF paragraph 206. A clear and convincing justification does not create a freestanding test requiring the demonstration of less damaging alternatives. To the extent that there is a test, it is to be found in paragraph 207 (in the case of substantial harm) or 208 (in the case of less than substantial harm).
- 3.22

As a matter of policy, heritage benefits also attract great weight in the planning decision making (and assessment process).
- 3.23

We understand that if the decision maker follows the above approach, then this approach is consistent with the extensive case law which has emerged in relation to designated assets since the publication of the NPPF.

TOWNSCAPE AND VISUAL

TOWN CENTRE AND REGENERATION AREA

- 3.24

The Site is located within Reading town centre. The extant development plan identifies the Site as being within the West Side Major Opportunity Area, Broad Street Mall (Policy CR12d). Reading Local Plan (2019) defines the overarching vision for this area as:
“The west side area will be a mixed-use extension to the west of the centre containing high-quality mixed use environments and fostering stronger east-west links into the central core.”
- 3.25

For the specific area in which the Site is located, Broad Street Mall, the development plan outlines the following criteria:
*“CR12d, Broad Street Mall:
The site will be used for continued retail and leisure provision, maintaining frontages along Oxford Street and St Mary’s Butts, and improving frontages to Hosier Street and Queens Walk, with uses including residential, with some potential for offices, on upper floors. This may be achieved by comprehensive redevelopment. Alternatively, a development which retains the existing mall with additional development above may be appropriate where it improves the quality of the existing mall frontages. ”*
- 3.26

As such, it is evident that the Site is located within an area of evolving change and major regeneration. This context is important in our overall assessment of the Proposed Development.

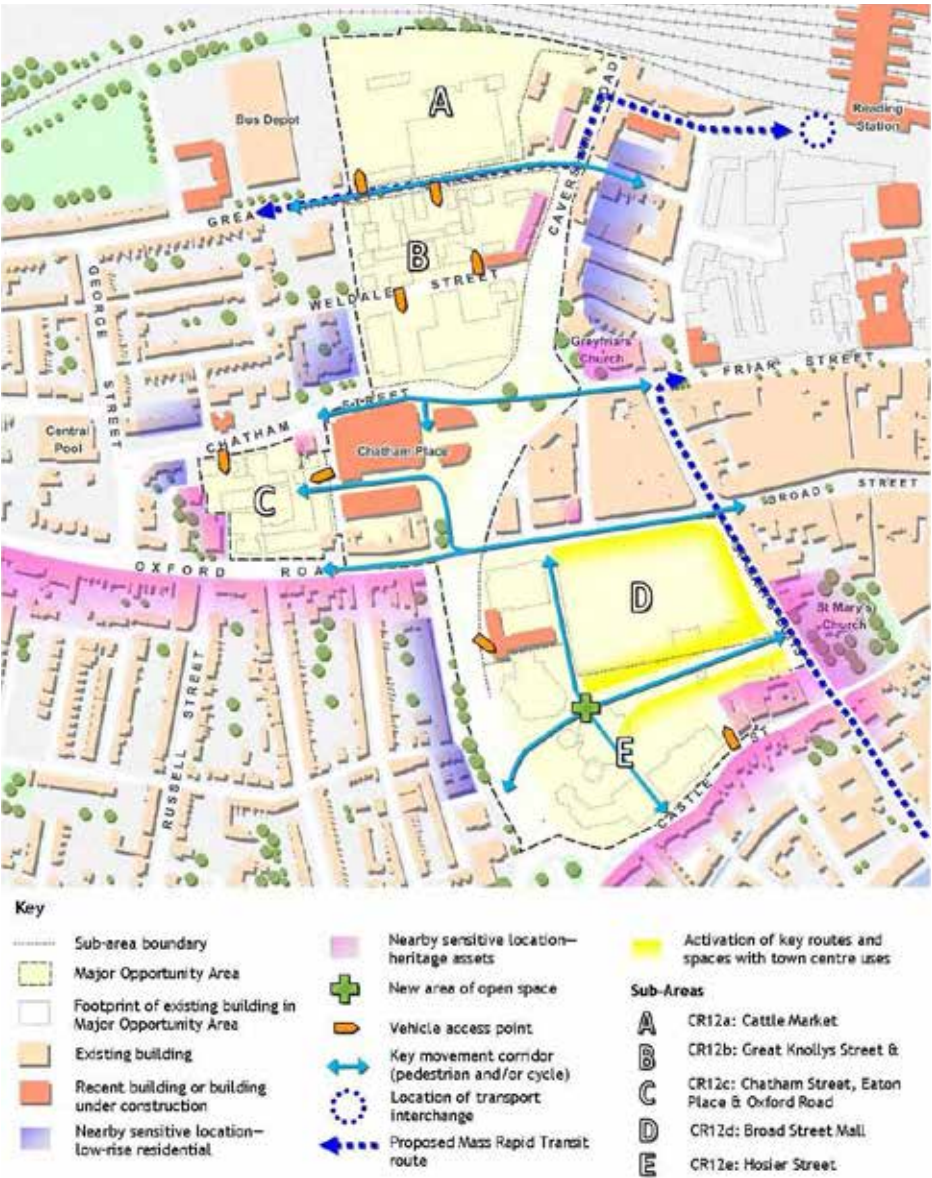


Figure 3.1 Diagram of the West Side Major Opportunity Area Strategy with the Site labelled as 'D'.

DESIGNATED VIEWS

- 3.27 Verified views have taken into consideration the built and natural environment, the settings of heritage assets and the relationship to the existing townscape.
- 3.28 The Site is located within close proximity to a number of highly graded heritage assets including the Church of St Mary and Greyfriars Church. As such, the Proposed Development must have regard to Policy EN5 of Reading's Local Plan which states:
- "New development should not harm and where possible should make a positive contribution to views of acknowledged historical significance.*
- The following views merit special protection:*
1. View from Mclroy Park towards Chazey Barn Farm, the Thames Meadow and the Chilterns escarpment
 2. View northwards down Southampton St from Whitley St towards St Giles Church, St Mary's Church and Greyfriars Church
 3. View upstream from Caversham Bridge
 4. View northwards down Russell St towards the Church of the Holy Trinity
 5. View over Alexandra Road Conservation Area toward the Chilterns escarpment
 6. View southwards down St Annes Rd towards Downshire Square
 7. View of St Annes Church Tower from the west
 8. View towards Caversham Park House from the A329(M), railway and surrounding streets
 9. View southwards along tree-lined Coley Avenue"

- 3.29 The following designated views are relevant to this assessment and are represented by the following AVRs produced by GMJ:
- Locally Designated View 1 = AVR View 21 Mclroy Park (but orientated southeast towards the town centre)
 - Locally Designated View 2 = AVR View 13 from Church of St Giles, looking north-west along Southampton Street

TALL BUILDINGS

- 3.30 Policy CR10: Tall Buildings of the Reading Local Plan defines tall buildings as:
- "10 storeys of commercial floorspace or 12 storeys of residential (equating to 36 metres tall) or above."*
- 3.31 The Proposed Development proposes residential blocks of up to 30 storeys and is therefore considered a tall building.
- 3.32 The Site is located within an area identified by Policy CR10b: Western Grouping, as appropriate for tall buildings, which are defined as *"A secondary cluster of tall buildings would be appropriate to create a distinctive grouping, to mark the area as the civic heart of Reading and a gateway to the centre."*

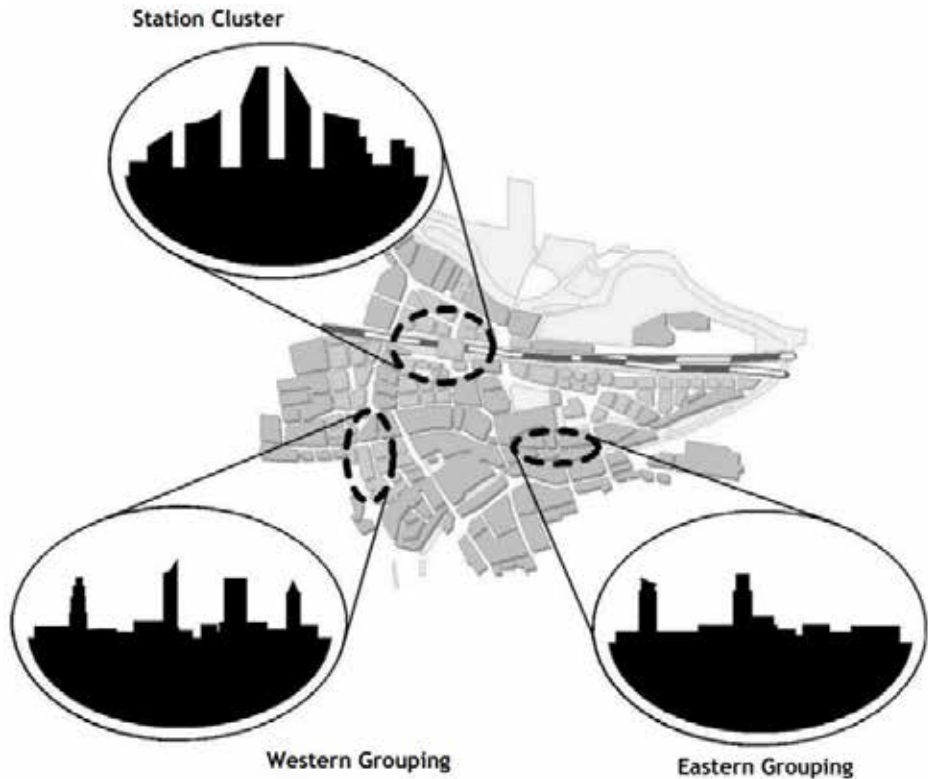


Figure 3.2 Diagrammatic indicative representation of the differing approach to tall buildings in each area. Source: Reading Borough Local Plan (2019).

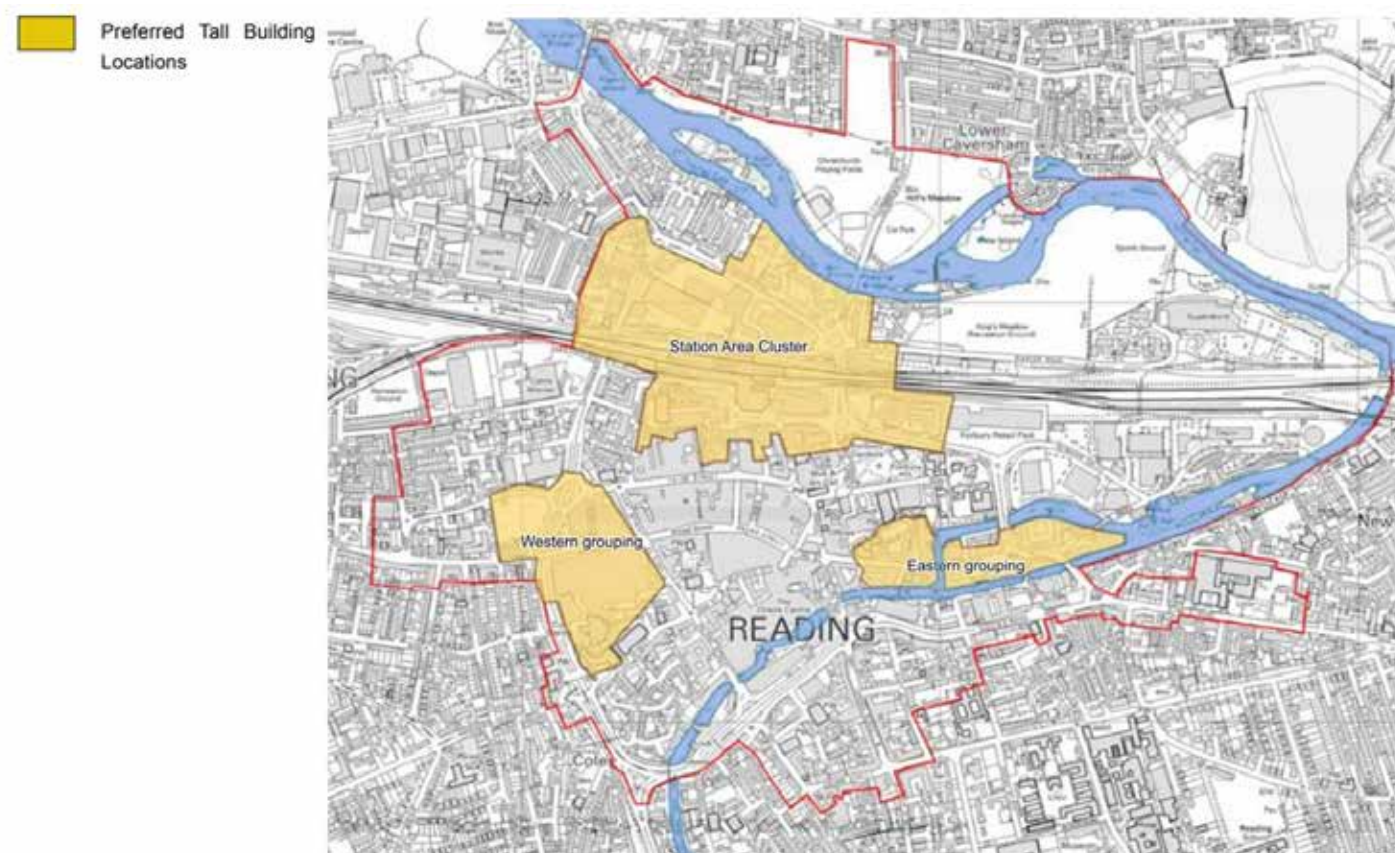


Figure 3.3 Map showing preferred locations for tall buildings. Source: Reading Borough Local Plan (2019).

1. Station Hill
 2. Reading station east
 3. Friar Street
 4. Station Road
 5. Broad Street
 6. St.Lawrence and Market Place
 7. Reading Station West
 8. Forbury Gardens
 9. Reading Prison
 10. Forbury Retail Park
 11. Napier Road
 12. Caversham Road
 13. Cattle Market and Chatham Place
 14. Oxford Road and surroundings
 15. Chatham Place
 16. The Civic Centre
 17. St Mary's and Castle Street
 18. The Oracle
 19. Mallard Row to Fobney Street
 20. London Street
 21. Forbury South
 22. Vastern Road
 23. King's Meadow
 24. Kennet Walk
 25. IDR
 26. King's Road
- Areas with some townscape capacity for tall buildings

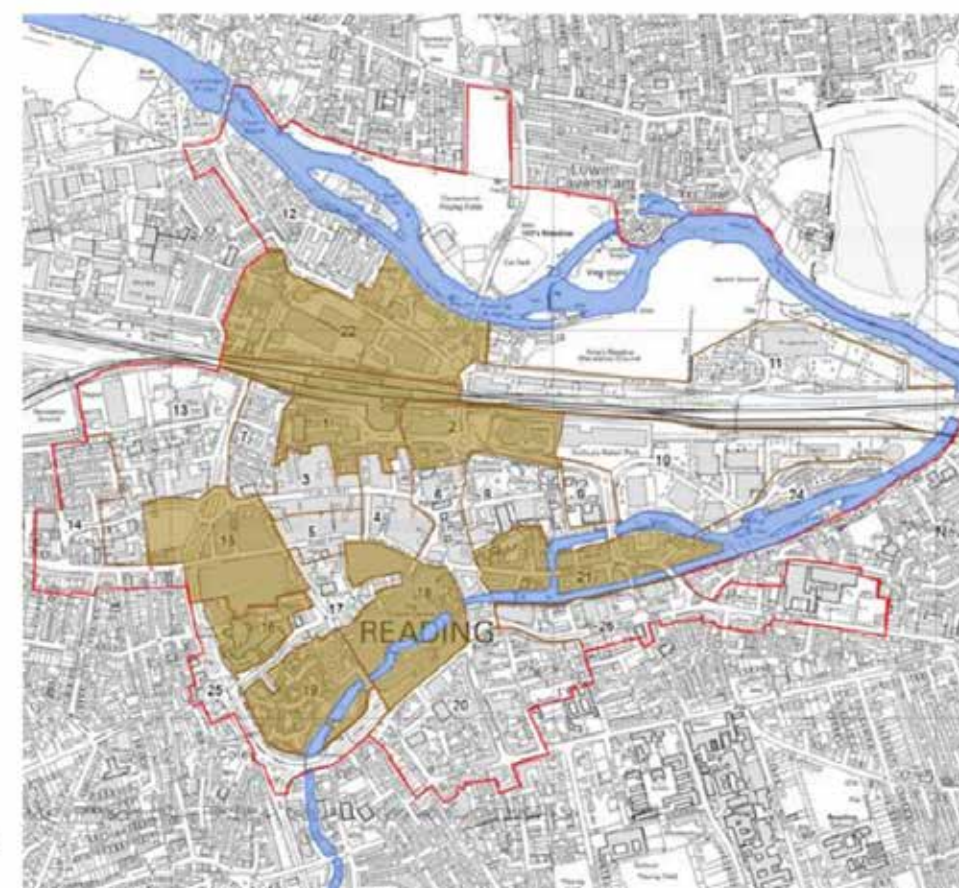


Figure 3.4 Map showing the CR10B Western Grouping. Source: Reading Borough Local Plan (2019).

3.33 As specified in the Reading Local Plan, tall buildings in this location should:

“Contribute to the development of a cluster of tall buildings that is clearly subservient to the Station Area Cluster;

- *Be generally lower in height than the tallest buildings planned for the Station Area Cluster;*
- *Be linked to the physical regeneration of a wider area and should not be proposed in isolation;*
- *Where buildings are to be integrated or front onto existing streets, include upper storeys of the taller structures that are set back from a base which is in line with the general surrounding building heights, particularly where the structure adjoins a conservation area;*
- *Not intrude on the key view between Greyfriars Church and St Giles Church, and a view from the open space in the Hosier Street development to St Mary’s Church”*

3.34 In addition to these area-specific requirements, Policy CR10 further outlines that tall buildings should be of excellent design and architectural quality, and should:

- *“Enhance Reading’s skyline, through a distinctive profile and careful design of the upper and middle sections of the building;*
- *Contribute to a human scale street environment, through paying careful attention to the lower section or base of the building, providing rich architectural detailing and reflecting their surroundings through the definition of any upper storey setback and reinforcing the articulation of the streetscape;*
- *Contribute to high-quality views from distance, views from middle-distance and local views;*
- *Take account of the context within which they sit, including the existing urban grain, streetscape and built form and local architectural style;*
- *Avoid bulky, over-dominant massing;*
- *Conserve and, where possible, enhance the setting of conservation areas and listed buildings;*
- *Use high quality materials and finishes;*
- *Create safe, pleasant and attractive spaces around them, and avoid detrimental impacts on the existing public realm;*
- *Consider innovative ways of providing green infrastructure, such as green walls, green roofs and roof gardens;*

- *Locate any car parking or vehicular servicing within or below the development;*
- *Maximise the levels of energy efficiency in order to offset the generally energy intensive nature of such buildings;*
- *Mitigate any wind speed or turbulence or overshadowing effects through design and siting;*
- *Ensure adequate levels of daylight and sunlight are able to reach buildings and spaces within the development;*
- *Avoid significant negative impacts on existing residential properties and the public realm in terms of outlook, privacy, daylight, sunlight, noise, light glare and night-time lighting;*
- *Provide managed public access to an upper floor observatory and to ground floors where appropriate, and ensure that arrangements for access within the building are incorporated in the design stage;*
- *Incorporate appropriate maintenance arrangements at the design stage. “*

3.35 As the Proposed Development is defined as a tall building by the Development Plan, the requirements outlined in Policy CR10 are relevant to an assessment of the proposals.

3.36 The Site is located in *Character Area: 15 Chatham Place*, as identified in Reading Tall Buildings Strategy (2019). The document identifies that the area is highly suitable for tall buildings and that the absence of notable townscape features ensures a suitability for re-development.

Consideration should be given on a case by case basis to how tall buildings would impact upon key views along West Street to Greyfriar’s Church and to how they would be views from, or impact upon views of St Mary’s Church.

3.37 The Site is located within the Minster Quarter. The Minster Quarter Area Development Framework (2018) provides supplementary guidance for the design of tall buildings within the Minster Quarter. The Minster Quarter comprises an area of the West Side Major Opportunity Area that is bound by the IDR to the west, Castle Street to the south, the Reading Minster Church Yard to the east, and Oxford Road and Broad Street to the north.

3.38 The SPD suggests capacity for three towers on the Site, and a fourth within the wider Minster Quarter. The document provides guidance for the design and location of tall buildings in this location, stating that tall buildings should:

- Step away from listed buildings to the east and south, notably those on Castle Street and the Church of St Mary (Reading Minster);
- Respect and respond to adjacent conservation areas, including Castle Street CA and Russell Street/ Castle Hill CA;
- Be arranged in a ‘stepped transition’ with a primary tall building and supporting tall buildings.

3.39 The Minster Quarter Development Framework has identified a series of tall buildings aligned along Dusseldorf Way on the Broad Street Mall frontage. The framework describes these buildings as being above 12 storeys and should have a wider ‘*landmark function*’ through height elevation.

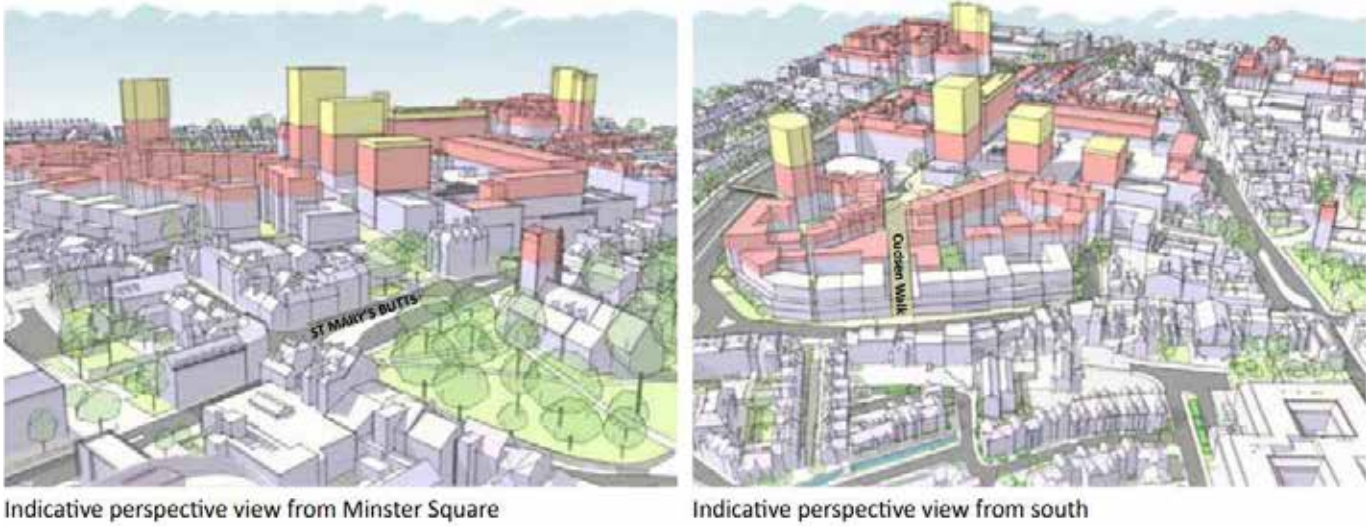


Figure 3.5 Diagram showing suggested form and height of the proposals on Site. Source: Reading Borough Council, Minster Quarter Framework (2018).

EMERGING LOCAL PLAN UPDATE

- 3.40

The Council agreed in March 2023 to undertake a partial review of its adopted Local Plan (2019), following the publication of the NPPF 2021 which superseded the 2019 development plan. The 2021 revision of the NPPF included updates in relation to local housing needs and updates to the standard methodology for calculating housing needs, pertinent to urban centres including Reading.
- 3.41

The Council's review identified the need to update the Local Plan site allocation relating to the site (policy CR12: West Side Major Opportunity Area) in line with national and local policy changes. In terms of amount of development delivered and committed, the review states that *'progress on achieving the level of development outlined in the policy has been reasonable and the policy does not require revision for this reason'.*
- 3.42

In reference to the site allocations of policy CR12, the review states that where planning permissions have already been granted on the sites covered by policy CR12 (CR12d Broad Street Mall), *'It is considered that allocations should not necessarily be removed where permissions have been granted in case alternative applications are made. There may be a need to amend the allocation to reflect what has been permitted'.*
- 3.43

The review concludes:

'Policy CR12 should be subject to update due to:

▪ Changes to the circumstances on individual sites, including the progress of development and the award of funds for the Hexagon; and

▪ Potential impacts of changing national policy, including on matters such as increasing densities in town centres.'
- 3.44

More generally, to responds positively and proactively to the 2023 NPPF, the Local Plan update proposes the delivery of higher numbers of housing over the plan period and a greater proportion of larger units across the Borough, including the town centre.

4.0

BASELINE: HISTORICAL DEVELOPMENT

BROAD STREET MALL, READING

BASELINE: HISTORICAL DEVELOPMENT

- 4.1 This section provides a description of the historical development of the Site and that of the surrounding area. The section and the heritage baseline at **Section 5** has been informed by secondary sources, including:
- The National Heritage List for England maintained by Historic England;
 - Reading Borough Council, St Mary's Butts/Castle Street Conservation Area Appraisal (2008);
 - Reading Borough Council, Russell Street/Castle Hill Conservation Area Appraisal (2004);
 - Reading Borough Council, Market Place/London Street Conservation Area Appraisal (2021)
 - Reading Borough Council, Register of Locally Listed Buildings;
 - The Historic Environment Record ('HER');
 - Bridget Cherry and Nikolas Pevsner, The Buildings of England: Berkshire (2010)
 - **David Nash Ford, Royal Berkshire History: Reading, Biscuits, Bulbs & Beer**

HISTORICAL DEVELOPMENT OF READING

- 4.2 By the 11th century, Reading was an established urban settlement at a strategic crossing over the River Kennet and north-south, east-west crossroads. The church now known at the Church of St Mary (Reading Minster) would have been at the centre of this original settlement, however after the founding of Reading Abbey by Henry I in 1121, the urban centre of the settlement moved away from St Mary's and Castle Street towards the Abbey in the north-east.

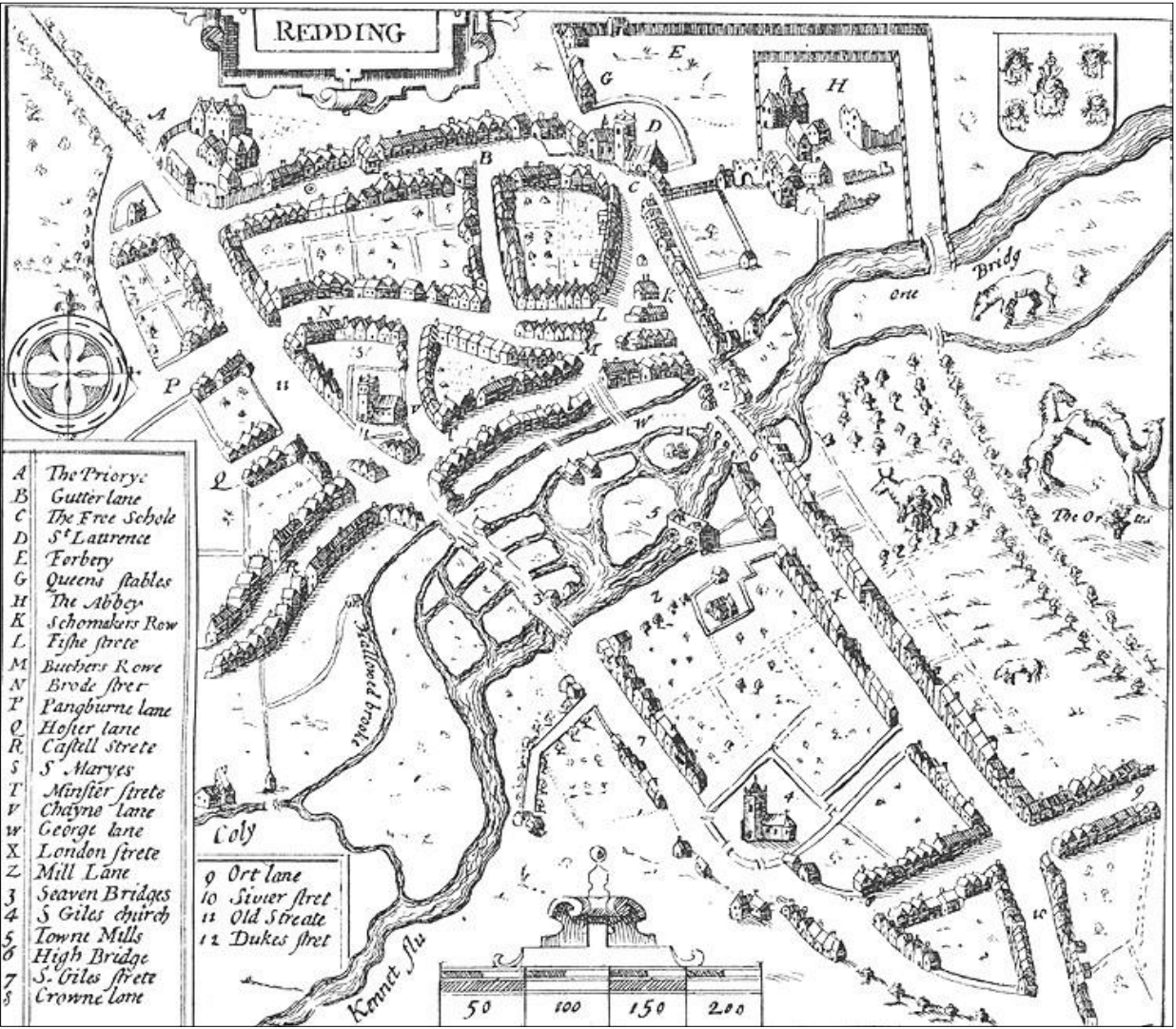


Figure 4.1 1610 John Speed's Map of Reading (Source: Berkshire History).

- 4.3 As one of the largest monasteries in England, Reading became a place of pilgrimage and a new market was established by the Abbey from the 13th century. The town grew in prosperity due to its successful silk, wool and leather trades. John Speed's 1610 map of Reading at **Figure 4.1** shows Reading as a small settlement to the north of the river Kennet, bound to the north by Gutter Lane, now known as Friar Street, and Reading Abbey to the east. The 17th century map illustrates ribbon development extending beyond the medieval core, following Castle Street to the west and Shomakers Row, now known as London Street, to the south. The irregular street pattern of this medieval core is still discernible around Broad Street.
- 4.4 Despite early prosperity, Reading remained within its medieval boundaries until the end of the 18th century as a result of decline in its textile industry and the aftermath of the Civil War. In the 19th century Reading began to prosper again as a market town, as a result of improved trade and transport links, and flourishing industries.
- 4.5 By the end of the 18th century, several turnpikes converged at Reading, making it a popular stopping place and Thames River crossing, particularly between London in the east and Bristol or Bath in the west. Consequently, there were a great number of coaching inns in the town. An example of this survives at the Grade II listed George Hotel, 2-4 King Street.

4.6	In the 19th century, Reading was connected to other cities by canal and rail. By 1810 the 87-mile Kennet and Avon Canal was completed, providing a waterway from the Bristol Channel to Reading, where the River Kennet joins the River Thames towards London.	4.12	Further prosperous industries developed in Reading at this time, including bulb growing and biscuit manufacturing. Reading was known for a period as “Biscuit Town”, with the largest employer in Reading being Huntley and Palmers, founded at a small bakery in 1822. Huntley and Palmer occupied a large site to the north of Kings Street, where they would become the world’s largest biscuit manufacturer. Only one building remains of this large manufacturing complex at the junction of Kings Road and Gas Works Road.
4.7	In 1841 the Great Western Railway superseded the canal system, connecting Reading to London by rail. Reading was made further accessible by South Eastern Railway and South Western Railway, in 1849 and 1856 respectively.	4.13	In the 20th century, Reading continued to expand, absorbing radial settlements including Caversham to the north by 1911 and becoming a large urban settlement.
4.8	Reading expanded rapidly in the 19th century, spreading out from the medieval core to the west, south and east. Between 1850 and 1900, the population of Reading increased from 21,450 to 72,000. This expansion can be traced in the linear street pattern of Victorian and Edwardian suburbs, particularly along Oxford Road in West Reading and London Road in East Reading, and New Town.	4.14	After the Second World War, Reading experienced significant change in its built environment and infrastructure. In the post-war period, a high demand for housing exacerbated by the London overspill resulted in rampant residential and civic development in the centre and outskirts of Reading. Housing shortages led to the building of council housing and estates in the 1950s, to the west of the Site, the Southcote suburb is an example of this expansion.
4.9	In the 18th century, malting and brewing were prominent industries. Simond’s Brewery was founded in 1785 and later came to occupy a large riverside site with brewery buildings designed by Sir John Soane. The brewery complex was demolished and the Oracle shopping centre constructed on the site, opening in 1999.	4.15	The Site in its current form is a product of post-war redevelopment in the town centre.
4.10	Owing to its geographical position in the Chilterns, brick making was a historically prominent industry in Reading with medieval origins. This industry grew in the 18th and 19th centuries with the popularity of brick as a building material. Expansion and prosperity at this time led to the redevelopment or refacing of most of the 16th and 17th century timber framed buildings which populated medieval Reading, and by the mid-19th century the predominant building material in Reading was brick.		
4.11	The Edwardian terraces lining Elgar Road are constructed with bricks manufactured at the Katesgrove Kiln formerly to the immediate south of this street and provide an example of the quality of bricks being produced in Reading at the turn of the 19th century. Throughout Reading there are examples of the distinctive red brick produced from the Reading Beds, often used in decorative and elaborate brickwork.		

HISTORICAL DEVELOPMENT OF THE SITE

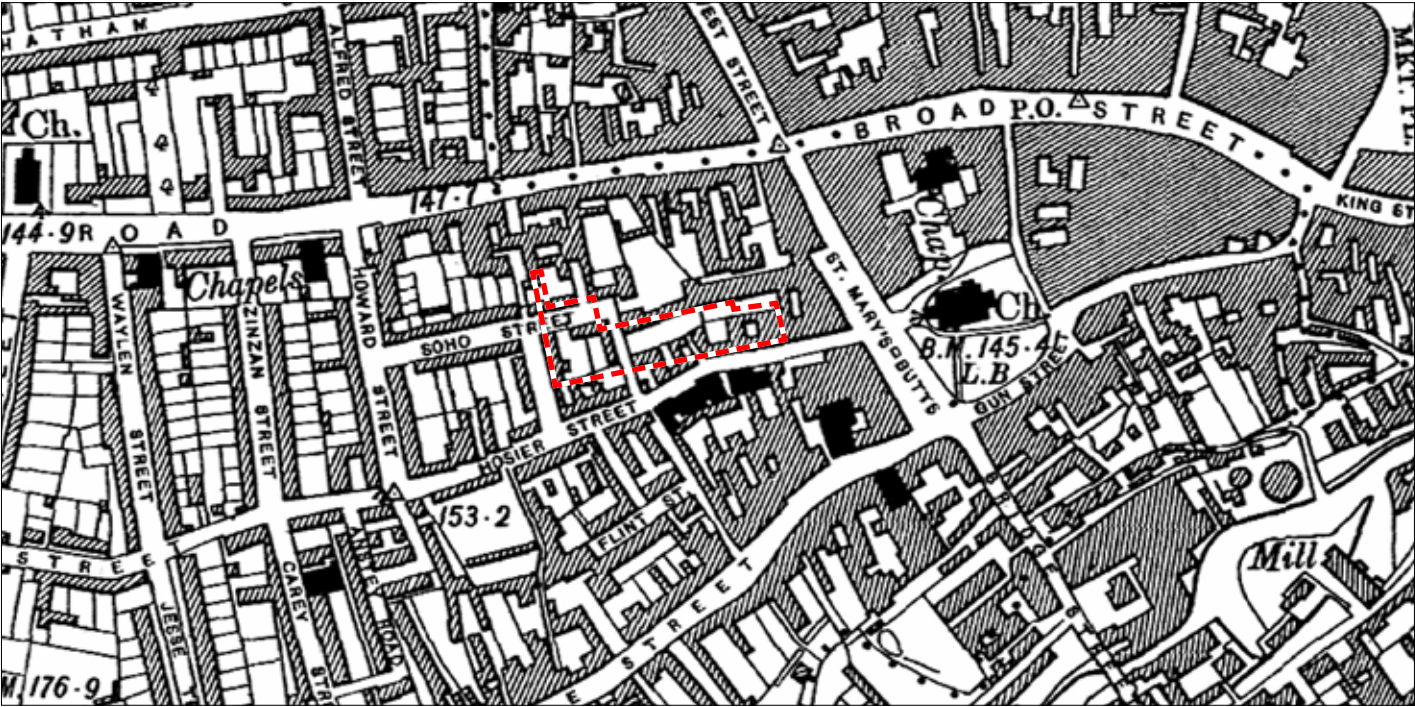


Figure 4.2 1900 OS Map (source: Promap).

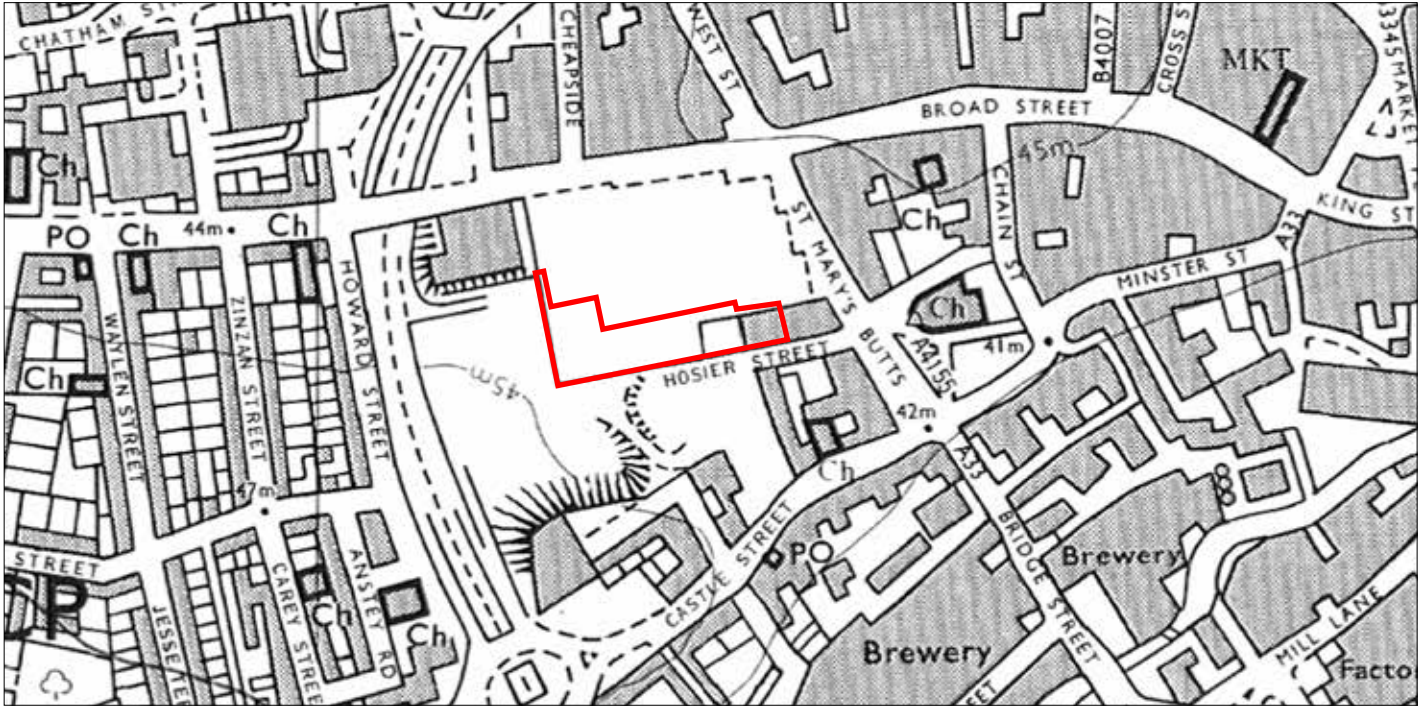


Figure 4.4 1973 OS Map (source: Promap).

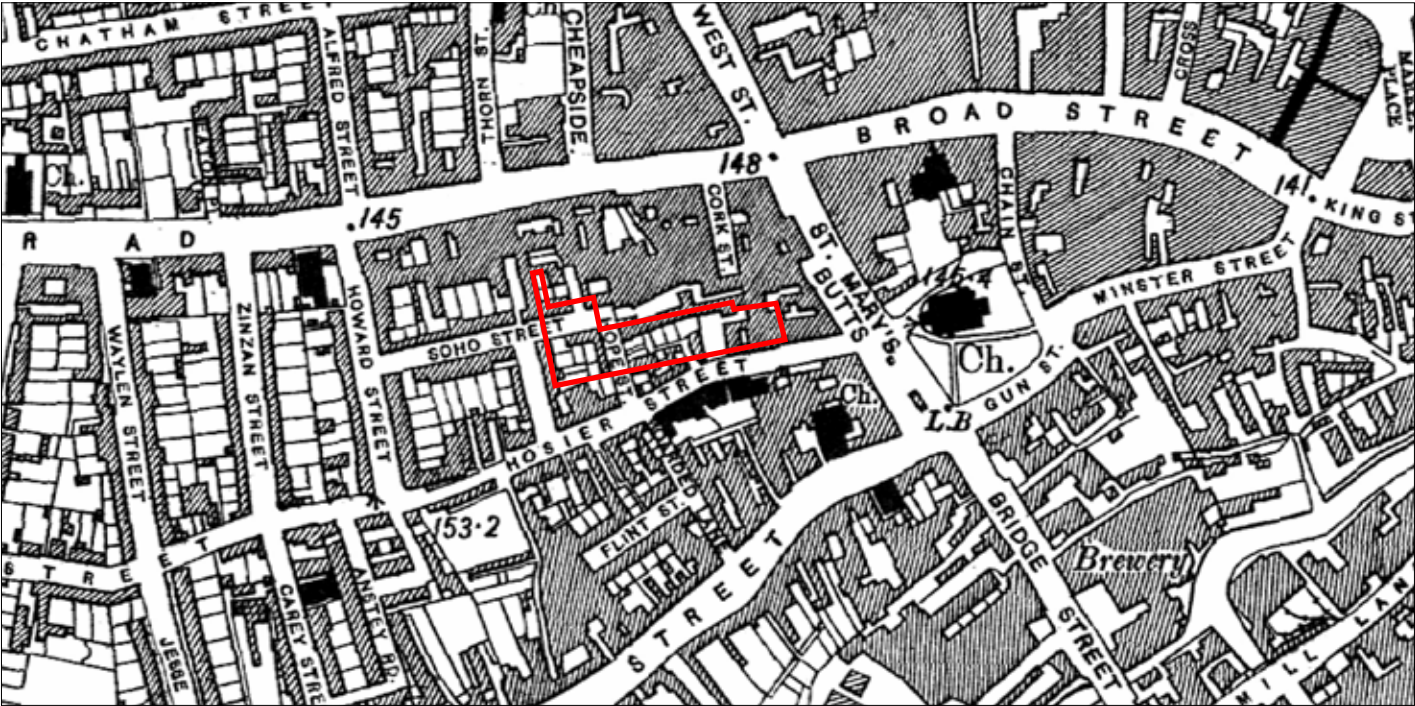


Figure 4.3 1933 OS Map (source: Promap).

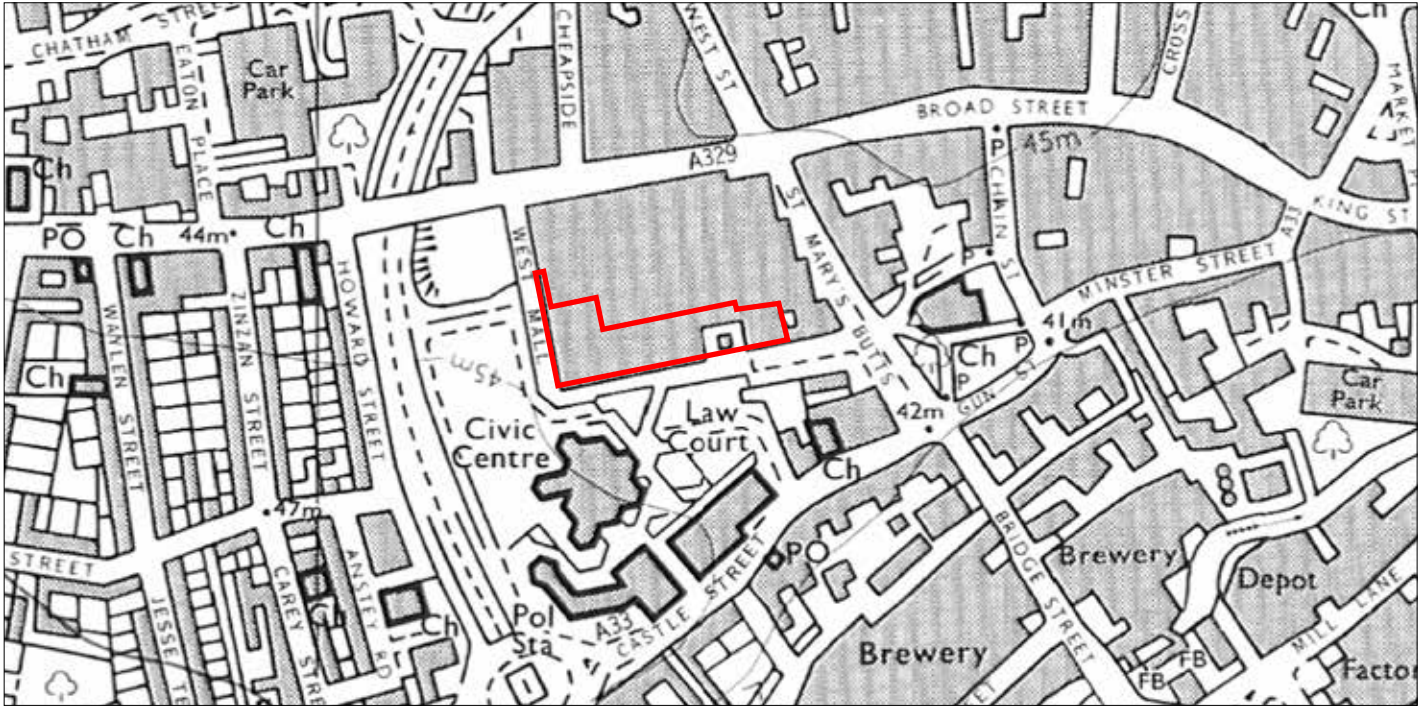


Figure 4.5 1979 OS Map (source: Promap).

- 4.16 The dual carriage Inner Distribution Road was built as a radical solution to vehicular congestion in the town centre. Several central Reading neighbourhoods were cleared during the construction of the ring road system and West Reading, including the 19th century Castle Hill residentially, was effectively annexed.
- 4.17 In order to make way for the laying of the ring road and the creation of a new civic centre, there was extensive demolition throughout the 1960s and 1970s on and around the Site. The aerial photograph at **Figure 4.6**, taken in 1947, shows the extent of historic fabric cleared in the St Mary's Butts area during this post-war redevelopment.



Figure 4.6 Aerial photograph of Reading from the west, 1947 (source: Historic England).



Figure 4.7 Aerial photograph of Broad Street Mall and the Inner Distribution Road, from the north, 1971 (source: Historic England).



Figure 4.8 Aerial photograph of the Site during clearance, 1967 (source: Historic England).

- 4.18 Goads Insurance Plan of 1895 at **Figure 4.9** provides more detail on the buildings that occupied the Site prior to its redevelopment. Between Oxford Road, St Mary's Butts, Castle Street and Howard Street, a dense network of terraced dwellings, tenement blocks and shops, with back-lands of light industrial and commercial premises were cleared to make way for the construction of Broad Street Mall shopping centre, the Magistrates Court and Police Station.
- 4.19 The Magistrates Court and Police Station were built on Castle Street in 1968 and 1976 respectively, and in 1971 the Broad Street Mall indoor shopping centre opened (not shown on the 1973 map), along with the office blocks Quadrant House and Fountain House.

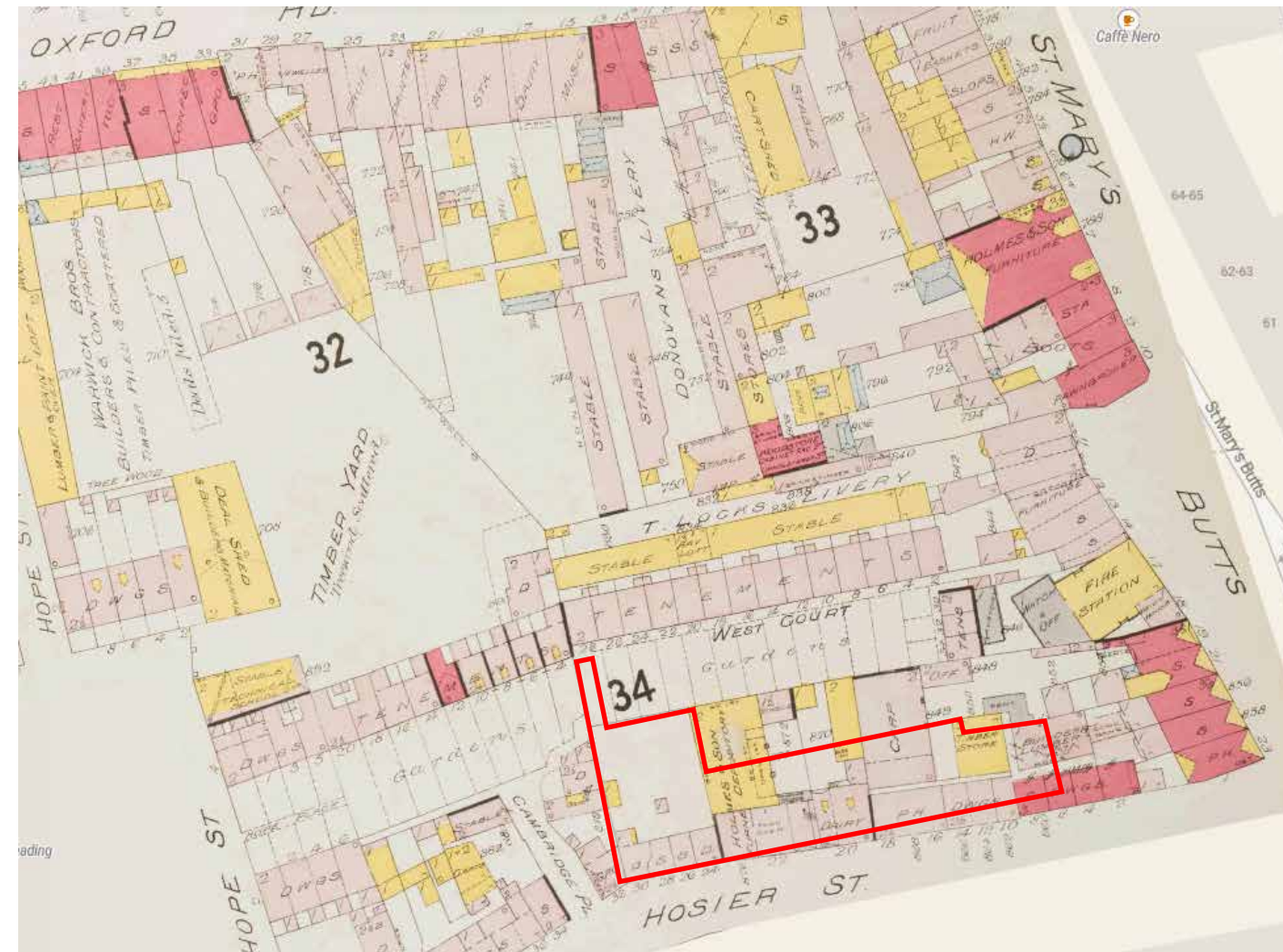


Figure 4.9 Goads Insurance Plan of Reading, 1895 (source: British Library).

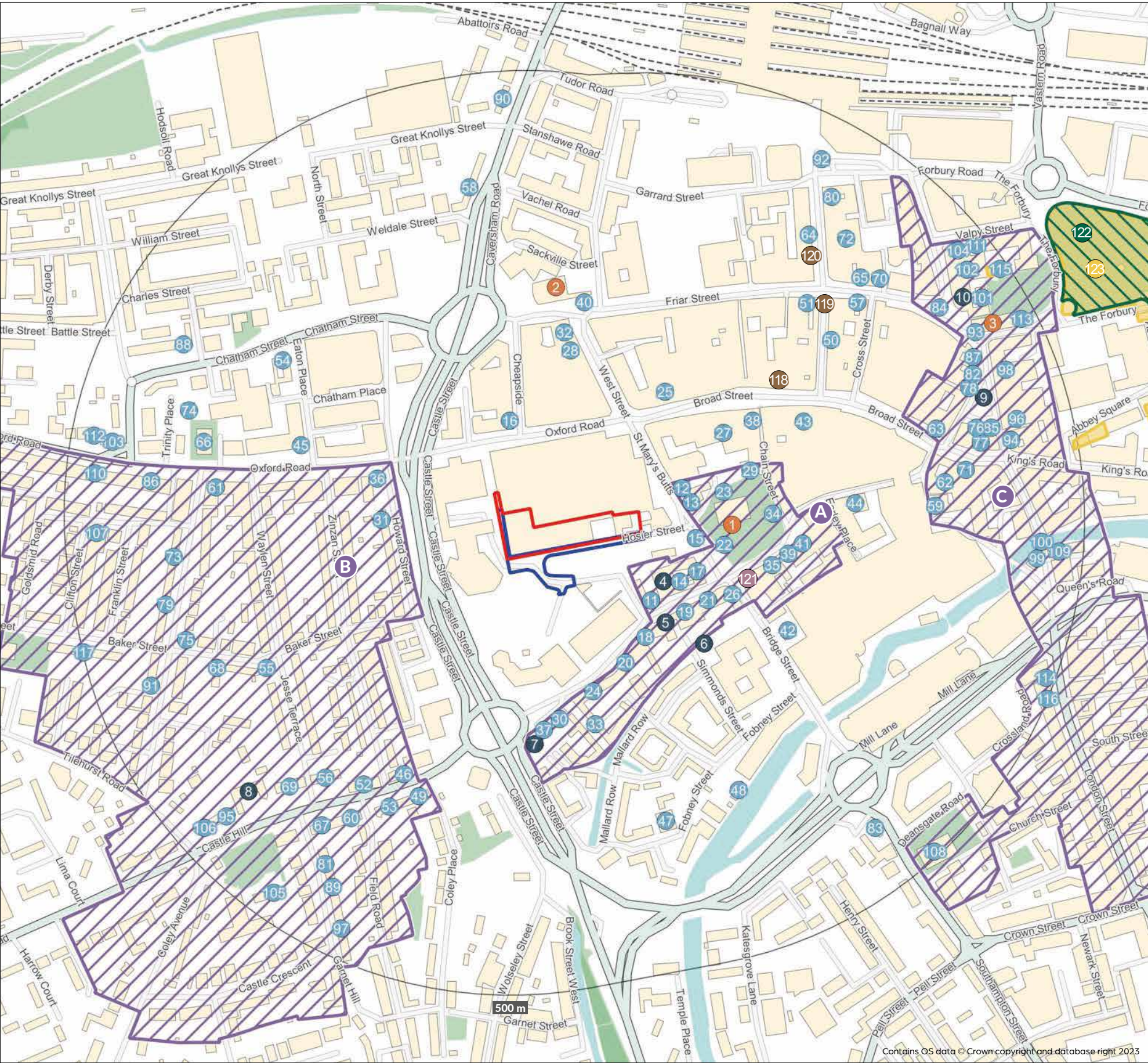
5.0

BASELINE: BUILT HERITAGE

BROAD STREET MALL, READING

BASELINE: BUILT HERITAGE

5.1	This section identifies the value of heritage receptors in the baseline that may be affected by the Proposed Development.	
5.2	The Heritage Asset Plan at Figure 5.1 shows the location of all heritage receptors within the identified study area. The ZTV with an overlay of the heritage receptors identified in the 500m study area is provided at Figure 5.2 .	
5.3	The built heritage baseline is summarised at Table 5.1, including receptors scoped in and out of the full assessment. The ZTV and non-verified massing studies were used to identify at baseline stage if there were any heritage receptors which could be scoped out from further assessment. Assets were scoped out based on there be no intervisibility with the Proposed Development, or where there would be no change to their setting or heritage value by any other means, including historical associations. On this basis, the following receptors have been scoped out at this stage of the assessment: • Market Place and London Street Conservation Area (Map Ref c) • Church of St Laurance (Map Ref 3) • The Simeon Monument (Map Ref 9) • Town Council Chamber and Offices with Clock Tower (Map Ref 10) • Congregational Church, and Nos. 89 and 89a (Map Ref 27) • W I Palmer Memorial Hall (Map Ref 28) • The Former Mitre Inn (Map Ref 32) • 95 Broad Street (Map Ref 38) • Saxone (Map Ref 43) • Telephone Exchange (Map Ref 44) • 1-31, Queen Victoria St (Map Ref 50) • 147, Friar St (Map Ref 51) • Butler’s Wine Vaults (Map Ref 54) • 154, and 155, Friar St (Map Ref 57) • 29 and 31, Caversham Rd (Map Ref 58) • Building on South East Corner (Map Ref 59) • The George Hotel (Map Ref 62) • 2 and 3 and 3a, Broad St (Map Ref 63) • 13 and 15, Station Rd (Map Ref 64) • 12, 13, 14, and 15 Friar St. and • Nos 1 and 26 Harris Arcade (Map Ref 65) • 11, Friar St (Map Ref 70) • 17 and 18, King St (Map Ref 71) • Nos 8-10 Station Rd. and 2-25 Harris Arcade (Map Ref 72) • 48 and 49, and 50 and 51, Market Place (Map Ref 76) • Former Barclays Bank (Map Ref 77) • Corn Exchange Arcade Entrance, and Trustee Savings Bank (Map Ref 78) • Great Western House (Map Ref 80) • 32, Market Place, and The Coopers Public House(Map Ref 82) • Queen Victoria Jubilee Statue (Map Ref 84) • 10, High St (Map Ref 85) • 23-26, and 27 and 28, Market Place (Map Ref 87) • 122 and 124 Chatham Street (Map Ref 88) • Regent Place (Map Ref 90) • The Statue of King Edward VII (Map Ref 92) • Drinking Fountain on South Side of St Laurence's Tower (Map Ref 93) • The High, and 7, High St (Map Ref 94) • 1 and 2, Market Place (Map Ref 96) • National Westminster Bank(Map Ref 98) • 2 and 4, London St (Map Ref 99) • High Bridge (Map Ref 100) • Small Town Hall (Map Ref 101) • The Concert Hall (Map Ref 102) • Reading Museum (Map Ref 104) • Coroner's Court (Map Ref 109) • Former School of Art (Map Ref 111) • St Laurence's Church and Churchyard and Twelve Tombs In St Laurence's Churchyard (Map Ref 113) • 44 and 46, London St (Map Ref 114) • Municipal Buildings (Map Ref 115) • 48-52, London St (Map Ref 116) • 85 Broad Street (Map Ref 118) • The Bugle, 144 Friar St (Map Ref 119) • King Edward Buildings (Map Ref 120) • Reading Abbey: a Cluniac and Benedictine monastery and Civil War earthwork (Map Ref 123)	
5.4	A qualitative assessment of the heritage value of the remaining receptors is provided below, including that contribution made by setting.	



LOCATION:
Broad Street Mall, Dusseldorf Way RG1 7QE

DATE:
December 2023

SCALE:
1:5,000 @ A3

FIGURE 5.1 Heritage Asset Plan

HERITAGE ASSET PLAN

- Application Site
- Temporary boundary for construction works

Conservation Areas

- A. St Mary's Butts and Castle St.
- B. Russell St. and Castle Hill
- C. Market Place and London St.

Listed Buildings

Grade I

- 1. Church of St Mary
- 2. Greyfriars Church
- 3. Church of St Laurence

Grade II*

- 4. Church of St Mary
- 5. 15, and 17, Castle St., and 19 Castle St. and Associated Front Railings
- 6. Culvert on Holy Brook
- 7. Running South Westwards From SU71441/73234 to 71327/73133
- 8. Holybrook House
- 9. Railings to St. The Simeon Monument
- 10. Town Council Chamber and Offices with Clock Tower

Grade II

- 11. Sun Inn
- 12. The Allied Arms Inn
- 13. 55 and 55a, St Mary's Butts
- 14. 8, and 10 and 12, Castle St., and Former Cottage at Rear of No 8
- 15. Queen Victoria Jubilee Fountain
- 16. 3 and 5, Cheapside
- 17. 35, 36 and 37 St Mary's Butts, and The Horn Inn
- 18. 21, 23 and 25, and 27, Castle St.
- 19. 11, and 13, Castle St.
- 20. 33-37, and 39, Castle St.
- 21. 3 and 5, 7, and 9, Castle St.
- 22. Jubilee Cross
- 23. Group of 4 Churchyard Tombs North of St Mary's Church
- 24. 43, 45, 47 and 49, and 51, Castle St.
- 25. 67 and 68, Broad St.
- 26. 2 and 4, and 6-10, Bridge St.
- 27. Congregational Church and Nos 89 and 89a
- 28. W I Palmer Memorial Hall
- 29. Church House, and Building to West of Church House
- 30. Talbot House
- 31. Kent House
- 32. The Former Mitre Inn
- 33. Vachel Almshouses
- 34. Group of 4 Churchyard Tombs, East of St Mary's Church
- 35. 7, 8, and 9, Gun St.
- 36. Rox Borough House
- 37. 59 and 61, Castle St.
- 38. 95, Broad St.
- 39. 10, 11 and 12, and 13 and 14, Gun St.
- 40. Quadrant Walls and Railings to Former No 64 (Greyfriars Vicarage)
- 41. La Corbiere Restaurant
- 42. Seven Bridges House
- 43. Saxone
- 44. Telephone Exchange
- 45. Mannson House
- 46. Horse and Jockey Public House, and Culham House
- 47. Simmonds Malthouse
- 48. Building Now Part of Courage's Brewery
- 49. 97-105, Castle St.
- 50. 1-31, Queen Victoria St.
- 51. 147, Friar St.
- 52. 124, 126, and 128-132, Castle St.
- 53. 107, 109, and 111, Castle St.
- 54. Butler's Wine Vaults
- 55. 33-39, Baker St.
- 56. 134-144, Castle St.
- 57. 154, and 155, Friar St.
- 58. 29 and 31, Caversham Rd.
- 59. Building on South East Corner
- 60. 113, 115, and 117-121, Castle St.
- 61. 139 and 141, Oxford Rd.
- 62. The George Hotel
- 63. 2 and 3 and 3a, Broad St.
- 64. 13 and 15, Station Rd.
- 65. 12, 13, 14, and 15 Friar St. and Nos 1 and 26 Harris Arcade, Reading
- 66. Church of The Holy Trinity
- 67. Castleton House, and Clevedon House
- 68. 55, Baker St.
- 69. 144a-152, Castle St.
- 70. 11, Friar St.
- 71. 17 and 18, King St.
- 72. Nos 8-10 Station Rd. and 2-25 Harris Arcade, Reading
- 73. 6-22, Russell St.
- 74. 118, Oxford Rd.
- 75. 41, Russell St.
- 76. 48 and 49, and 50 and 51, Market Place
- 77. Former Barclays Bank Entrance, and Trustee Savings Bank
- 78. 24-34, Russell St.
- 79. Great Western House
- 80. 3-13, Coley Hill
- 81. 32, Market Place, and The Coopers Public House
- 82. 26, and 28, Southampton St.
- 83. Queen Victoria Jubilee Statue
- 84. 10, High St.
- 85. 149-169, Oxford Rd.
- 86. 23-26, and 27 and 28, Market Place
- 87. 122 and 124, Chatham St.
- 88. 15, 15a, 17 and 17a, Coley Hill
- 89. Regent Place
- 90. 36, 38 and 38a, 40 and 42, 44 and 46, and 48 and 50, Russell St.
- 91. The Statue of King Edward VII
- 92. Drinking Fountain on South Side of St Laurence's Tower
- 93. The High, and 7, High St.
- 94. 162a, Castle St.
- 95. 1 and 2, Market Place
- 96. 21-25, 27, 29, and 31-35, Coley Hill
- 97. National Westminster Bank
- 98. 2 and 4, London St.
- 99. High Bridge
- 100. Small Town Hall
- 101. The Concert Hall
- 102. 120 and 122, Oxford Rd.
- 103. Reading Museum
- 104. Yeomanry House
- 105. 168, 172 and 174, Castle St.
- 106. Reading Synagogue
- 107. Church of St Giles and Churchyard Tombs
- 108. Corner's Court
- 109. 171-177, Oxford Rd.
- 110. Former School of Art
- 111. 124, Oxford Rd.
- 112. St Laurence's Church and Churchyard and Twelve Tombs in St Laurence's Churchyard
- 113. 44 and 46, London St.
- 114. Municipal Buildings
- 115. 48-52, London St.
- 116. 61-79, Baker St.
- 117. King Edward Buildings

Locally Listed Buildings

- 118. 85 Broad St
- 119. The Bugle, 144 Friar St
- 120. King Edward Buildings

Buildings of Townscape Merit

- 121. The Former Cross Keys PH

Registered Park and Gardens

- 122. The Forbury Garden (Grade II)

Scheduled Monuments

- 123. Reading Abbey: a Cluniac and Benedictine monastery and Civil War earthwork.

▲ NORTH



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HERITAGE ASSET PLAN

- Application Site
- Temporary boundary for construction works

Conservation Areas

- | | | |
|-----------------------------------|--------------------------------|--------------------------------|
| X. St Mary's Butts and Castle St. | Y. Russell St. and Castle Hill | Z. Market Place and London St. |
|-----------------------------------|--------------------------------|--------------------------------|

Listed Buildings

Grade I

- | | | |
|----------------------|----------------------|--------------------------|
| 1. Church of St Mary | 2. Greyfriars Church | 3. Church of St Laurence |
|----------------------|----------------------|--------------------------|

Grade II*

- | | | |
|--|---|---|
| 4. Church of St Mary | Running South Westwards From SU71441/73234 to 71327/73133 | 9. Railings to St. The Simeon Monument |
| 5. 15, and 17, Castle St., and 19 Castle St. and Associated Front Railings | 7. Holybrook House | 10. Town Council Chamber and Offices with Clock Tower |
| 6. Culvert on Holy Brook | 8. Nos 154 to 160 (Even) and | |

Grade II

- | | | |
|---|--|---|
| 11. Sun Inn | 45. Mannson House | 82. 32, Market Place, and The Coopers Public House |
| 12. The Allied Arms Inn | 46. Horse and Jockey Public House, and Culham House | 83. 26, and 28, Southampton St. |
| 13. 55 and 55a, St Mary's Butts | 47. Simmonds Malthouse | 84. Queen Victoria Jubilee Statue |
| 14. 8, and 10 and 12, Castle St., and Former Cottage at Rear of No 8 | 48. Building Now Part of Courage's Brewery | 85. 10, High St. |
| 15. Queen Victoria Jubilee Fountain | 49. 97-105, Castle St. | 86. 149-169, Oxford Rd. |
| 16. 3 and 5, Cheapside | 50. 1-31, Queen Victoria St. | 87. 23-26, and 27 and 28, Market Place |
| 17. 35, 36 and 37 St Mary's Butts, and The Horn Inn | 51. 147, Friar St. | 88. 122 and 124, Chatham St. |
| 18. 21, 23 and 25, and 27, Castle St. | 52. 124, 126, and 128-132, Castle St. | 89. 15, 15a, 17 and 17a, Coley Hill |
| 19. 11, and 13, Castle St. | 53. 107, 109, and 111, Castle St. | 90. Regent Place |
| 20. 33-37, and 39, Castle St. | 54. Butler's Wine Vaults | 91. 36, 38 and 38a, 40 and 42, 44 and 46, and 48 and 50, Russell St. |
| 21. 3 and 5, 7, and 9, Castle St. | 55. 33-39, Baker St. | 92. The Statue of King Edward VII |
| 22. Jubilee Cross | 56. 134-144, Castle St. | 93. Drinking Fountain on South Side of St Laurence's Tower |
| 23. Group of 4 Churchyard Tombs North of St Mary's Church | 57. 154, and 155, Friar St. | 94. The High, and 7, High St. |
| 24. 43, 45, 47 and 49, and 51, Castle St. | 58. 29 and 31, Caversham Rd. | 95. 162a, Castle St. |
| 25. 67 and 68, Broad St. | 59. Building on South East Corner of 113, 115, and 117-121, Castle St. | 96. 1 and 2, Market Place |
| 26. 2 and 4, and 6-10, Bridge St. | 60. 139 and 141, Oxford Rd. | 97. 21-25, 27, 29, and 31-35, Coley Hill |
| 27. Congregational Church and Nos 89 and 89a | 61. The George Hotel | 98. National Westminster Bank |
| 28. W I Palmer Memorial Hall | 62. 2 and 3 and 3a, Broad St. | 99. 2 and 4, London St. |
| 29. Church House, and Building to West of Church House | 63. 13 and 15, Station Rd. | 100. High Bridge |
| 30. Talbot House | 64. 12, 13, 14, and 15 Friar St. and Nos 1 and 26 Harris Arcade, Reading | 101. Small Town Hall |
| 31. Kent House | 65. Church of The Holy Trinity | 102. The Concert Hall |
| 32. The Former Mitre Inn | 66. Castleton House, and Clevedon House | 103. 120 and 122, Oxford Rd. |
| 33. Vachel Almshouses | 67. 55, Baker St. | 104. Reading Museum |
| 34. Group of 4 Churchyard Tombs, East of St Mary's Church | 68. 144a-152, Castle St. | 105. Yeomanry House |
| 35. 7, 8, and 9, Gun St. | 69. 11, Friar St. | 106. 168, 172 and 174, Castle St. |
| 36. Rox Borough House | 70. 17 and 18, King St. | 107. Reading Synagogue |
| 37. 59 and 61, Castle St. | 71. Nos 8-10 Station Rd. and 2-25 Harris Arcade, Reading | 108. Church of St Giles and Churchyard Tombs |
| 38. 95, Broad St. | 72. 6-22, Russell St. | 109. Coroner's Court |
| 39. 10, 11 and 12, and 13 and 14, Gun St. | 73. 118, Oxford Rd. | 110. 171-177, Oxford Rd. |
| 40. Quadrant Walls and Railings to Former No 64 (Greyfriars Vicarage) | 74. 41, Russell St. | 111. Former School of Art |
| 41. La Corbiere Restaurant | 75. 48 and 49, and 50 and 51, Market Place | 112. 124, Oxford Rd. |
| 42. Seven Bridges House | 76. Former Barclays Bank | 113. St Laurence's Church and Churchyard and Twelve Tombs in St Laurence's Churchyard |
| 43. Saxone | 77. Corn Exchange Arcade Entrance, and Trustee Savings Bank | 114. 44 and 46, London St. |
| 44. Telephone Exchange | 78. 24-34, Russell St. | 115. Municipal Buildings |
| | 79. Great Western House | 116. 48-52, London St. |
| | 80. 3-13, Coley Hill | 117. 61-79, Baker St. |

Locally Listed Buildings

- | | | |
|------------------|------------------------------|----------------------------|
| 118. 85 Broad St | 119. The Bugle, 144 Friar St | 120. King Edward Buildings |
|------------------|------------------------------|----------------------------|

Buildings of Townscape Merit

121. The Former Cross Keys PH

Registered Park and Gardens

122. The Forbury Garden (Grade II)

Scheduled Monuments

123. Reading Abbey: a Cluniac and Benedictine monastery and Civil War earthwork.

LOCATION:
Broad Street Mall, Dusseldorf Way RG1 7QE

DATE:
December 2023

SCALE:
1:5,000 @ A3

FIGURE 5.2 Heritage Asset Plan with overlay of the ZTV.

▲ NORTH

DESIGNATED HERITAGE RECEPTORS

CONSERVATION AREAS

ST MARY’S BUTTS AND CASTLE STREET CONSERVATION AREA (MAP REF: A)

- 5.5 The CA is located approximately 55m to the south and east of the Site. The CA was first designated in 1972.
- 5.6 The CA comprises the historic core of Reading and medieval town centre. Overall, the appearance of the CA varies; however, the prevailing character is that of 16th to 19th century residential, religious and commercial buildings.
- 5.7 The street pattern of medieval Reading is discernible within the CA, and the meeting of Castle Street, St Mary’s Butts and Gun Street constitutes the north–south and east–west crossroads of the medieval settlement.
- 5.8 The CA appraisal identifies six “Landmark Buildings” within the CA, including Reading Minster (Grade I), the Church of St Mary’s (Grade II*), the Sun Inn (Grade II), Nos. 1 (Grade II), 15 (Grade II*) and 17 Castle Street (Grade II*) and the former Cross Keys public house.
- 5.9 Castle Street, Gun Street and the south of St Mary’s Butts are characterised predominantly by two to three storey buildings with brick facades and timber sash windows, dating from the early 18th to 19th centuries. The south side of Castle Street retains an important consecutive series of historic buildings. Castle Street retains a number of earlier timber-framed and jettied buildings, rare survivals of 16th and 17th century Reading, notably Nos. 15 and 17 Castle Street.
- 5.10 The CA excludes the north end and west side of Castle Street, as these are dominated by 20th century redevelopment. The Police Station (1976) and the Magistrates Court (1968) have large street frontages and negatively impact the historical character of the CA. To the west, the CA is bound by the A329.
- 5.11 Reading Minster forms the focal point of the CA, signified by the sequence of key views identified in the CA appraisal. These views look south from Castle Street at the Vachel Almshouses, east along Castle Street and east from St Mary’s Butts towards Reading Minster.
- 5.12 Reading Minster churchyard provides important green space within this area of Reading. The 18th and 19th century residential buildings lining Gun Street and Chain Street overlook the churchyard, creating an enclosed space. The churchyard is planted with mature trees. St Mary’s Butts is a wide and busy thoroughfare, and the presence of vehicular traffic detracts from the tranquillity of the churchyard.

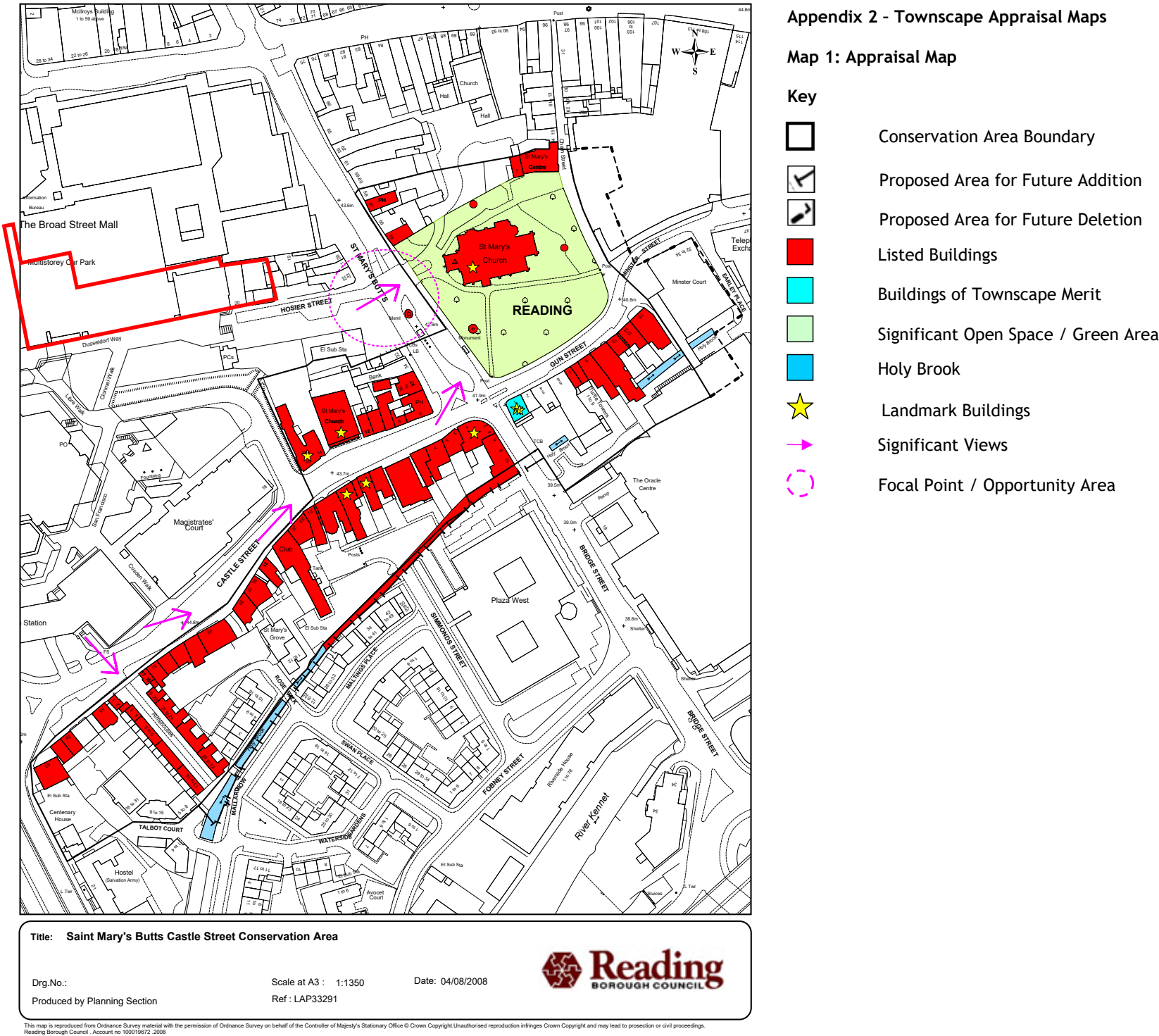


Figure 5.3 Townscape Appraisal Map of the St Mary’s Butts and Castle Street CA. Source: St Mary’s Butts and Castle Street CA Appraisal.

5.13 The special interest of the CA is derived from the arrangement, age and varied architectural style of the religious, residential and commercial buildings which together illustrate the historic development of the medieval settlement of Reading. The CA demonstrates how the medieval settlement formed at an important river crossing and grew up around the Minster, with ribbon development along the main thoroughfares. Former townhouses are arranged in narrow terraced plots along these thoroughfares, as was typical in market towns where street frontages were highly valuable. The CA has a high number of listed buildings, representing the architectural quality of the area.

5.14 Heritage value: **High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.15 The St Mary’s Butts and Castle Street Conservation Area comprises the remnants of the historic core of Reading. The CA boundary is defined by modern development and infrastructure to the north, east, south and west. The wider setting of the CA contributes negatively to the character and appearance of the CA, in the erosion of historic fine grain development and poor-quality townscape.

5.16 The Site is visible in views looking north from Castle Street and west of St Mary’s Butts. The townscape and architectural quality of the Broad Street Mall complex detracts from the high historic and architectural interest of the CA. The CA appraisal does not identify any views looking out of the CA into its wider setting, views are instead focused within the CA, looking east towards the Minster.

RUSSELL ST. AND CASTLE HILL CONSERVATION AREA (MAP REF: B)

5.17 The CA is located approximately 125m to the west of the Site.

5.18 The CA was designated in 1974 and extended in November 2019. It is a large CA, encompassing historic development on and to the south of Oxford Road, west of the IDR and north of Mansfield Road.

5.19 The area as a whole varies in character and appearance; however, the prevailing character comprises late 18th and 19th century residential buildings, with the best examples lying along Castle Hill (historic route westwards out of the medieval town centre).

5.20 The 2019 CA extension extended further west along the Oxford Road, to the railway bridge, as well as encompassing some of the buildings of architectural merit on the northern side of the Oxford Road. This extension was undertaken owing to the historical justification of the Oxford

Road as a major route westward out of Reading town centre. The area is characterised by buildings dating from the Victorian and Georgian periods, predominantly long and narrow style burgage plots of residential housing. Towards the western end of the Oxford Road, mid Victorian housing becomes the dominant building typology.

5.21 Residential suburbs to the north of Castle Hill are more urban in character, with continuous terraces of predominantly early to late 19th century red brick two/three storey houses. Oxford Road is more varied with more commercial uses and better-quality listed terraces located to the west, between Russell Street and Prospect Street. The character of the CA is predominantly residential with shops and offices/flats along Oxford Road. Oxford Road is a major route into and out of Reading. The predominant material is red brick, made locally and clay tiles and slate used for roofing.

5.22 The special interest of the CA is derived from its composition of residential buildings from the Georgian, Victorian and Edwardian periods. The area developed as a suburb to the historic core, which illustrates the growth of Reading beyond that of a market town, encouraged by the development of industry and improved transport links in the 18th and 19th centuries.

5.23 The architectural quality of the area has been eroded in places, notably Oxford Road, where modern development and heavy vehicular traffic detract from an appreciation of the fine historic grain that characterises the areas. In November 2018 the CA was placed on the Heritage At Risk Register, owing to the deterioration in character and built form.

5.24 Heritage value: **Medium**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.25 The setting of the CA is varied. The eastern boundary of the CA is defined by modern infrastructure and development which form a physical barrier between the historic development of the CA and the historic core of the town. The hard standing and busy vehicular traffic of the IDR in particular is a detracting feature of the CA. To the north, there has been piecemeal redevelopment along Oxford Road which has eroded the historic grain of the CA. To the west and south, the boundary of the CA is defined by 20th century residential development.

5.26 The Site is visible from the eastern boundary of the CA, on Howard Street. The Site is separated from the CA by the IDR, which creates severance between this area and development to the east. The Site is further obscured by more recent redevelopment, which historically included the Civic Centre and now forms the majority of the Minster Quarter which

has been identified for regeneration and tall buildings. The Site makes a neutral contribution to the character and appearance of the CA.

LISTED BUILDINGS

CHURCH OF ST MARY (GRADE I) – MAP REF: 1

5.27 The Church of St Mary was designated in 1957 and is approximately 110m from the Site.

5.28 The Church of St Mary (Reading Minster) is a medieval church with Norman origins. The present church was first constructed in the 13th century, with 14th century additions. The church was altered and extended in the 16th century, the west tower and Decorated style window tracery survive from this period of building. Alterations were made in the mid-19th century, notably the addition of the chancel and north aisle. The church was constructed in a distinctive chequered flint and Taynton stone.

5.29 The architectural and historical significance of the church derives from the survival of 13th to 16th century fabric. The church has historical significance in its associations with an earlier, Norman church on the same site, and its position at the centre of the medieval settlement in Reading. The distinct chequerboard tower is prominent in the historic streetscape of Reading.

5.30 Heritage value: **Very High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.31 The immediate setting of the church contributes positively to its historic and architectural interest. The church is set within its original churchyard, which comprises mature trees and several tombs. The churchyard is enclosed in part by buildings from the 18th and 19th centuries creating an enclosed setting around the church yard, which helps to illustrate the historical context of the church. St Mary’s Butts, to the west of the church detracts from the significance of the church; it is a busy vehicular route characterised by mixed modern development of low architectural or townscape interest. In the wider setting of the church, notably on Castle Street, a number of 15th and 16th century buildings survive, which together with the church contribute to the historic context of the medieval centre of Reading.

5.32 The wider setting of the church comprises modern development to the west, north west and east. This wider townscape is unsympathetic to the character and scale of the church and the loss of historic context detracts from an appreciation of the interest of the highly designated church.

5.33 The site has no visual or spatial relationship with the listed building.

GREYFRIARS CHURCH (GRADE I) AND QUADRANT WALLS AND RAILINGS TO FORMER GREYFRIARS VICARAGE (GRADE II) – MAP REF: 2 AND MAP REF: 40

- 5.34

Greyfriars Church was designated in 1957 and is approximately 245m from the Site.
- 5.35

Greyfriars Church, Friar Street, was constructed at the turn of the 13th century in the Fransiscan architectural style and restored in 1863. The church is constructed in square knapped flints with stone buttresses and dressings. A number of tracery windows survive, notably a five light west window in decorated style with reticulated tracery. The church has a modern glazed extension to the west and has been extended to join properties on Sackville Street to the north.
- 5.36

The Quadrant Walls and Railings were designated in 1957 amd are located approximately 260m to the north of the Site. These elements were constructed around the end of the 18th century and are attributed to Sir John Soane. Soane designed the demolished Greyfriars Vicarage, with the walls and railings forming a quadrant.
- 5.37

The architectural significance of the church derives from its survival as reportedly the most complete example of Fransiscan architecture in England, despite restoration in the mid-19th century. The Church holds historical significance as an indicator of the Franciscan Order in England prior to the Reformation. The Church derives group value from the survival of the Quadrant Walls and Railings, as indicators of a larger ecclesiastical complex.
- 5.38

Heritage Value of Greyfriars Church: **Very High**
- 5.39

Heritage value of the Quadrant Walls: **High**
- CONTRIBUTION OF SETTING TO HERITAGE VALUE
- 5.40

The Church is enclosed by a brick wall and is experienced both from the commercial townscape and setting of Friars Road and the quieter residential enclave of Sackville Street. The wider setting of the Church makes a neutral contribution to the significance of the church as there is no architectural or historical relationship. The Church is adjacent to a busy vehicular roundabout and the Inner Distribution Road, which contribute negative to the architectural significance of the church.

CHURCH OF ST MARY (GRADE II*) – MAP REF 4

- 5.41

The receptor is located approximately 55m from the Site.
- 5.42

The Church of St Mary’s on Castle Street was designated in 1957. The church is a historic landmark, built in 1798 and extended in 1840. St Mary’s has stone Corinthian columns, a pediment and three grand doorways. St Mary’s is faced in Stucco, which has been scored to look like Ashlar. Alterations were made to the church in the late 19th and 20th centuries. St Mary’s makes a significant architectural contribution to the historical character of Castle Street and is an example of Georgian church architecture. The survival of 18th and 19th century interiors and fittings are of particular importance as an illustration of non-conformist worship in England.
- 5.43

Heritage value: **Very High**
- CONTRIBUTION OF SETTING TO HERITAGE VALUE
- 5.44

The Church of St Mary and the neighbouring listed buildings, notably the Sun Inn, constitute a strand of surviving historic development. The other listed buildings on Castle Street contribute to an understanding of the historic and architectural interest of the Church of St Mary. However, the fine historic grain of the north side of Castle Street has been eroded by large scale redevelopment in the post-war period.
- 5.45

At present, there is no meaningful visual or spatial relationship between the Site and the Church of St Mary. The quality of the open space and architecture is poor, though intervening distance reduces the visual impact of this. In its current condition, the site makes a neutral contribution to the setting of the listed buildings.
- 15, 17 AND 19 CASTLE STREET (GRADE II*) – MAP REF 5
- 5.46

The listed building is located approximately 65m from the Site.
- 5.47

No. 15 Castle Street is a 16th century three storey, jettied building constructed in brick at ground floor and timber framing to the upper floors. No. 17 Castle Street is a 16th century three storey jettied timber framed building with fine 17th century features surviving throughout. It is well proportioned and features decorative treatment, double gables and a tiled roof. Within the building a 17th century staircase and coffered ceiling survive. No. 17 is known to have historical associations with prominent members of Reading society and the founding of the Castle Brewery behind the building in 1698.
- 5.48

No.19 Castle Street is a fine example of an early 18th century townhouse in

a well-proportioned and refined architectural style. The façade brickwork is polychromatic and laid in header bond.

- 5.49

The architectural interest of the townhouses derives from their representation of vernacular building practices in Reading during the 16th to 18th centuries. Each is an example of a high-status vernacular building and illustrate the continued mercantile wealth of Reading as a market town throughout this time.

- 5.50

Heritage value: **Very High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 5.51

The immediate setting of the former townhouses on the south side of Castle Street comprises other designated buildings, which contribute positively to the architectural and historical significance of the buildings, as together they illustrate the development of the former medieval centre. The Church of St Mary is on the north side of Castle Street between Grade II listed townhouses and public house. The Classical style church is of a different architectural treatment to the neighbouring buildings, particularly the timber framed Sun Inn to the west, and together they illustrate the development of the market town over the 16th to 19th centuries.

HOLYBROOK HOUSE (GRADE II*) – MAP REF 7

- 5.52

The listed building is located approximately 245m from the Site.
- 5.53

Holybrook House was designated in 1957. Holybrook House at 63 Castle Street was constructed in 1750–1760 and is attributed stylistically to Sir Robert Taylor. The former town house is three storeys with basement and five bays, with a cornice, parapet and hipped roof. The building is constructed with red bricks in a Flemish bond, with flat gauge brickwork to the timber sash windows. The principal doorway features a large doorway with blocked columns, fan light, carved frieze and pediment. To the rear there is a square bay, presumably a 19th century alteration, and a central round headed sash on the first floor.
- 5.54

The architectural significance of Holybrook House derives from its accomplished and refined style. Internally, decorative features and original fitting survive in several rooms, notably the Rococo plasterwork ceiling in the ‘music room’. The former townhouse has historical interest as the home to three times Mayor of Reading, John Spicer.
- 5.55

Heritage value: **Very High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE	
5.56	Holybrook House has group value with other 18th century townhouses on the south side of Castle Street, notably Nos. 59 and 61, in its immediate setting. Holybrook House forms the terminus of Castle Street, flanked to the west by the busy A329 ring road. This wider setting detracts from an appreciation of the building’s significance.
CULVERT ON HOLY BROOK RUNNING SOUTH WESTWARDS (GRADE II*) - MAP REF: 6	
5.57	The Culvert is located approximately 180m to the south of the site. The Culvert, running from the rear of 1 to 31 Castle Street, was designated in 1985.
5.58	The Culvert is 160m long and three metres wide and was constructed from the late 16th to the 18th century, with 19th and 20th century alterations and repairs. The vaults and arches of the culvert are primarily constructed with brick, stone and concrete. There is evidence that some of the stones in the vaulting date from the 11th or 12th century, featuring carvings and chevron moulding.
5.59	The architectural significance of the culvert derives from its construction as an example of 16th century engineering.
5.60	Heritage value: Very High
CONTRIBUTION OF SETTING TO HERITAGE VALUE	
5.61	The setting of the Culvert makes a neutral contribution to the architectural and historical significance of the Culvert, as it is a below ground structure. The Culvert has some historical association with the former medieval centre of Reading, as it originates from this period of development.
5.62	The site makes no contribution to the setting of the Culvert.
NOS. 154-160 (EVEN), AND RAILINGS TO STREET (GRADE II*) - MAP REF: 8)	
5.63	These listed buildings are located approximately 425m to the southwest of the Site.
5.64	It comprises a group of buildings with 18th century frontages, on three sides of a court. There is a two-storey central block, the buildings are stucco fronted with grey slate rooves and symmetrically placed sash windows. They are distinctively Neo-Classical in architectural style, with two of the principal doorways featuring Doric porches. The Historic England listing entry states that the building was an 'L' block (Nos 158 and 160) in 1734 and had developed by 1796, when it was occupied by 200 exiled French priests quartered in Reading.

5.65	This group of buildings derive historic and architectural interest as well-preserved examples of 18th century houses in the Neo Classical style. This is articulated by both exterior and interior architectural features. Of interest is also the interior of No.154 which comprises a late 18th century staircase, an original marble surround and original cornicing and doorcases.
5.66	Heritage value: Very High
CONTRIBUTION OF SETTING TO HERITAGE VALUE	
5.67	The group of buildings are located on the north side of the east-west orientated route of Castle Street, a principal street within Reading town centre. The receptors are set back from the main road, by virtue of a good sized front garden, featuring mature trees and hedgerows. This enclosed and verdant setting reinforces the historic character of the buildings.
5.68	This western end of Castle Street is separated from the urban environs of the town centre by the busy A329 ring road. On this side, development is principally of residential use, and the buildings form part of the Russell Street and Castle Hill CA which represents the late 18th/early 19th century period of residential building within Reading. Their presence on this historic route and the predominance of buildings dating to the same era and architectural style positively contribute to an understanding of their significance and historic placement. An exception to this, however, is the modern housing block on the opposing side of the road, which detracts from the historic character of the buildings.
5.69	The road remains as a principal route providing access through the town centre to the M4 and its noisy presence therefore partially erodes the residential character of the street and marks the proximity of the urban centre.
5.70	Given the extent of separation distance, this group of receptors share no intervisibility with the current building on Site.
GROUP 1: GII LISTED RECEPTORS ON NORTH SIDE OF CASTLE STREET - MAP REFS: 11, 14, 17	
5.71	This group comprises the following receptors: • Sun Inn – Map Ref: 11 • 8, 10 and 12 Castle Street and Former Cottage at Rear No.8 – Map Ref: 14 • 35, 36 and 37 St Mary’s Butts and the Horn Inn – Map Ref: 17
5.72	This group of receptors is located approximately 55m to the southeast of the site, at the nearest point.

5.73	The Sun Inn at 14 and 16 Castle Street is a timber framed building of two and a half storeys. The present building is of 17th century construction with later alterations, however there are older foundations and cellars. The building has a half-hipped tile roof. There is a modern square bay window to the ground floor. The vernacular style of the Sun Inn contrasts the grand façade of St Mary’s, representing the mixed historic character of Castle Street.
5.74	No. 8 was designated in 1978. This former townhouse is three storeys with a dormer and a three narrow bays. The principal façade of the building is stuccoed and features timber sash windows and moulded cornice. The ground floor was converted to commercial use in the 19th century.
5.75	Nos. 10 and 12 Castle Street were designated in 1978. Formerly a single town house, this building was constructed circa 1800 and is three storeys with a dormered mansard and three bays. The building is constructed with red brick laid in Flemish bond, with rubbed brick flat gauged arches to the window openings. A block brick cornice survives on No. 10. The central window on the first and second floors are timber sash, and the other windows are tripartite. At the ground floor level there is a rubbed brick arched doorway with a fanlight. The ground floor of both No. 10 and 12 were converted to shop fronts in the 20th century.
5.76	The Horn Inn at Nos. 2 to 6 (even) Castle Street was designated in 1978. The Horn Inn was originally constructed in the 16th century, though the present building is much altered and modernised. The public house is two storeys of timber framing and has a stuccoed façade. The building consists of two principal ranges fronting Castle Street and St Mary’s Butts. The gable end to the south of the St Mary’s Butts frontage is jettied with applied timbering to façade.
5.77	The buildings in this group derive significance as a comprehensive set of buildings constructed in the 16th to 19th centuries, including the Grade II* listed Church of St Mary within the same sequence. The buildings exemplify changing building practices over this period, displaying timber framing and fine gauged brick work. The public houses and former townhouses on the north side of Castle Street derive historical significance as an illustration of the development of Reading as a wealthy market town on one of its principal thoroughfares.
5.78	Heritage value: High

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.79

The concentration of historic buildings in this location enables an appreciation of the history and significance of the listed buildings as together they hold a historically prominent site on the crossroads of Castle Street and Bridge Street. The wider setting of the buildings, comprising late 20th century civic and residential development to the north of Castle Street, makes a neutral contribution to the historic interest of the buildings. A large area of historic residential and industrial buildings was cleared to make way for the construction of Broad Street Mall, Council Offices, Police Station and Magistrates Court, and IDR. These developments resulted in disruption of the fine urban grain that historically characterised the north side of Castle Street and the wider context, and the introduction of poor-quality architecture and public realm.
- 5.80

The site is visible in the wider setting of the listed buildings on Castle Street, and forms part of the poor-quality 20th century civic and retail redevelopment to the north. At present, there is a limited visual relationship between these buildings and the site, limited to building gaps around the Sun Inn. Where the site is visible, the site makes a neutral contribution to the setting of the historic building owing to its low scale, level difference and intervening distance.
- 5.81

GROUP 2: GRADE II LISTED RECEPTORS ON SOUTH SIDE OF CASTLE STREET - MAP REFS 18, 19, 20, 21, 24, 26, 30, 33, 37

This group comprises the following receptors:
 - 21 , 23 and 25, 27 and 29 Castle Street – Map Ref: 18
 - 11 and 13 Castle Street – Map Ref: 19
 - 33, 35, 37 and 39 Castle Street – Map Ref: 20
 - 3 and 5, and 7 and 9 Castle Street – Map Ref: 21
 - 43, 45, 47, 49 and 51 Castle Street – Map Ref 24
 - 2 and 4, and 6, 8 and 10 Bridge Street – Map Ref: 26
 - Talbot House – Map Ref 30
 - Vachel Almshouses – Map Ref: 33
 - 59 and 61 Castle Street – Map Ref: 37
- 5.82

This group of receptors is located approximately 110m to the southeast of the site, at the nearest point.
- 5.83

Nos. 33, 35 and 37 Castle Street were designated in 1978. This terrace was constructed in the early 19th century and is three storeys and three bays. The principal façade is constructed with grey bricks laid in header bond

- 5.84

Nos. 21, 23 and 25 historically had 19th century shop fronts at ground floor level, since converted to former residential design. Similarly, Nos. 27 and 29 had commercial units at the ground floor in the 19th century.
- 5.85

Nos. 3 and 5 Castle Street were designated in 1977. Nos. 3 and 5 are former town houses constructed in the early 19th century. No.3 features a prominent bowed window all three storeys. To the left of the bow is a doorway with a gauged arch and fan light. The principal façade features a cornice to the roofline. At ground floor, two glazed shop fronts visible in historic photos were removed and bay windows reinstated, sometime after 1962. No. 5 has lost its principal doorway as a result.
- 5.86

Nos. 7 and 9 were designated in 1978. Nos. 7 and 9 Castle Street are three storey former town houses constructed in the mid-late 18th century. The facades of both buildings are constructed in grey brick header bond with vertical red brick detailing and parapets. The principal façade of No. 9 has oriel bay windows at every storey, those on the ground floor have replaced glazed commercial windows visible in historic photos. No. 7 has four bays of sash windows on each floor, on the ground floor that is a grand doorway with an architrave surround.
- 5.87

No. 11 Castle Street was designated in 1978. The former Congregational Chapel at No. 13 Castle Street was constructed circa 1834, designed by architect J Cooper. The principal façade is stuccoed, and the building is constructed in brick. The ground floor features four central columns marking the entrance, either side of this entrance are two large arched windows. The first-floor features five recessed arched windows and pilasters. There is a parapet roofline with a pediment and oeil de boeuf window.
- 5.88

No. 13 is a three-storey former town house of 17th century origin, altered and refaced in the mid-18th century. The principal façade is constructed in a grey header bond with vertical red brick detailing. The first and second storeys feature early timber sashes with glazing bars. At ground floor level there is a modern commercial shop front with two bay windows either side of a central doorway with pediment.
- 5.89

No. 39 Castle Street was designated in 1978. It was constructed in the late 18th century and is a three storey, four bay former townhouse. The building is constructed in grey brick, laid in header bond with vertical red brick detailing and red brick flat gauged arched to the sash windows. The

- 5.90

No. 43 Castle Street was designated in 1957. The former townhouse was constructed in the late 18th century and is two and a half storeys and five bays. The principal elevation is constructed with red brick in a Flemish bond and features flat gauge arches, timber sashes, a painted cornice and Doric portico. The dormered windows to the slate roof are semi-circular. The rear elevation presents differently, constructed in grey brick header bond with exposed brick cornice and a full third storey. This is potentially a later alteration. At ground floor the basement is visible and there are steps leading to the rear entrance. The rear entrance features a handsome door surround with pilasters and a fanlight. On the west side of the rear façade there is a vertical section of carved stone, believed to be salvaged from the ruins of Reading Abbey.
- 5.91

No. 45 Castle Street was designated in 1957. This building was constructed in the early 19th century and consists of three storeys and three bays. As it stands today, there is one round headed entrance to the building on the ground floor but there is evidence of there once being three round headed entrances, the two on the east side of the building having been closed and windows inserted. Between the three doorways there are two timber sashes. This suggests that No. 45 was perhaps at one time three narrow dwellings within one building.
- 5.92

Nos. 47 and 49 Castle Street were designated in 1978. This pair of houses were constructed in the early 19th century and each consist of three storeys and three bays. The houses are faced in Bath stone but constructed with red brick. The three storeys of the house are defined by varying façade treatment. At the ground floor the stone is rusticated, and the doorways are round headed with fan lights. At first floor the two outer sashes feature XX and the central window sits below a carved arch. The height of the second floor is much lower, and it is marked by a sill band.
- 5.93

No. 51 Castle Street was designated in 1978. This former townhouse was constructed in the early 19th century and is three storeys and two bays. It is constructed in red brick in a Flemish bond and the ground floor is plastered. The principal façade features sash windows and rubbed brick flat gauge arches.

- 5.94 Nos. 2, 4, 6, 8 and 10 were designated in 1977. Nos. 2 and 4 was constructed in the early 19th century and occupies a prominent corner site. As such, the façade is curved. At ground floor there is a commercial unit below a moulded cornice. The two upper storeys are stuccoed and feature sash windows.
- 5.95 No. 6 to 10 Bridge Street was constructed in 1840 and is a two-storey building faced in bath stone, with a dormered mansard roof. The principal façade has seven bays and the ground floor features Ionic pilasters on a plinth above a cellar and a stone balustrade at the roofline.
- 5.96 Talbot House at No. 55 Castle Street was designated in 1975. The former townhouse was constructed in the early 19th century and is three storeys and four bays. The principal façade is stuccoed and features timber sash windows with glazing bars, and a corniced parapet roof. The entrance is located in a single storey extension, featuring a statue of a dog above the doorway.
- 5.97 Nos. 59 and 61 Castle Street were designated in 1978. The former townhouses were constructed in the early 19th century and are each three storeys with basement and three bays. The former townhouses are constructed in Gault stock brick in a Flemish bond with flat gauge arches to the timber sash windows. The principal elevations feature round headed arched doorways with radial fanlights and corniced parapet roofs.
- 5.98 The Vachel Almshouses were designated in 1978. The present almshouses were constructed in 1864–67 to designs by architect William Henry Woodman and were preceded by almshouses founded by Sir Thomas Vachel at another site in 1634. The almshouses are two rows of two storey terraced cottages at a right angle to Castle Street, constructed in red brick with grey brick detailing and stone dressings. The corresponding pair closest but one to Castle Street feature square towers and gable ended roofs.
- 5.99 The almhouses derive architectural interest as an example of the Victorian vernacular architecture and the implementation of social values. The Vachel Almshouses hold historical significance in their association with Sir Thomas Vachel and wider ideas of philanthropy from the 17th to 19th centuries. The cottages have strong group value as a gated complex of almshouses.
- 5.100 The buildings in this group derive significance as a comprehensive series of buildings constructed in the 16th to 19th centuries. The buildings exemplify

changing building practices over this period, displaying timber framing and fine gauged brick work. The former townhouses on the south side of Castle Street derive historical significance as an illustration of the development of Reading as a wealthy market town on one of its principal thoroughfares.

5.101 Heritage value: High

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 5.102 The setting of the Vachel Almshouses within a private road off Castle Street is characteristic of almshouses and contributes positively their significance. Almshouses were traditionally grouped and set back, with the intention of providing a sense of security and community for their residents. This is evident in their relationship with Castle Street.
- 5.103 The listed buildings on the south side of Castle Street have a shared setting comprising historic ribbon development and medieval thoroughfare. The continuous street frontages of the buildings help to illustrate the historic development of the market town. The listed buildings here are contextualised by the Reading Minster (Grade I) and listed former townhouses to the east; however, the wider historic context has been lost.
- 5.104 The wider setting of the listed buildings, to the south and north of Castle Street, has been almost entirely developed in the late 20th and 21st centuries. These modern developments contribute neutrally to the interest of the listed buildings in being of a different age of construction, materiality and style to the historic development of Castle Street. The IDR to the west of Castle Street detracts from the interest of these listed buildings in drawing vehicular traffic closer to the historic throughfare and dividing Castle Street to the east and west of the roundabout. The buildings on the south side of Castle Street constitute a strand of surviving historic fabric in an area of extensive change.
- 5.105 **THE ALLIED ARMS INN AND 55 AND 55A ST MARY’S BUTTS (GRADE II) - MAP REFS: 12 AND 13**
- 5.106 The listed buildings are located approximately 85m from the site.
- 5.107 The Allied Arms Inn at No. 57 St Mary’s Butts was designated in 1978. The public house was constructed in the 16th century and is timber framed with jetty to south façade. The gable end fronting St Mary’s Butts is a 19th century addition and features a brick ground floor and half hipped roof.
- 5.108 The architectural significance of the building derives from its timber construction, the public houses is an example of 16th century

building practices. The building holds historical significance in being a rare survival of 16th century Reading and a demonstration of the commercial development of Reading.

- 5.109 Nos. 55 and 55a St Mary’s Butts was designated in 1957. The building was constructed in the early 19th century and occupies a corner site with the churchyard to the south and St Mary’s Butts to the west. The principal façade is faced in Portland stone and at ground floor there is a modern shop front. Both the west and south façades feature Ionic pilasters and glazing bar timber sash windows. The building features a hipped slated roof, moulded cornice and there is a two-storey extension to the rear.

- 5.110 The building derives historical value in its position within the former medieval centre of Reading, forming the northern boundary to the Minster churchyard. The principal façade contributes to its architectural interest, in its classical style.

5.111 Heritage value: High

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 5.112 The buildings are located on the historic route of St Marys Butts, within the former medieval centre of Reading and within the St Mary Butts CA. The concentration of historic buildings in this location enables an appreciation of the history and significance of the listed buildings, as together, they hold a historically prominent site on the crossroads of Castle Street and Bridge Street, to the immediate south of the receptors.
- 5.113 The wider setting, comprising the urban environs of the town centre makes a neutral negative contribution to their significance as there has been extensive redevelopment over the 20th century. In particular the large urban footprints of the Oracle Shopping centre and the Broad Street Mall have broken up the historic street pattern and introduced poor quality architecture and public realm. The western façade of the Site is located on the opposing side of the street onto which the receptors face. Its poor-quality architecture, which has deteriorated over time and the extensive number of garish retail signage at ground floor level forms a detracting element within the receptors immediate setting.
- 5.114 There is no visual or spatial relationship between the listed buildings and the site.

QUEEN VICTORIA JUBILEE FOUNTAIN (GRADE II) – MAP REF: 15

- 5.115

The Queen Victoria Jubilee Fountain was designated in 1978 and is approximately 55m from the Site.
- 5.116

The fountain was constructed in 1887, to designs by G.W. Webb. The circular structure comprises intricately carved Portland stone and granite columns. The fountain derives architectural significance as an illustration of Victorian forms and motifs. The fountain derives historical significance from its association with Queen Victoria’s jubilee celebrations.
- 5.117

Heritage value: **High**
- CONTRIBUTION OF SETTING TO HERITAGE VALUE
- 5.118

The fountain is located in the centre of St Mary’s Butts, to the west of Reading Minster. The setting of the structure contributes positively to its significance in its prominent location and association with the Jubilee Cross within the Minster churchyard. The wider setting, including the busy St Mary’s Butts detracts from an appreciation of its significance.
- 5.119

The site is visible in the wider setting of the fountain; however, there is no meaningful visual or spatial relationship between the two.
- 38 OXFORD ROAD, AND 3 AND 5 CHEAPSIDE (GRADE II) – MAP REF: 16
- 5.120

Nos. 38 Oxford Road and 3 and 5 Cheapside was designated in 1978 and is approximately 120m to the north of the site.
- 5.121

The building occupies a corner site at the junction of Cheapside and Oxford Road, and was constructed in circa 1900, to the designs of architects Joseph Morris and Son. It is a three–storey building with a dormered roof and was constructed in grey brick laid in English bond with red brick and terracotta dressings. The brick work to the first and second floors is elaborate, with vertical red brick detailing throughout the façade and moulded terracotta tiles above the windows. There are two prominent band courses to the first and second floors and the Cheapside façade features an embellished chimney stack. The roofline consists of crow–stepped gables. At ground floor there are modern commercial units and shop fronts.
- 5.122

The architectural interest of this building derives from its decorative use of red brick and terracotta. The building is architecturally superfluous and demonstrates a revival in 17th century Dutch architecture at the end of the 19th century. The use of grey and red brick is a continuation of a historically established building practice in Reading, seen in Castle Street.
- 5.123

Heritage value: **High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 5.124

The building is located on the pedestrianised route of Broad Street which is the principal shopping street in the town centre. It features some of Reading’s oldest building but has been subject to extensive infill development including the Oracle Shopping Centre which has broken up the historic streetscape. The receptor is very much experienced in a busy town centre location, with development of varying scales surrounding it.
- 5.125

There is no visual or spatial relationship between the site and the listed building.
- 67 AND 68 BROAD STREET (GRADE II) – MAP REF: 25
- 5.126

Nos. 67 and 68 Broad Street are located approximately 135m to the north east of part of the Site. They were designated in December 1978 and comprise a pair of buildings of three storeys. Dating to the 1890s/1900 and built in a Norman Shaw manner they feature red brick quoins and terracotta detailing but are predominantly of grey brick with carved stucco to the window surrounds and upper cornice.
- 5.127

They derive historic interest as remnants of the late 19th century phase of building within Reading town centre, as well as for their articulation of the influence of Norman Shaw on architectural styles of the late 19th century. Architectural interest is predominantly derived from their principal elevation on Broad Street, which is ornately decorated.
- 5.128

Heritage value: High
- CONTRIBUTION OF SETTING TO HERITAGE VALUE
- 5.129

The building is located on the junction of Oxford Road and Cheapside, just before the street becomes pedestrianised into Reading’s main shopping area. It features some of Reading’s oldest building but has been subject to extensive infill development including the Broad Street Mall centre whose large urban footprint has broken up the historic street pattern. The receptor is very much experienced in a busy town centre location, with development of varying scales surrounding it.
- 5.130

There is no spatial or visual relationship between the site and the listed buildings.

CHURCH HOUSE, AND BUILDING TO THE WEST OF CHURCH HOUSE (GRADE II) – MAP REF: 29

- 5.131

Church House was designated in 1957 and the conjoined building to the west was designated at Grade II in 1978. The buildings are approximately 155m from the Site.
- 5.132

Church House is a two–storey early 18th century building with a hipped tile roof. The building has sash windows with glazing bars throughout and the original entrance was from the west, adapted in 1931 to provide the present entrance from the south. A circa 1740 staircase, original fireplaces and pedimented doorways survive within. To the west of Church House, there is an attached late 18th century building.
- 5.133

The assets derive interest from their date of construction, in particular Church House derives architectural interest as a fine example of 18th century architecture. The assets derive group value from one another and their physical proximity to and historical association with St Mary’s Church.
- 5.134

Heritage value: **High**
- CONTRIBUTION OF SETTING TO HERITAGE VALUE
- 5.135

The immediate setting of the designated buildings makes a positive contribution to an ability to appreciate their significance, owing to their close proximity to St Mary’s Church and church yard to the south. There are a number of designated buildings nearby, the shared history and architectural language of which, enables us to appreciate the significance of the receptor more fully. The late 20th John Lewis development directly adjacent and to the rear of the receptor, forms a detracting feature within its immediate setting. It is of considerable mass and bulk and contrasts with the historic, small–scale character of the receptor.
- 5.136

The wider setting of the house comprises the urban environs of Reading town centre which is characterised by buildings of various styles and eras.
- 5.137

There is no spatial or visual relationship between the site and the listed buildings.

GROUP 3: GROUP OF 4 CHURCHYARD TOMBS NORTH OF ST MARY’S CHURCH, GROUP OF 4 CHURCHYARD TOMBS EAST OF ST MARY’S CHURCH, JUBILEE CROSS (GRADE II) (MAP REFS: 23, 34, 22)	
5.138	These structures were designated in 1978 and are approximately 100m from the Site.
5.139	Within the churchyard of St Mary’s Church there are a number of 18th to 19th century stone tomb stones and chests. Some tombs have lost their cast iron railings. The Jubilee Cross was erected in 1887 to the designs of Slingsby Stallwood to commemorate the completed church restoration and Queen Victoria’s Jubilee.
5.140	These designated structures have group value in their association with Reading Minster.
5.141	Heritage value: High CONTRIBUTION OF SETTING TO HERITAGE VALUE
5.142	The immediate setting of these designated structures within the churchyard contributes to their significance as a group and their association with the Reading Minster.
5.143	Although there is some intervisibility, the site contributes neutrally to the setting of the listed structures. GROUP 4: 7 GUN STREET, AND 8 AND 9 GUN STREET, AND 10 GUN STREET, AND 11 AND 12 GUN STREET, AND 13 AND 14 GUN STREET, AND LA CORBIERE RESTAURANT (GRADE II) – MAP REFS: 35, 39, 41
5.144	These buildings were designated in 1978 and are approximately 175m from the Site.
5.145	Nos. 7, 8 and 9 Gun Street are former 18th century residential buildings with ground floor commercial units, constructed with grey header bond and red brick dressings to the window openings. Nos. 7 and 8 are of a single bay with early timber sashes. No. 7 was originally the third bay to a larger house occupying Nos. 5 and 6 Gun Street, which has been demolished.
5.146	The designated buildings derive historical interest as an illustration of 18th century development in Reading. The use of header bond was an expensive building, denoting the mercantile wealth of the market town at this time. No. 9 Gun Street has particular architectural interest as a well-proportioned Georgian townhouse.
5.147	La Corbiere at No. 15 Gun Street is a two-storey building of circa 17th

	century construction, altered in early 19th century. It is constructed in brick, with areas of timber framing and a stuccoed façade. No. 10 Gun Street is a three-storey former residential building constructed in the early 18th century. The façade is a Flemish bond of red brick with grey headers. There are four bays of early timber sash windows with single glazing bar and at ground floor there is a commercial shop window to the right and an architrave to the doorway. Nos. 11 and 12 is a three storey early 19th century former residential building constructed in red brick. No. 13 and 14 is a two storey 18th century former residential building with 19th century commercial alterations to the ground floor. Historically two separate buildings, No. 13 has a hipped tile roof with dormer. The first-floor sash windows have architrave openings, and the façade is stuccoed.
5.148	Nos. 10 to 15 have historical interest as a representation of 18th and 19th century development in Reading. Ground floor commercial alterations denote a change in working and living patterns in the 19th century. This group of designated buildings derive architectural significance as a set of well-proportioned 18th and 19th century former townhouses.
5.149	Heritage value: High CONTRIBUTION OF SETTING TO HERITAGE VALUE
5.150	The immediate setting of these designated buildings comprising the attractive green space of St Mary’s churchyard directly opposite, and the narrow historic thoroughfare of Gun Street, contributes positively to their significance as a succinct terrace of former townhouses which illustrate the historic development of the market town. The medieval street pattern of the area focused around Reading Minster, is still identifiable and the mature trees of the church yard serve to obscure views of modern development in the wider setting of the listed buildings.
5.151	The wider setting of the group is much altered, with late 20th century commercial redevelopment to the north, east and south. The John Lewis and Oracle shopping centre developments contributed to the increased scale and erosion of the historic grain of the area.
5.152	There is no spatial or visual relationship between the site and the listed buildings. KENT HOUSE (GRADE II) – MAP REF: 31
5.153	Kent House is located approximately 135m to the west of the Site, at the nearest point. Designated in December 1978, the receptor dates to the

	early 19th century and is the best in the terrace of late Georgian houses. It is of three storeys with a stucco fronted ground floor.
5.154	The receptor derives historic and architectural interest as articulating the early 19th century phase of residential development within Reading. It derives principal architectural interest from its exterior elevation, which is illustrative of its Neo-Classical architectural style, featuring a restrained façade, flat roof and symmetrically placed sash windows.
5.155	Heritage value: High CONTRIBUTION OF SETTING TO HERITAGE VALUE
5.156	Kent House is located on Howard street, a residential road comprising housing which ranges in quality but are predominantly historic in character. The neighbouring houses, however, are in a derelict condition as of November 2022 and therefore form a detracting feature within the buildings immediate setting.
5.157	Beyond Howard Street, the building faces onto the busy ring road around Reading town centre, and thus is very much experienced within a noisy urban environment. Directly opposite, the taller scale modern development of the Pentahotel marks the proximity of the urban centre. These two significant features within the receptors immediate setting contrast with the low scale, historic character of the building and do not contribute positively to an understanding of the building’s significance.
5.158	Given the separation distance and extent of interposing development, the current building on site shares no intervisibility with the receptor. GROUP 5: GII LISTED RECEPTORS ON OXFORD ROAD (WEST) – MAP REFS: 36, 45, 61, 66, 74, 86, 103, 110 AND 112
5.159	This group comprises the following receptors: • Rox Borough House – Map Ref: 36 • Mannson House – Map Ref: 45 • 139 and 141 Oxford Road – Map Ref 61 • Church of the Holy Trinity – Map Ref: 66 • 118 Oxford Road – Map Ref: 74 • 149–169 Oxford Road – Map Ref: 86 • 120 and 122 Oxford Road – Map Ref: 103 • 171–177 Oxford Road – Map Ref: 110 • 124 Oxford Road – Map Ref: 112
5.160	The listed buildings in this group are located approximately 155m from the site.

- 5.161

Rox Borough House was designated in 1978. It is a mid–19th century townhouse constructed in red brick with a slate roof. It is two storeys above basement, with a stuccoed plinth and sill band. The architectural significance of the building derives from its well–designed symmetrical façade and classical detailing to the ground floor windows and doorway. The building holds historical significance as an indicator of 19th century expansion to the west of Reading town centre.
- 5.162

Mannson House, No. 104 Oxford Road, was designated in 1978. Mannson House was constructed in the early 19th century and is a two–storey red brick property with moulded cornice, hipped slate roof, and central portico with arched fanlight above a 6 panelled front door.
- 5.163

The significance of Mannson house is derived from its historical and architectural interest as a well–preserved example of an early 19th Century detached house. It is a high–quality example of the Classical style of architecture, articulated by the symmetrically formed windows and entrance portico, flanked with Doric columns. The listed building also has historic interest as symbolising a particular period of historical development in the area; when the Oxford Road became a ‘suburban idyl’ for Reading’s elite classes comprising of large villas.
- 5.164

The Church of the Holy Trinity was designated in 1978. This C of E church was built to the designs of a local architect (Edward Garbett) in 1826, with improvements made by local architect and builder (John Biling) in 1845. The building is orientated north–south and is brick built with stone facing to the principal elevation fronting Oxford Road. The church derives significance as an example of an early 19th century Gothic church. The church gains substantial significance from the survival of a chancel screen by Augustus Pugin, which was moved from St. Chads Roman Catholic Cathedral in Birmingham.
- 5.165

No. 118 Oxford Road was designated in 1978. The Victorian villa, formerly known as Carlilse House, built in 1845 and is attributed to architect and builder John Biling. The villa is of two storeys with a pitched slate roof and dormers, faced in Ashlar. No. 118 Oxford Road derives significance as an example of a mid–19th century Victorian detached house in the Gothic style, illustrated by the gabled bays and gothic style windows. The building has historic interest as articulating the suburban development of the surrounding area for Reading’s wealthy classes.
- 5.166

No. 124 Oxford Road was designated in 1978. The former residential building was constructed in the mid– 19th century in a detached chalet style. The brick–building is rendered and has fine architectural detailing to

- the window surrounds and doorway. The principal façade features round headed windows, tripartite windows and a cast iron balustrade.
- 5.167

Nos. 120 and 122 Oxford Road were designated in 1978. The semi–detached pair were constructed in 1840 and are three storeys each. The townhouses feature a shared central pediment and gauged brickwork to the window openings.
- 5.168

Nos. 139 and 141 Oxford Road were designated in 1978. The two former residential buildings form a pair at the end of a terrace. The mid–19th century buildings are three storeys and constructed in brick. At ground floor, protruding shop fronts have been inserted.
- 5.169

Nos. 149 to 169 and Nos. 171 to 177 Oxford Road were designated in 1978. These buildings form part of a former residential terrace on the south side of Oxford Road. The terrace was constructed in the early to mid–19th century and each building is two or three storeys over basement. The buildings are constructed in brick and the principal façades feature sash windows, round headed doorways and stucco cornices. Several of the buildings have been converted to commercial use, with shop fronts at ground floor level.
- 5.170

The architectural significance of these former residential buildings derives from their interest as examples of modest early to mid–19th century townhouses. The terraces have historical interest as illustrations of the expansion of Reading in the 19th century, as a result of improved transport and trade in the market town.
- 5.171

Heritage value: **High**
- 5.172

The Church of the Holy Trinity maintains its original churchyard setting, with mature trees and tombs, which contributes positively to its significance. To church derives group value with No. 118 Oxford Road, situated to the north of the churchyard. However, the wider setting of the church does not contribute to its significance. To the north, west and east there has been extensive redevelopment in the 20th and 21st centuries.
- 5.173

Larger, detached former townhouses on Oxford Road, including No. 118, Mannson House and Rox Borough House retain some of their original setting within their walled gardens, however their wider setting contributes negatively to their historic appreciation as post–war redevelopment and infrastructure has altered the historical setting of the designated buildings.
- 5.174

The immediate setting of the designated terraces to the south of Oxford Road contribute to their significance in forming a continuous row of 19th century development. In places, the significance of the buildings

- is obscured by the intrusion of unsympathetic, modern shop fittings and alterations. The wider setting of Oxford Road does not contribute to the significance of these designate buildings as road widening and redevelopment of the north side of Oxford Road has disrupted the fine historic urban grain of the south of Oxford Road.
- 5.175

Views looking east on Oxford Road are terminated by Fountain House within the Broad Street Mall complex The Site is a peripheral element in the wider setting of the listed buildings, obscured by interposing distance and development. The Site makes no contribution to the setting of the listed buildings.
- 5.176

The Seven Bridges House was designated in 1957, it is located approximately 220m to the southeast of the Site.
- 5.177

It comprises a two storey red brick villa, dating to the early 19th century. The Historic England listing entry states that Pevsner attributed the building to Soane, but this is probably an error. Principal architectural features include symmetrically placed sash windows, decorative stucco window and doorway surrounds, and a Greek Doric portico with fluted columns.
- 5.178

The receptor derives architectural interest from its principal exterior elevation fronting Bridge Street. From this elevation, its survival as a well–preserved Georgian Villa in the Neo–classical style, is evident It derives historic interest as a well preserved building of its type, and articulates the early 19th century building phase within Reading town centre.
- 5.179

Heritage value: High
- 5.180

Notwithstanding its location on the historic thoroughfare of Bridge Street, which is now a busy vehicular route route into the town centre, the wider historic setting of the receptor has been lost. The surrounding development comprises large, modern commercial and retail buildings, which are of a greater scale than the two–storey receptor. This includes the Reading Borough Council Offices directly opposite and the Oracle Shopping Centre adjacent. There are some smaller scale historic buildings furth north along Bridge Street however separated from Seven Bridges House by modern infill development. The receptor is experienced within the environs of a busy, urban centre.
- 5.181

There is no spatial or visual relationship between the site and the listed building.

SIMMONDS MALTHOUSE AND BUILDING NOW PART OF COURAGE’S BREWERY (GRADE II)- MAP REFS: 47 AND 48	
5.182	The building now part of Courage’s Brewery was designated in December 1978 and is located approximately 320m to the south of the Site. It dates to the early 19th century and is likely a former malthouse, it is constructed of red brick with timber boarding at its upper storeys.
5.183	Simmonds Malthouse was also designated in December 1978 and is located approximately 320m to the south of the Site. Dating to the 1850s, it is constructed of red brick with a hipped roof with two gable ends. The scale of the building and its Crittal windows are telling of its former industrial use.
5.184	The buildings together have group form owing to their survival as former 19th century brewery buildings and are thus illustrative of the prominence of brewing as an industry within Reading. The industrial function of the two buildings is evident from their architectural form.
5.185	Heritage value: High CONTRIBUTION OF SETTING TO HERITAGE VALUE
5.186	The proximity of both buildings to the River Kennet, but especially the former Courage’s Brewery Matlhouse, positively contributes to an understanding of the buildings historic function and need to be strategically located on this principal river route. Courage’s Brewery Building is set back from Fobney Street, behind an area of open greensward which is bordered with trees. Beyond this initial enclosed setting, the wider setting comprises a modern residential estate which bears no spatial relationship to the former brewery building.
5.187	The historic setting of Simmonds Malthouses has been completely eroded and it is now located within a housing estate to the south of the town centre. The surrounding building forms are modern in character and share no historic or architectural relationship to the receptor. The wider setting of both building comprises the busy ubran environs of Reading town centre, which is characterised by architecture and building forms of varying styles and characters. Given the extent of separation distance, the two receptors have share no intervisibility with the current building on site.
26 AND 28 SOUTHAMPTON STREET (GRADE II) – MAP REF: 83	
5.188	Nos. 26 and 28 Southampton Street were designated in 1978 and are located approximately 445m to the south east of the site.

5.189	No. 26 was constructed in the early 19th century and is two and a half storeys. The northern portion of the building is original, constructed with grey brick laid in header bond and a mansard roof with dormer. No. 28 was constructed in the 20th century, to appear of 17th century construction. It is a two–storey building with a timber framing, jetty and brick noggin to the first floor.
5.190	Nos. 26 and 28 form an attractive set of buildings, deriving architectural interest from their vernacular style. No. 26 is an example of early 19th century architecture in Reading.
5.191	Heritage value: High CONTRIBUTION OF SETTING TO HERITAGE VALUE
5.192	The immediate setting of the buildings detracts from their architectural and historical setting. The buildings are isolated, set amongst 20th and 21st century infrastructure and residential developments. Further south, historic buildings survive and provide some context to those at Nos. 26 and 28.
5.193	There is no spatial or visual relationship between the site and the listed buildings.
CHURCH OF ST GILES AND CHURCHYARD TOMBS (GRADE II) – MAP REF: 108	
5.194	The receptors are located approximately 485m to the southeast of the Site and was listed at Grade II in 1957.
5.195	The aisle walls and Perpendicular west tower of the Church of St Giles are of 13th century construction; however, it was largely rebuilt in 1872 in the Early English style. The church is constructed in flint with bath stone dressings. A perpendicular window survives in the west. The church sits within a church yard, planted with mature trees.
5.196	The church derives historic and architectural interest owing its composition of 13th century architectural features, which remain as fragments of the former medieval church. Architecturally, it is of interest as a late 19th century church in the early English style.
5.197	Heritage value: High CONTRIBUTION OF SETTING TO HERITAGE VALUE
5.198	The church derives value from its immediate, church yard setting. Within the church yard a number of tombs survive, contributing to the atmosphere and group value of the church. The church yard features mature trees, contributing to an enclosed feeling. From the south, views of

	the church tower and steeple are obscured by a road sign stretching the width of the road.
5.199	The church is located on the busy main road of the A327, a principal route into the town centre, . This partially erodes the tranquil, atmospheric setting of the churchyard, aided by the lack of mature trees on the western boundary of the churchyard. The presence of this busy, noisy road in the church’s immediate setting reinforces the church’s proximity to the urban centre of Reading. Modern development directly opposite poorly contrasts with the historic character of the church. In views looking north along the A327, the taller scale development of the town centre is discernible and the church is thus very much experienced within an urban environment.
5.200	Due to the separation distance and extent of interposing development, there is no intervisibility between the site and the receptor. GROUP 6: GRADE II RECEPTORS ALONG RUSSELL STREET (GRADE II) – MAP REFS: 73, 75, 79, 91
5.201	The receptors within this group comprise the following: • 6–22, Russell St (Map Ref: 73) • 41, Russell St (Map Ref: 75) • 24–34, Russell S (Map Ref: 79) • 36, 38 and 38a, 40 and 42, 44 and 46, and 48 and 50, Russell St (Map Ref: 91)
5.202	The receptors within this group are located on the east and west side of Russell Street, approximately 380m to the west of the Site.
5.203	The group predominantly comprises houses dating to the early 19th century, ranging from two to three storeys in height. The materiality of the building is red brick and stucco and they are designed in a Neo–Classical and Italianate style associated with the late Georgian and early Victorian period. This is articulated by their similarity in architectural features including fan lights, symmetrically placed sash windows, restrained facades and flat rooves. No 48 has inscription ‘Bath Villa’ in Gothic script and a hand and wreath door knocker.
5.204	This group of buildings derive historic and architectural interest as well–preserved examples of early Victorian houses in the Neo–Classical style. Together, the buildings have group value as a fragment of this early Victorian phase of residential development within Reading.
5.205	Heritage value: High

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 5.206

All are assimilated on the basis of their coterminous setting on the north–south orientated route of Russell Street, a residential road to the west of the town centre, separated from it by the busy A329 ring road. The immediate setting has a distinctively residential feel, characterised by some houses of similar era, but also some mid–20th century and later infill development. The buildings form part of the Russell Street and Castle Hill CA which represents the late 18th/early 19th century period of residential building within Reading. Their presence on this historic route and the predominance of buildings dating to the same era and architectural style positively contribute to an understanding of their significance and historic placement.
- 5.207

The residential character of the road is further reinforced by the presence of mature trees, hedgerows, and brick walls which mark the boundaries of front gardens.
- 5.208

Due to the separation distance and extent of interposing development, there is no intervisibility between the site and the receptor.
- GROUP 7: GRADE II RECEPTORS ALONG COLEY HILL (GRADE II) – MAP REFS: 81, 89, 97**
- 5.209

The receptors within this group comprise the following:
 - 3–13 Coley Hill (Map Ref: 81)
 - 15, 15a,17 and 17a, Coley Hill (Map Ref: 89)
 - 21–25, 27, 29, and 31–35, Coley Hill (Map Ref: 97)
- 5.210

The receptors within this group are located on the eastern side of Coley Hill, approximately 395m to the southwest of the Site.
- 5.211

The group predominantly comprise houses dating to the early 19th century, ranging from two to three storeys in height. The majority in this group form terraces. Materiality includes red brick, white brick and stucco. They are distinctively Neo–Classical in architectural style and date to the early Victorian period. This is articulated by their architectural features which include fan lights, symmetrically placed sash windows, restrained facades and flat rooves.
- 5.212

This group of buildings derive historic and architectural interest as well–preserved examples of early Victorian houses in the Neo–Classical style. Together, the buildings have group value as a fragment of this early Victorian phase of residential development within Reading.
- 5.213

Heritage value: **High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 5.214

All are assimilated on the basis of their coterminous setting on the north–south orientated route of Coley Hill, a residential road to the west of the town centre, separated from it by the busy A329 ring road. The immediate setting has a distinctively residential feel, characterised by some houses of similar era, but also some mid–20th century and later infill development. The buildings form part of the Russell Street and Castle Hill CA which represents the late 18th/early 19th century period of residential building within Reading. Their presence on this historic route and the predominance of buildings dating to the same era and architectural style positively contribute to an understanding of their significance and historic placement.
- 5.215

The residential character of the road is further reinforced by the presence of mature trees, hedgerows, and brick walls which mark the boundaries of front gardens.
- 5.216

Due to the separation distance and extent of interposing development, there is no intervisibility between the site and the receptor.
- READING SYNAGOGUE (GRADE II) – MAP REF: 107**
- 5.217

Reading Synagogue is located approximately 450m to the west of the Site. It was Grade II designated on the 3rd April 1995.
- 5.218

Built in 1900, to the designs of William G.Lewton Of Reading, for the Reading Hebrew Congregation. It comprises a later 20th century hall to its south side. It is constructed of red brick with Bath stone dressings, in the Moorish architectural style. The principal entrance way is particularly ornate, featuring an arch with a carved extrados, fanlight with cusps and stained glass and panelled and glazed double doors.
- 5.219

The building derives historic interest as illustrating the prominence of Judaism as a religion in Reading in the early 20th century. The architectural interest is derived from its survival as a well preserved, early 20th century synagogue in the Moorish style. Of particular interest are the interiors which survive much intact and reveal detail about the social practices of the religion.
- 5.220

Heritage value: High
- CONTRIBUTION OF SETTING TO HERITAGE VALUE**
- 5.221

The synagogue is located on the junction of Clifton Street and Goldsmid Road, residential streets of varying architectural character. Clifton

Street comprises predominantly mid–19th to early 20th century housing which is indicative of the synagogue’s location here. It is located within a predominantly residential area of the town, and within the Russell Street and Castle Hill CA, which is characterised by mid to late 19th century architecture. The location of the synagogue in a residential enclave of town positively contributes to an understanding of its historic function to serve the local Jewish population.

- 5.222

Due to the extensive separation distance, the receptor shares no visibility with the current building on Site.

GROUP 8: GRADE II RECEPTORS ALONG BAKER STREET (GRADE II) – MAP REFS: 55, 68, 117

5.223

The receptors within this group comprise the following:

- 33–39 Baker Street (Map Ref: 55)
- 55 Baker Street (Map Ref: 68)
- 61–79 Baker Street (Map Ref: 117)

5.224

The receptors within this group are located on the southern side of Baker Street, approximately 300m to the west of the Site.

5.225

The group predominantly comprises early to mid 19th century houses, Nos. 61–79 and 33–39 form complete terraces. They buildings date from the early to mid 19th century and are assimilated on the basis of their coterminous setting on the east–west orientated route of Baker Street. Materiality ranges from stucco to red brick. They are distinctively Neo–Classical in architectural style and date to the late Georgian/early Victorian period. This is articulated by their similarity in architectural features including fan lights, symmetrically placed sash windows, restrained facades and flat rooves. Nos 61–69 are smaller in scale at two storeys as opposed to three and form the longest terrace out of the group. Their homogeneous character enable them to appear as one continuous architectural ensemble along Baker Street.

5.226

This group of buildings derive historic and architectural interest as well–preserved examples of Georgian/early Victorian houses in the Neo–Classical style. Together, the buildings have group value as a fragment of this early Victorian phase of residential development within Reading.

5.227

Heritage value: **High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 5.228 All are assimilated on the basis of their coterminous setting on the east-west orientated route of Baker Street, a residential road to the west of the town centre, separated from it by the busy A329 ring road. The immediate setting has a distinctively residential feel, characterised by houses of a similar era and architectural style. The buildings form part of the Russell Street and Castle Hill CA which represents the late 18th/early 19th century period of residential building within Reading. Their presence on this historic route and the predominance of buildings dating to the same era and architectural style positively contribute to an understanding of their significance and historic placement. The residential character of the road is further reinforced by the presence of mature trees, hedgerows, and brick walls which mark the boundaries of front gardens.
- 5.229 Given the extent of separation distance, this group of receptors share no intervisibility with the current building on Site.
- GROUP 9: GRADE II RECEPTORS ALONG CASTLE STREET (WEST) AND CASTLE HILL - MAP REFS: 46, 49, 52, 53, 56, 60, 67, 69, 95, 105, 106**

5.230 The receptors within this group comprise the following:
 - Horse and Jockey Public House and Culham House (Map Ref: 46)
 - 97-105 Castle Street (Map Ref: 49)
 - 124, 126, and 128-132, Castle St (Map Ref: 52)
 - 107, 109, and 111, Castle St (Map Ref: 53)
 - 134-144, Castle St (Map Ref: 56)
 - 13, 115, and 117-121, Castle St (Map Ref: 60)
 - Castleton House, and Clevedon House (Map Ref: 67)
 - 144a-152, Castle St (Map Ref: 69)
 - 162a, Castle St (Map Ref: 95)
 - Yeomanry House (Map Ref: 105)
 - 168, 172 and 174, Castle St (Map Ref: 106)

5.231 This group of receptors are located approximately 270m to the southwest of the Site.

5.232 The group predominantly comprises a significant number of late 18th to early 19th century houses which front on to Castle Street. They include both terraced and larger, detached houses but all are assimilated on the basis of their coterminous setting on the east-west orientated route of Castle Street. Materiality ranges from Bath Stone to brick and stucco. They are distinctively Neo-Classical in architectural style and date to
- the Georgian period. This is articulated by their similarity of architectural features, including round arched windows, symmetrically placed sash windows, restrained façades, with some featuring decorative corning, pilasters, and Doric style columns.
- 5.233 The Horse and Jockey is a public house dating to the mid-19th century with later alterations, including a window at the ground floor. It differs from the rest of the buildings along Castle Street by virtue of its red brick materiality which features a stucco cornice. The pub has undergone a number of name changes since its inception but is current known as The Castle Tap. The public house is limited to a medium heritage value, owing to its deteriorating condition.

5.234 This group of buildings derive historic and architectural interest as well-preserved examples of Georgian/early Victorian houses in the Neo-Classical style. Together, the buildings have group value as a fragment of this early Victorian phase of residential development within Reading.

5.235 Heritage value: **High**

5.236 Heritage value of Horse and Jockey Public House: **Medium**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.237 All are assimilated on the basis of their coterminous setting on the east-west orientated route of Castle Street, a principal street within Reading town centre. This group of receptors are located on the western end of Castle Street, which is separated from the urban environs of town centre by the busy A329 ring road. On this side, development is principally of residential use, and the buildings form part of the Russell Street and Castle Hill CA which represents the late 18th/early 19th century period of residential building within Reading. Their presence on this historic route and the predominance of buildings dating to the same era and architectural style positively contribute to an understanding of their significance and historic placement.

5.238 The road remains as a principal route providing access through the town centre to the M4 and its noisy presence therefore partially erodes the residential character of the street and marks the proximity of the urban centre. Given the extent of separation distance, this group of receptors share no intervisibility with the current building on Site.

5.239 Yeomanry House is slightly setback from Castle Street, on a secondary road, occluded by trees. It has a much more enclosed setting compared

to the other receptors within this group, albeit its historic setting has been completely eroded by the adjacent modern development of the Berkshire Record Office and the surrounding residential estate.

5.240 Due to the separation distance and extent of interposing development, there is no intervisibility between the site and the receptor.

REGISTERED PARK AND GARDENS

THE FORBURY GARDENS (GRADE II) - MAP REF: 122

5.241 Forbury Gardens is located approximately 570m to the northeast of the Site.

5.242 It is a Grade II registered park and garden (registered on the 22 July 1987), containing isolated Grade II listed buildings of the Maiwand Memorial, the Anglian Cross, the shelter at the northeast corner of the gardens and the walkway to the east. The gardens lie just beyond the study area to the north-east of the application site.

5.243 The principal value of the garden lies in its historic arrangement as former pleasure gardens. The key views within the gardens are afforded from the short pathways and from the memorials and bandstand.

5.244 Whilst mature trees are a feature of the park, the lack of vegetation density around the park's borders allow for views outwards, providing visibility of larger scale, modern developments, including the presence of tall buildings.

5.245 Heritage value: **High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.246 The immediate setting of Forbury Gardens comprises modern development of varying scales aligning the perimeter of the park. Located directly to the west is the green open space of St Laurence's Church cemetery. The RPG is very much experienced within the wider urban environs of Reading town centre which comprises a variation of architectural styles, forms and eras. This includes the large urban footprints of the Oracle Shopping Centre and Broad Street Mall.

5.247 Due to the separation distance and extent of interposing development, there is no intervisibility between the site and the receptor.

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NON-DESIGNATED HERITAGE RECEPTORS

BUILDINGS OF TOWNSCAPE MERIT

THE FORMER CROSS KEYS PH – MAP REF: 121

- 5.248

The Former Cross Keys PH is located approximately 150m to the southeast of the Site. It is identified as building of townscape merit within the St Marys Butts CA appraisal. It is therefore considered as a non-designated heritage receptor within this assessment.
- 5.249

It was constructed on the site of an earlier pub in 1888, designed by local architect John Egginton. The building is now in use as a Be At One Bar. It comprises a highly ornate exterior with fine brick detailing, including itched roofs, turret on corner and expressed chimney breast. It also features a cross key motif in pargetting.
- 5.250

The Former Cross Keys PH is essentially typical of a High Victorian public house. Such buildings remain common, particularly in a large town such as Reading, that prospered on the brewing trade and retains many such buildings. Architecturally its façade has some interest in its detailing and characteristic materials.
- 5.251

Heritage value: **Low**
- 5.252

The pub has a prominent location on the historic crossroads of Gun Street, Bridge Street, Castle Street and St Mary’s Butts. This strategic, historic location for the pub to serve visitors and travellers to the town, contributes to an appreciation of its significance as a Victorian public house. Owing to its location within the St Mary Butts CA it is surrounded by buildings of varying historic character which together form an enclave of history within the metropolitan centre. St Mary’s churchyard directly opposite provides an attractive area of green open space within an otherwise dense urban environment. The wider setting of the receptor is perceptible in views looking north along St Mary Butts and is characterised by modern urban forms of the commercial and retail centre.
- 5.253

Due to the separation distance and extent of interposing development, there is no intervisibility between the site and the receptor.

SECTION SUMMARY

5.254 Table 5.1 below presents a summary of the built heritage baseline.

Table 5.1 Summary of Built Heritage Baseline

MAP REF.	NAME	GRADE (IF APPLICABLE)	HERITAGE VALUE	FULL ASSESSMENT REQUIRED?
Designated Heritage Receptors				
Listed Buildings				
1	Church of St Mary	I	Very High	Yes
2	Greyfriars Church	I	Very High	Yes
3	Church of St Laurence	I	Very High	No
4	Church of St Mary	II*	Very High	Yes
5	15, and 17 Castle Street and 19 Castle St and Associated Front Railings	II*	Very High	Yes
6	Culvert on Holy Brook	II*	Very High	Yes
7	Holybrook House	II*	Very High	Yes
8	Nos 154–160 (even) and Railings to Street	II*	Very High	Yes
9	The Simeon Monument	II*	Very High	No
10	Town Council Chamber and Offices with Clock Tower	II*	Very High	No
11	The Sun Inn	II	High	Yes – Group 1
12	The Allied Arms Inn	II	High	Yes
13	55 and 55a St Mary’s Butts	II	High	Yes
14	8, 10 and 12 Castle Street and Former Cottage at Rear No.8	II	High	Yes – Group 1
15	Queen Victoria Jubilee Fountain	II	High	Yes
16	38 Oxford Road, and 3 and 5 Cheapside	II	High	Yes
17	35, 36 and 37 St Mary’s Butts and the Horn Inn	II	High	Yes – Group 1
18	21, 23 and 25, 27 and 29 Castle Street	II	High	Yes – Group 2
19	11, and 13, Castle Street	II	High	Yes – Group 2
20	33, 35, 37 and 39 Castle Street	II	High	Yes – Group 2
21	7 and 9 Castle Street	II	High	Yes – Group 2
22	Jubilee Cross	II	High	Yes – Group 3
23	Group of 4 Churchyard Tombs North of St Mary’s Church	II	High	Yes – Group 3
24	43,45,47,49 and 51 Castle Street	II	High	Yes – Group 2

MAP REF.	NAME	GRADE (IF APPLICABLE)	HERITAGE VALUE	FULL ASSESSMENT REQUIRED?
25	67 and 68 Broad Street	II	High	Yes
26	2 and 4, and 6, 8 and 10 Bridge Street	II	High	Yes – Group 2
27	Congregational Church, and Nos. 89 and 89a	II	High	No
28	W I Palmer Memorial Hall	II	High	No
29	Church House, and Building to the West of Church House	II	High	Yes
30	Talbot House	II	High	Yes – Group 2
31	Kent House	II	High	Yes
32	The Former Mitre Inn	II	High	No
33	Vachel Almshouses	II	High	Yes – Group 2
34	Group of 4 Churchyard Tombs, East of St Mary’s Church	II	High	Yes – Group 3
35	7,8 and 9 Gun Street	II	High	Yes – Group 4
36	Rox Borough House	II	High	Yes – Group 5
37	59 and 61 Castle Street	II	High	Yes – Group 2
38	95 Broad Street	II	High	No
39	10, 11 and 12, and 13 and 14, Gun St	II	High	Yes – Group 4
40	Quadrant Walls and Railings to Former No 64 (Greyfriars Vicarage)	II	High	Yes
41	La Corbiere Restaurant	II	High	Yes – Group 4
42	Seven Bridges House	II	High	Yes
43	Saxone	II	High	No
44	Telephone Exchange	II	High	No
45	Mannson House	II	High	Yes – Group 5
46	Horse and Jockey Public House, and Culham House	II	Medium	Yes – Group 9
47	Simmonds Malthouse	II	High	Yes
48	Building now part of Courage’s Brewery	II	High	Yes
49	97–105 Castle Street	II	High	Yes – Group 9
50	1–31, Queen Victoria St	II	High	No
51	147, Friar St	II	High	No
52	24, 126, and 128–132, Castle St	II	High	Yes – Group 9
53	107, 109, and 111, Castle St.	II	High	Yes – Group 9
54	Butler’s Wine Vaults	II	High	No

MAP REF.	NAME	GRADE (IF APPLICABLE)	HERITAGE VALUE	FULL ASSESSMENT REQUIRED?
55	33–39 Baker Street	II	High	Yes – Group 8
56	134–144 Castle Street	II	High	Yes – Group 9
57	154, and 155, Friar St	II	High	No
58	29 and 31, Caversham Rd	II	High	No
59	Building on South East Corner	II	High	No
60	113, 115, and 117–121, Castle Street	II	High	Yes – Group 9
61	39 and 141, Oxford Road	II	High	Yes – Group 5
62	The George Hotel	II	High	No
63	2 and 3 and 3a, Broad St	II	High	No
64	13 and 15, Station Rd	II	High	No
65	12, 13, 14, and 15 Friar St. and Nos 1 and 26 Harris Arcade	II	High	No
66	Church of The Holy Trinity	II	High	Yes – Group 5
67	Castleton House, and Clevedon House	II	High	Yes – Group 9
68	55 Baker Street	II	High	Yes – Group 8
69	144a–152, Castle Street	II	High	Yes – Group 9
70	11, Friar St	II	High	No
71	17 and 18, King St	II	High	No
72	Nos 8–10 Station Rd. and 2–25 Harris Arcade	II	High	No
73	6–22 Russell Street	II	High	Yes – Group 6
74	118 Oxford Road	II	High	Yes – Group 5
75	41 Russell Street	II	High	Yes – Group 6
76	48 and 49, and 50 and 51, Market Place	II	High	No
77	Former Barclays Bank	II	High	No
78	Corn Exchange Arcade Entrance, and Trustee Savings Bank	II	High	No
79	24–34, Russell St	II	High	Yes
80	Great Western House	II	High	No
81	3–13, Coley Hill	II	High	Yes – Group 7
82	32, Market Place, and The Coopers Public House	II	High	No
83	26 and 28 Southampton Street	II	High	Yes

MAP REF.	NAME	GRADE (IF APPLICABLE)	HERITAGE VALUE	FULL ASSESSMENT REQUIRED?
84	Queen Victoria Jubilee Statue	II	High	No
85	10, High St	II	High	No
86	149–169 Oxford Rad	II	High	Yes – Group 5
87	23–26, and 27 and 28, Market Place	II	High	No
88	122 and 124 Chatham Street	II	High	No
89	15, 15a,17 and 17a, Coley Hill	II	High	Yes – Group 7
90	Regent Place	II	High	No
91	36, 38 and 38a, 40 and 42, 44 and 46, and 48 and 50, Russell St	II	High	Yes – Group 6
92	The Statue of King Edward VII	II	High	No
93	Drinking Fountain on South Side of St Laurence's Tower	II	High	No
94	The High, and 7, High St	II	High	No
95	62a, Castle Street	II	High	Yes – Group 9
96	1 and 2, Market Place	II	High	No
97	21–25, 27, 29, and 31–35, Coley Hill	II	High	Yes – Group 7
98	National Westminster Bank	II	High	No
99	2 and 4, London St	II	High	No
100	High Bridge	II	High	No
101	Small Town Hall	II	High	No
102	The Concert Hall	II	High	No
103	120–122 Oxford Road	II	High	Yes – Group 5
104	Reading Museum	II	High	No
105	Yeomanry House	II	High	Yes – Group 9
106	68, 172 and 174, Castle St	II	High	Yes – Group 9
107	Reading Synagogue	II	High	Yes
108	Church of St Giles and Churchyard Tombs	II	High	Yes
109	Coroner's Court	II	High	No
110	171–177 Oxford Road	II	High	Yes – Group 5
111	Former School of Art	II	High	No
112	124, Oxford Road	II	High	Yes – Group 5

MAP REF.	NAME	GRADE (IF APPLICABLE)	HERITAGE VALUE	FULL ASSESSMENT REQUIRED?
113	St Laurence's Church and Churchyard and Twelve Tombs In St Laurence's Churchyard	II	High	No
114	44 and 46, London St.	II	High	No
115	Municipal Buildings	II	High	No
116	48–52, London St	II	High	No
117	61–79 Baker Street	II	High	Yes – Group 8
Conservation Areas				
A	St Mary's Butts and Castle Street	N/A	High	Yes
B	Russell Street and Castle Hill	N/A	Medium	Yes
C	Market Place and London Street	N/A	Medium	No
Registered Park and Garden				
122	The Forbury Garden	II	High	Yes
Scheduled Monuments				
123	Reading Abbey: a Cluniac and Benedictine monastery and Civil War earthwork	N/A	High	No
Locally Listed Buildings				
118	85 Broad Street	N/A	Low	No
119	The Bugle, 144 Friar St	N/A	Low	No
120	King Edward Buildings	N/A	Low	No
Non-Designated Heritage Receptors				
121	The Former Cross Keys PH	N/A	Low	Yes

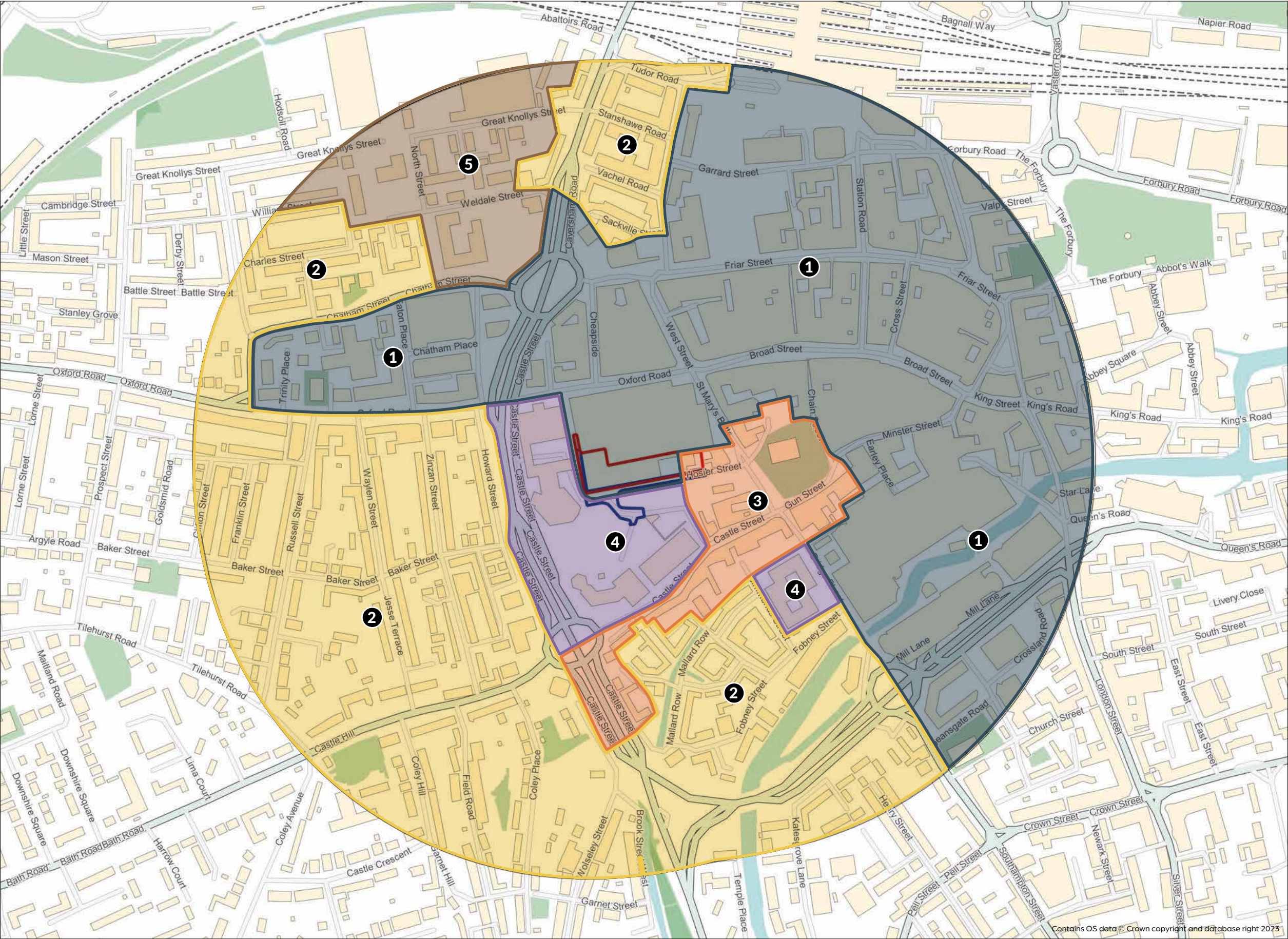
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BASELINE: TOWNSCAPE

BROAD STREET MALL, READING

BASELINE: TOWNSCAPE

- 6.1 This section provides analysis of the townscape study area and the identified character areas.
- 6.2 The townscape surrounding the Site may be categorised into 6 distinct areas. These broadly comprise the retail centre of Reading and the residential areas to the south and east of the Site. For the purposes of this assessment the character areas are referred to as:
 - TCA1: Reading town centre
 - TCA2: Residential
 - TCA3: Historic Core
 - TCA4: Civic Centre
 - TCA5: Light industrial
- 6.3 The broad boundaries of the character areas are identified in **Figure 6.1**. The character and appearance of the character areas is discussed below.



TOWNSCAPE CHARACTER AREA PLAN

- Application Site
- Temporary boundary for construction works
- 1 Reading town centre
- 2 Residential
- 3 Historic Core
- 4 Civic Centre
- 5 Light industrial

LOCATION:
Broad Street Mall, Dusseldorf Way RG1 7QE

DATE:
December 2023

SCALE:
1:5,000 @ A3

FIGURE 6.1 Townscape Character Area Plan

▲ NORTH



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TOWNSCAPE CHARACTER AREA 1: READING TOWN CENTRE

- 6.4
- Character area 1 comprises the primary shopping area within Reading town centre. It borders TCA4 on its southwestern boundary, in which the Site is located. The current building on Site is visible from within the TCA.
- 6.5
- The TCA includes the northern part of the Market Place and London St Conservation Area. Buildings of a historic and architectural interest include St Laurence’s Church and the Town Hall complex. This area has medieval origins and the morphological framework is still evident, complemented by the 19th century civic complex. The area has been a centre point in Reading’s development for much of its history, as illustrated by the presence of St Laurence’s Church and an eclectic mix of historic buildings in the environs of Market Place Square.
- 6.6
- Development is orientated around the linear east–west axis of Broad Street, as well as a series of horizontal intersecting streets. Some of the medieval, burgage style plots are retained along Broad Street, however, this is intersected with larger, modern infill development.
- 6.7
- The TCA also extends to the western side of the A329, which comprises Oxford Road, a secondary high street of mixed used development, predominantly comprising retail/commercial outlets at ground floor with residential above.
- 6.8
- The development within the TCA is predominantly of retail and commercial use, a reflection of the character of this part of Reading. Owing to the various phases of redevelopment of this area, the building typology, era and architectural style comprise a mixture of historic and modern infill development. Consequently, the quality of development within this area is also mixed comprising a significant number of designated heritage assets around Market Place and King Street, including the Grade I listed St Laurence’s Church.
- 6.9
- The TCA also comprises the two main shopping centres within Reading. This includes Broad Street Mall, located in the centre, which opened in 1971 and also incorporates a large multi storey car park and some office use. To the immediate southeast is The Oracle which opened in 2000 and provides a direct link to Broad Street, the main pedestrianised thoroughfare and primary high street in Reading. The two comprise large urban footprints, a reflection of their use and typical composition of associated car parking. The scale of the buildings increases to an 11 storey podium on Broad Street Mall.

- 6.10
- Public realm is a key characteristic of the TCA, with Broad Street being completely pedestrianised as the main shopping street within Reading. This is a wide, paved, street lined walkway. Situated around the Oracle shopping centre is a considerable extent of public realm and a pedestrian bridge which provides access across the River Kennett to the Oracle Riverside.
- 6.11
- The density of urban development within the area is high, and ranges from tight to coarse urban grain. Open spaces are uncommon, limited only to the wide tree line boulevard of Broad Street.
- 6.12
- The adopted Reading Local Plan (2019) identifies the western section of this TCA, on the opposing side of the A329, as being within the ‘West Side Major Opportunity Area’ (Policy CR12). The development plan states that regeneration of this western edge of Reading town centre has been a long-held objective, with an emphasis on improving east–west links into the central core and promoting high quality mixed use environments. As such, it is anticipated that this TCA will be subject to continual urban change.
- 6.13
- The TCA is also partially located within the tall buildings cluster zone, as identified by Reading Local Plan (Policy CR12d). It is thus expected that the number of tall buildings within the TCA will increase, reflecting the direction of change of this TCA. This is already evidence by the Chatham Tower development, a residential block of 19 storeys, on the southern side of Chatham Street. This has reduced the TCA’s sensitivity to further tall building development.
- 6.14
- Associated viewpoints: 3,4,5,12, 19
- 6.15
- Townscape Value: **Medium**

TOWNSCAPE CHARACTER AREA 2: RESIDENTIAL

- 6.16
- This TCA comprises three parts, TCA2a to the west of the A329, TCA2b to the north of the Site and town centre and TCA2c, to the south of the Site.
- 6.17
- TCA2a incorporates much of the Russell Street and Castle Hill CA. The street pattern of the area is reflective of its use, a series of linear, intersecting horizontal and vertical streets. The predominant building typology in TCA2a is Victorian terraces, which make up the Russell St/ Castle St conservation area, with the best examples lying along Castle Hill.
- 6.18
- Modern development has impinged in some locations, most notably on the eastern edge of the CA, facing the Inner Distribution Road (IDR). The IDR is the ring road that encircles the town centre and forms part of the A329 that runs from Surrey to Oxfordshire.
- 6.19
- TCA2b comprises residential development along a series of three lateral streets to the east of the A329. These comprises late 19th terraces, smaller and more architecturally modest in disposition to the larger scale houses in the Russell Street and Castle Hill CA. Within this part of the TCA, infill development dating to the mid–20th century and later is a key characteristic, which has resulted in a fragmented townscape. Along Sackville Street, the terraces are more architecturally ornate in character, comprising decorative red and white brick. Overall, however, the quality of development in this part of the TCA is much lower. The urban grain remains tight knit.
- 6.20
- TCA2c is located to the southeast of the study radius. It comprises a residential estate of houses and flats dating to the late 20th century. It has an enclosed character, defined by dense vegetative borders. Vegetation, street furniture and paved areas of public realm are a key characteristic of this area. The houses within the TCA are architecturally homogenous which aids in differentiating the area from its surroundings. Buildings are defined by red brick, dark timber framed windows and a mock Tudor architectural style. Designated areas of car parking are also prominent throughout the TCA.
- 6.21
- The TCA is varied in terms of architectural style, form, streetscape, development quality, but is ultimately bound by the consistent residential use of the buildings.
- 6.22
- Associated viewpoints: 1, 13, 20
- 6.23
- Townscape Value: **Medium**

TOWNSCAPE CHARACTER AREA 3: HISTORIC CORE

- 6.24

The boundaries of this TCA run broadly concurrent with the St Mary Butts and Castle Street Conservation Area. It includes a number of highly graded heritage assets including the Church of St Mary (Grade I) from which the CA has evolved. The Site borders the TCA on its north-western boundary.
- 6.25

The historic character of the area is distinctive in an otherwise largely modern area of the town centre. The boundaries of the TCA are well defined by the surrounding development on three sides, dating to the 1970s or later, and only to the north by the more historic Broad Street.
- 6.26

The street form comprises two sets of crossroads to the north and south of the TCA. This characteristic is reflective of the medieval street pattern of this part of Reading, which is recognised as the original core and marketplace of the town.
- 6.27

As such, the TCA includes a number of highly graded designated assets and Reading landmarks, as well as some of the oldest surviving buildings in Reading including the Allied Arms, The Horn and The Sun. The majority of buildings within the TCA are at least Grade II listed, with examples dating from the sixteenth century to the present day. A result of this is that the architectural character of the TCA is highly varied, comprising red brick Georgian style buildings, smaller scale timber framed buildings and ornate early 20th century buildings in the Arts and Crafts Style.
- 6.28

Building uses are now more varied comprising retail, leisure and residential uses. Retail and catering uses predominate at ground floor level. Buildings comprise their original medieval burgage style plots which align Castle Street and St Mary’s Butts which has resulted in a tight knit urban structure.
- 6.29

Apart from St Mary’s Churchyard, there is limited green public space in the area. Many of the former back yards of gardens or properties fronting the conservation area have been developed or are used for car parking. Public realm predominantly comprises footpaths, pavements and passageways.
- 6.30

The TCA also incorporates a number of key views to and from the tower of St Mary’s Church, to Greyfriars Church to the north along St Mary’s Butts, and West street and up Castle Hill to the west.
- 6.31

Associated viewpoints: 6,7,8,15,16,17a,17b,17c,18
- 6.32

Townscape Value: **High**

TOWNSCAPE CHARACTER AREA 4: CIVIC CORE

- 6.33

Character area 4 comprises two areas of civic buildings to the southeast of the town centre. TCA4 borders the Site on its northern boundary and the Broad Street Mall shopping centre is visible from a number of locations within the TCA. TCA4b is located to the southeast of the Site and comprises the Reading Borough Council offices.
- 6.34

The most distinctive characteristic of the TCA is the inclusion of a number of buildings of institutional use. This includes Reading Magistrates Court, Reading Police Station, and Reading Borough Council offices. The Hexagon is also included within the TCA, comprising a multi-purpose theatre and arts venue in Reading. Whilst not solely institutional in use it remains operated by Reading Borough Council.
- 6.35

Building plots are large, which is a reflection of their use. The scale of the buildings predominantly remains at two to three storeys. They date to a range of eras, the Council offices 2014, Reading Police Station and Reading Magistrates Court appear to have been built in conjunction with one another, in the same architectural style and form which likely dates to the end of the 20th century.
- 6.36

Most architecturally interesting is the Hexagon, built in 1977 in the shape of an elongated hexagon. The TCA does not include any designated heritage assets.
- 6.37

A further reflection of the area’s institutional use is the incorporation of areas of car parking and public realm around each of the buildings. Public realm is a key characteristic of the TCA. This includes the San Francisco Libre Walk, a paved pedestrian walkway which provides access into the town centre.
- 6.38

The TCA also incorporates the Lavender Place Community Gardens, which comprises an area of green open space, including allotments and mature vegetation. The gardens were formed on the former site of the old civic centre.
- 6.39

The TCA is partially located within an area identified as being appropriate for tall building by the development plan. This thus anticipates an increase in the number of tall buildings within and surrounding the character area. Its sensitivity to tall building development is thus reduced.
- 6.40

Associated viewpoint: None
- 6.41

Townscape Value: **Low**

TOWNSCAPE CHARACTER AREA5: LIGHT INDUSTRIAL

- 6.42

Character area 5 comprises an area of light industrial use to the northwest of the town centre, and to the northwest of the Site. The predominant use of the character area is light industrial/commercial purposes, which includes Reading Farmers Market, a small trading estate, vehicle repair garages, and a builder’s yard.
- 6.43

This overarching use is reflected in the building form of the area which is characterised by low-scale, usually single storey warehouse units. As such, the buildings are of no architectural interest, mainly comprising modern and low-quality building materials including corrugated cladding, red brick and glass. The buildings are small in scale but vary in plot size, with the Reading Framers Market taking up the largest plot within the TCA. Large car parks and outdoor yards are characteristic of this area, and again are a reflection of the industrial use of the area.
- 6.44

The TCA lacks areas of open green space or attractive public realm. Low quality metal railing fences, low perimeter brick walls and industrial signage define plot boundaries and align pavements within the TCA. There are no designated heritage assets within the TCA.
- 6.45

The street pattern is also characterised by this use, with a series of main, linear interconnecting roads which provide access to the main A329. These are supplemented by a series of cul-de-sacs/dead end roads which serve to access the industrial yards and car parks of the industrial outlets within the TCA.
- 6.46

Despite the A339 being a definitive border of the TCA to the east, the evolving redevelopment of the town centre remains perceptible, with emerging tall buildings visible in views looking eastwards over the A329.
- 6.47

Associated viewpoint: None
- 6.48

Townscape value: **Very Low**

TOWNSCAPE SUMMARY

6.49 **Table 6.1** presents a summary of the townscape receptor baseline information.

REF.	TOWNSCAPE CHARACTER AREA	TOWNSCAPE VALUE	FULL ASSESSMENT REQUIRED?
1	Reading town centre	Medium	Yes
2	Residential	Medium	Yes
3	Historic Core	High	Yes
4	Civic Centre	Low	Yes
5	Light Industrial	Very Low	Yes

Table 6.1 Table 6.1 Summary of Townscape Receptor Baseline

7.0

BASELINE: VISUAL

BROAD STREET MALL, READING

BASELINE: VISUAL

EXTENT OF VISIBILITY

- 7.1

A ZTV has been produced to outline the potential areas where the Proposed Development may be visible, up to a 1km distance from the Site (**Figure 2.1**). It is a tool for a high-level understanding of the extent of visibility, which was further interrogated through review of individual viewpoints using field surveys and digital software.
- 7.2

The ZTV illustrates that the greatest extent of intervisibility with the Proposed Development will be in views looking north and west from Castle Street. Further east from within the St Mary Butts CA, particularly from within St Mary’s churchyard and directly outside of the church, there is also a high level of visibility with the proposals, which are experienced as part of the immediate urban context of Reading town centre. Moving further away from the Site there is some visibility with the proposals from the A329 ring road, in views looking north.
- 7.3

To the north of the Site, the Proposed Development will be discernible in views looking west along Oxford Road and the residential area to the south. Moving away from the Site, the ZTV demonstrates that visibility is limited to the principal east-west and north-south orientated routes, within and around the town centre. There is some visibility from the farmers market car park to the north, owing to the low scale development and open areas of car parking/industrial yards, views of the Proposed Development are understood as part of the emerging tall building context in the city centre. Yet this is experienced from an area of low townscape quality, which is characterised by industrial warehouses and service yards.

VISUAL RECEPTORS

- 7.4

The text below sets out the different groups of people who may experience views of the development, the places where they will be affected and the nature of the views and visual amenity at those points.
- 7.5

The View Location Plan (**Figure 7.1**) is overlaid with the Townscape Area Plan at **Figure 7.2**, to identify different character areas.



VIEW LOCATION PLAN ZTV OVERLAY

- Application Site
- Temporary boundary for construction works
- 1. River Kennett towards BSM.
- 2. Looking north-west towards Broad Street Mall along the A33/A329.
- 3. Looking east along Oxford Road close to its junction with Russell Street
- 4. Looking west along Oxford Road from West Street/Broad Street junction.
- 5. From the Oxford Road/Thorn Street junction.
- 6. From the Gun Street/Bridge Street junction north-west towards Broad Street Mall.
- 7. From in front of Reading Minster looking west directly towards 21-23 St Mary's Butts and the entrance to Hosier Street.
- 8. Looking west from Hosier Street.
- 9. From Forbury Gardens Bandstand looking towards Broad Street Mall
- 10. From Baltimore Park, looking south.
- 11. From Kings Meadow looking south-west.
- 12. From Friar Street looking down West Street.
- 13. From Church of St Giles, looking north-west along Southampton Street (A327).
- 14. From Mount Pleasant area along A327 looking north-west towards Broad Street Mall.
- 15. From Castle Street looking north, between the Sun Inn and St Mary's Church.
- 16. From Castle Street roundabout looking north (wide angle to include Magistrates' Court building).
- 17. a, b & c - Castle Street Kinetic View sequence
- 18. Chain Street
- 19. Junction of Coley Place and Castle Hill
- 20. Junction of Oxford Road and Zinzan Street
- 21. McIlroy Park
- 22. Junction with Baker Steet and Jesse Terrace
- 23. Junction with Baker Street and Howard Street

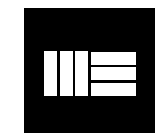
LOCATION:
Broad Street Mall, Dusseldorf Way RG1 7QE

DATE:
December 2023

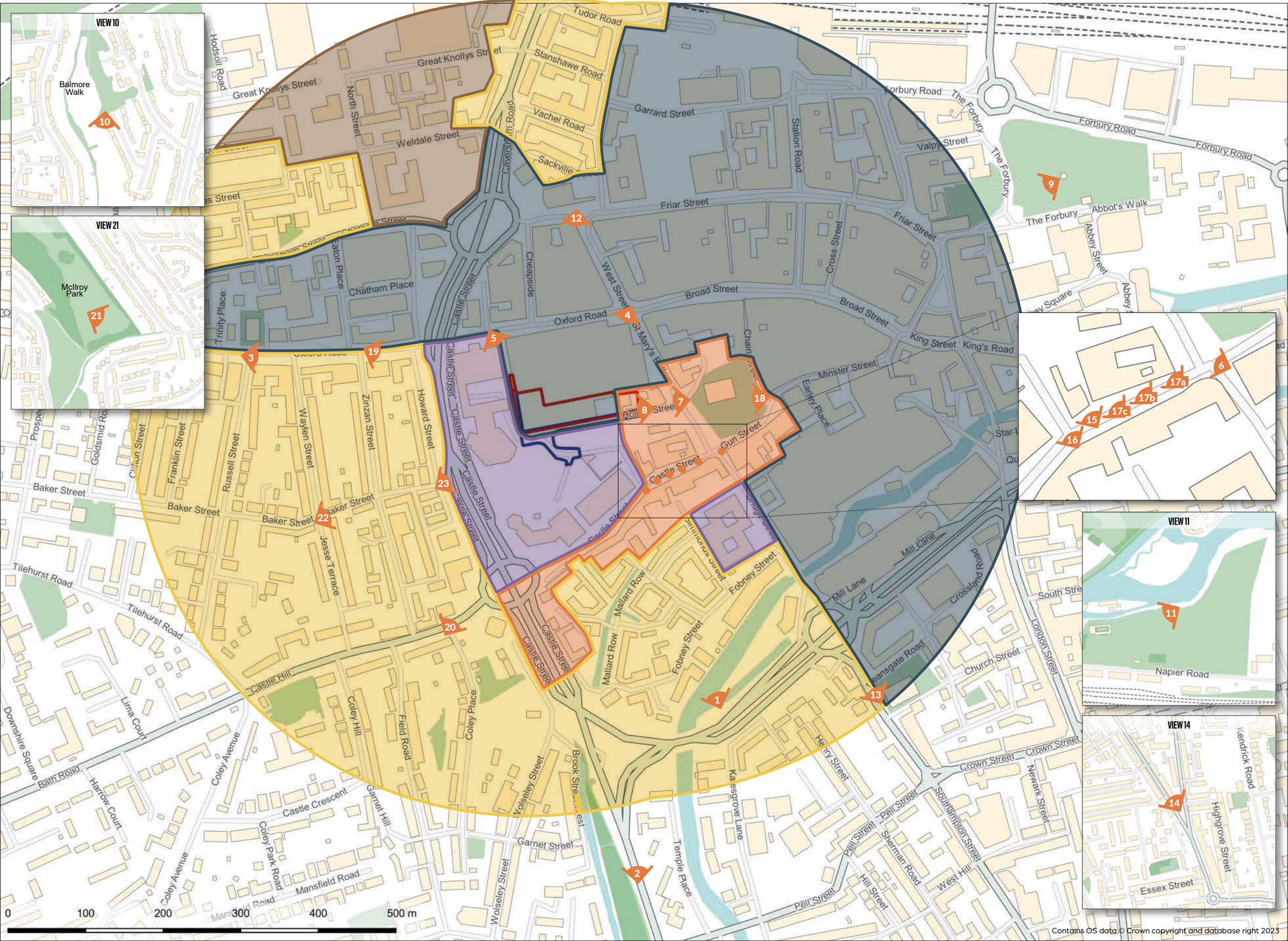
SCALE:
1:5,000 @ A3

FIGURE 7.1 View Location Plan with overlay of the ZTV. Source: GMJ/Montagu Evans

▲ NORTH



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VIEW LOCATION AND PLAN OVERLAY WITH TOWNSCAPE CHARACTER AREAS

- Application Site
- Temporary boundary for construction works
- 1. River Kennett towards BSM.
- 2. Looking north-west towards Broad Street Mall along the A33/ A329.
- 3. Looking east along Oxford Road close to its junction with Russell Street
- 4. Looking west along Oxford Road from West Street/Broad Street junction.
- 5. From the Oxford Road/Thorn Street junction.
- 6. From the Gun Street/Bridge Street junction north-west towards Broad Street Mall.
- 7. From in front of Reading Minster looking west directly towards 21-23 St Mary's Butts and the entrance to Hosier Street.
- 8. Looking west from Hosier Street.
- 9. From Forbury Gardens Bandstand looking towards Broad Street Mall
- 10. From Balmore Park, looking south.
- 11. From Kings Meadow looking south-west.
- 12. From Friar Street looking down West Street.
- 13. From Church of St Giles, looking north-west along Southampton Street (A327).
- 14. From Mount Pleasant area along A327 looking north-west towards Broad Street Mall.
- 15. From Castle Street looking north, between the Sun Inn and St Mary's Church.
- 16. From Castle Street roundabout looking north (wide angle to include Magistrates' Court building).
- 17. a, b & c - Castle Street Kinetic View sequence
- 18. Chain Street
- 19. Junction of Coley Place and Castle Hill
- 20. Junction of Oxford Road and Zinzan Street
- 21. McIlroy Park
- 22. Junction with Baker Steet and Jesse Terrace
- 23. Junction with Baker Street and Howard Street

LOCATION:
Broad Street Mall, Dusseldorf Way RG17 7QE

DATE:
December 2023

SCALE:
1:5,000 @ A3

FIGURE 7.2 View Location Plan with overlay of Townscape Character Area Plan

▲ NORTH

REPRESENTATIVE VIEWS

7.6 Pre-application discussions with the LPA identified 23 AVRs to support the assessment (Figure 7.1). The location of the representative views has been informed by the preparation of the ZTV and the two sets of data are overlaid at Figure 7.2. The baseline photography for each view is provided at Sections 7.0 and 11, as well as Appendix 1.0.

7.7 The views are representative of the experience of visual receptors within an area. The rationale for the selection of each view is provided at Table 7.1.

USERS OF READING TOWN CENTRE

7.8 Reading town centre covers a large area which is centred around the main shopping high street of Broad Street, extending to the eastern side of the central ring road to Oxford Road, a secondary high street. The area correlates with Townscape Character Area 1 and is surrounded by the A329 ring road (also partially incorporating it) and residential development on the edge of Reading town centre. Some routes within the town centre are completely pedestrianised. This includes Broad Street, Cross Street, Union Street, Butter Market, Town Hall Square and Queen Victoria Street.

7.9 Reading town centre has been subject to a high degree of change since the establishment of an urban settlement at the strategic crossing of the River Kennet in the 11th century. After the Second World War, Reading experienced significant change in its built environment and infrastructure. Following the clearance of fine grain, terraced and small residential properties, particularly along Castle Street, this area was infilled with larger urban footprints of the Broad Street Mall Shopping Centre (1971) and the Oracle Shopping centre (1999). As a result of this mixed, eclectic character, Reading town centre is a busy, urban built environment.

7.10 Receptors within this group can be distinguished into three categories; road users, pedestrians and amenity users.

7.11 Road users will be travelling through Reading town centre and will be primarily focused on vehicular movement and activity associated with the road, travelling to and from the retail centres of the town core. This will incorporate the A329 ring road and a series of linear east-west and north-south non-pedestrianised roads. The focus of receptors will be on activity associated with the road, including vehicular movement, noise, traffic levels and pedestrian crossings.

7.12 As this group of receptors travels through the area, most will be aware of the heavily urbanised character of Reading town centre and the tight knit grain of development. There is an awareness of the close proximity

of the ring road and the general lack of green or open spaces. The principal focus on direction of movement will mean specific urban forms and details remain unnoticed. The focus remains on a busy urban centre, characterised by varied forms of development and key arterial routes.

7.13 Pedestrians and commuters within this area of visual amenity will be travelling through the retail/commercial core, as well as towards Reading Station. Pedestrians, including commuters, will be focused primarily on navigation from the outskirts of reading town centre to the retail/commercial core, particularly along Broad Street and Friar Street. Commuters are likely to be focused on movement to and from Reading Station, located to the north of the town centre.

7.14 As this group of receptors travels through the area, most will be aware of the heavily urbanised character of Reading town centre and the tight knit grain of development. There is an awareness of the close proximity of the ring road and the general lack of green or open spaces. The principal focus on direction of movement will mean specific urban forms and details remain largely unnoticed. The focus remains on a busy urban centre, characterised by varied forms of development and key arterial routes.

7.15 For amenity users who are likely to be those utilising retail, hospitality and leisure premises; their focus will be reserved to the enjoyment of amenity space, public realm and designated pedestrianised areas. Key areas of public realm include the pedestrianised shopping street of Broad Street, as well as along Oracle Riverside, specifically designed for users of the Oracle Shopping centre.

7.16 The range and mix of architectural quality, age and character continues along the principal commercial streets of Broad Street and Friar Street. The variation in building types, materials and quality will be discernible to the receptor, though the main focus will be on the busy arterial route and the commercial/retail premises at ground floor level.

7.17 In some areas, due to the dominance of the Oracle Shopping Centre and Broad Street Mall shopping centre, the diverse character of the town centre is less discernible and the homogenisation of the town centre by retail development is evident to the receptor (particularly in views 7 and 8).

7.18 A number of representative views have been identified to illustrate the pattern of pedestrian and vehicular movement into and around Reading town centre. These would include views: 1, 2, 3, 4, 5, 6, 7, 8, 12, 13, 14, 15, 16, 17a, 17b, 17c, 18, 19, 20.

7.19 Visual amenity value: **Low to Medium**



Figure 7.3 View 1 (Existing). Source: GMJ



Figure 7.4 View 4 (Existing). Source: GMJ



Figure 7.5 View 5 (Existing). Source: GMJ



Figure 7.7 View 8 (Existing). Source: GMJ



Figure 7.9 View 15 (Existing). Source: GMJ



Figure 7.6 View 6 (Existing). Source: GMJ



Figure 7.8 View 12 (Existing). Source: GMJ



Figure 7.10 View 16 (Existing). Source: GMJ



Figure 7.11 View 17a-c (Existing). Source: GMJ

USERS OF CHURCH OF ST MARY (READING MINSTER) AND CHURCHYARD

- 7.20 St Mary’s Church and churchyard are located within the centre of Reading town centre and within close proximity to the historic Castle Street. The church and churchyard are surrounded by the urban environment of reading town centre.
- 7.21 Receptors will include visitors to the Grade I listed Church of St Mary and associated churchyard. There is an area of public realm directly in front of the church, with a line of public benches facing southwards. To the rear of the church, within the churchyard, area series of interconnecting paved paths, providing access to and from the town centre. Receptors are likely to stop and be aware of the busy main road of St Mary’s Butts and the church’s proximity to the urban centre.
- 7.22 Much of the experience from within the churchyard would be that of a major urban centre ‘pocket park’ with large scale, mature trees located within the church yard, which marginally Screen the busy, urban environment beyond its boundaries.
- 7.23 Receptors using St Mary’s Church (Reading Minster) are likely to have an appreciation of St Mary’s Church as a heritage asset. Yet in views from directly in front of the church’s principal entrance, looking onto the main road of St Mary’s Butts, the proximity of the urban centre becomes much more discernible. The presence of this noisy, busy road and mix of retail, commercial and leisure outlets ensures the church and churchyard are experienced in a highly urbanised setting.
- 7.24 Views 7 and 18 have been used to illustrate the experience of users of St Mary’s Church and associated churchyard.
- 7.25 Visual amenity value: Medium to High



Figure 7.12 View 7 (Existing). Source: GMJ



Figure 7.13 View 18 (Existing). Source: GMJ

RESIDENTS ON THE EDGE OF READING TOWN CENTRE

- 7.26 There are a number of residential areas located on the edge of the town centre, correlating with townscape character area 2. The streets to the west of the town centre comprise a series of x-y orientated, linear streets which also form the Russell Street and Castle Hill conservation area. Most of the houses along here are terraces dating to the 19th century. To the south of the town centre is a residential pocket comprising a residential estate of houses and flats dating to the late 20th century. It has an enclosed character, defined by dense vegetative borders.
- 7.27 Receptors in the residential areas to the east are likely to be residents of the Russell Street and Castle Hill conservation area which comprise Waylen Street, Zinzan Street. Owing to the enclosed nature of the linear streets, which are characterised by homogenous terraced housing on either side, views out the area are limited and reserved to views along west-easterly orientated roads including Oxford Road and Baker Street.
- 7.28 Residents will be aware of the proximity of the ring road and other key arterial routes to and from the town centre, with high levels of traffic and movement readily discernible, particularly from views along Howard Street. Furthermore, in views eastwards (particularly along Oxford Road and Baker Street), receptors will be aware of the high activity associated with the centre of Reading and the high levels of pedestrian traffic travelling to and from the retail centre, further contributing to the sense of movement and activity.
- 7.29 The scale of development within the foreground of views along Waylen Street and Zinzan Street follows a general datum of two-three storeys, with a high concentration of historic properties. However, views looking east along Oxford Road are characterised by the 6-storey modern development of the Pentahotel Reading, which marks the receptors entrance into the town centre.
- 7.30 Residents of the housing estate to the south of the town centre, owing to the enclosed nature of the development, may be less aware of the proximity of the town centre. The scale of development in the foreground follows a general datum of two to four storeys, given the homogenisation of architectural form. In vies looking east along Maltings Place, the Reading borough Council Offices are discernible to the receptors, and the proximity of the town's civic centre is perceptible.
- 7.31 A number of representative views have been identified to illustrate the experience of residents on the edge of Reading town centre. These include views: 2, 3, 13, 14, 19, 20, 22 and 23.
- 7.32 Visual amenity value: Medium



Figure 7.14 View 2 (Existing). Source: GMJ



Figure 7.16 View 13 (Existing). Source: GMJ



Figure 7.15 View 3 (Existing). Source: GMJ



Figure 7.17 View 14 (Existing). Source: GMJ



Figure 7.18 View 19 (Existing). Source: GMJ



Figure 7.20 View 22 (Existing). Source: GMJ



Figure 7.19 View 20 (Existing). Source: GMJ



Figure 7.21 View 23 (Existing). Source: GMJ

USERS OF FORBURY GARDENS

- 7.33 Forbury Gardens is located to the northeast of Reading town centre, and to the northeast of the Site. It is a public park on the site of the outer court of Reading Abbey. The gardens are designated as a Grade II RPG and comprise an open greensward, the topography of which drops down from Forbury Hill. Formal planting and mature trees are a key characteristic of the gardens.
- 7.34 Receptors within Forbury Gardens are likely to be people using the space for amenity and enjoyment, with their focus on the natural landscape, in an otherwise heavily urbanised built environment. Routes through the park orientate around areas of seating and lead to the central statue of the Maiwand Lion (Grade II listed). There is also another listed structure to the southeast of the gardens, the Grade II listed Anglican Cross. Receptors are likely to have an appreciation of these designated heritage assets as they move through the park.
- 7.35 Whilst mature trees are a feature of the park, the lack of vegetation density around the park's borders allow for views outwards, providing visibility of larger scale, modern developments, including the presence of tall buildings.



Figure 7.22 View 9 (Existing). Source: GMJ

- 7.36 Much of the experience from within the park would therefore be that of a major urban centre 'pocket park' with receptors having an awareness of the urban environment beyond its boundaries.
- 7.37 View 9 has been chosen to illustrate the experience of users of Forbury Gardens.
- 7.38 Visual amenity value: Medium

USERS OF BALMORE PARK

- 7.39 Balmore Park is located to the north of the town centre, approximately 2km to the north of the Site.
- 7.40 Receptors are likely to be people using the space for amenity, sports and enjoyment, with their focus on the large expanse of green, open space. It is a public park featuring an open greensward with mature vegetation and paved pathways. There is a small woodland to the east of the park which features mature oaks and beech trees. The northern section is a hay meadow leading to scrubland and new planting of trees along Jubilee Way.
- 7.41 Receptors within Balmore Park are likely to be people using the space for amenity, sports and enjoyment, with their focus on both the large expanse of green, open space and the densely vegetated woodland.



Figure 7.23 View 10 (Existing). Source: GMJ

- 7.42 Owing to the extent of mature vegetation, receptors will primarily experience views of the greensward and dense woodland, contributing to the pastoral, verdant character of the park.
- 7.43 In some areas the elevated topography allows for long views over Reading, from which receptors become aware of the wider urban environs of Reading town centre. From the boundaries of the park, receptors may also be aware of the surrounding residential development.
- 7.44 View 10 has been chosen to illustrate the experience of users of Balmore Park.
- 7.45 Visual amenity value: **High**

USERS OF MCILROY PARK

- 7.46 McIlroy Park is located to the east of the town centre, approximately 3.4km to the east of the Site.
- 7.47 Receptors within McIlroy Park are likely to be people using the space for amenity, sports and enjoyment, with their focus on the large expanse of green, open space. It is an extensive park and woodland situated in a dense housing area. It features an open greensward with mature trees and woodlands along its boundaries.
- 7.48 Its ridgeline location and elevated topography allow for long views towards Reading town centre and receptors are aware of the wider urban environs which comprise a mixture of development including tall buildings.
- 7.49 View 21 has been chosen to illustrate the experience of users of McIlroy Park.
- 7.50 Visual amenity value: **High**

USERS OF KINGS MEADOW

- 7.51 Kings Meadow is located to the north of the town centre, approximately 1km to the northeast of the Site.
- 7.52 Receptors within Kings Meadow are likely to be people using the space for amenity, sports and enjoyment, including the Thames Lido, with their focus on the large expanse of green open space and the natural feature of the River Thames. Routes through the park lead to and from the town centre.
- 7.53 The less vegetated boundaries of the meadow allow for views outwards towards the town centre and receptors are aware of the proximity of Reading’s urban core. Modern developments of varying heights are visible, as well as the buildings around Reading Station.
- 7.54 Much of the experience from within Kings Meadows would therefore be that of an expansive meadowland located within a busy urban centre, with receptors having an awareness of the centre of reading beyond its boundaries.
- 7.55 View 11 has been chosen to illustrate the experience of users of Kings Meadow.
- 7.56 Visual amenity value: **Medium**



Figure 7.24 View 21 (Existing). Source: GMJ



Figure 7.25 View 11 (Existing). Source: GMJ

SUMMARY

- 7.57 **Table 7.1** below provides an overview of the visual receptor considerations, including any additional considerations such as the proximity to key transport nodes.

REF	VISUAL RECEPTOR / STATIC VIEW	REPRESENTATIVE VIEWS AND RATIONALE FOR SELECTION	VISUAL AMENITY VALUE
1	Users of Reading town centre	Viewpoints 1, 2, 3, 4, 5, 6, 7, 8, 12, 13, 14, 15, 16, 17a, 17b, 17c, 18, 19, 20 Viewpoints selected are representative of the pattern of pedestrian and vehicular movement into and around Reading town centre. Viewpoints selected to show the maximum impact of the Proposed Development on users of vehicular routes through the area.	Low Medium
2	Users of St Mary’s Church and Churchyard	7, 18 Views selected based on their proximity to Reading Minster and its churchyard. Users of the Church will be entering and exiting the church, users of the churchyard are likely to be using established routes into the centre or utilising amenity space. They illustrate the maximum impacts on users of the church and churchyard.	Medium to High
3	Residents on the edge of Reading town centre	2, 3, 13, 14, 19, 20, 22, 23 Views selected are based on the experience of residents living to the west and the south of the town centre. Owing to the tight street pattern, scale of built form and enclosed nature of development, viewpoints have been located where residents are likely to experience some visibility of the Proposed Development.	
4	Users of Forbury Gardens	9 View 9 is located on a principal pedestrian route through Forbury Gardens, where there is potential for impact on users of the amenity space stemming from the Proposed Development.	Medium
5	Users of Balmore Park	10 Viewpoint selected owing to the elevated topography of Balmore Park which allows for long, unobstructed views across Reading town centre. Viewpoint located on a principal pedestrian route, outside of the woodland area, to allow for the maximum point of impact on receptors within this area.	High
6	Users of Mclroy Park	21 Viewpoint selected owing to the elevated topography of Mclroy Park which allows for long, unobstructed views across Reading town centre. Viewpoint located on the open greensward, to allow for the maximum point of impact on receptors within this area.	High
7	User’s of King’s Meadow	11 View 11 is located within close proximity to the River Thames, Thames Lido and playing fields of King’s Meadow. It is located on an area of open greensward which allows for views outwards to Reading town centre, and illustrates the maximum point of impact stemming from the Proposed Development.	Medium

Table 7.1 Summary of Visual Receptor Baseline.

8.0

CONSULTATION AND MITIGATION BY DESIGN

BROAD STREET MALL, READING

CONSULTATION AND MITIGATION BY DESIGN

- 8.1

A full consultation analysis is provided in the Planning Statement prepared by Opus Works. **Table 8.1** summarises the consultation comments received from stakeholders through the pre-application process in respect of the townscape, visual and built heritage assessment and the responses to demonstrate where the comments have been addressed within the assessment.
- 8.2

A comprehensive programme of pre-application discussions with the Council and Key stakeholders has been undertaken since 2022. The following key meetings have taken place:

 - Abbey Ward Members – 11th November 2021, 3rd March 2022, 5th December 2022, 21st March 2023
 - Meeting with Cllr. Leng – Lead Member for Planning and Assets, 27th June 2023
 - Reading Borough Council Officers – 5th August 2022, 19th October 2022, 5th December 2022, 22nd December 2022
 - Design South East, 28th June 2023
 - Meeting with Historic England – 8th November 2023
- 8.3

A number of significant revisions have been made to the Proposed Development as part of the iterative design process and it is considered that these positively respond to comments raised by stakeholders when considering the development plan as a whole. These are outlined in more detail in the Planning Statement prepared by Opus Works.

CONSULTEE AND FORM/ DATE OF CONSULTATION	SUMMARY OF COMMENTS	WHERE IN THIS VOLUME COMMENTS ARE ADDRESSED
Reading Borough Council Officers 22nd December 2022	• ME detailed run though of the heritage baseline • ME detailed run through of the verified wirelines and discussion of the heritage and TVIA impacts • Discussion of the extant scheme and the level of harm identified by officers • Officers identified that some level of harm would likely be identified in relation to the revised scheme – this had not yet been defined as still early on in pre-app discussions	• Heritage, townscape and visual impact assessments of the proposals are undertaken at Sections 9.0, 10.0 and 11.0
Design South East Review Panel 28th June 2023	• This well-presented scheme is an improvement on the extant planning permission. We support the increase in height; however, the configuration of the layouts results in towers that are relatively wide and lack elegance. The architecture is also somewhat generic, rather than rooted in its Reading context. • The junction to the north between new and existing built fabric is clearer than in the consented scheme. However, retaining the deck car park and omitting Building E moves the focus of investment south, at the expense of the whole site. • There is a stark difference in quality between the north and south-facing apartments and a lack of private external amenity space throughout. Some apartment layouts, particularly in Building C, are also problematic. External communal amenity space is neither generous nor easily accessed. • It is disappointing that the low carbon strategy focuses on operational carbon, rather than whole-life carbon. Whilst it is encouraging to hear that Minster Quarter is coming forward, we are concerned that placemaking opportunities will be missed unless both are designed coherently to form a new part of Reading.	• A number of design changes were carried out as a result of the feedback received during the DSE. These are detailed in the Planning Statement prepared by Opus Works and the Design and Access Statement prepared by AHR.
Meeting with Historic England 8th November 2023	• Acknowledged that good improvements had been made to the scheme. In particular, these included: the public realm on Dusseldorf Way (existing is very poor quality), active frontages created by the new retail frontage on DW, the quality of the architecture and character references back to the town. • Key impacts to minster and heritage assets within the Castle St CA. Advises that the baseline must define the significance of the assets and what defines the CA and how this is manifested, e.g., ribbon development, use, social history – prosperous market town, domestic scale. Importantly, how is the CA experienced? Advises that assessment should then assess how the scheme undermines this significance or how the experience changes? • Describes how Minster has a significant historic relationship with the town and that this needs to be explored. • reflected in the heritage baseline – it is an individual building that has prominence in the townscape. • HE made it clear that the TVIA and Heritage Assessment need to be separate assessments. • Proposals will impact/ distract from the domestic scale and intimate experience of the CA and the heritage assets within it. • Acknowledges that additional height may improve appearance of tall buildings in terms of townscape but has a negative impact in the setting of heritage assets.	• A detailed assessment of the heritage baseline is provided in Section 5.0 of this report, including the Reading Minster, Castle Street heritage assets and the St Mary’s Butts CA. An assessment of the heritage receptors identified in the study area is assessed against the proposals in Section 9.0 of this report. • Similarly, the townscape and visual baselines are provided separately at Sections 6.0 and 7.0, with a subsequent assessment against the Proposed Development provided at Sections 10.0 and 11.0.

Table 8.1 Summary of Consultation

9.0

ASSESSMENT: HERITAGE RECEPTORS

BROAD STREET MALL, READING

ASSESSMENT: HERITAGE RECEPTORS

- 9.1 This section assesses the impact of the Proposed Development on the built heritage receptors identified in Section 5. A summary of the effects arising from impacts to heritage receptors is provided at **Table 9.1**
- DEMOLITION AND CONSTRUCTION
- 9.2 ES Volume 1, Chapter 5: Demolition and Construction sets out the anticipated programme of works and the key activities that would be undertaken on the Site during demolition and construction necessary to facilitate the Proposed Development. The likely effect of these activities on the value of the heritage receptors identified in the baseline is assessed below.
- 9.3 This phase of the Proposed Development could also introduce new environmental conditions into the setting (and experience) of the heritage receptors: there will be increased noise, vibration, dust and traffic in the surrounding area, which could affect a heritage receptor's significance. As part of the Proposed Development, a temporary construction area will be created on Dusseldorf Way. This area is shown with a blue line on the Heritage Asset Plan at **Figure 5.1**. The impact of this will be assessed in **Section 12.0**.
- 9.4 There will be no permanent change to the way the heritage value of the receptors identified in the baseline is appreciated or understood arising from this phase of the Proposed Development. The appearance of construction activity for the receptors where there is some visual relationship between the Site and the receptor is not considered to have any effect on their heritage value, which is defined by the intrinsic value in their character and appearance.
- 9.5 The heritage assets closest to the Site, namely Castle Street CA, The Allied Arms Inn (Grade II), 55 and 55a St Mary's Butts (Grade II), Queen Victoria Jubilee Fountain (Grade II), 35, 36 and 37 St Mary's Butts and the Horn Inn (Grade II), Sun Inn (Grade II) and the Church of St Mary (Grade

II*), may experience greater visual disturbance owing to the proximity between the receptors and the Site.

- 9.6 For the majority of receptors, the magnitude of impact is considered to be None with Nil effect, as the change to the setting will not intrinsically affect the appreciation or understanding of any surrounding heritage assets.
- 9.7 For those assets closest to the Site, as the demolition and construction period is relatively short and so the magnitude of impact would remain Very Low or Low and this would give rise to a Negligible or Minor Adverse effect. The effects are summarised in **Table 9.1**.

OPERATIONAL DESIGNATED HERITAGE RECEPTORS CONSERVATION AREAS

ST MARY'S BUTTS AND CASTLE STREET CONSERVATION AREA (MAP REF: A)

- 9.8 At its closest point, the Proposed Development will be located approximately 40m to the north of the St Mary's Butts and Castle Street Conservation Area.
- 9.9 The Conservation Area Appraisal (CAA) identifies key views within the CA. These views have an eastern focus, moving from the western boundary of the conservation area east along Castle Street, looking south to the almshouses and terminating on the tower and principal entrance of the Minster. In views east on Castle Street, the Proposed Development would be a peripheral element in the wider setting of the receptor and the focus of the view would remain on the continuous street frontages of the historic thorough fare, particularly the identified landmark buildings of the Sun Inn (Grade II), Church of St Mary (Grade II*) and 15, 17 and 19 Castle Street (Grade II*). In these views, the Proposed Development would not be viewed in conjunction with the receptors on Castle Street, maintaining the vernacular roofline and domestic scale characteristic to the 15th to 19th century development.
- 9.10 The view facing east on St Mary's Butts, looking at the principal entrance to the Minster is identified as the focal point of the CA. In this view, the Proposed Development would not be visible and the primacy of the Grade I listed building within its churchyard setting would be entirely preserved.
- 9.11 In views west and north on St Mary's Butts and Castle Street, the Proposed Development will be prominent, appearing above the roofline of several of the receptors within the CA (see Views 6 and 7), notably the Sun Inn, the Church of St Mary and the Horn Inn. In views moving

westward through the CA, the Proposed Development will come in and out of view, illustrated by the kinetic sequence of views, Nos. 15, 16, 17A, B and C. In these views, the Proposed Development creates a backdrop to the roofline of the receptors. The Proposed Development would be understood as being outside of the CA boundary, in the context of the existing poor-quality open space and architecture that is adjacent to the boundary of the CA to the north.

- 9.12 The impact of the Proposed Development has been mitigated through careful design, which improves on the quality of the extant scheme and considers the future context of the Minster Quarter SPD. The Proposed Development comprises three separate tall elements, designed to break up the massing of the development, and a smaller building in the east of the Site. The height of the three tallest elements and the smaller building (Block D) of the Proposed Development steps away from the high concentration of receptors in the CA, with the tallest building situated in the west of the Site.
- 9.13 The materiality of the Proposed Development is an improvement on the extant scheme, taking inspiration from local vernacular building materials and softening the appearance of the residential towers in some sensitive views. Despite greater height, the crowns of the tall buildings have an elegant and varied form, appearing more slender and light weight than the extant proposals.
- 9.14 Overall, the important historic spatial relationship between the receptors within the CA is maintained and despite of its prominence in terms of height and mass, the Proposed Development will not affect the key views identified in the CA appraisal. The boundary of the CA is already well defined by modern development and the Proposed Development will have no greater effect on one's ability to understand the form and development of the medieval core that forms the CA.
- 9.15 The susceptibility of this receptor is Medium, owing to the extent of change already established in the setting of the conservation area. The sensitivity of the receptor is therefore calibrated as Medium/High. However, taking into account the identification of the Minster Quarter as a site for regeneration and the location of the conservation area within a town which is undergoing transformative change, professional judgement has been applied to calibrate a sensitivity of Medium. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Medium**, resulting in a likely effect of **Moderate Adverse**.
- 9.16 The effect is indirect, long term, permanent and is **Significant**.

RUSSELL ST. AND CASTLE HILL CONSERVATION AREA (MAP REF: B)

- 9.17At the closest point, the Proposed Development would be located 125m to the east of the Russell Street/ Castle Hill Conservation Area.
- 9.18Throughout the majority of the conservation area, visibility will be limited to glimpsed views of the crowns of the tallest elements of the Proposed Development, through building gaps and above some rooflines. In these views the Proposed Development would be understood in the context of the town centre, distinct from the residential suburb of the CA.
- 9.19The Proposed Development will be prominent in views from the eastern boundary of the CA, on Howard Street, and on Baker Street and Oxford Street, which cut through the area on an east–west axis. In these locations, particularly on Howard Street and Baker Street, the Proposed Development will be prominent in views looking east. In some locations, the Proposed Development will be visible over the roofline of the buildings within the CA. This will introduce greater height to the setting of the CA, which is characterised by domestic scaled buildings of two to three storeys.
- 9.20The CAA identifies a key view looking east on Baker Street, included for its presentation of an interesting vista over the modern town centre. The Proposed Development will appear in this key view and will develop the established character of the modern retail centre from Baker Street and Howard Street. The 19th century residential suburb that comprises the CA is separated from the retail centre of the town by the IDR. This hard boundary of modern infrastructure and development creates severance between the CA and the town centre and reinforces the domestic character of the suburb. Consequently, the Proposed Development would be understood in the context of the modern retail and civic quarter comprising the Broad Street Mall, the Hexagon, Police Station, Magistrates Court and formerly the Council Offices, and improve on the poor–quality architecture and open space within this view.
- 9.21The architectural quality of the area has been eroded in places, notably Oxford Road, where modern development and heavy vehicular traffic detract from an appreciation of the fine historic grain that characterises the areas. In November 2018 the CA was placed on the Heritage At Risk Register, owing to the deterioration in character and built form.

- 9.22The susceptibility of this receptor is Low, owing to the poor condition of the CA. The sensitivity of the receptor is calibrated at Low/Medium, however professional judgement is applied to give a sensitivity of Low, owing to the existing context of modern development on the boundaries of the CA. The magnitude of impact is considered Low, as the extent of visibility is limited to concentrated views within the receptor. The effect of this is considered to be **Minor Neutral**.
- 9.23The effect is indirect, long term, permanent and is not significant.

LISTED BUILDINGS
CHURCH OF ST MARY (GRADE I) – MAP REF: 1

The Proposed Development would be located approximately 110m to the west of the receptor. From within the immediate church yard setting of the church, the Proposed Development will be prominent in views to the west. The Proposed Development will be partially occluded by mature vegetation and intervening development.

View 18 illustrates that in views looking west through the churchyard towards the Minster, the Proposed Development would be viewed in conjunction with the tower of the Minster, though partially obscured by mature vegetation within the church yard. The presence of the Proposed Development in this view distracts from the landmark quality of the tower. As you move further west into the church yard, however, the distance between the Proposed Development and the receptor would be appreciable and the primacy of the tower maintained. The impact of the Proposed Development is mitigated through the ascending order of the blocks, which increase in height towards the west of the Site, away from the Minster. Block D is positioned closest to the Minster and responds to the scale of the domestic scale of the intervening buildings.

9.24The Castle Street CAA identifies two key views of the Minster, looking north–east from Castle Street and looking east on St Mary’s Butts. These views best reveal the architectural and historic interest of the Minster as a focal point of the CA and highlight the important spatial relationship between the Minster and the receptors on Castle Street, Gun Street and St Mary’s Butts. In these views the Proposed Development is located in the opposing direction to the receptor and the primacy of the tower, and the high historic and architectural interest of the church, is preserved.

- 9.25Further to this, the Proposed Development does not affect the important spatial and historic setting relationship between the Minster, the churchyard, and the tombs therein.
- 9.26The wider setting of the church has an existing character of modern infill development of varying quality. The Proposed Development will be understood in the context of the Broad Street Mall commercial development, which has poor quality street frontages to St Mary’s Butts and Dusseldorf Way. The Castle Street CA boundary separates the surviving fragments of historic development and post–war and modern redevelopment. The Proposed Development would be understood as part of this wider context.
- 9.27The architectural and historical significance of the church derives from the survival of 13th to 16th century fabric. The church has historical significance in its associations with an earlier, Norman church on the same site, and its position at the centre of the medieval settlement in Reading. The distinct chequerboard tower is prominent in the historic streetscape of Reading.
- 9.28The susceptibility of this receptor is **Medium**, owing to the extent of change already established in the setting of the receptor. The sensitivity of the receptor is therefore calibrated as **High**, however, taking into account the identification of the Minster Quarter as a site for regeneration, professional judgement has been applied to calibrate a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Low**, resulting in a likely effect of **Minor Adverse**. This effect is resulting from the intervisibility between the Proposed Development and the Minster tower in views looking west at the church.
- 9.29The effect is indirect, long term, permanent and is not significant.
- GREYFRIARS CHURCH (GRADE I) AND QUADRANT WALLS AND RAILINGS TO FORMER GREYFRIARS VICARAGE (GRADE II) – MAP REFS: 2 AND 40
- 9.30The Proposed Development would be located approximately 245m to the south of Greyfriars Church and the associated boundary walls. Due to the separating distance and extent of interposing development, there is currently no spatial or visual relationship between the receptor and the Site.

- 9.31 The Proposed Development would be visible only in glimpsed views to the south and these would be limited to the crown of the three towers. The Franciscan architecture that contributes to the historic and architectural interest of the church is best understood when looking north at its fabric, or within the church itself. In these locations the Proposed Development would be a peripheral element, with no visual relationship to the church. The Proposed Development would not interrupt the spatial and historic relationship between the church and the boundary walls which contribute to an understanding of their interest.
- 9.32 The susceptibility of the Greyfriars Church is **Low**, owing to its urban location in a varied and altered setting. When calibrated with the **Very High** value of the receptor, this gives a sensitivity of **Medium/ High**. Professional judgement is applied to give a value of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**. The Proposed Development will have no visual relationship with the receptor and the heritage value will be preserved.
- 9.33 The susceptibility of the Quadrant Walls is **Low**, owing to its urban location in a varied and altered setting. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**.
- 9.34 The effect is indirect, long term, permanent and is not significant.
CHURCH OF ST MARY (GRADE II*) - MAP REF 4
- 9.35 The Proposed Development would be located approximately 55m to the north of the receptor.
- 9.36 In views of the receptor on Castle Street, the Proposed Development will move in and out of view in the setting of the receptor. The experience of moving west on Castle Street is illustrated by the kinetic sequence of Views 17A, B and C. In these views, the Proposed Development is visible above the roofline of the Church of St Mary, to varying degrees. In this location the Proposed Development moves in and out of view in the setting of the church. The modern materiality and architectural style of the Proposed Development differs from that of the receptor and emphasises its separation from the receptor.
- 9.37 In views looking north at the principal façade of the receptors, the Proposed Development would be visible in the building gap between the Church of St

- Mary and the Sun Inn. In this view the primacy of the neo-Classical church building is challenged by the Proposed Development. The impact of this has been mitigated through the form of the development and the stepped arrangement of the tallest elements which grade away from the receptor, as illustrated by View 15.
- 9.38 The Proposed Development would not interfere with the important spatial relationship between the receptor and the neighbouring listed buildings on Castle Street. In views looking east on Castle Street, the Proposed Development will be a peripheral element in the wider setting and the continuous street frontages of the north side of the street will be appreciable.
- 9.39 The receptor has a **Medium** susceptibility to the type of change proposed. When calibrated with the **Very High** value of the receptor, this gives a sensitivity of **High**. The Proposed Development would have a **Medium** magnitude of impact to the value of the receptor. The Proposed Development would give rise to a **Moderate Adverse** effect.
- 9.40 The effect is indirect, long term, permanent and is significant.
15, 17 AND 19 CASTLE STREET (GRADE II*) - MAP REF 5
- 9.41 The Proposed Development would be located approximately 110m to the north of the receptor.
- 9.42 When looking east or west on Castle Street, the Proposed Development would be a peripheral element in the wider setting of the receptors. The architectural and historic interest of the receptors as examples of residential development from the 16th to 18th centuries is best appreciated when looking south at the principal façades, or looking east on Castle Street, at which point there is no direct intervisibility between the Proposed Development and the receptors. The Proposed Development will, however, introduce a greater scale of development that contrasts with and distracts from the domestic scale of the receptors along Castle Street.
- 9.43 The receptor has a **Low** susceptibility to the type of change proposed. When calibrated with the **Very High** value of the receptor, this gives a sensitivity of **Medium/ High**. Professional judgement is applied to give a sensitivity of **Medium**. The Proposed Development would have a **Low** magnitude of impact to the value of the receptor. The Proposed Development would give rise to a **Minor Adverse** effect.
- 9.44 The effect is indirect, long term, permanent and is not significant.

HOLYBROOK HOUSE (GRADE II*) - MAP REF 7

- 9.45 The Proposed Development would be located approximately 210m to the north of the receptor. The Proposed Development would be visible in the wider setting of the receptor, appearing as three tall buildings to the north. The Proposed Development would be understood in the context of extensive change on the north side of Castle Street and the lower portions of the Proposed Development will be occluded by the Police Station and Magistrates Court. The receptor has an existing setting of modern infrastructure which detracts from its value. The high architectural quality of the façade of the receptor is best appreciated when looking south on Castle Street, at which point there will be no intervisibility between the receptor and the Proposed Development.
- 9.46 The susceptibility of the receptor to the type of change is **Low**. When calibrated with the **Very High** value the sensitivity of the receptor is **Medium/ High**, however considering the much-altered setting of the receptor, professional judgement is applied to give a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptor is **Nil**, resulting in a likely effect of **None**.
- 9.47 The effect is indirect, long term, permanent and is not significant.
CULVERT ON HOLY BROOK RUNNING SOUTH WESTWARDS (GRADE II*) - MAP REF: 6
- 9.48 The Proposed Development will be located approximately 180m to the north of the culvert. The culvert is a piece of below ground infrastructure, as such the Proposed Development will not be visible in conjunction with or from within the culvert. The Proposed Development will not affect the architectural and historic interest of the culvert.
- 9.49 The susceptibility of this receptor is **Low**. When calibrated with the **Very High** value of the receptor, this gives a sensitivity of **Medium/ High**. Professional judgement is applied to calibrate a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**. The Proposed Development will have no visual relationship with the receptor and the heritage value will be preserved.
- 9.50 The effect is indirect, long term, permanent and is not significant.

NOS. 154-160 (EVEN), AND RAILINGS TO STREET (GRADE II*) - MAP REF: 8

- 9.51

The 18th century townhouses at Nos. 154–160 Castle Hill are located approximately 425m to the southwest of the Site. The Proposed Development may be visible in glimpsed views through building gaps and in the rear gardens of these receptors. Only the crown of the tallest elements will be visible at this distance and location, and the majority of the Proposed Development will be occluded by intervening development. The setting relationship between the terrace of townhouses and the other historic ribbon development on Castle Street and Castle Hill is preserved, indeed the Proposed Development will indicate the location of the commercial centre of Reading, distinct from the residential suburb the receptors are located in.
- 9.52

As such, the susceptibility of this receptors is **Low**. When calibrated with the **Very High** value of the receptor, this gives a sensitivity of **Medium/High**. Professional judgement is applied to calibrate a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is **Nil**, resulting in a likely effect of **None**. The Proposed Development will have no visual relationship with the receptor and the heritage value will be preserved.
- 9.53

The effect is indirect, long term, permanent and is not significant.

GROUP 2: GII LISTED RECEPTORS ON NORTH SIDE OF CASTLE STREET - MAP REFS: 11, 14, 17
- 9.54

This group comprises the following receptors:

 - Sun Inn – Map Ref: 11
 - 8, 10 and 12 Castle Street and Former Cottage at Rear No.8 – Map Ref: 14
 - 35, 36 and 37 St Mary’s Butts and the Horn Inn – Map Ref: 17
- 9.55

The Proposed Development would be located approximately 55m to the north of the receptors, at the closest point.
- 9.56

In views looking west on Castle Street, the Proposed Development will move in and out of view in the setting of the receptors on the north side. The experience of moving west on Castle Street is illustrated by the kinetic sequence of Views 17A, B and C. In these views, the Proposed Development is shown to be visible above the roofline of the receptors to varying degrees. As shown by View 6, the Proposed Development would be prominent in the setting of the Horn Inn when viewed from the east, however in this view, the intervening distance between the historic thoroughfare and the Site is demonstrated.
- 9.57

The Proposed Development will be prominent in the setting of the Sun Inn, particularly in views looking north on Castle Street. From this location, the Proposed Development will appear to the north, over the roofline of the public house (see View 15). The historic setting of the receptor to the north and west was eroded in the post-war period and today comprises poor quality open space and civic and retail architecture. The Proposed Development will introduce a greater scale of development to the setting of the receptor. This increased scale will contrast against the domestic scale of the receptor and Castle Street more widely.

9.58

The relationship between the receptors on Castle Street is best understood when moving east-west on the historic thoroughfare. In views from the east and west, the Proposed Development would be a peripheral element in the wider setting of the Sun Inn, with some separation between the tall buildings and the roofline of the receptor. As you move along Castle Street, the Proposed Development will come in and out of focus, dropping away from the setting of the Sun Inn. Where there is visibility, the roofline of the receptor would be clearly identifiable against the Proposed Development in views north on Castle Street.

9.59

The Proposed Development would be understood as being set back within the civic and retail quarter and the important spatial setting relationship between the Sun Inn and the Church of St Mary, and the other receptors arranged along Castle Street would be preserved.

9.60

Mitigation measures are employed to aid in reducing the visual impact of the tall buildings, the design of which is an improvement on that of the extant scheme for the Site. As seen in views north on Castle Street, the chosen materiality of the Proposed Development takes inspiration from the dominant building materials of the historic centre. The treatment of the crown of the tall buildings emphasises verticality of the residential towers and the perforation of the top storey creates a lightness in the structure.

9.61

The receptors have a **Medium** susceptibility to the type of change proposed, considering the poor quality architecture and public realm to the north of Castle Street. When calibrated with the **High** value of the receptors, this gives a sensitivity of **Medium/ High**. Professional judgement is applied to give a sensitivity of **Medium**. The Proposed Development would have a **Medium** magnitude of impact to the value of the receptor. The Proposed Development would give rise to a **Moderate Adverse** effect. This effect is resulting from the change in scale introduced by

the Proposed Development. The greater scale of the Development may distract from the low, intimate scale experienced in the CA, which illustrative of the former function of the historic thoroughfare.

9.62

The effect is indirect, long term, permanent and is significant.

GROUP 3: GRADE II LISTED RECEPTORS ON SOUTH SIDE OF CASTLE STREET - MAP REFS 18, 19, 20, 21, 24, 26, 30, 33, 37

9.63

This group comprises the following receptors:

 - 21, 23 and 25, 27 and 29 Castle Street – Map Ref: 18
 - 11 and 13 Castle Street – Map Ref: 19
 - 33, 35, 37 and 39 Castle Street – Map Ref: 20
 - 3 and 5, and 7 and 9 Castle Street – Map Ref: 21
 - 43, 45, 47, 49 and 51 Castle Street – Map Ref 24
 - 2 and 4, and 6, 8 and 10 Bridge Street – Map Ref: 26
 - Talbot House – Map Ref: 30
 - Vachel Almshouses – Map Ref: 33
 - 59 and 61 Castle Street – Map Ref: 37

9.64

The Proposed Development would be located approximately 110m to the north of this group of receptors, at the closest point. The receptors in this group are located on the south side of Castle Street and form part of a continuous street frontage of historic development. The Proposed Development would be visible to the north, through building gaps and over the roofline of the receptors on the north side of Castle Street. The development will introduce tall buildings in the setting of the receptors, which may distract from the domestic scale of the receptors on Castle Street.

9.65

The receptors on the south side of Castle Street form the focus of key views in the Castle Street CA. These views look east on Castle Street, towards St Mary’s Butts. In these views, the Proposed Development would be a peripheral element in the wider setting of the receptors, separated by intervening open space. In views east and south, the domestic scale of the receptors and their architectural quality is best appreciated, and this will be preserved by the Proposed Development.

9.66

The susceptibility of the receptors is **Low**. When calibrated with the **High** value of the receptors, this gives a sensitivity of **Medium**. The Proposed Development would have a **Very Low** magnitude of impact to the value of the receptors. The Proposed Development would give rise to a **Negligible Adverse** effect.

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- 9.67 The effect is indirect, long term, permanent and is not significant.
- 9.68 Talbot House and 59 and 61 Castle Street are located on the west end of Castle Street, where the setting of the receptor is of lower quality and contribution to their value. In this location, the Proposed Development would be understood in the context of extensive change on the north side of Castle Street. Some of the Proposed Development would be occluded by the late 20th century Police Station and Magistrates Court. The receptors have an existing setting of modern infrastructure to the west, which detracts from its value. The high architectural quality of the façades of the receptors is best appreciated when looking south on Castle Street, at which point there will be no intervisibility between the receptor and the Proposed Development.
- 9.69 The susceptibility of these receptor is **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**. The Proposed Development will have no visual relationship with the receptor and the heritage value will be preserved.
- 9.70 The effect is indirect, long term, permanent and is not significant.
THE ALLIED ARMS INN AND 55 AND 55A ST MARY’S BUTTS (GRADE II) - MAP REFS: 12 AND 13
- 9.71 The Proposed Development would be located approximately 85m to the west of the receptors on St Mary’s Butts. The Proposed Development would introduce tall buildings to the setting of the receptors and increase the building height of the commercial centre of Reading. The Proposed Development would not be viewed in conjunction with the receptors, which are best appreciated when viewed from the west, looking away from the Site. The west side of St Mary’s Butts is much altered, with extensive post-war commercial development. The Proposed Development would be understood as being a part of this area of modern development, distinct from the remnants of the historic core of Reading that these receptors represent.
- 9.72 Considering the extent of alteration on St Mary’s Butts and the central urban location of the receptors, the susceptibility of this receptors is **Low**. When calibrated with the **High** value of the receptors, this gives a sensitivity of **Medium**. The Proposed Development would have a **Very Low** magnitude of impact to the value of the receptors. The Proposed Development would give rise to a **Negligible Adverse** effect.

- 9.73 The effect is indirect, long term, permanent and is not significant.
QUEEN VICTORIA JUBILEE FOUNTAIN (GRADE II) - MAP REF: 15
- 9.74 The Proposed Development would be located approximately 55m to the west of the receptor. The full extent of the Proposed Development would be visible in the wider setting of the Queen Victoria Jubilee Fountain. The Proposed Development would appear as a peripheral element and would not interrupt the spatial relationship between the fountain, the Jubilee Cross and the Reading Minster. The existing setting of the fountain is urban in character, and it is located at the centre of a busy vehicular route. The historic and architectural interest of the fountain would be preserved.
- 9.75 The susceptibility of this receptor is therefore **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**. The Proposed Development will have no visual relationship with the receptor and the heritage value will be preserved.
- 9.76 The effect is indirect, long term, permanent and is not significant.
38 OXFORD ROAD, AND 3 AND 5 CHEAPSIDE (GRADE II) - MAP REF: 16
- 9.77 The Proposed Development would be located approximately 110m to the south of the receptor.
- 9.78 The Proposed Development will be visible in the wider setting of the receptor, particularly in views south on Cheapside. The Proposed Development will appear as three tall elements above the roofline of the Broad Street Mall. The Proposed Development would be understood in the context of an already much altered historic setting comprising Broad Street Mall and Fountain House. The architectural interest of the terracotta façade of the building is best appreciated when looking north on Oxford Road or west on Cheapside, in this location the Proposed Development would be a peripheral element in the wider setting of the receptor with no direct intervisibility.
- 9.79 The receptor has a **Low** susceptibility to the type of change proposed. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The Proposed Development would have a **Very Low** magnitude of impact to the value of the receptor. The Proposed Development would give rise to a **Negligible Neutral** effect.
- 9.80 The effect is indirect, long term, permanent and is not significant.

- 67 AND 68 BROAD STREET (GRADE II) - MAP REF: 25**
- 9.81 The Proposed Development would be located approximately 135m from the receptors. The tall elements of the Proposed Development would be visible in the wider setting of the receptors. The Proposed Development would be understood as part of the retail centre of Reading, already characterised by 20th century architecture. The 19th century architectural detailing of the receptors is best appreciated when looking north at the principal façades, at which point the Proposed Development is not visible.
- 9.82 The susceptibility of this receptors is **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**. The Proposed Development will have no visual relationship with the receptor and the heritage value will be preserved.
- 9.83 The effect is indirect, long term, permanent and is not significant.
CHURCH HOUSE, AND BUILDING TO THE WEST OF CHURCH HOUSE (GRADE II) - MAP REF: 29
- 9.84 The Proposed Development would be located approximately 155m to the west of the receptors. The Proposed Development would appear as a peripheral element in the wider setting of the former Church House. The Proposed Development would be understood as part of the retail centre of Reading and the spatial relationship between the receptors and the Reading Minster and church yard, that contributes to an understanding of its significance, would be preserved. The 18th century architectural detailing of the former Church House is best appreciated when looking north at the principal façades of the buildings. The setting to the north and east of the receptors has been eroded by modern development of different materiality and style, therefore the urban context of the historic building is well established.
- 9.85 The susceptibility of this receptor is **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**.
- 9.86 The effect is indirect, long term, permanent and is not significant.

GROUP 3: GROUP OF 4 CHURCHYARD TOMBS NORTH OF ST MARY’S CHURCH, GROUP OF 4 CHURCHYARD TOMBS EAST OF ST MARY’S CHURCH, JUBILEE CROSS (GRADE II) (MAP REFS: 23, 34, 22)

- 9.87
- The Proposed Development would be located approximately 100m to the west of the receptors within the churchyard of the Reading Minster. The full extent of the Proposed Development would be visible in the wider setting of these receptors. The Proposed Development would not interrupt the important setting relationship between the receptors and the Minster within the enclosed setting of the church yard.
- 9.88
- The susceptibility of this receptors is **Low**. When calibrated with the **High** value of the receptors, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**.
- 9.89
- The effect is indirect, long term, permanent and is not significant.
- 9.90
- The Proposed Development would be located approximately 175m to the west of the receptors on Gun Street at the closest point. From this location the Proposed Development would be visible from the west, appearing as three tall residential buildings. The buildings on Gun Street have a strong setting relationship with one another and around the church yard of the Reading Minster. The Proposed Development would not interrupt this relationship and its distance from the receptors would be appreciated. When looking directly at the façades of the building, the Proposed Developments would be a peripheral element in the wider setting of the receptor, not viewed in direct conjunction with the former townhouses. The historic and architectural interest of the terrace will be unaffected.
- 9.91
- The susceptibility of this receptor is **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**. The Proposed Development will have no visual relationship with the receptor and the heritage value will be preserved.
- 9.92
- The effect is indirect, long term, permanent and is not significant.

GROUP 4: 7 GUN STREET, AND 8 AND 9 GUN STREET, AND 10 GUN STREET, AND 11 AND 12 GUN STREET, AND 13 AND 14 GUN STREET, AND LA CORBIERE RESTAURANT (GRADE II) – MAP REFS: 35, 39, 41

KENT HOUSE (GRADE II) – MAP REF: 31

- 9.93
- The Proposed Development would be located approximately 135m from the receptor on Howard Street.
- 9.94
- The Proposed Development would appear as three tall residential buildings, with the lower portions of the buildings occluded by the Queens Court building on the opposing side of the IDR. In views looking east, the Proposed Development would be understood in the context of the existing character of the Broad Street Mall complex, which underwent wholesale redevelopment in the post war period, and the IDR which forms a physical barrier between the receptor and the retail centre of the town. The architectural and historic interest of the receptor, lying primarily in its early 19th century façade, is best appreciated when looking west, at which point the Proposed Development is not visible.
- 9.95
- The susceptibility of this receptor is **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptor is deemed to be **Nil**, resulting in a likely effect of **None**. The Proposed Development will have no visual relationship with the receptor and the heritage value will be preserved.
- 9.96
- The effect is indirect, long term, permanent and is not significant.
- 9.97
- This group comprises the following receptors:
 - Rox Borough House – Map Ref: 36
 - Mannson House – Map Ref: 45
 - 139 and 141 Oxford Road – Map Ref 61
 - Church of the Holy Trinity – Map Ref: 66
 - 118 Oxford Road – Map Ref: 74
 - 149–169 Oxford Road – Map Ref: 86
 - 120 and 122 Oxford Road – Map Ref: 103
 - 171–177 Oxford Road – Map Ref: 110
 - 124 Oxford Road – Map Ref: 112
- 9.98
- The Proposed Development would be located approximately 155m to the southeast of the receptors on Oxford Road at their closest point. The Proposed Development would appear as three residential towers to the west of Oxford Road. The Proposed Development would be visible above the roofline of receptors on the south side of Oxford Road.

GROUP 5: GII LISTED RECEPTORS ON OXFORD ROAD (WEST) – MAP REFS: 36, 45, 61, 66, 74, 86, 103, 110 AND 112

- 9.99
- The lower portions of the Development would be occluded by intervening development including Fountain House and Pentahotel. Where the Proposed Development will be viewed in conjunction with the receptors, the roofline of the domestic buildings will be identifiable, and the materiality of the Proposed Development is sympathetic to the vernacular architecture of the receptors on Oxford Road.
- 9.100
- The Proposed Development will not interfere with the setting relationship between the receptors on Oxford Road and the distance between the Proposed Development and the receptors would be discernible, separated by the IDR and intervening development, and the tall elements would be understood in the context of the retail centre of Reading.
- 9.101
- The susceptibility of the receptors is **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**. The heritage value of the receptors will be preserved despite some intervibility.
- 9.102
- The effect is indirect, long term, permanent and is not significant.
- 9.103
- The Proposed Development would be located approximately 220m to the northwest of the receptor. The Proposed Development would be visible in the wider setting of the receptor, when looking north on Bridge Street. The Proposed Development would appear above the roofline of the receptors lining Castle Street. The Proposed Development would not be visible when looking east at the principal façade of the receptor, where the historic and architectural interest of the building is best appreciated. The receptor is experienced in a heavily altered setting, comprising predominantly the Oracle centre which is indicative of the receptor’s location in the urban centre of Reading. The relationship between the receptor and other listed buildings on Castle Street and Gun Street would be maintained.
- 9.104
- The receptor derives architectural interest from its principal exterior elevation fronting Bridge Street. From this elevation, its survival as a well-preserved Georgian Villa in the Neo-classical style, is evident It derives historic interest as a well-preserved building of its type and articulates the early 19th century building phase within Reading town centre.

SEVEN BRIDGES HOUSE (GRADE II) – MAP REF: 42

- 9.105

The susceptibility of this receptor is **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptor is deemed to be **Nil**, resulting in a likely effect of **None**. The heritage value of the receptor will be preserved.
- 9.106

The effect is indirect, long term, permanent and is not significant.

SIMMONDS MALTHOUSE AND BUILDING NOW PART OF COURAGE’S BREWERY (GRADE II)- MAP REFS: 47 AND 48
- 9.107

The Proposed Development would be located approximately 320m to the north of the receptors. Where visible, the Proposed Development would appear in glimpsed views through building gaps and above the roofline of the residential area in more distance views. In views looking north from the River Kennet towards the former brewery building at Map Ref 48, there would be intervisibility between the Proposed Development and the receptor. In this scenario, the Proposed Development would be understood as a modern development in the retail centre of Reading, separated by intervening distance and modern residential development. The hipped roofline of the former brewery building and the architectural quality of the industrial buildings would still be appreciated against this backdrop. The receptors are understood in an altered setting comprising modern residential development. The spatial relationship between the two former brewery buildings and the River Kennet would be maintained.
- 9.108

The susceptibility of these receptors is **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**. The heritage value of the receptors will be preserved.
- 9.109

The effect is indirect, long term, permanent and is not significant.

26 AND 28 SOUTHAMPTON STREET (GRADE II) – MAP REF: 83
- 9.110

The Proposed Development would be located approximately 445m to the northwest of the receptors. The There would be very limited intervisibility between the Proposed Development and the receptors, owing to intervening distance and development. When viewed from the south, looking north on Southampton Street, the tallest elements of Proposed Development would be visible above the roofline of the receptors;

however, the receptors have an established backdrop of modern development (illustrated by View 13). The setting of the receptors is much altered. The relationship between the receptors and the Church of St Giles and other listed buildings to the south would be preserved.

- 9.111

The susceptibility of the receptors is **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**. The heritage value of the receptor will be preserved.
- 9.112

The effect is indirect, long term, permanent and is not significant.

CHURCH OF ST GILES AND CHURCHYARD TOMBS (GRADE II) – MAP REF: 108
- 9.113

The Proposed Development would be located approximately 485m to the north of the churchyard of St Giles. There would be no direct intervisibility between the Proposed Development and the church building. Where visible, the tallest elements of the Proposed Development would be visible in the wider setting of the receptor, limited to views north on Southampton Street. The Proposed Development would appear above the roofline of existing modern development to the north of the IDR. In views north and south on Southampton Street, the primacy of the church tower and spire will be maintained. The architectural and historic interest of the church is best appreciated in views looking east at the tower and principal entrance and from within the churchyard, where the Proposed Development would not be visible. The Proposed Development will not interfere with the important spatial and historic relationship between the church, the associated tombs and the church yard.
- 9.114

The receptor is understood in an already much altered setting outside of the church yard. The susceptibility of the receptors is **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**. The heritage value of the receptors will be preserved.
- 9.115

The effect is indirect, long term, permanent and is not significant.

GROUP 6: GRADE II RECEPTORS ALONG RUSSELL STREET (GRADE II) – MAP REFS: 73,75, 79,91

THE RECEPTORS WITHIN THIS GROUP COMPRISE THE FOLLOWING:

- 6–22, Russell St (Map Ref: 73)
- 41, Russell St (Map Ref: 75)
- 24–34, Russell S (Map Ref: 79)
- 36, 38 and 38a, 40 and 42, 44 and 46, and 48 and 50, Russell St (Map Ref: 91)

- 9.116

The Proposed Development would be located approximately 380m to the east of the receptors on Russell Street. In the setting of the listed terraced houses, visibility of the Proposed Development would be limited to glimpsed views through building gaps, private rear gardens and the east to west junction with Baker Street. Where visible, the upper portion of the tallest element would appear at some distance from the residential street, separated by intervening distance and development. Russell Street has the character of an enclosed residential enclave, distinct from the commercial centre of Reading and views out to the surrounding area are limited. The setting relationship between the houses would be maintained and the historic and architectural interest of the receptors preserved.
- 9.117

The susceptibility of the receptors is Low. When calibrated with the High value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptors is deemed to be **Nil**, resulting in a likely effect of **None**. The heritage value of the receptors will be preserved.
- 9.118

The effect is indirect, long term, permanent and is not significant.

GROUP 7: GRADE II RECEPTORS ALONG COLEY HILL (GRADE II) – MAP REFS: 81, 89, 97

THE RECEPTORS WITHIN THIS GROUP COMPRISE THE FOLLOWING:

 - 3–13 Coley Hill (Map Ref: 81)
 - 15, 15a,17 and 17a, Coley Hill (Map Ref: 89)
 - 21–25, 27, 29, and 31–35, Coley Hill (Map Ref: 97)
- 9.119

This group of buildings derive historic and architectural interest as well-preserved examples of early Victorian houses in the Neo–Classical style. Together, the buildings have group value as a fragment of this early Victorian phase of residential development within Reading.

9.120	The Proposed Development would be located approximately 395m to the northeast of the receptors on Coley Hill. In the setting of these 19th century residential building, visibility of the Proposed Development would be limited to glimpsed views through building gaps, private rear gardens and the east to west junction with Castle Hill. Where visible, the crown of the tallest elements would appear at some distance from the residential street, separated by intervening development. The receptors share a setting of quiet residential suburb, distinct from the commercial centre of the town. The relationship between the receptors would be maintained and the historic and architectural interest of the receptors preserved.	9.125	The effect is indirect, long term, permanent and is not significant.		
9.121	The susceptibility of the receptors is Low. When calibrated with the High value of the receptor, this gives a sensitivity of Medium. The magnitude of impact of the Proposed Development on the receptors is deemed to be Nil, resulting in a likely effect of None. The heritage value of the receptors will be preserved.		GROUP 8: GRADE II RECEPTORS ALONG BAKER STREET (GRADE II) – MAP REFS: 55, 68, 117		
9.122	The effect is indirect, long term, permanent and is not significant.	9.126	The receptors within this group comprise the following: 33–39 Baker Street (Map Ref: 55) 55 Baker Street (Map Ref: 68) 61–79 Baker Street (Map Ref: 117)		134–144, Castle St (Map Ref: 56) 13, 115, and 117–121, Castle St (Map Ref: 60) - Castleton House, and Clevedon House (Map Ref: 67) 144a–152, Castle St (Map Ref: 69) 162a, Castle St (Map Ref: 95) - Yeomanry House (Map Ref: 105) 168, 172 and 174, Castle St (Map Ref: 106)
	READING SYNAGOGUE (GRADE II) – MAP REF: 107	9.127	The Proposed Development would be located approximately 300m to the east of the receptors. The receptors in this group are located on the south side of Baker Street, which is on an east–west axis. As such, there is a viewing corridor is created and the Proposed Development would be prominent in views looking east, in the wider setting of these receptors (see View 22). The Proposed Development would appeal as a tall building and introduce greater building to the domestic scale of the receptors setting. The Proposed Development would, however, be understood as being at the centre of Reading’s commercial district, separate to and distinct from the residential suburb these receptors are situated in. The architectural quality of the 19th century town houses is best appreciated when looking south at the building façades, at which time the Proposed Development would be a peripheral element, not visible in conjunction with the façades. Intervisibility between the receptors and the Proposed Development reduces to glimpsed views as you move west on Baker Street.	9.131	At the closest point, the Proposed Development would be located approximately 270m to the northeast of the receptors on Castle Street and Castle Hill. At the east end of Castle Street, the Proposed Development will be visible on the opposing side of the IDR, above the roofline of the Hexagon, in the wider setting of the receptors. However, the Proposed Development would largely be obscured by intervening development and mature vegetation.
9.123	The Proposed Development would be located approximately 450m to the east of the receptor. The Proposed Development would be visible in the setting of the synagogue, when looking east on Goldsmid Road. In this location, the tallest elements of the Proposed Development would be visible above the roofline of the residential buildings on Russell Street. The Proposed Development would be understood to be located some distance away, at the commercial centre of the Reading. The synagogue has an important setting relationship with the surrounding area which has a quiet residential character, distinct from the centre of the town and separated by the IDR. The setting relationship between the synagogue and the surrounding suburb is maintained through the Proposed Development. Further to this, the intricate brick work and architectural detail of the building draws attention south towards the principal façade on Goldsmid Road.	9.128	The susceptibility of the receptors is Low . When calibrated with the High value of the receptor, this gives a sensitivity of Medium . The magnitude of impact of the Proposed Development on the receptors is deemed to be Nil , resulting in a likely effect of None . The heritage value of the receptors will be preserved.	9.132	The receptors on Castle Street and Castle Hill have been separated from the historic development of the town centre by the IDR and other modern redevelopment. The receptors therefore derive setting value from one another, as a surviving strand of historic development. This spatial relationship is best understood when moving west, away from the IDR. As you move west on Castle Street and Castle Hill, the Proposed Development would be a peripheral element in the wider context of Reading, visible only in glimpsed views through building gaps. Where visible, the Proposed Development would be understood to be at some distance from the receptors, in the commercial centre of Reading.
9.124	The susceptibility of the receptor is Low . When calibrated with the High value of the receptor, this gives a sensitivity of Medium . The magnitude of impact of the Proposed Development on the receptor is deemed to be Nil , resulting in a likely effect of None . The heritage value of the receptors will be preserved.	9.129	The effect is indirect, long term, permanent and is not significant.	9.133	The susceptibility of the receptors is Low . When calibrated with the High value of the receptor, this gives a sensitivity of Medium . The magnitude of impact of the Proposed Development on the receptors is deemed to be Nil , resulting in a likely effect of None . The heritage value of the receptors will be preserved.
			GROUP 9: GRADE II RECEPTORS ALONG CASTLE STREET (WEST) AND CASTLE HILL - MAP REFS: 46, 49, 52, 53, 56, 60, 67, 69, 95, 105, 106	9.134	The effect is indirect, long term, permanent and is not significant.
		9.130	The receptors within this group comprise the following: - Horse and Jockey Public House and Culham House (Map Ref: 46) 97–105 Castle Street (Map Ref: 49) 124, 126, and 128–132, Castle St (Map Ref: 52) 107, 109, and 111, Castle St (Map Ref: 53)		

REGISTERED PARK AND GARDENS

THE FORBURY GARDENS (GRADE II) - MAP REF: 122

- 9.135
- The Proposed Development is located approximately 570m to the southwest of the receptor. The ZTV illustrates that the tallest elements of the Proposed Development would be visible throughout Forbury Gardens. View 9 demonstrates that the Proposed Development would be largely occluded by mature vegetation within the gardens. In views looking southwest from within Forbury Gardens, the Proposed Development is shown to appear along side the tower of St Laurance church; however, the primacy of the tower is maintained. The setting of the receptor has undergone extensive alteration in the 20th and 21st centuries, as such the receptor is understood as a historic open space within its modern urban context. The Proposed Development would form a peripheral element in this well-established wider setting and preserve the historic interest of the gardens.
- 9.136
- The susceptibility of the receptor is **Low**. When calibrated with the **High** value of the receptor, this gives a sensitivity of **Medium**. The magnitude of impact of the Proposed Development on the receptor is deemed to be **Nil**, resulting in a likely effect of **None**. The heritage value of the receptor will be preserved.
- 9.137
- The effect is indirect, long term, permanent and is not significant.

NON-DESIGNATED HERITAGE RECEPTORS

BUILDINGS OF TOWNSCAPE MERIT

THE FORMER CROSS KEYS PH - MAP REF: 121

- 9.138
- The Proposed Development would be located approximately 150m to the northwest of the receptor. The Proposed Development will be prominent above the building line on the opposing side of St Mary Butts, in the wider setting of the receptor (see View 6). The architectural interest of the building is best appreciated when looking south or east at the principal street frontages of the Victorian public house, at which time there is no intervisibility between the receptor and the Proposed Development. The setting relationship between the receptor and listed buildings on Gun Street, Bridge Street and Castle Street is maintained through the Proposed Development.

- 9.139
- The susceptibility of the receptor is **Low**. When calibrated with the **Low** value of the receptor, this gives a sensitivity of **Low**. The magnitude of impact of the Proposed Development on the receptor is deemed to be **Nil**, resulting in a likely effect of **None**. The heritage value of the receptor will be preserved.
- 9.140
- The effect is indirect, long term, permanent and is not significant.

CUMULATIVE ASSESSMENT

- 9.141
- The cumulative schemes set out at ES Volume 1 Chapter 2: EIA Methodology have been considered in terms of potential effects on heritage receptors within the study area. These schemes are illustrated in the diametric image at **Figure 2.2**.
- 9.142
- The Development would be visible in conjunction with these cumulative schemes. These cumulative schemes, notably the emerging Minster Quarter, would be read and understood as a part of the modern retail centre of Reading in which the Site is located. The susceptibility of heritage receptors to the Development in the study area would remain the same in the cumulative context. For the operational phase, the effects are the same in the cumulative scenario.

MINSTER QUARTER CUMULATIVE ASSESSMENT

- 9.143
- An application for the Minster Quarter Framework has not yet been submitted, therefore it is not assessed as a cumulative scheme here. A separate, standalone cumulative assessment is provided for The Minster Quarter Area, based on the information provided in The Minster Quarter Outline Development Framework (December 2018).
- 9.144
- The purpose of this document is to “set out a framework and principles for promoting the development of the area to ensure a co-ordinated, high quality, comprehensive development creating a multi-purpose urban quarter in Central Reading. This framework interprets relevant policies in the Council’s existing and emerging local plans and offers further detailed guidance on how the area could be developed.”
- 9.145
- It is these overarching principles, not detailed design, on which the cumulative assessment for the Minster Quarter Framework is based. For all heritage receptors, it is not considered that the impact of the Proposed Development would change in the Minster Quarter cumulative scenario. The Minster Quarter SPD outlines the possibility of another tall building within the west of the Site. Alongside the three tallest elements

of the Proposed Development, the character and quantum of the Minster Quarter aligns with the uses and nature of the Proposed Development. The additional height introduced by this tall element would not equate to additional impact. Whilst the emerging Minster Quarter proposals will be seen in conjunction with the Proposed Development, it is not considered to intensify the effects of the proposals.

SECTION SUMMARY

- 9.146
- The findings of the assessment of likely effects on heritage receptors is summarised at **Table 9.1** below. Significant likely effects are shaded in blue. These effects also constitute the residual elects because all mitigation has been designed into the Proposed Development.
- 9.147
- During the completed and operational development phase the assessment of impact to heritage receptors identified that the Development would give rise to a significant, permanent effect of **Moderate Adverse** on the Church of St Mary (Grade II*), the Sun Inn (Grade II), 35, 36 and 37 St Mary’s Butts (Grade II) and the Horn Inn (Grade II) and the St Mary’s Butts Conservation Area.
- 9.148
- The Proposed Development is identified to have a non-significant, permanent effect on **Minor Adverse** effect on the Church of St Mary (Grade I), 8, 10 and 12 Castle Street and Former Cottage at Rear No.8 (Grade II) and the Russell Street and Castle Hill Conservation Area. The Proposed Development was identified to have an effect of **Negligible Adverse** on the Allied Arms (Grade II), 55 and 55a St Mary’s Butts (Grade II), 38 Oxford Road, and 3 and 5 Cheapside (Grade II), 21, 23 and 25, 27 and 29 Castle Street (Grade II), 11, and 13, Castle Street (Grade II), 33, 35, 37 and 39 Castle Street (Grade II), and 7 and 9 Castle Street (Grade II), 43,45,47,49 and 51 Castle Street (Grade II), 2 and 4, and 6, 8 and 10 Bridge Street (Grade II) and Vachel Almshouses (Grade II). On the remaining heritage receptors, the Proposed Development was found to have a non-significant and permanent effect of **Nil None**.
- 9.149
- The harm arising from the identified significant impacts equates to the lower end of less than substantial harm, therefore Paragraph 208 of the NPPF is engaged. The harm sustained through the Proposed Development is considered to be outweighed by the public benefits of the scheme, which are detailed in the planning statement prepared by Opus Works.

REF	HERITAGE RECEPTOR	HERITAGE VALUE	SUSCEPTIBILITY	SENSITIVITY	MAGNITUDE OF IMPACT (DEMOLITION AND CONSTRUCTION)	LIKELY EFFECT (DEMOLITION AND CONSTRUCTION)	MAGNITUDE (OPERATIONAL)	LIKELY EFFECT (OPERATIONAL)	LIKELY EFFECT (CUMULATIVE)
Listed Buildings									
1	Church of St Mary	Very High	Medium	Medium	Nil	None	Low	Minor Adverse	Minor Adverse
2	Greyfriars Church	Very High	Low	Medium	Nil	None	Nil	None	None
4	Church of St Mary	Very High	Medium	High	Low	Minor Adverse	Medium	Moderate Adverse	Moderate Adverse
5	15, and 17 Castle Street and 19 Castle St and Associated Front Railings	Very High	Low	Medium	Nil	None	Low	Minor Adverse	Minor Adverse
6	Culvert on Holy Brook	Very High	Low	Medium	Nil	None	Nil	None	None
7	Holybrook House	Very High	Low	Medium	Nil	None	Nil	None	None
8	Nos 154–160 (even) and Railings to Street	Very High	Low	Medium	Nil	None	Nil	None	None
11	The Sun Inn	High	Medium	Medium	Low	Minor Adverse	Medium	Moderate Adverse	Moderate Adverse
12	The Allied Arms Inn	High	Low	Medium	Very Low	Negligible Adverse	Very Low	Negligible Adverse	Negligible Adverse
13	55 and 55a St Mary’s Butts	High	Low	Medium	Very Low	Negligible Adverse	Very Low	Negligible Adverse	Negligible Adverse
14	8, 10 and 12 Castle Street and Former Cottage at Rear No.8	High	Medium	Medium	Nil	None	Medium	Minor Adverse	Minor Adverse
15	Queen Victoria Jubilee Fountain	High	Low	Medium	Low	Minor Adverse	Nil	None	None
16	38 Oxford Road, and 3 and 5 Cheapside	High	Low	Medium	Nil	None	Very Low	Negligible Neutral	Negligible Neutral
17	35, 36 and 37 St Mary’s Butts and the Horn Inn	High	High	Medium	Low	Minor Adverse	Medium	Moderate Adverse	Moderate Adverse
18	21, 23 and 25, 27 and 29 Castle Street	High	Low	Medium	Nil	None	Very Low	Negligible Adverse	Negligible Adverse
19	11, and 13, Castle Street	High	Low	Medium	Nil	None	Very Low	Negligible Adverse	Negligible Adverse
20	33, 35, 37 and 39 Castle Street	High	Low	Medium	Nil	None	Very Low	Negligible Adverse	Negligible Adverse
21	7 and 9 Castle Street	High	Low	Medium	Nil	None	Very Low	Negligible Adverse	Negligible Adverse
22	Jubilee Cross	High	Low	Medium	Nil	None	Nil	None	None
23	Group of 4 Churchyard Tombs North of St Mary’s Church	High	Low	Medium	Nil	None	Nil	None	None
24	43,45,47,49 and 51 Castle Street	High	Low	Medium	Nil	None	Very Low	Negligible Adverse	Negligible Adverse
25	67 and 68 Broad Street	High	Low	Medium	Nil	None	Nil	None	None
26	2 and 4, and 6, 8 and 10 Bridge Street	High	Medium	Medium	Nil	None	Very Low	Negligible Adverse	Negligible Adverse
29	Church House, and Building to the West of Church House	High	Low	Medium	Nil	None	Nil	None	None
30	Talbot House	High	Low	Medium	Nil	None	Nil	None	None
31	Kent House	High	Low	Medium	Nil	None	Nil	None	None
33	Vachel Almshouses	High	Low	Medium	Nil	None	Very Low	Negligible Adverse	Negligible Adverse

REF	HERITAGE RECEPTOR	HERITAGE VALUE	SUSCEPTIBILITY	SENSITIVITY	MAGNITUDE OF IMPACT (DEMOLITION AND CONSTRUCTION)	LIKELY EFFECT (DEMOLITION AND CONSTRUCTION)	MAGNITUDE (OPERATIONAL)	LIKELY EFFECT (OPERATIONAL)	LIKELY EFFECT (CUMULATIVE)
34	Group of 4 Churchyard Tombs, East of St Mary's Church	High	Low	Medium	Nil	None	Nil	None	None
35	7,8 and 9 Gun Street	High	Low	Medium	Nil	None	Nil	None	None
36	Rox Borough House	High	Low	Medium	Nil	None	Nil	None	None
37	59 and 61 Castle Street	High	Low	Medium	Nil	None	Nil	None	None
39	10, 11 and 12, and 13 and 14, Gun St	High	Low	Medium	Nil	None	Nil	None	None
40	Quadrant Walls and Railings to Former No 64 (Greyfriars Vicarage)	High	Low	Medium	Nil	None	Nil	None	None
41	La Corbiere Restaurant	High	Low	Medium	Nil	None	Nil	None	None
42	Seven Bridges House	High	Low	Medium	Nil	None	Nil	None	None
45	Mannson House	High	Low	Medium	Nil	None	Nil	None	None
46	Horse and Jockey Public House, and Culham House	Medium	Low	Medium	Nil	None	Nil	None	None
47	Simmonds Malthouse	High	Low	Medium	Nil	None	Nil	None	None
48	Building now part of Courage's Brewery	High	Low	Medium	Nil	None	Nil	None	None
49	97-105 Castle Street	High	Low	Medium	Nil	None	Nil	None	None
52	24, 126, and 128-132, Castle St	High	Low	Medium	Nil	None	Nil	None	None
53	107, 109, and 111, Castle St.	High	Low	Medium	Nil	None	Nil	None	None
55	33-39 Baker Street	High	Low	Medium	Nil	None	Nil	None	None
56	134-144 Castle Street	High	Low	Medium	Nil	None	Nil	None	None
60	113, 115, and 117-121, Castle Street	High	Low	Medium	Nil	None	Nil	None	None
61	39 and 141, Oxford Road	High	Low	Medium	Nil	None	Nil	None	None
66	Church of The Holy Trinity	High	Low	Medium	Nil	None	Nil	None	None
67	Castleton House, and Clevedon House	High	Low	Medium	Nil	None	Nil	None	None
68	55 Baker Street	High	Low	Medium	Nil	None	Nil	None	None
69	144a-152, Castle Street	High	Low	Medium	Nil	None	Nil	None	None
73	6-22 Russell Street	High	Low	Medium	Nil	None	Nil	None	None
74	118 Oxford Road	High	Low	Medium	Nil	None	Nil	None	None
75	41 Russell Street	High	Low	Medium	Nil	None	Nil	None	None
79	24-34, Russell St	High	Low	Medium	Nil	None	Nil	None	None
81	3-13, Coley Hill	High	Low	Medium	Nil	None	Nil	None	None
83	26 and 28 Southampton Street	High	Low	Medium	Nil	None	Nil	None	None

REF	HERITAGE RECEPTOR	HERITAGE VALUE	SUSCEPTIBILITY	SENSITIVITY	MAGNITUDE OF IMPACT (DEMOLITION AND CONSTRUCTION)	LIKELY EFFECT (DEMOLITION AND CONSTRUCTION)	MAGNITUDE (OPERATIONAL)	LIKELY EFFECT (OPERATIONAL)	LIKELY EFFECT (CUMULATIVE)
86	149–169 Oxford Rad	High	Low	Medium	Nil	None	Nil	None	None
89	15, 15a,17 and 17a, Coley Hill	High	Low	Medium	Nil	None	Nil	None	None
91	36, 38 and 38a, 40 and 42, 44 and 46, and 48 and 50, Russell St	High	Low	Medium	Nil	None	Nil	None	None
95	62a, Castle Street	High	Low	Medium	Nil	None	Nil	None	None
97	21–25, 27, 29, and 31–35, Coley Hill	High	Low	Medium	Nil	None	Nil	None	None
103	120 and 122 Oxford Road	High	Low	Medium	Nil	None	Nil	None	None
105	Yeomanry House	High	Low	Medium	Nil	None	Nil	None	None
106	68, 172 and 174, Castle St	High	Low	Medium	Nil	None	Nil	None	None
107	Reading Synagogue	High	Low	Medium	Nil	None	Nil	None	None
108	Church of St Giles and Churchyard Tombs	High	Low	Medium	Nil	None	Nil	None	None
110	171–177 Oxford Road	High	Low	Medium	Nil	None	Nil	None	None
112	124, Oxford Road	High	Low	Medium	Nil	None	Nil	None	None
117	61–79 Baker Street	High	Low	Medium	Nil	None	Nil	None	None
Conservation Areas									
A	St Mary’s Butts CA	High	Medium	Medium	Low	Minor Adverse	Medium	Moderate Adverse	Moderate Adverse
B	Russell Street and Castle Hill CA	Medium	Low	Low	Nil	None	Low	Minor Adverse	Minor Adverse
Registered Parks and Gardens									
122	The Forbury Garden	High	Low	Medium	Nil	None	Nil	None	None
Non-Designated Heritage Receptors									
121	The Former Cross Keys PH	Low	Low	Low	Nil	None	Nil	None	None

Table 9.1 Summary of likely effects on heritage receptors.

10.0

ASSESSMENT: TOWNSCAPE

BROAD STREET MALL, READING

ASSESSMENT: TOWNSCAPE

- 10.1 This section assesses the effect of the Proposed Development on the townscape character areas identified in **Table 6.1**.
- 10.2 A qualitative assessment is provided below. A summary of the effects arising from impacts to townscape receptors is provided at **Table 10.1**.
- DEMOLITION AND CONSTRUCTION
- 10.3 ES Volume 1 Chapter 5: Demolition and Construction sets out the anticipated programme of works and the key activities that would be undertaken on the Site during demolition and construction necessary to facilitate the Proposed Development. The construction period is to be phased which will help mitigate any potential effects on townscape receptors.
- 10.4 The Site would be enclosed with screens during construction, which will provide a visual buffer at ground level to the immediate environment. The phase will, however, result in increased noise, vibration, dust and traffic in the surrounding area. The magnitude of this impact will be experienced within close proximity to the Site, in particular on St Mary's Butts, Hosier Street and Castle Street. This would not have an adverse impact to the character, function and appearance of any of the assessed character areas. Traffic infrastructure already dominates the area to the immediate west. The magnitude of impact would be low due to the temporary nature of the works. Much of the surrounding streetscape has been replaced in recent years and change is anticipated given the policy aspirations of the Minster Quarter Framework.
- 10.5 The continued functioning of the local area during the phase is an important consideration to the vitality of the townscape. Construction vehicles, comprising ready-mix lorries, articulated low loaders, plant delivery and rigid vehicles would have to be organised with regards to existing intense traffic in the immediate area, given the Site's town

- centre location. The Transport Assessment submitted with the planning application provides mitigation measures to reduce the disruption caused by construction and site preparation. The logistic management team would organise and plan prescribed delivery times to ensure that busy roads do not become congested with frequent material deliveries.
- 10.6 External works including public realm landscaping would commence towards the end of the construction phase. The works would demonstrably improve the Site and connections to the surrounding area.
- 10.7 The standard environmental controls required under legislation and best practice guidance would be met as a matter of course. In order to further mitigate the impact of enabling and construction to the immediate area the Applicant may enter into a 'Considerate Constructors' scheme to ensure best practice. Mitigation and monitoring measures would be secured and controlled through an appropriate Construction Environmental Management Plan (CEMP) based on the CEMP submitted with the planning application. This may be secured through condition.
- 10.8 The CEMP will need to be mindful of the operation for nearby cumulative developments to ensure minimal impact to the continued function of the area during the enabling and construction phase.
- 10.9 Overall, the demolition and construction effects are Negligible to Minor Adverse to character areas 1, 3, 4 and 5. The likely effect is local level, over a short to medium term. This likely effect is Not Significant. The demolition and construction effect for TCA2 and TCA5 is **None**.
- 10.10 Across longer distances, the enabling and construction phase of the Proposed Development is likely to manifest only in cranes, visible from the surrounding character areas. The cranes will be new elements within the view. The duration of the effects are considered to be short to medium-term and reversible.

OPERATIONAL TCA1: READING TOWN CENTRE

- 10.11 The Proposed Development will comprise the replacement of the currently outdated and deteriorating existing shopping centre with three blocks of predominantly residential use, comprising some commercial and retail uses at ground floor.

- 10.12 The Site is located within TCA1: Reading town centre, an area that is becoming ever more important as a residential location; identified for the delivery of 7,600 new homes by 2036. The delivery of 644 new homes would contribute significantly towards that target, in accordance with the policy aspirations and emerging residential character of the TCA. Crucially, the lower percentage of 1 bed units and higher provision of 2 bed units and family homes is in line with Policy CR6 of Reading Local Plan (2019) and the emerging Local Plan update.
- 10.13 Furthermore, the building is proposed within the Western Grouping of Reading's Tall Building Strategy (2018) preferred locations and thus meets policy aspirations relating to height and scale of buildings, with the provision of three blocks of up to 30 storeys.
- 10.14 The massing to accommodate these units has been duly considered with three separate towers and a lower block to the east that ascend in height from Reading Minster in the east towards the IDR in the west. There is a clear stepping up in scale to refine the proposed massing and articulation of each of the blocks. The massing of the towers has been refined further through the inclusion of 'crowns' which give the proposals a clear hierarchy of forms, with a distinct top, middle and base.
- 10.15 The materiality of the Proposed Development draws on the historic context of the TCA. The use of contrasting red and grey brick tones references the historic and distinctive colour palette of reading.
- 10.16 Active frontages along Dusseldorf Way have reinforced the busy, retail and commercial character of TCA1, revitalising this area of the TCA, which is currently comprises an inactivated, hostile area with limited permeability to the town centre.
- 10.17 The public realm and landscape proposals are notable and principally comprises two key plazas; areas of open amenity space within a city centre which is currently lacking in this provision. Along Dusseldorf way, a south-facing area of public realm is proposed, which simultaneously reinstates permeability to the surrounding TCAs including TCA4 and TA1. The predominantly hard landscape area creates a flexible space that can be used for seating, meeting and spill-out from ground floor commercial units.

10.18	Another public plaza is proposed along Queen’s Walk, the north–south orientation of which acts as a key thoroughfare to the shopping areas to the north of Oxford Road, improving permeability not only to other TCAs, but also within the TCA.	IDR. The IDR has a definitive role in separating the Site and town centre from the residential area to the west.			predominantly residential use, comprising some commercial and retail uses at ground floor.
10.19	Landscape character and zoning diagram, showing newly proposed plazas and key routes. Source: Landscape Statement prepared by Macfarlane + Associates.	10.25	These residential areas are already characterised by the busyness and emerging tall urban forms located in the centre of Reading, within the confines of the IDR ring road.	10.33	The ZTV at Figure 2.1 demonstrates that visibility form within this townscape area is high, particularly from within views of Reading Minster churchyard, as well as Castle Street and St Mary’s Butts.
10.20	These new public spaces will comprise variations of paved surfacing. The range of materials has been chosen with reference to Reading’s historic context, including the 20th century concrete mural which is currently seen on the car park elevation of Broad Street Mall shopping centre. The landscape strategy also includes the provision of urban greening including proposed tree planting and raised planters. The planting palette has been designed to provide an attractive, colourful streetscape of lushly planted borders and elegant street trees.	10.26	Given the extent of separation distance and interposing development between the Site and these areas of residential use, the impact on the TCA is limited to visual effects. Where visible, the high–quality design of the proposals is articulated by a clear hierarchy of crown, middle and base, and a stepped massing approach, away from the Reading Minster to the east and stepping up to the IDR in the west.	10.34	The proposals will introduce three blocks of up to 30 storeys, which provides a significant contrast to the prevailing character of TCA3; an area defined by its historic streetscape, architecture, and low scale buildings. Thus the visual impact, with modern architecture of a considerable scale, and forming a backdrop to the historic core of Reading is considered to have an adverse impact on the TCA.
10.21	The positive contribution that the Proposed Development would make to the immediate environment would be readily appreciable from this TCA and would benefit from the improved ground floor and active uses that animate it.	10.27	The materiality of the proposals uses a complementary colour palette which references the historic character of Reading. This includes the use of red brick which is particularly predominant throughout the Russell Street and Castle Hill CA.	10.35	A number of design mitigation measures have been undertaken in order to lessen the visual impact on the surrounding historic townscape, as a result of the change in scale between the prevailing characteristics of the TCA and the proposed development. The massing to accommodate the new residential units has been duly considered with three separate towers that ascend in height from Reading Minster in the east towards the IDR in the west. There is a clear stepping up in scale to refine the proposed massing and articulation of each of the blocks. The massing of the towers has been refined further through the inclusion of ‘crowns’ which give the proposals a clear hierarchy of forms, with a distinct top, middle and base.
10.22	Given the location of the Site within this TCA, yet also considering the policy aspirations of the town centre, the susceptibility of the receptor to the Proposed Development is judged to be Medium . As the receptor’s townscape value is Medium , its sensitivity is judged to be Medium .	10.28	The ZTV at Figure 2.1 demonstrates that the visual effect will be limited to areas of the TCA in which the orientation of streets and alignment of development affords such a relationship. Where visible, the uses of the building are complementary with the residential character of TCA2, whilst also reinforcing the emerging use and character of TCA1.	10.36	Furthermore, there are a number of townscape benefits which have been bought forward by the proposals. This includes a ground floor which is dedicated to public use, comprising active frontages, shops, urban greenery, and attractive architecture will be visible from St Marys Butts and Reading Minster and will draw people towards the centre of Reading.
10.23	For the reasons outlined above, the Proposed Development would have a High magnitude of impact to the receptor. Strictly applying the ES matrices, this would equate to an effect of Moderate to Major. Applying professional judgement, the Proposed Development would give rise to a Moderate Beneficial effect. The effect is direct, long term, permanent and is Significant .	10.29	The visibility of the proposals from certain streets including Baker Street and Howard Street has a wayfinding function in terms of marking the proximity of the town centre, thus acting as a destination marker.	10.37	This will not only improve the visual amenity of the area but will also provide an improved connection from Reading Minster and the rest of the town centre. The provision of a key thoroughfare from Dusseldorf Way, along Queens Walk, to Oxford Road to the north will have wayfinding and permeability benefits, better linking TCA3 to the rest of TCA1.
	TCA2: RESIDENTIAL	10.30	Given the introduction of buildings of a considerably higher scale (up to 30 storeys), the susceptibility of the receptor to the Proposed Development is Medium . When calibrated with the receptor’s Medium townscape value, its sensitivity is judged to be Medium .	10.38	Given the introduction of new built form which is out of character with the prevailing built forms in TCA3, the susceptibility of the TCA is Medium . When calibrated with the High value of the TCA, this equates to a sensitivity of Medium to High, using the ES matrices. However, given the emerging policy aspirations of the area, professional judgement has been applied to identify a sensitivity of Medium .
10.24	The Site is located within the centre of a number of surrounding residential areas located to the north, south and west of the Site – to the west this residential area is largely formed of the Russlel Street and Castle Hill CA. The Site does not bound any of these TCAs, separated from them by either the wider environs of the town centre, or from the	10.31	Yet given the extent of separation distance, and interposing development, effects are limited to those of visual; notwithstanding the policy aspirations of the town centre. As such, the magnitude of impact is considered to be Nil, resulting in an effect of None.		
		TCA3: HISTORIC CORE			
		10.32	The Site is located to the immediate northwest of this TCA, bound to the former shopping centre along both St Mary’s Butts and Dusseldorf Way. The Proposed Development comprises the replacement of the currently outdated and deteriorating existing shopping centre with three blocks of		

- 10.39 The Proposed Development would have a **Medium** magnitude of impact to the receptor, resulting in a **Moderate Adverse** effect.
- 10.40 The effect is direct, long term, permanent and is **Significant**.

TCA4: CIVIC

- 10.41 The Site is located to the immediate north of TCA4, bordering it on its northern-most boundary. The proposals will introduce three blocks of up to 30 storeys, the ZTV at **Figure 2.2** demonstrating the extent of visibility, which is high, owing to open nature of TCA4.
- 10.42 Where visible, the Proposed Development will be seen as comprising the positive redevelopment of the existing shopping centre which forms a detracting townscape feature to the northern boundary of TCA4.
- 10.43 The Proposed Development has been contextually designed, with three separate towers that ascend in height from Reading Minster in the east towards the IDR in the west. There is a clear stepping up in scale to refine the proposed massing and articulation of each of the blocks.
- 10.44 The materiality of the proposals, comprising a grey and red palette has specific reference to the built form of TCA4, which includes the Hexagon, a well-preserved example of Reading’s twentieth century architecture. In particular, the reference to the twentieth century car park concrete mural through the balustrading, public realm and car park cladding links with the era and style of the architecture of TCA4.
- 10.45 Active frontages along Dusseldorf Way will revitalise the currently inactive, hostile and impermeable area to the immediate north of TCA4, better linking the civic centre with the town centre to the immediate north. This is further facilitated through the provision of a key north-south orientated public plaza which simultaneously provides access from the Hexagon Theatre, along Queens Walk, to the town centre to the north.
- 10.46 Given the existing and emerging tall building context, as identified by the policy aspirations of the town centre, the susceptibility of the receptor to the Proposed Development is judged to be **Low**. As the receptor’s townscape value is **Low**, its sensitivity is also judged to be **Low**.

- 10.47 For the considerable upgrades to public realm, as well as the improved integration between the town centre and TCA, the Proposed Development would have a **High** magnitude of impact to the receptor. The Proposed Development would give rise to a **Moderate Beneficial** effect. The effect is direct, long term, permanent and is **Significant**.

TCA5: LIGHT INDUSTRIAL

- 10.48 The Site is located to the southeast of this TCA, separated from it by the development which comprises TCA1. The proposals will introduce three residential blocks of up to 30 storeys to the south of the TCA.
- 10.49 The ZTV at **Figure 2.2** demonstrates the extent of visibility of the Proposed Development from within TCA5. Visibility will be limited to glimpsed views from areas within the TCA that have a more open character. This includes the southern part of the TCA, an area of currently undeveloped land which fronts the A239. Where visible, the Proposed Development will be seen as part of the emerging tall building context to the south, which forms part of Reading town centre.
- 10.50 The development visually has a wayfinding effect, marking the destination and proximity of Reading town centre. However, TCA5 is physically separated from the town centre by the IDR, as well as it’s associated infrastructure and traffic; thus limiting wayfinding and functional effects of the Proposed Development.
- 10.51 Given the existing and emerging tall building context, as identified by the policy aspirations of Reading’s Local Plan, and indicative proposals for the Minster Quarter; as well as the TCA’s separation from the Site and TCA1 by the IDR, the susceptibility of the receptor is judged to be Low. As the receptor’s townscape value is Very Low, its sensitivity is also judged to be Low.
- 10.52 Owing to the physical separation of TCA5 from Reading town centre, as a result of the IDR ring road, townscape are largely limited to those of glimpsed visibility. Where visible, the uses of the building are complementary to the emerging residential character of the centre of Reading.
- 10.53 As such, the Proposed Development will have a Nil magnitude of impact to the TCA, resulting in an effect of **None**.

CUMULATIVE ASSESSMENT

- 10.54 The cumulative schemes set out at ES Volume 1 Chapter 2: EIA Methodology have been considered in terms of potential effects on townscape receptors within the study area. These schemes are illustrated in the diametric image at **Figure 2.2**.
- 10.55 Across the local and wider area, the Development would be visible in conjunction with these cumulative schemes. Those cumulative schemes would be read and understood alongside the emerging tall building development within the centre of Reading. The susceptibility of receptors to the Development in the study area would remain the same in the cumulative context. For the operational phase, the effects are the same in the cumulative scenario.

MINSTER QUARTER CUMULATIVE ASSESSMENT

- 10.56 An application for the Minster Quarter Framework has not yet been submitted, therefore it is not assessed as a cumulative scheme here. A separate, standalone cumulative assessment is provided for The Minster Quarter Area, based on the information provided in *The Minster Quarter Outline Development Framework (December 2018)*.
- 10.57 The purpose of this document is to “set out a framework and principles for promoting the development of the area to ensure a co-ordinated, high quality, comprehensive development creating a multi-purpose urban quarter in Central Reading. This framework interprets relevant policies in the Council’s existing and emerging local plans and offers further detailed guidance on how the area could be developed.”
- 10.58 It is these overarching principles, not detailed design, on which the cumulative assessment for the Minster Quarter Framework is based. For all townscape receptors, it is not considered that the impact of the Proposed Development would change in the Minster Quarter cumulative scenario. The character and quantum of the Minster Quarter aligns with the uses and nature of the Proposed Development. Whilst the emerging Minster Quarter proposals will be seen in conjunction with the Proposed Development, it is not considered to intensify the effects of the proposals.

SECTION SUMMARY

10.59 The assessment on townscape receptors is summarised in **Table 10.1** below. Significant effects are highlighted in blue. These effects also constitute the residual elects because all mitigation has been designed into the Proposed Development.

REF	TOWNSCAPE RECEPTOR	TOWNSCAPE VALUE	SUSCEPTIBILITY	SENSITIVITY	MAGNITUDE OF IMPACT (DEMOLITION AND CONSTRUCTION)	LIKELY EFFECT (DEMOLITION AND CONSTRUCTION)	MAGNITUDE (OPERATIONAL)	LIKELY EFFECT (OPERATIONAL)	LIKELY EFFECT (CUMULATIVE)
1	Reading town centre	Medium	Medium	Medium	Low	Minor Adverse	High	Moderate Beneficial (Significant)	Moderate Beneficial (Significant)
2	Residential	Medium	Medium	Medium	Nil	None	Nil	None	None
3	Historic Core	High	Medium	Medium	Moderate	Minor Adverse	Low	Moderate Adverse (Significant)	Moderate Adverse (Significant)
4	Civic Centre	Low	Low	Low	Very Low	Negligible Adverse	High	Moderate Beneficial (Significant)	Moderate Beneficial (Significant)
5	Light Industrial	Very Low	Low	Low	Nil	None	Nil	None	None

Table 10.1 Summary of likely effects on townscape receptors.

11.0

ASSESSMENT: VISUAL

BROAD STREET MALL, READING

ASSESSMENT: VISUAL

11.1 This section assesses the likely effect arising from the impact of the Proposed Development on the visual receptors identified in **Table 7.1**. For ease of reference the View Location Plan is re–provided at the start of this section (**Figure 11.1**).

REPRESENTATIVE VIEWS

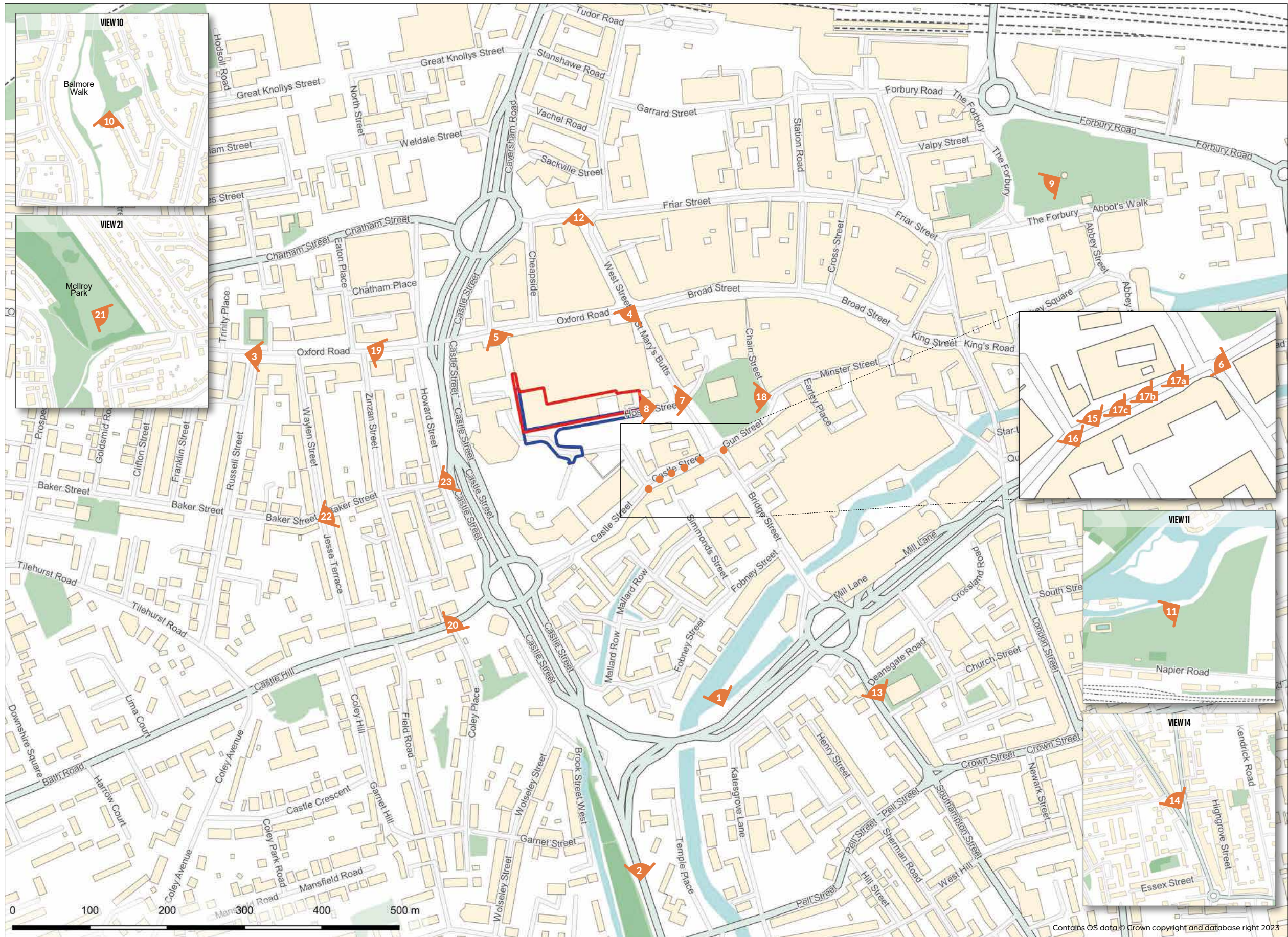
11.2 The assessment is informed by the ZTV at **Figure 2.1** and the verified views provided at **Appendix 1**.

DEMOLITION AND CONSTRUCTION

11.3 ES Volume 1 Chapter 5: Demolition and Construction sets out the anticipated programme of works and the key activities that would be undertaken during demolition and construction necessary to facilitate the Proposed Development.

11.4 The likely effect of these activities on the value of the visual receptors identified in the baseline is assessed below in the summary table and is assumed to have an impact on construction as that of the completed development; however, the works are temporary in nature and would lead to the operational phase of the Proposed Development. They would therefore likely have a lower magnitude of impact. Of note, the magnitude of impact to pedestrian and amenity users of Reading Town centre and users of St Marys Churchyard would be Low, mindful of the temporary nature of the works, and the transient way in which they are experienced by people moving through the area.

11.5 The nature of the effect often reverts to Adverse owing to the changes to the ability to appreciate the visual amenity when close in proximity to the Site. Impacts from a distance are more likely to be neutral in nature due to the relatively limited visual impact, often experienced in transit and as part of a wider panorama.



VIEW LOCATION PLAN

- Application Site
- Temporary boundary for construction works
- 1. River Kennett towards BSM.
- 2. Looking north-west towards Broad Street Mall along the A33/A329.
- 3. Looking east along Oxford Road close to its junction with Russell Street
- 4. Looking west along Oxford Road from West Street/Broad Street junction.
- 5. From the Oxford Road/Thorn Street junction.
- 6. From the Gun Street/Bridge Street junction north-west towards Broad Street Mall.
- 7. From in front of Reading Minster looking west directly towards 21-23 St Mary's Butts and the entrance to Hosier Street.
- 8. Looking west from Hosier Street.
- 9. From Forbury Gardens Bandstand looking towards Broad Street Mall
- 10. From Baltimore Park, looking south.
- 11. From Kings Meadow looking south-west.
- 12. From Friar Street looking down West Street.
- 13. From Church of St Giles, looking north-west along Southampton Street (A327).
- 14. From Mount Pleasant area along A327 looking north-west towards Broad Street Mall.
- 15. From Castle Street looking north, between the Sun Inn and St Mary's Church.
- 16. From Castle Street roundabout looking north (wide angle to include Magistrates' Court building).
- 17. a, b & c - Castle Street Kinetic View sequence
- 18. Chain Street
- 19. Junction of Coley Place and Castle Hill
- 20. Junction of Oxford Road and Zinzan Street
- 21. Mellroy Park
- 22. Junction with Baker Street and Jesse Terrace
- 23. Junction with Baker Street and Howard Street

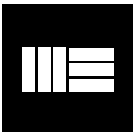
LOCATION:
Broad Street Mall, Dusseldorf Way RG1 7QE

DATE:
December 2023

SCALE:
1:5,000 @ A3

FIGURE 11.1 View Location Plan

▲ NORTH



MONTAGU EVANS
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OPERATIONAL

USERS OF READING TOWN CENTRE

- 11.6
- Visual receptors of this group comprise road users, pedestrians and amenity users of the town centre who will be using both the pedestrianised shopping routes through the town centre, as well as the key main roads within the town centre.
- 11.7
- The experience of visual amenity is currently influenced by the existing shopping centre and various retail outlets which comprise the town centre. For road users of this amenity area, they will have less of an awareness of the proposed change, given the more restricted access of vehicular users within the town centre, as well as their primary focus on activities associated with the road. As such, the susceptibility of road users is considered to be **Low**. When calibrated with the Low to Medium value of this area of visual amenity, professional judgment has been used to identify a sensitivity of **Low**.
- 11.8
- For pedestrians within the town centre, who are primarily focused on activities associated with wayfinding, but will be using the pedestrianised shopping routes in closer proximity to the Site, their susceptibility to the Proposed Development is **Medium**. When calibrated with the Low to Medium value of this area of visual amenity, professional judgment has been used to identify a sensitivity of **Medium**.
- 11.9
- For amenity users within the town centre, who will directly be engaged commerce activities, including those of the Site, their susceptibility to the Proposed Development will be High. When calibrated with the Low to Medium value of this area of visual amenity, professional judgement has been used to identify a sensitivity of **High**.
- 11.10
- The Proposed Development would introduce three residential blocks of up to 30 storeys on the Site. The ZTV at **Figure 2.1** demonstrates that for road users, visibility of the Proposals is most prominent from roads to the north, south and east of the Site. Given the urban density of the town centre (a significant extent of which is fine grain owing to the extent of historic streetscape that survives), the impact of the Proposed Development will be limited to fleeting, glimpsed views of the Proposals, and predominantly of its upper elements.

- 11.11
- AVR View 12 demonstrate the visual experience of road users from the north. The upper elements of the Proposed Development appear protruding above the rooflines of development within the foreground of the view. Where visible, the materiality is understood as being contextual to the historic character of the town centre. The scale of the proposals has been refined by a stepped massing approach, away from the Reading Minster to the east and stepping up to the IDR in the west which is appreciable in views from the north. AVR View 19 illustrates the experience of road users from the west; the lateral orientation of the Oxford Road and its alignment with the Site allowing for greater visibility with the proposals. The mid to upper elements of the proposals are visible, albeit the lower elements are still occluded from view by development within the foreground.
- 11.12
- The kinetic sequence along Castle Street (Views 17a–c) further demonstrates that to road users, it is difficult to get a full visual appreciation of the proposals as a whole. They are largely limited to glimpsed and fleeting views, given the extent of interposing development. As such, the magnitude of impact on road users is considered to be **Very Low**, resulting in a **Negligible Beneficial** Effect. The effect is direct, long term, permanent and is Not Significant. A beneficial nature of effect is identified given that where visible, the proposals improve visual amenity through the detailed aspects of design.
- 11.13
- For pedestrians and amenity users within the town centre, the ZTV at **Figure 2.1** demonstrates visibility of the Proposed Development is greatest from the south, in views along Dusseldorf Way (illustrated by AVR Views 7 and 8). The lower elements of the proposals, particularly the active frontages are visible, as well as the considerable upgrades to public realm; both of which add to the visual amenity of the area. Along Dusseldorf Way, a south-facing area of public realm and amenity space is proposed. These new public spaces will comprise variations of paved surfacing, referencing Reading’s historic context, including the 20th century concrete mural which is currently seen on the car park elevation of Broad Street Mall shopping centre. The landscape strategy also includes the provision of urban greening including proposed tree planting and raised planters.

- 11.14
- To the north, given the fine urban grain and consistency of development along both sides of Broad Street and the western element of Oxford Road, visibility of the proposals is more limited, with the lower elements of the proposals being wholly occluded from view by interposing development.
- 11.15
- AVR View 4 demonstrates the maximum point of visibility of the three residential blocks from the north, which introduce new buildings of scale. In this view, the high-quality design of the buildings will be visible, showing a clear stepped approach to massing, as well as a hierarchy of crown, middle and base. Furthermore, the materiality of the Proposed Development has been contextually designed to not only reference the historic character of Reading but also a light materiality which softens the buildings appearance against the skyline.
- 11.16
- For pedestrians, given the reasons outlined above, the magnitude of impact is considered to be **Medium**, resulting in an effect of **Moderate Beneficial**. The effect is direct, long term, permanent and is **Significant**.
- 11.17
- For amenity users, the magnitude of impact is considered to be **High**, given their engagement with commerce activities associated with the town centre. This will result in an effect of **Major Beneficial**. The effect is direct, long term, permanent and is **Significant**.
- 11.18
- This is largely due to the introduction of three residential blocks of up to 30 storeys, which have introduced considerable benefits to visual amenity through the provision of a high-quality, contextual design.



Figure 11.2 View 1 (Proposed). Source: GMJ



Figure 11.4 View 4 (Proposed). Source: GMJ



Figure 11.6 View 5 (Proposed). Source: GMJ



Figure 11.3 View 1 (Cumulative). Source: GMJ



Figure 11.5 View 4 (Cumulative). Source: GMJ



Figure 11.7 View 5 (Cumulative). Source: GMJ



Figure 11.8 View 6 (Proposed). Source: GMJ



Figure 11.10 View 8 (Proposed). Source: GMJ



Figure 11.12 View 12 (Proposed). Source: GMJ



Figure 11.9 View 6 (Cumulative). Source: GMJ

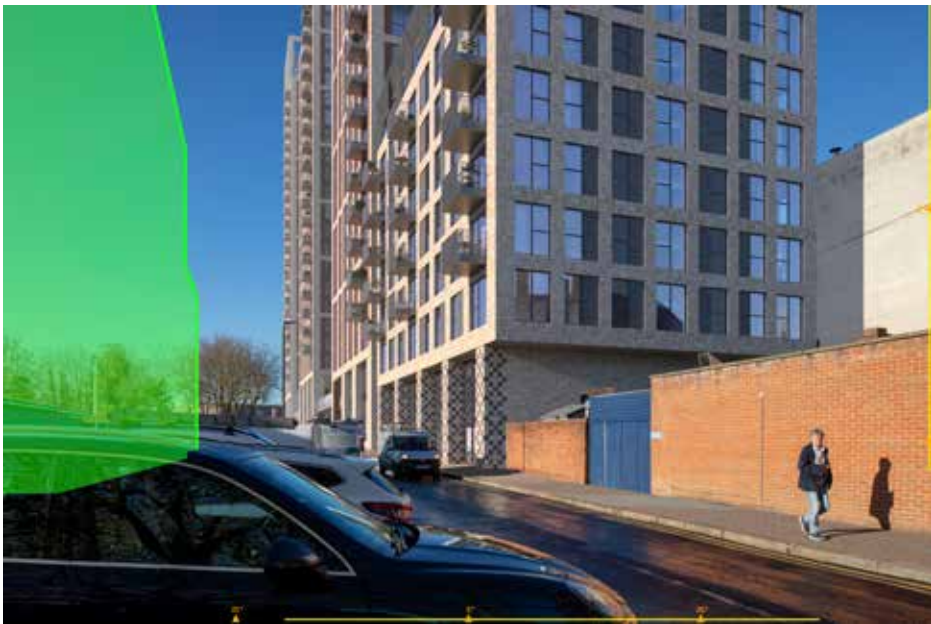


Figure 11.11 View 8 (Cumulative). Source: GMJ



Figure 11.13 View 12 (Cumulative). Source: GMJ



Figure 11.14 View 15 (Proposed). Source: GMJ



Figure 11.16 View 16 (Proposed). Source: GMJ



Figure 11.15 View 15 (Cumulative). Source: GMJ



Figure 11.17 View 16 (Cumulative). Source: GMJ



Figure 11.18 View 17a-c (Proposed). Source: GMJ



Figure 11.19 View 17a-c (Cumulative). Source: GMJ



USERS OF CHURCH OF ST MARY (READING MINSTER) AND CHURCHYARD

- 11.19 The visual amenity of users of St Mary's Church and Churchyard is already characterised by the wider and surrounding urban environs which comprise Reading town centre. Yet given the proximity of visual receptors to the Proposed Development, the susceptibility of this group of visual receptors is **Medium**. When calibrated with the Medium to High value of the visual amenity area, professional judgment has been applied to identify a sensitivity of **Medium**.
- 11.20 The ZTV at **Figure 2.1** demonstrates that given the open nature of the churchyard, there is visibility of the proposals from within it. This is demonstrated by AVR Views 7 and 18, which show the maximum points of impact from within the churchyard. In views looking westwards from the eastern element of the churchyard (AVR View 7) the Proposed Development is seen in conjunction with the central tower of the Reading Minster. However, the experience of receptors is a kinetic one and as receptors moves around the churchyard, the proposals will appear in and out of view, and will also be seen as part of the existing urban development which makes up the town centre.
- 11.21 Where visible, the Proposed Development brings the urban development within proximity to the visual amenity of the churchyard, but visual receptors already have an appreciation of the wider urban setting of the church and churchyard. The stepped approach to massing, decreasing in scale to Block C in the east allows the proposals to be read as a singular, slender entity; reinforced by the vertical fenestration and elevational treatment. The light materiality of the Proposals, particularly the use of a buff brick for the outer elevational treatment helps soften the buildings appearance on the skyline.
- 11.22 It should also be noted that the AVRs illustrate the winter condition in which the trees have shed their leaf, allowing for greater visibility of the Proposed Development. In the summer condition, when trees turn to leaf, the proposals will be largely occluded from view given the extent of mature trees located in and on the boundary of the churchyard.
- 11.23 In areas of the churchyard where the proposals are visible, whilst they bring the urban environs of the town centre closer, they are still seen in conjunction with the existing environs of the town centre. As such, the magnitude of impact is Low, resulting in an effect of **Minor Adverse**. The effect is direct, long-term, permanent and is **Not Significant**.



Figure 11.20 View 7 (Proposed). Source: GMJ



Figure 11.22 View 18 (Proposed). Source: GMJ



Figure 11.21 View 7 (Cumulative). Source: GMJ

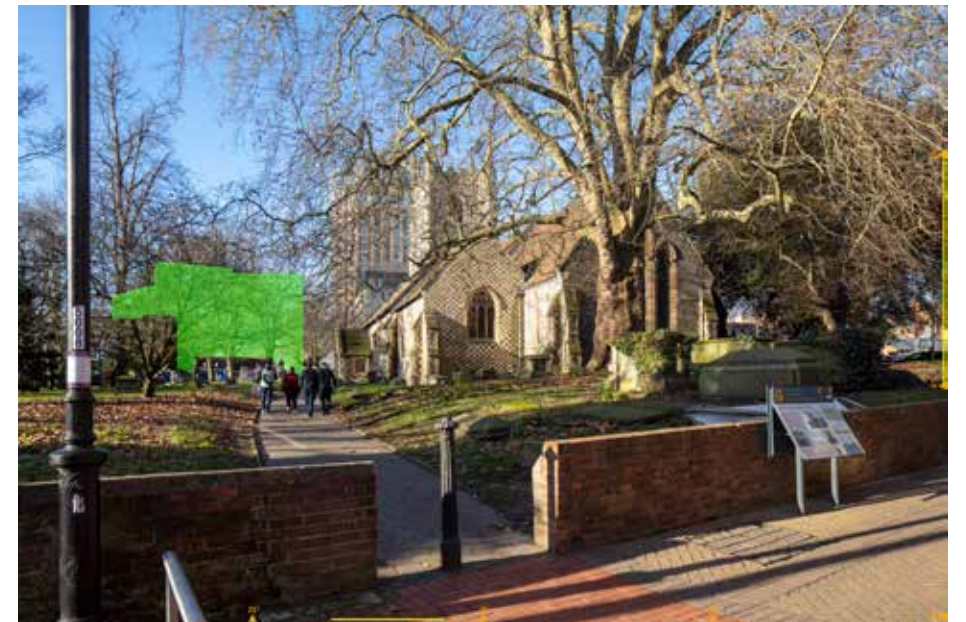


Figure 11.23 View 18 (Cumulative). Source: GMJ

RESIDENTS ON THE EDGE OF READING TOWN CENTRE

- 11.24 The visual amenity of residents on the edge of Reading town centre is largely characterised by low scale housing development which is prevalent on the outskirts of the town centre, with larger, urban development comprising the town centre also perceptible. As such, the susceptibility of residents on the edge of Reading town centre, who are highly engaged with their surroundings, is **Medium**. When calibrated with the Medium value of the area, this results in a sensitivity of **Medium**.
- 11.25 The ZTV at **Figure 2.1** indicates that there may be some visibility of the Proposed Development, particularly from the south, west and north surrounding residential areas. This is particularly from within streets which are directly aligned with the Site, including Baker Street. From much of the Russell Street/Castle Hill CA to the west, the north-south orientation of streets, with consistent development on either side, establishes a sense of visual enclosure which limits views of the Proposed Development from these areas.
- 11.26 AVRs 22 and AVR 23 demonstrate the kinetic experience of residents from the west and show the maximum point of visibility for receptors on those streets which align with the Site. As receptors travel eastwards along Baker Street, the Proposed Development appears above the lower-scale, historic residential houses in the foreground of the view. The proposals introduce three blocks of up to 30 storeys in height, increasing the datum height within the view. The stepped approach to massing has reduced the perception of mass, with the proposals being read as a single, sculptural block from this direction (Block A). Blocks B and C are partially visible, the scale tapering down in the backdrop of the view. Further design mitigation measures including the use of vertical fenestration which reinforces the linearity and proportionality of design helps to mitigate the perception of mass.
- 11.27 The experience of receptors is a kinetic one, and as receptors travel further east along Baker Street, the Proposals come in and out of view, sometimes partially occluded; aided by the alignment of the streets and development in the foreground. The proposals from further west are seen in conjunction with other taller building forms which illustrate the wider urban setting of this residential CA and act as a way finder for the town centre.

- 11.28 As receptors reach the periphery of the CA, the openness of the IDR allows for greater visibility of the Proposed Development. AVR 23 illustrates this; with the proposals seen in the context of existing and emerging urban development within the town centre. Here, the high quality design of the proposals is appreciable, particularly the use of red and grey brick which references the historic character of the CA. The proposals are seen as a slender addition to the visual amenity area, reinforced by the vertical articulation of fenestration and elevational treatment. The staggered approach to massing, dropping from Block A to C in the east, reduces the perception of scale and the defined crown on Block A establishes a clear hierarchy of forms.
- 11.29 AVR 23 demonstrates the experience of the visual receptor from the southern approach. Only the upper elements of the Proposed Development are visible, appearing above the datum height established by existing development in the background of the view. The Proposals are, however, seen as part of the existing urban development which characterises this area of visual amenity, and further reinforces the change in visual character on the approach to the town centre. The scale of the Proposed Development is mitigated by a series of design measures including a staggered approach to massing, with blocks dropping down to the east. The contextual design of the proposals is appreciable from this southern approach, the light materiality of which helps soften the appearance of the blocks on the skyline. The vertical fenestration further reinforces the linearity of forms, and the proposals have a wayfinding function as a destination marker for Reading's urban centre.
- 11.30 The Proposed Development is only visible from limited areas within the residential environs which surround the town centre. Where visible there is clear increase in scale, but this is mitigated by the contextual, high quality design. As such, the magnitude of impact is **Low**, resulting in an effect of **Minor Neutral**. The effect is direct, long-term, permanent and is **Not Significant**.



Figure 11.24 View 2 (Proposed). Source: GMJ



Figure 11.25 View 2 (Cumulative). Source: GMJ



Figure 11.26 View 3 (Proposed). Source: GMJ

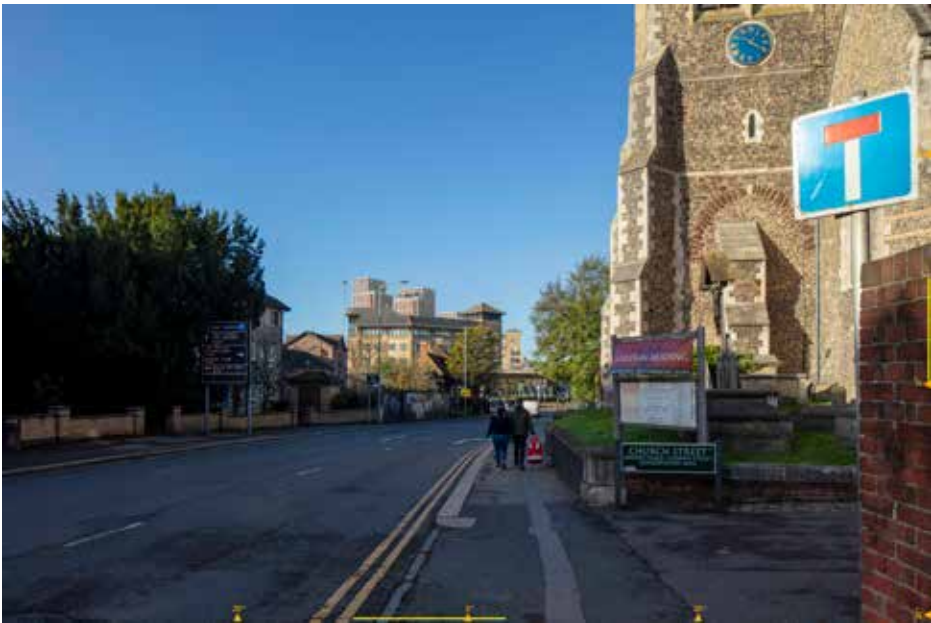


Figure 11.28 View 13 (Proposed). Source: GMJ



Figure 11.30 View 14 (Proposed). Source: GMJ



Figure 11.27 View 3 (Cumulative). Source: GMJ

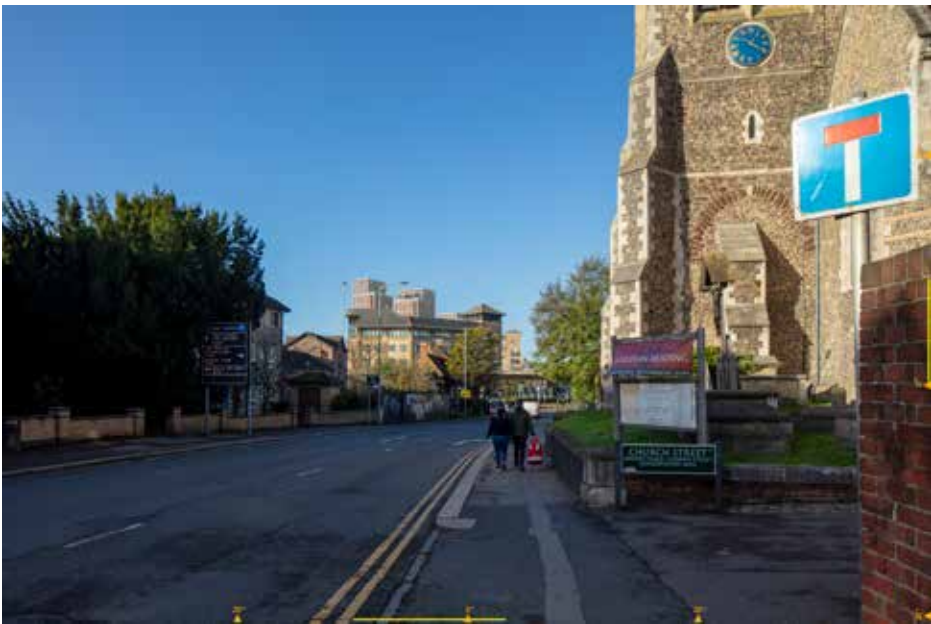


Figure 11.29 View 13 (Cumulative). Source: GMJ



Figure 11.31 View 14 (Cumulative). Source: GMJ



Figure 11.32 View 19 (Proposed). Source: GMJ



Figure 11.34 View 20 (Proposed). Source: GMJ



Figure 11.36 View 22 (Proposed). Source: GMJ



Figure 11.33 View 19 (Cumulative). Source: GMJ

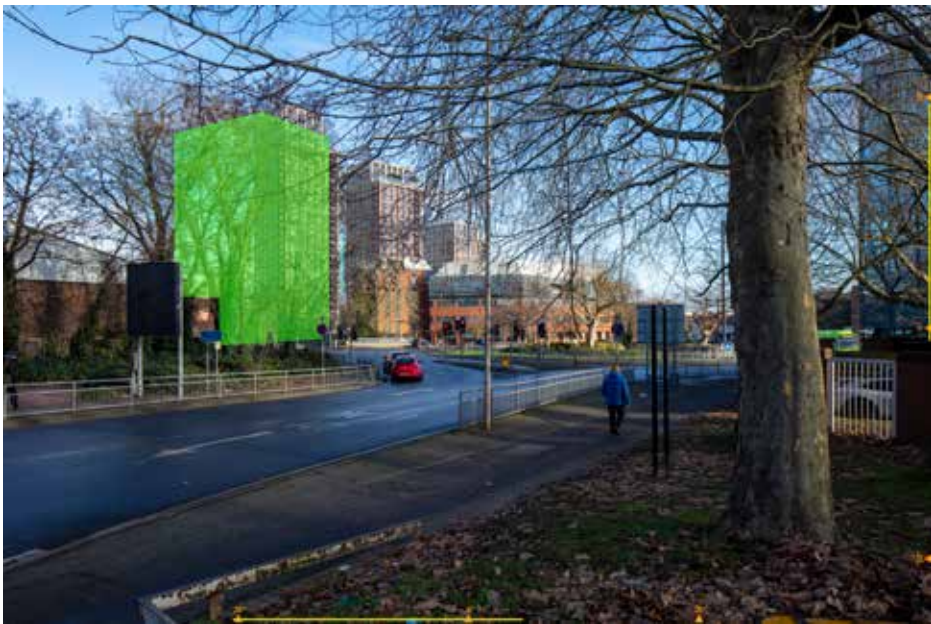


Figure 11.35 View 20 (Cumulative). Source: GMJ



Figure 11.37 View 22 (Cumulative). Source: GMJ



Figure 11.38 View 23 (Proposed). Source: GMJ



Figure 11.39 View 23 (Cumulative). Source: GMJ

USERS OF FORBURY GARDENS

- 11.31 The visual amenity of users of Forbury Gardens is already characterised by modern, tall building development given the urban setting of the park. As such, the susceptibility of users of Forbury Gardens to the Proposed Development is **Low**. When calibrated with the Medium value of the visual amenity area, professional judgement has been applied to identify a sensitivity of **Low**.
- 11.32 The ZTV at **Figure 2.1** indicates that there may be some visibility of the upper elements of the proposals from within the park. This visibility is demonstrated by AVR View 9 in which the Proposed Development is articulated by a blue dotted wireline. The AVR demonstrates that given the dense border of vegetation on the boundary of the park, visibility of the proposals, which are located approximately 600m away are largely occluded from view. Where visible, there may be minor glimpses of the proposals, through the gaps in the treeline.
- 11.33 The visual experience of users of Forbury Gardens is a kinetic one in which the Proposed Development is understood in the context of existing urban development surrounding the park.
- 11.34 As such, the magnitude of impact is **Nil**, resulting in an effect of **None**.



Figure 11.40 View 9 (Proposed). Source: GMJ



Figure 11.41 View 9 (Cumulative). Source: GMJ

USERS OF BALMORE PARK

- 11.35 The visual amenity of users of Balmore Park is defined by long views of the urban development which comprises Reading town centre and as such, the susceptibility of receptors to the Proposed Development is Low. When calibrated with the High value of the visual amenity, this results in a sensitivity of Medium.
- 11.36 AVR View 10 demonstrates the maximum point of visibility from within the park. Given the dense border of mature vegetation, when the trees are in leaf, Block C and parts of Block B are occluded from view. The elements of the proposals which are visible, including Block A are understood as part of the existing and emerging urban context of Reading town centre, which forms a characteristic, yet peripheral element of this visual amenity area.
- 11.37 The Proposed Development, comprising residential blocks of up to 30 storeys, establish a new datum height however, this perception of mass is mitigated by a staggered approach to massing, dropping down to the east. Furthermore, the separation distances between the blocks help in articulating the slender, vertical form of the proposals which are appreciated as peripheral, blocks with a distinct linearity of form.
- 11.38 The visual experience of users of Balmore Park is a kinetic one, with long views afforded to the town centre forming only one element of that experience. Furthermore, users of the park are likely to be focused on recreational activities and thus their attention to the change brought by the Proposed Development is limited.
- 11.39 The addition of the Proposed Development in peripheral views, merely reinforces the wider and evolving urban setting of Balmore Park and does not detract from the visual amenity of the area which is defined by an attractive greensward and long vistas southwards. As such, the magnitude of impact is **Very Low**, resulting in an effect of **Negligible Neutral**. The effect is direct, long term, permanent and is **Not Significant**.



Figure 11.42 View 10 (Proposed). Source: GMJ

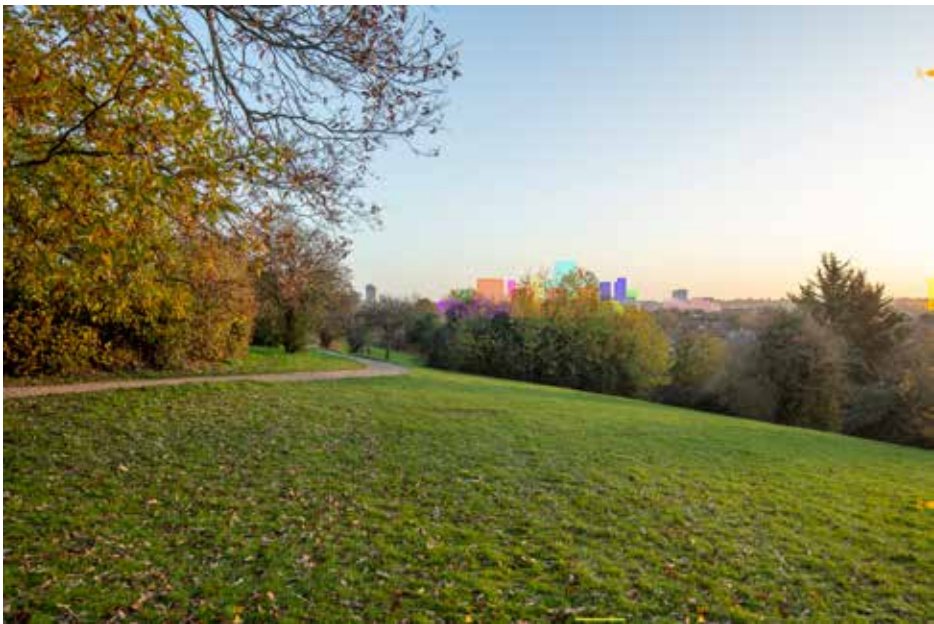


Figure 11.43 View 10 (Cumulative). Source: GMJ

USERS OF MCILROY PARK

- 11.40 The visual amenity of users of McIlroy Park is defined by long views of the urban development which comprises Reading town centre and as such the susceptibility of receptors to the Proposed Development is **Low**. When calibrated with the **High** value of the visual amenity, this results in a sensitivity of **Medium**.
- 11.41 AVR View 21 demonstrates the maximum point of visibility from within the park. The three residential blocks are seen in peripheral views, in conjunction with the surrounding development that comprises the town centre. The Proposed Development establishes a new datum height within the view, however, the perception of scale is mitigated by a stepped approach to massing, in which the blocks are seen to step down in height from the east to the west.
- 11.42 The visual experience of users of McIlroy Park is a kinetic one, with the long views afforded to the town centre forming only part of that experience. Furthermore, users of the park are likely to be focused on recreational activities and thus their attention to the change brought by the Proposed Development is limited.
- 11.43 The addition of the Proposed Development in peripheral views, merely reinforces the wider and evolving urban setting of McIlroy Park and does not detract from the visual amenity of the area which is predominantly characterised by the open greensward and undulating hills beyond. As such, the magnitude of impact is **Very Low**, resulting in an effect of **Negligible Neutral**. The effect is direct, long term, permanent and is **Not Significant**.



Figure 11.44 View 21 (Proposed). Source: GMJ



Figure 11.45 View 21 (Cumulative). Source: GMJ

USERS OF KING’S MEADOWS

- 11.44

The visual amenity of King’s Meadows is characterised by views of the urban development comprising Reading town centre, located along the Napier Road. As such, the susceptibility of users of King’s Meadow to the Proposed Development is **Low**. When calibrated with the Medium value of the visual amenity, professional judgment has been applied to identify a sensitivity of **Low**.
- 11.45

AVR View 11 demonstrates visibility from within King’s Meadows. The Proposed Development (indicated by the blue wireline) is completely occluded from view given the extent of interposing development and separation distance. As such, the magnitude of impact is **Nil**, resulting in an effect of **None**.

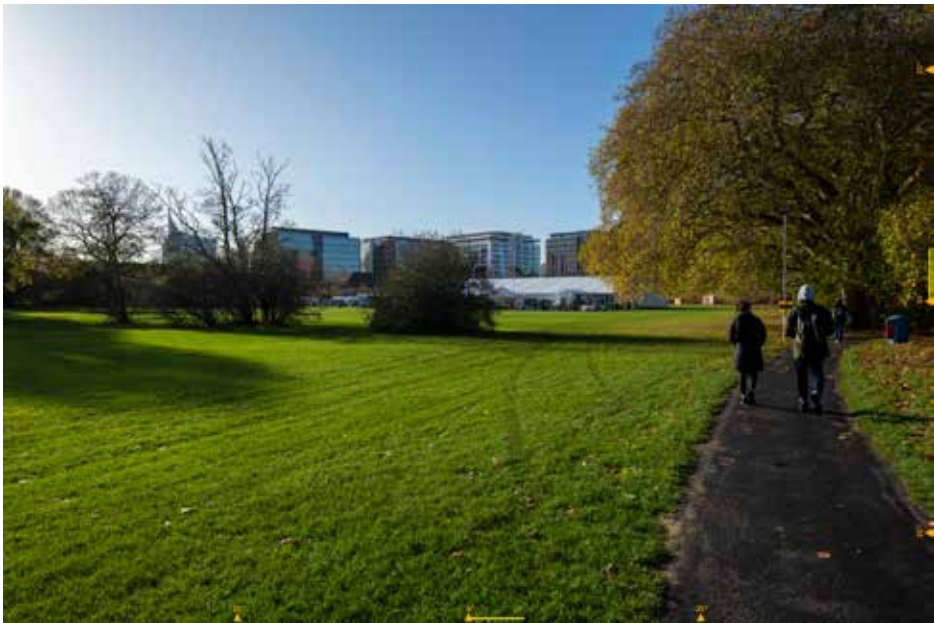


Figure 11.46 View 11 (Proposed). Source: GMJ

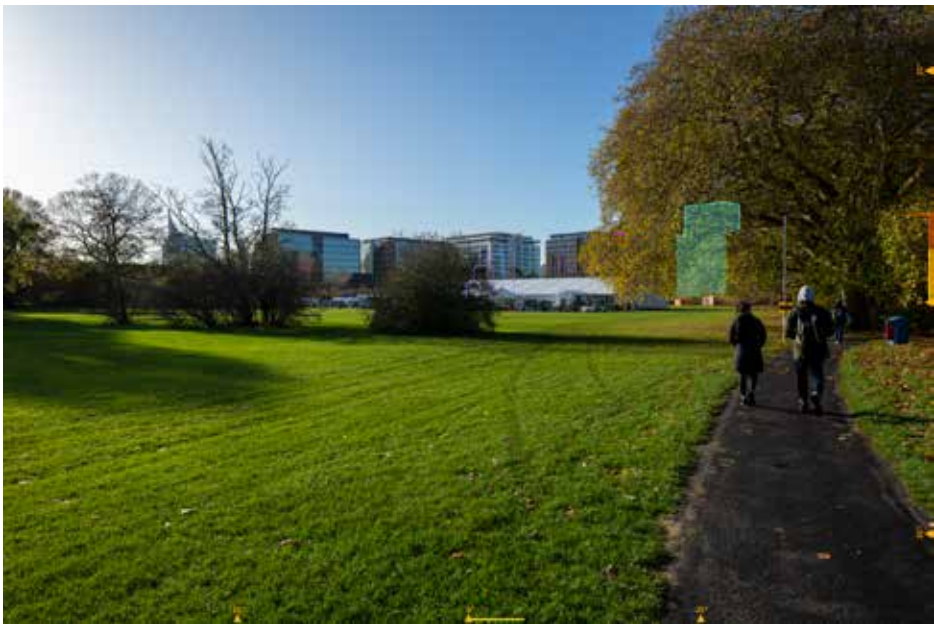


Figure 11.47 View 11 (Cumulative). Source: GMJ

CUMULATIVE

- 11.46
- The cumulative schemes set out at ES Volume 1 Chapter 2: EIA Methodology have been considered in terms of potential effects on visual receptors within the study area. These schemes are illustrated in the diametric image at **Figure 2.2**.
- 11.47
- For Users of Balmore Park and Users of Mcllroy Park, the impact of the Proposed Development in the cumulative scenario is to rise to **Minor Neutral**, given the increase in the number of tall buildings on Reading’s skyline which is appreciable from these longer distance views. The Proposed Development and cumulative schemes, remain peripheral to the receptors experience and thus the effect remains at Minor and is direct, long term, permanent and is **Not Significant**.
- 11.48
- For all other visual receptors, the Proposed Development would be understood in the context of the evolution and growth of Reading town centre and as result, the combined effects of the Proposed Development and for the operational phase, the effects are the same in the cumulative scenario for all other visual receptors.

MINSTER QUARTER CUMULATIVE ASSESSMENT

- 11.49
- An application for the Minster Quarter Framework has not yet been submitted, therefore it is not assessed as a cumulative scheme here. A separate, standalone cumulative assessment is provided for The Minster Quarter Area, based on the information provided *in The Minster Quarter Outline Development Framework (December 2018)*.

The purpose of this document is to “set out a framework and principles for promoting the development of the area to ensure a co-ordinated, high quality, comprehensive development creating a multi-purpose urban quarter in Central Reading. This framework interprets relevant policies in the Council’s existing and emerging local plans and offers further detailed guidance on how the area could be developed.”
- 11.50
- It is these overarching principles, not detailed design, on which the cumulative assessment for the Minster Quarter Framework is based. For all visual receptors, it is not considered that the impact of the Proposed Development would change in the Minster Quarter cumulative scenario. The character and quantum of the Minster Quarter aligns with the uses and nature of the Proposed Development. Whilst the emerging Minster Quarter proposals will be seen in conjunction with the Proposed Development, they remain subservient to it, and therefore it is not considered to intensify the effects of the Proposed Development.

SECTION SUMMARY

11.51 The assessment on visual receptors is summarised in **Table 11.1** below. Significant effects are highlighted in blue. These effects also constitute the residual elects because all mitigation has been designed into the Proposed Development.

Table 11.1 Summary of likely effects on visual receptors.

REF	VISUAL RECEPTORS	VALUE	SUSCEPTIBILITY	SENSITIVITY	MAGNITUDE OF IMPACT (DEMOLITION AND CONSTRUCTION)	LIKELY EFFECT AND NATURE OF EFFECT (DEMOLITION AND CONSTRUCTION)	MAGNITUDE	LIKELY EFFECT (OPERATIONAL)	LIKELY EFFECT (CUMULATIVE)
1, 2, 3, 4, 5, 6, 7, 8, 12, 13, 14, 15, 16a, 17a, 17b, 17c, 18, 19, 20	Road users within Reading town centre	Low to Medium	Low	Low	Very Low	Negligible Adverse	Very Low	Negligible Beneficial	Negligible Beneficial
1, 2, 3, 4, 5, 6, 7, 8, 12, 13, 14, 15, 16a, 17a, 17b, 17c, 18, 19, 20	Pedestrians within Reading town centre	Low to Medium	Medium	Medium	Low	Minor Adverse	Medium	Moderate Beneficial (Significant)	Moderate Beneficial (Significant)
1, 2, 3, 4,5, 6, 7, 8, 12, 13, 14, 15, 16a, 17a, 17b, 17c, 18, 19, 20	Leisure/amenity users of Reading town centre	Low to Medium	High	High	Low	Minor Adverse	High	Major Beneficial (Significant)	Major Beneficial (Significant)
7, 18	Users of St Mary’s Church and Churchyard	Medium to High	Medium	Medium	Low	Minor Adverse	Low	Minor Adverse	Minor Adverse
2, 3, 13, 14, 19, 20, 22, 23	Residents on the edge of Reading town centre	Medium	Medium	Medium	Nil	None	Low	Minor Neutral	Minor Neutral
9	Users of Forbury Gardens	Medium	Low	Low	Nil	None	None	Nil	None
10	Users of Balmore Park	High	Low	Medium	Nil	None	Very Low	Negligible Neutral	Minor Neutral
21	Users of McIlroy Park	High	Low	Medium	Nil	None	Very Low	Negligible Neutral	Minor Neutral
11	User’s of King’s Meadow	Medium	Low	Low	Nil	None	None	Nil	None

12.0

TEMPORARY CONSTRUCTION AREA ASSESSMENT

BROAD STREET MALL, READING

TEMPORARY CONSTRUCTION AREA ASSESSMENT

- 12.1 As part of the Proposals, a temporary construction area will be used to facilitate the development. This involves the part-demolition of the podium deck on Dusseldorf Way and Queens Walk, amendments to existing retaining wall, excavation works and road and hardstanding re-alignment to create a temporary construction area.
- 12.2 This is identified by the blue-line boundary on the Site plan at **Figure 1.1**.
- 12.3 The effects of the temporary construction access area were considered in the heritage, townscape, and visual assessments in **Sections 9.0**, 10.0 and 11.0. It is not considered that the activities associated with the temporary construction area will have an impact on the effects identified above. The works are temporary in nature and would lead to the operational phase of the Proposed Development.

13.0 CONCLUSION

BROAD STREET MALL, READING

CONCLUSION

- 13.1
- The proposals represent the redevelopment of Broad Street Mall shopping centre, providing three residential blocks of up to 30 storeys which would contribute to the delivery of much needed housing. The proposals also have the opportunity to achieve architectural and urban design of the highest quality, a freestanding benefit which supports regeneration and enhances visual amenity. As a whole, the proposals would demonstrably improve the appearance, character and function of the townscape.
- 13.2
- Design development has benefitted from discussions with RBC, the Design South East Review Panel and other local and statutory stakeholders during the pre-application process.
- 13.3
- The Development would comply with the relevant policies within the development plan when read as a whole.

ASSESSMENT METHOD

- 13.4
- The full assessment methodology for each discipline (heritage, townscape and visual) is provided at **Section 2.0**.
- 13.5
- The assessment methodology is based on planning policy and best practice guidance. It relies on a mix of quantitative information (such as the location and grade of listed buildings) and qualitative professional judgments which are based on research and experience.
- 13.6
- A study area for each discipline was agreed during the scoping process.
- 13.7
- A ZTV has been produced to highlight the indicative visibility of the Proposed Development. It indicates that visibility of the scheme would be most pronounced from the immediate south and southwest of the Site, where low rise building and the openness of the IDR gives little to no screening.
- 13.8
- 23 accurate visual representations (AVRs) informed the assessment. The location of the viewpoints was informed by architectural and historic accounts of the area, an appraisal o the existing site and surroundings, and relevant policy designations.

FINDINGS

- 13.9
- The sections below outline the summaries and conclusions of the subject specific areas of this BHTVIA.

DEMOLITION AND CONSTRUCTION

- 13.10
- The Demolition and Construction stage would have effects on heritage, townscape and visual receptors that range from **None to Negligible Adverse** (heritage receptors) to None to Minor Adverse (townscape and visual receptors). All effects associated with the Demolition and Construction phase would be temporary and would last until the Proposed Development had been completed.

TEMPORARY CONSTRUCTION AREA

- 13.11
- As part of the Proposals, a temporary construction area will be used to facilitate the development. This involves the part-demolition of the podium deck on Dusseldorf Way and Queens Walk, amendments to existing retaining wall, excavation works and road and hardstanding re-alignment to create a temporary construction area.
- 13.12
- The works are temporary in nature and would lead to the operational phase of the Proposed Development.
- 13.13
- It is not considered that the activities associated with the temporary construction area will have an impact on the effects identified in **Sections 9.0, 10.0 and 11.0**.

THE COMPLETED AND OPERATIONAL DEVELOPMENT HERITAGE

- 13.14
- The heritage assessment considered the impact of the proposals on the setting of listed buildings and conservation areas within 500m of the Site.
- 13.15
- The Proposed Development has undergone a number of design refinements intended to mitigate the impact of the proposals on the setting of the heritage receptors, notably those within the St Marys Butts and Castle Street Conservation Area to the east and south of the Site.
- 13.16
- During the completed and operational development phase the assessment of impact to heritage receptors identified that the Development would give rise to a significant, permanent effect of **Moderate Adverse** on the Church of St Mary (Grade II*), the Sun Inn

(Grade II), 35, 36 and 37 St Mary’s Butts (Grade II) and the Horn Inn (Grade II) and the St Mary’s Butts Conservation Area. The Proposed Development is identified to have a non-significant, permanent effect on **Minor Adverse** effect on the Church of St Mary (Grade I), 8, 10 and 12 Castle Street and Former Cottage at Rear No.8 (Grade II) and the Russell Street and Castle Hill Conservation Area. The Proposed Development was identified to have an effect of **Negligible Adverse** on the Allied Arms (Grade II), 55 and 55a St Mary’s Butts (Grade II), 38 Oxford Road, and 3 and 5 Cheapside (Grade II), 21, 23 and 25, 27 and 29 Castle Street (Grade II), 11, and 13, Castle Street (Grade II), 33, 35, 37 and 39 Castle Street (Grade II), and 7 and 9 Castle Street (Grade II), 43,45,47,49 and 51 Castle Street (Grade II), 2 and 4, and 6, 8 and 10 Bridge Street (Grade II) and Vachel Almshouses (Grade II). On the remaining heritage receptors, the Proposed Development was found to have a non-significance and permanent effect of **Nil None**.

- 13.17
- The harm arising from the identified significant impacts equates to the lower end of less than substantial harm, therefore Paragraph 208 of the NPPF is engaged. The harm sustained through the Proposed Development needs to be weighed in the planning balance with the public benefits delivered by the scheme. This balancing act is set out in the planning statement submitted with the application. If the decision maker completes this process in line with the NPPF, then the Proposed Development is deemed to be consistent with RBCs Development Plan Policies EN1 (Protection and Enhancement of the Historic Environment), EN5 (Locally Important Heritage Assets), EN6 (New Development in a Historic Context).

TOWNSCAPE

- 13.18
- The townscape assessment considers the proposals within their urban context, including the buildings, the relationships between them, the different types of open spaces and the relationship between buildings and open spaces.
- 13.19
- Four townscape character areas were identified within the study area to understand the effects on the wider area. The Site falls within *Townscape Character Area: 1 Reading Town Centre*, which comprises the predominantly retail and commercial areas within Reading.

13.20 The Development evolved through a detailed understanding of the Site, its surrounding context and the policy aspirations of the Reading Local Plan (2018).

13.21 The Proposed Development has followed a design led approach to optimise site capacity in a location planned for growth. The analysis contained within the BHTVIA demonstrates that the development would generate townscape benefits with buildings that are of a scale and appearance that respects the hierarchy of buildings from those of a larger urban footprint (within TCA4) and those which are historic in character heritage sensitivities (predominantly located within TCA3). The Proposed Development would incorporate new high quality public realm and landscaping supporting the proposed uses and buildings and well connected to the existing context, particularly linking the juncture of TCAs1, 3 and 4.

13.22 During the completed and operational development phase the assessment of impact to townscape character areas identified that the Development would give rise to **Moderate Beneficial** effects for Townscape Character Areas 1 and 4. Townscape Character Area 3 would experience **Moderate Adverse** effects, which would be significant. There would be an effect of **None** on Townscape Character Areas 2 and 5.

13.23 The Proposed Development would therefore be consistent with RBC’s design policies including Policy C7 (Design and Public Realm) as well as policies CR10 (Tall Buildings) and Policy CR12d (West Side Major Opportunity Area).

VISUAL

13.24 The visual assessment has considered the impact of the Development upon visual receptors, defined as nine receptor groups. The assessment relates to how people will be affected by changes in views and visual amenity at different places, including publicly accessible locations.

13.25 The verified views and ZTV have also informed the assessment of impacts to heritage and townscape receptors.

13.26 During the completed and operational development phase the Proposed Development would give rise to visual effects ranging from None where the Proposed Development is not visible for Users of Forbury Gardens and Users of King’s Meadow. For Users of Balmore Park and Users of McIlroy Park, the Proposed Development would give rise to a Negligible Neutral

effect. For road users within Reading town centre the proposals would result in a Negligible Beneficial effect, for users of St Mary’s Church and Churchyard the effect would be Minor Adverse and for residents living on the outskirts of Reading town centre, the proposals would have a Minor Neutral effect. The greatest nature of effect is on Pedestrians and Leisure/ Amenity users of Reading town centre which would equate to **Moderate Beneficial** and **Major Beneficial** effects.

- 13.27 Overall, the Proposed Development would form a congruent part of the local and wider townscape, relating to adjoining sites and the historic areas to the immediate south and east. Visual receptors would benefit from the improved visual appearance of the redeveloped site, including the creation of landscaped areas and the permeable routes through the Site.
- 13.28 The Proposed Development would thus be consistent with Development Plan Policies EN5 (Protection of significant views with heritage interest), Policy CR10 (Tall Buildings) and Policy CR12d (West Side Major Opportunity Area).
- TALL BUILDING ASSESSMENT**
- 13.29 An assessment of the proposals in line with Reading’s Local Plan Policy CR10 (Tall Buildings) has been undertaken to demonstrate compliance with that policy and what the local planning authority needs to consider in the planning balance.
- 13.30 The Proposed Development will be considered in line with the criteria set out in CR10b: Western Grouping, an area identified as suitable for tall buildings, in which the Site is located.
- CONTRIBUTE TO THE DEVELOPMENT OF A CLUSTER OF TALL BUILDINGS THAT IS CLEARLY SUBSERVIENT TO THE STATION AREA CLUSTER**
- 13.31 There is an existing and emerging tall building cluster located around Reading Station which is set to evolve further with the recently consented schemes of Station Hill (18 storeys), the Former Sorting Office (24 storeys) and Vastern Court (18 storeys). This is in addition to Plot C of the Station Hill Cluster which is set to emerge with an AOD of 163m, considerably more than the Proposed 142.8m AOD. The change in AOD heights thus demonstrate a drop in scale from the Station Area Cluster to the north.
- 13.32 Whilst the tallest element of the Proposed Development is 30 storeys in height, it drops down in scale towards the east, where key heritage sensitivities including the Reading Minster are located. Given the extent of

separation distance and other design mitigation measures which reduce the perception of mass, the Proposed Development remains subservient to the station cluster of tall buildings.

13.33 The proposals are seen as a slender addition to the emerging western cluster, reinforced by the vertical articulation of fenestration and elevational treatment. The staggered approach to massing, dropping from Block A to C in the east, reduces the perception of scale and the defined crown on Block A establishes a clear hierarchy of forms.

13.34 The light materiality of the proposals, particularly the use of a buff brick for the outer elevational treatment helps to soften the buildings appearance on the skyline and reinforce its subservience to the dominant cluster of tall buildings which are emerging around Reading Station.

BE GENERALLY LOWER IN HEIGHT THAN THE TALLEST BUILDINGS PLANNED FOR THE STATION AREA CLUSTER

13.35 The tallest element of the proposals comprises 30 storeys and an AOD of 142.8m which is considerably less than the allocated AOD of 163m for Plot C of the Station Hill Cluster, thus remaining subservient to the tallest buildings proposed within this grouping.

BE LINKED TO THE PHYSICAL REGENERATION OF A WIDER AREA AND SHOULD NOT BE PROPOSED IN ISOLATION

13.36 The Site is located within Central Reading and will form a significant part of Reading’s Minster Quarter Development.

13.37 The proposals have been considered within the context of a number of emerging schemes including the aspirations of the Minster Quarter Framework. The Minster Quarter Framework is set to transform the existing town centre with a major new mixed-use scheme, to meet the aspirations of the Reading 2050 vision.

13.38 The proposals will thus form an integral part of the wider Minster Quarter development, effectively forming the first phase of the wider regeneration objectives of the masterplan.

13.39 Notwithstanding the Minster Quarter scheme, the Proposed Development is also set to come forward with the former civic buildings to the immediate southwest, including the Police Station, Magistrates Court and Hexagon Theatre. Within this area, there is also an area of under-utilised land that will accommodate further phases of the Minster Quarter.

WHERE BUILDINGS ARE TO BE INTEGRATED OR FRONT ONTO EXISTING STREETS, INCLUDE UPPER STOREYS OF THE TALLER STRUCTURES THAT ARE SET BACK FROM A BASE WHICH IS IN LINE WITH THE GENERAL SURROUNDING BUILDING HEIGHTS, PARTICULARLY WHERE THE STRUCTURE ADJOINS A CONSERVATION AREA

- 13.40
- Three blocks of up to 30 storeys are proposed, Blocks A (30 storeys) B (27 storeys) and C (17 storeys). The alignment of Blocks A to C brings the proposals in line with the masterplan for the Site which was outlined in the Minster Quarter Framework, bringing the proposals in line with the existing street frontage.
- 13.41
- To complete the street edge, lower lightweight linking podium blocks are inserted between each principal block to ensure a continuous active frontage along Dusseldorf Way and Hosier street, with a series of retail and leisure units.

NOT INTRUDE ON THE KEY VIEW BETWEEN GREYFRIARS CHURCH AND ST GILES CHURCH, AND A VIEW FROM THE OPEN SPACE IN THE HOSIER STREET DEVELOPMENT TO ST MARY’S CHURCH.

- 13.42
- The ZTV at **Figure 2.1** demonstrates that there is limited visibility of the Proposed Development in views looking north and south along St Mary’s Butts. The Proposed Development is located to the east and does not interfere with the axial view of the two churches. It is seen as part of the emerging proposals bought forward by the Minster Quarter Framework, and the reduction in scale to the east further reinforces this differentiation, with a reduction in massing towards the heritage sensitivities to the east.
- 13.43
- From the open space of Hosier Street, looking towards St Mary’s Church (Reading Minster), one is orientated away from the Proposed Development and thus do not form part of this visual interaction or alter one’s appreciation of the church.
- 13.44
- For the reasons outline above, it is considered that the Proposed Development complies with all the criteria outlined in Policy CR10b. In addition to the area specific requirements, Policy CR10 also stipulates that all tall building proposals should be of excellent design and architectural quality and outlines further criteria for meeting such design criteria. It is considered that the Proposed Development complies with these more specific requirements of the policy and the scale of the proposals helps signify the smaller group of tall buildings as identified by Policy CRb10.

CUMULATIVE EFFECTS

- 13.45
- The Site is located within Reading town centre, an area of growth and change.
- 13.46
- This report assessed the combined effects of all the past, present and future proposals together with the new project. The Development would be seen against the emerging and evolving tall building context of Reading. In the cumulative, condition the magnitude of impact of the Proposed Development would increase for the experience of visual receptors of McIlroy Park and Balmore Park, from **Negligible Neutral** to **Minor Neutral**, remaining Not Significant. For all other receptors (heritage, townscape and visual), in the cumulative condition the magnitude of impact of the Proposed Development would not change. As a result, the combined effects of the Development and the Cumulative Schemes would remain as identified above.

CUMULATIVE EFFECTS (MINSTER QUARTER FRAMEWORK)

- 13.47
- Whilst we do not yet have any detailed design information on the Minster Quarter proposals, the framework has given us overarching principles relating to design and function on which to base our cumulative assessment. In the cumulative condition for the Minster Quarter framework, the magnitude of impact of the Proposed Development would not change. As a result, the combined effects of the Development and the Cumulative Schemes would remain as identified above.

READING LOCAL PLAN POLICES

- 13.48
- The compliance of the Proposed Development with the RBC Local Plan policies is included also in the Planning Statement by Opus Works submitted with the application. Asummary of the findings on key policies EN1, EN4, EN5, EN6, CC7, CR10b, CR12d is included here for completeness.
- 13.49
- The design team at AHR have sought to meet the requirements of the RBC policies on design, historic environment and views.
- 13.50
- It is the conclusion of this HTVIA that the requirements of these policies are all met through designing a building that will not only deliver a significant amount of high specification residential accommodation but meet the RBC aspirations for new buildings in the Minster Quarter, within the West Side Major Opportunity Area, to be of the highest quality of design, incorporating sustainability and responding to heritage sensitivities.

- 13.51
- The Proposed Development seeks to deliver improved public realm, landscaping and retail frontages to Dusseldorf Way, which will encourage active use of the building by the public. The ground floor will be a dramatic, positive change at the base of the development will create townscape interest along Dusseldorf Way and contribute to the improved pedestrian experience within the emerging Minster Quarter.
- 13.52
- The final design in terms of its form and materiality has had regard to the appearance of the building in key local views and views within conservation areas and the potential for setting effects on heritage receptors of internal significance.
- 13.53
- 11.65. It is the conclusion of this HTVIA that the Proposed Development will not result in unacceptable harm to the historic environment and will deliver significant townscape and urban design benefits that will contribute to the vital activities of Reading’s commercial centre.
- 13.54
- 11.66. Less than substantial harm is identified to a small number of designated heritage assets. In relation to any finding of harm to heritage receptors (‘assets’), the decision maker is required to make a balanced planning judgement, taking into account the public benefits of the Proposed Development.
- 13.55
- Paragraph 206 of the NPPF advises the grant of consent only where there is a clear and convincing justification to harm, which comprises the balance of planning benefits set out in paragraph 208. The decision maker must consider the policy designations for the Site and the embedded design mitigation within the Proposed Development. Additionally, one must consider the countervailing planning benefits including the improvements to townscape function, visual amenity and those arising from the intensification of the land use. The balance of benefits in this way is considered more fully in the Planning Statement submitted with the application.
- 13.56
- The Proposed Development represents an opportunity to bring forward an underutilised site for redevelopment with a building of exemplary quality, which complements RBC Local Plan aspirations and avoids significant harm to heritage assets. The Proposed Development therefore complies with Section 66(1) of the 1990 Act. The conclusions of this HTVIA are that the proposals should be considered favourably for planning permission.

APPENDIX 1: AVRS PRODUCED BY GMJ

BROAD STREET MALL, READING

Broad Street Mall

Reading

Townscape and Visual Impact Assessment
Accurate Visual Representations Appendix

January 2024

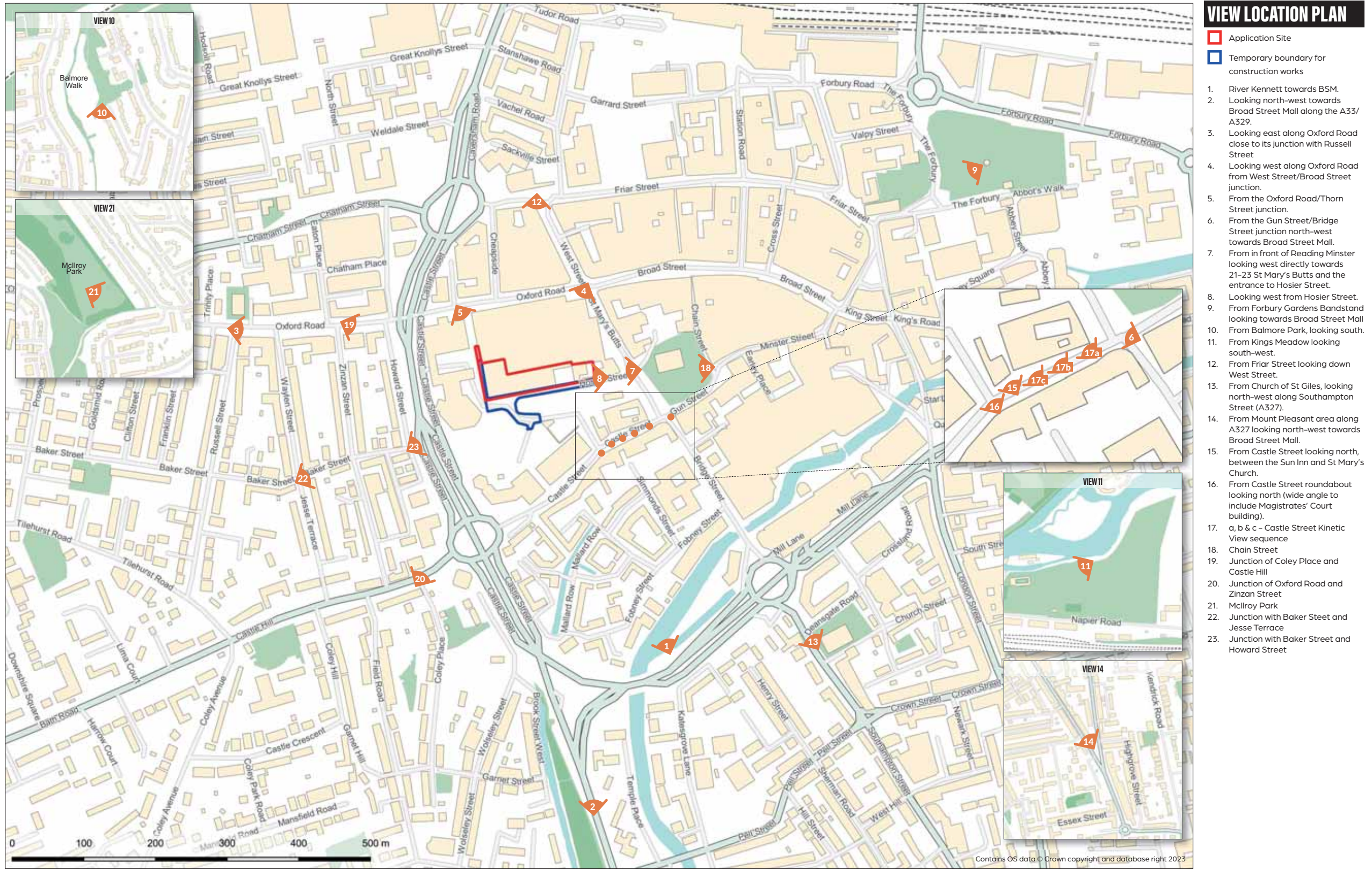
GMJ

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Table 1 List of assessment views

Number	View Name	Type of view
1	River Kennett towards BSM.	Wire line
2	Looking north-west towards Broad Street Mall along the A33/A329.	Wire line
3	Looking east along Oxford Road close to its junction with Russell Street	Wire line
4	Looking west along Oxford Road from West Street/Broad Street junction.	Wire line
5	From the Oxford Road/Thorn Street junction.	Wire line
6	From the Gun Street/Bridge Street junction north-west towards Broad Street Mall.	Render
7	From in front of Reading Minster looking west directly towards 21-23 St Mary's Butts and the entrance to Hosier Street.	Render
8	Looking west from Hosier Street.	Render
9	From Forbury Gardens Bandstand looking towards Broad Street Mall	Wire line
10	From Balmore Park, looking south.	Wire line
11	From Kings Meadow looking south-west.	Wire line
12	From Friar Street looking down West Street.	Render
13	From Church of St Giles, looking north-west along Southampton Street (A327).	Render
14	From Mount Pleasant area along A327 looking north-west towards Broad Street Mall.	Wire line
15	From Castle Street looking north, between the Sun Inn and St Mary's Church.	Render
16	From Castle Street roundabout looking north (wide angle to include Magistrates' Court building).	Render
17a	Castle Street Kinetic View sequence	Render
17b	Castle Street Kinetic View sequence	Render
17c	Castle Street Kinetic View sequence	Render
18	Chain Street	Render
19	Junction of Coley Place and Castle Hill	Render
20	Junction of Oxford Road and Zinzan Street	Render
21	McIlroy Park	Wire line
22	Junction with Baker Street and Jesse Terrace	Wire line
23	Junction with Baker Street and Howard Street	Render

Table 1
Viewpoint location maps



LOCATION:
Broad Street Mall, Dusseldorf Way RG1 7QE

DATE:
November 2023

SCALE:
1:5,000 @ A3

FIGURE:

▲ NORTH

MONTAGU EVANS
CHARTERED SURVEYORS
70 ST MARY AXE
LONDON, EC3A 8BE
T: +44 (0)20 7493 4002
WWW.MONTAGU-EVANS.CO.UK

Table 2 View thumbnails



1 River Kennett towards BSM.



2 Looking north-west towards Broad Street Mall along the A33/A329.



3 Looking east along Oxford Road close to its junction with Russell Street



4 Looking west along Oxford Road from West Street/Broad Street junction.



5 From the Oxford Road/Thorn Street junction.



6 From the Gun Street/Bridge Street junction north-west towards Broad Street Mall.



7 From in front of Reading Minster looking west directly towards 21-23 St Mary's Butts



8 Looking west from Hosier Street



9 From Forbury Gardens Bandstand looking towards Broad Street Mall



10 From Balmore Park, looking south



11 From Kings Meadow looking south-west



12 From Friar Street looking down West Street



13 From Church of St Giles, looking north-west along Southampton Street



14 From Mount Pleasant area along A327 looking north-west towards Broad Street



15 From Castle Street looking north, between the Sun Inn and St Mary's Church.



16 Castle Street roundabout looking north (wide angle to include Magistrates' Court building)



17a Castle Street Kinetic View sequence



17b Castle Street Kinetic View sequence



17c Castle Street Kinetic View sequence



18 Chain Street



19 Junction of Coley Place and Castle Hill



20 Junction of Oxford Road and Zinzan Street



21 Mollroy Park



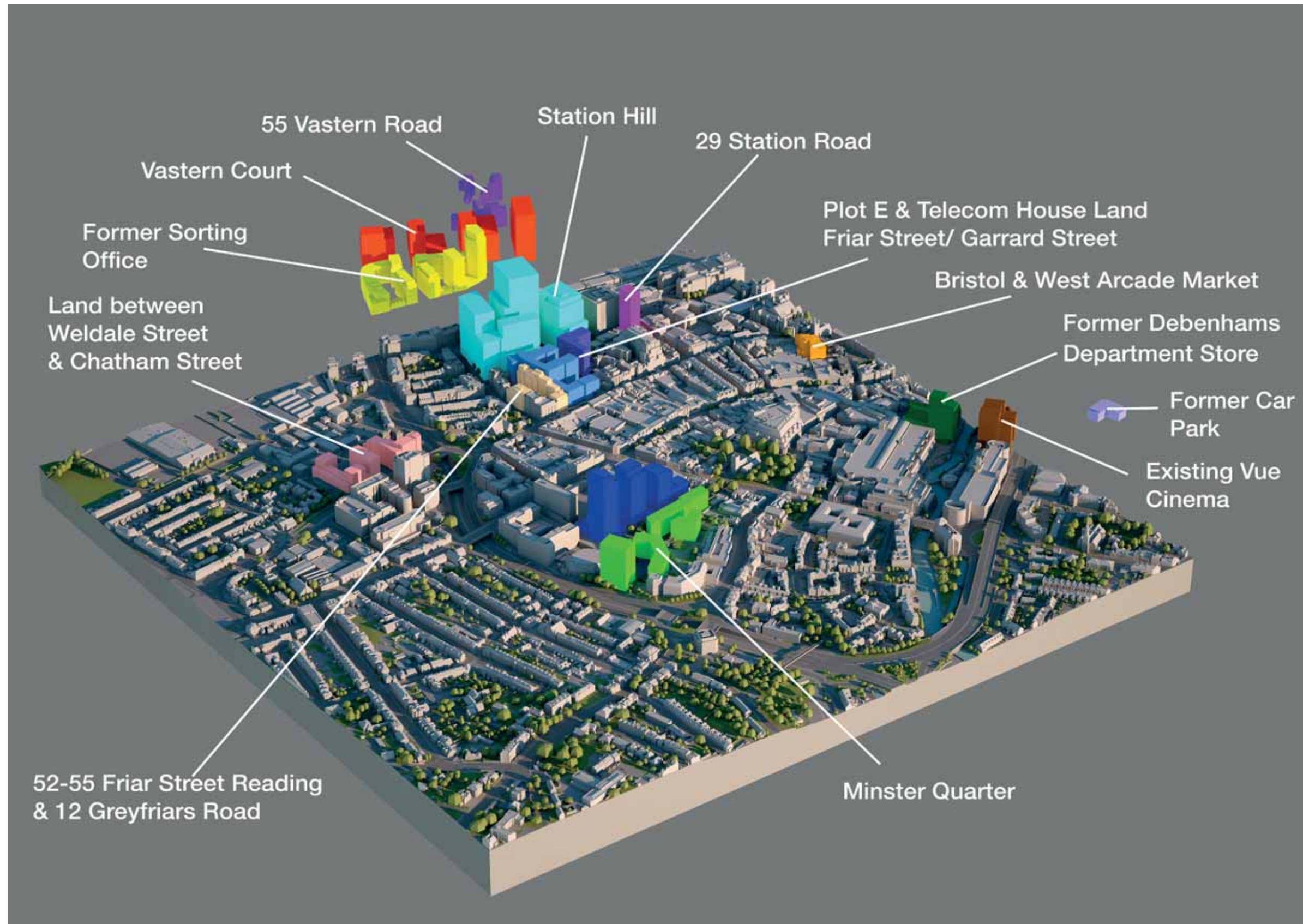
22 Junction with Baker Street and Jesse Terrace



23 Junction with Baker Street and Howard Street

Table 3

Dimetric key of cumulative schemes



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1

River Kennett towards BSM Baseline



1 River Kennett towards BSM Proposed



1 River Kennett towards BSM Cumulative





Key to cumulative schemes



2

Looking north-west towards Broad Street Mall along the A33/A329
Proposed

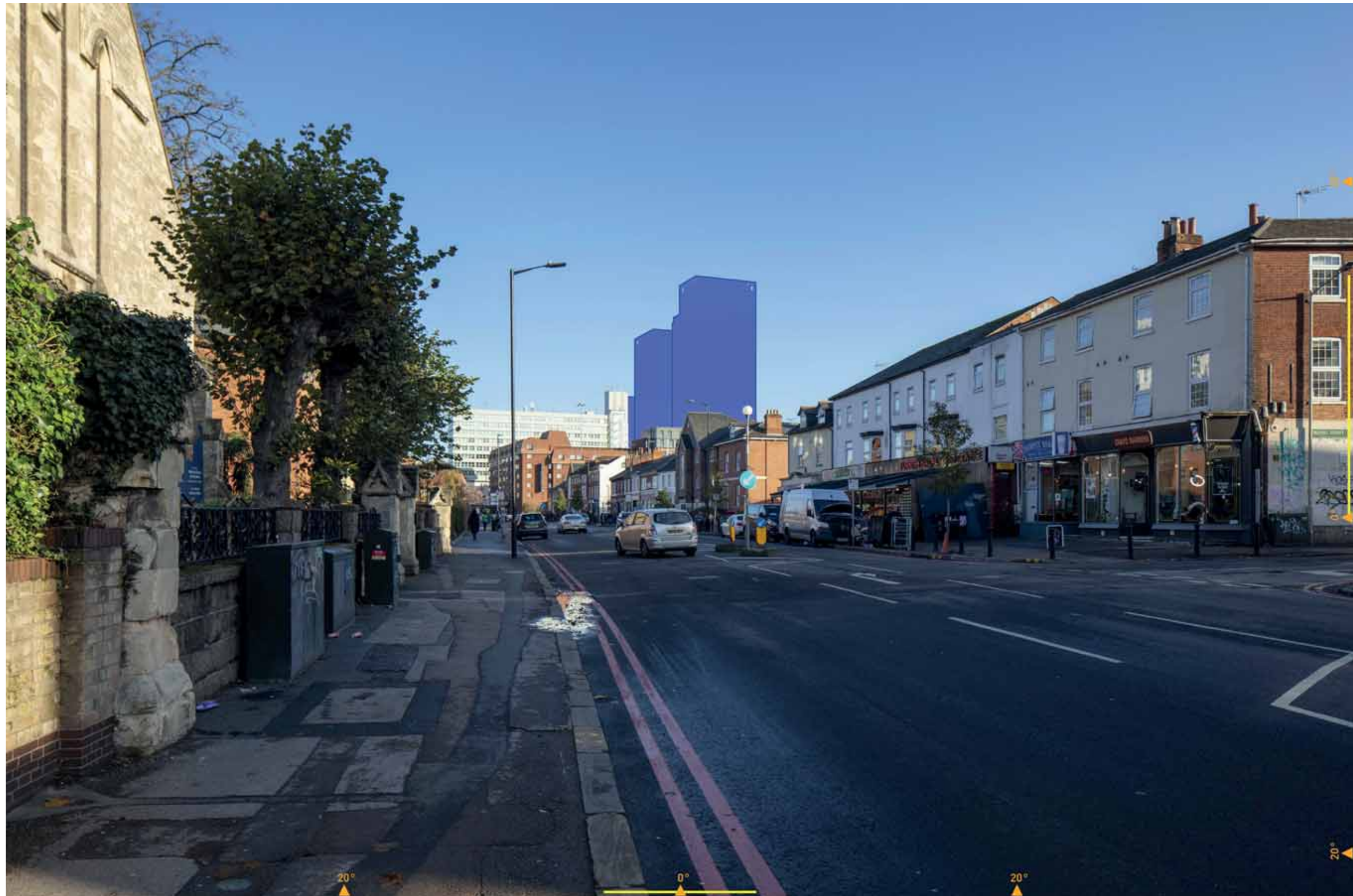




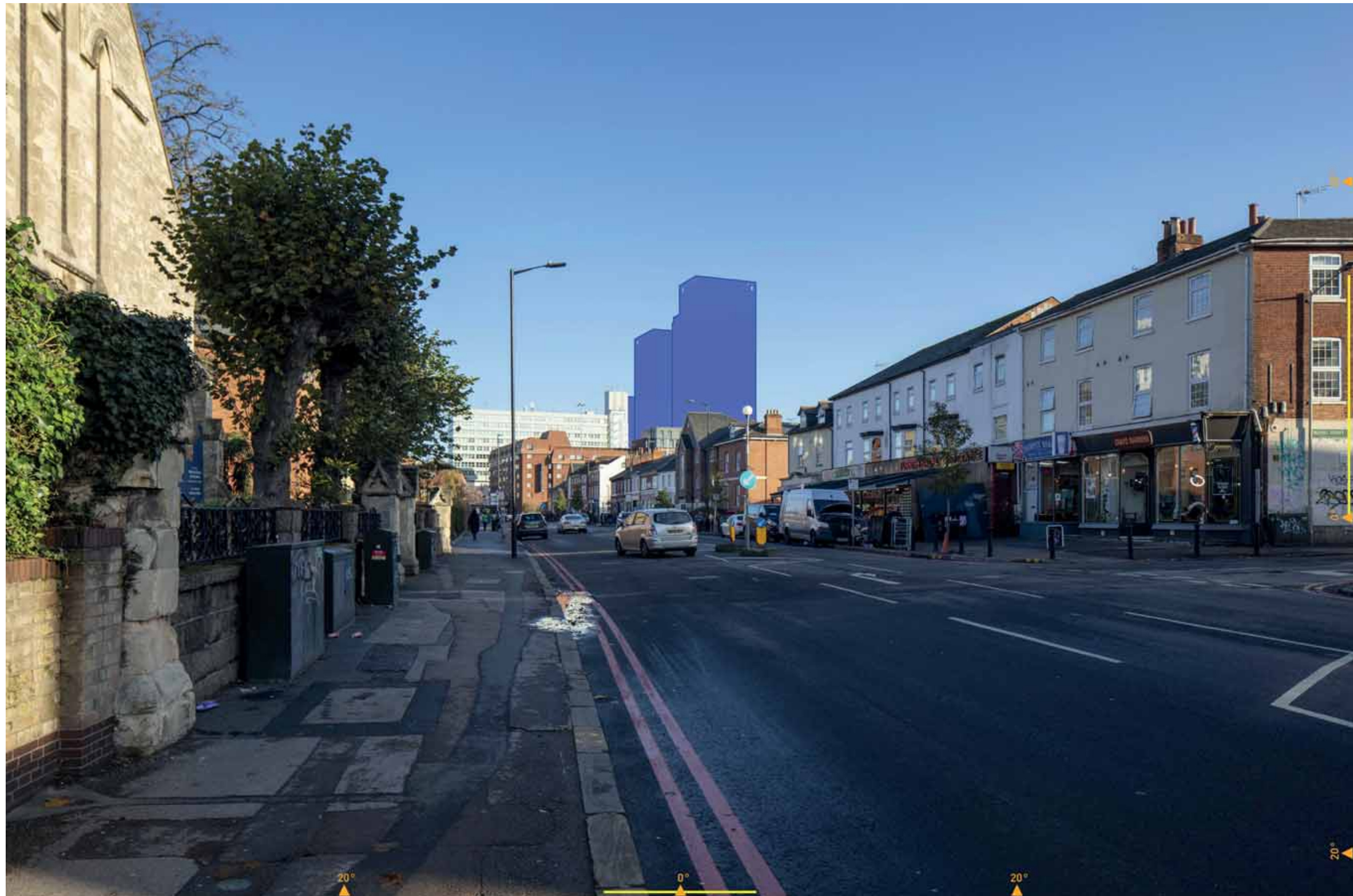


Key to cumulative schemes

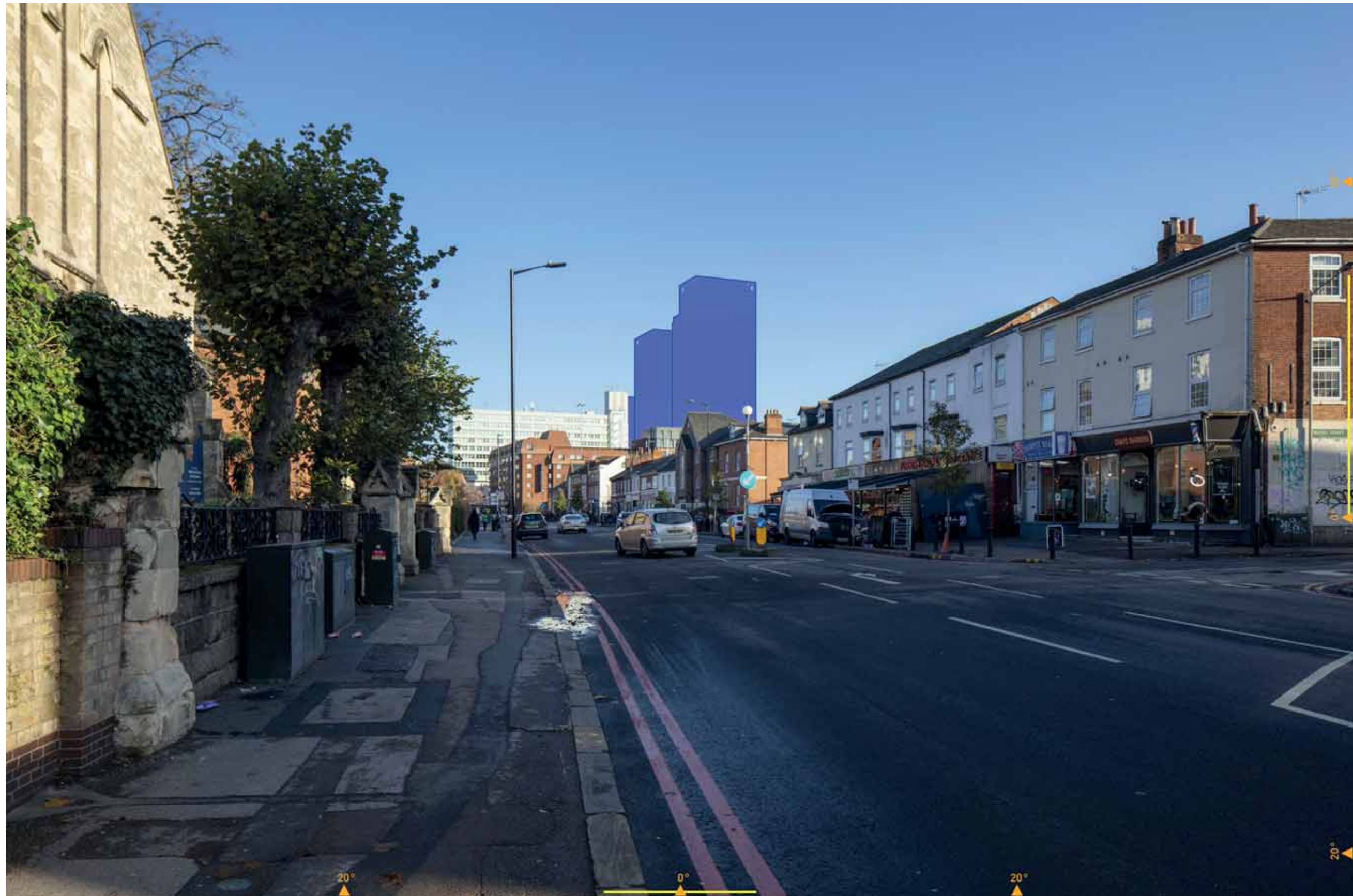
3 Looking east along Oxford Road close to its junction with Russell Street Baseline photography



3 Looking east along Oxford Road close to its junction with Russell Street Proposed



3 Looking east along Oxford Road close to its junction with Russell Street Cumulative





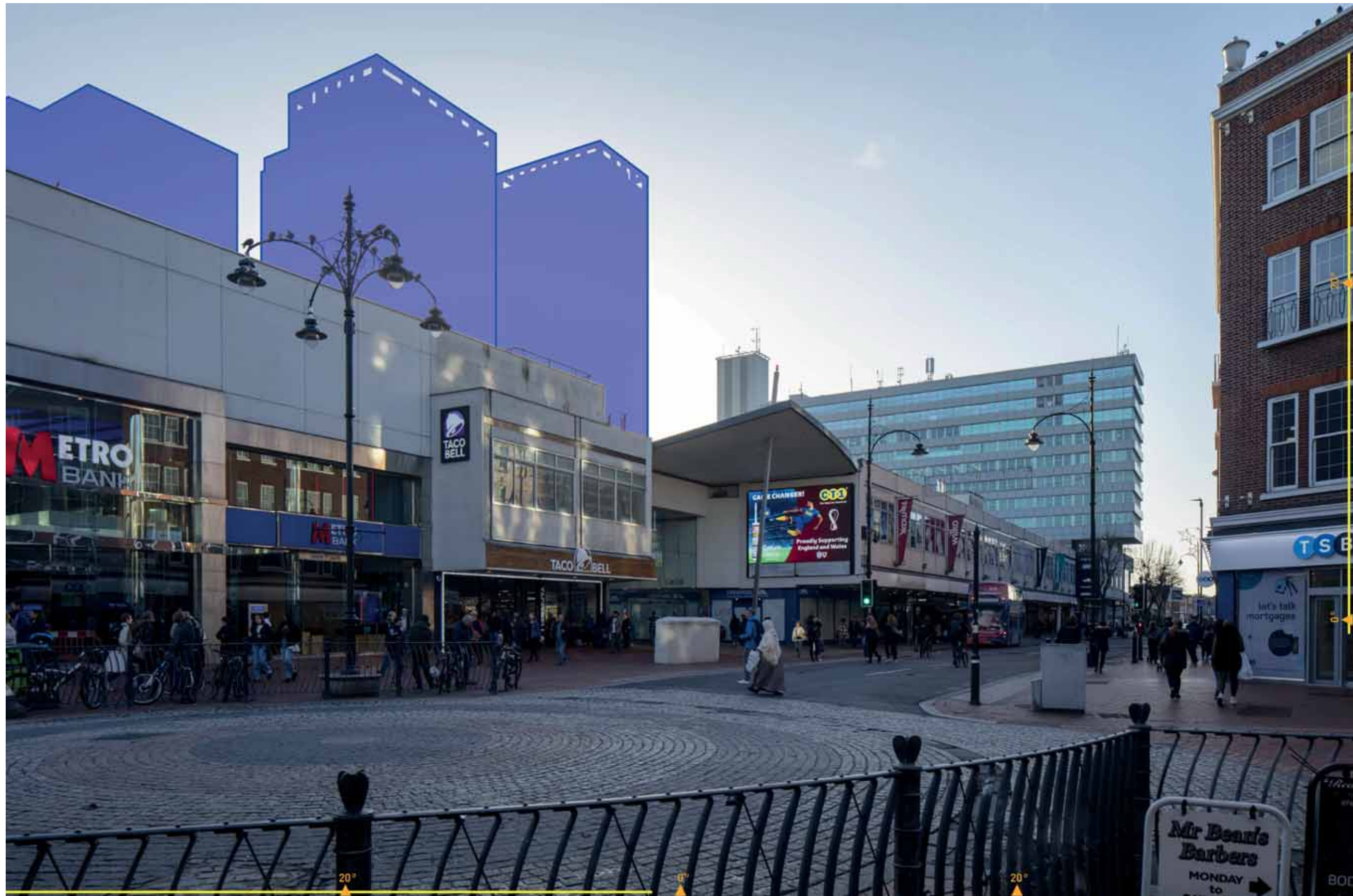
Key to cumulative schemes

4

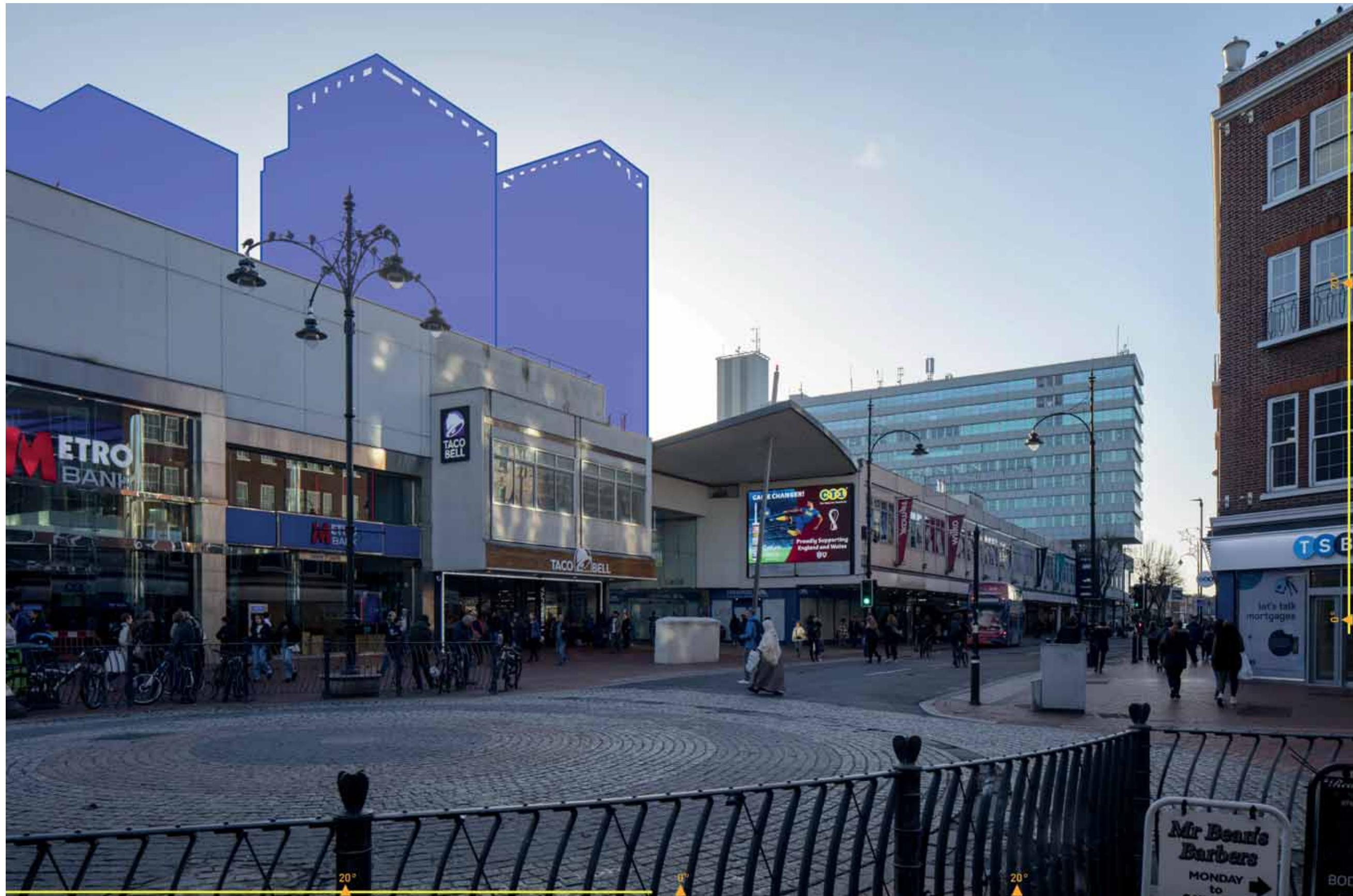
Looking west along Oxford Road from West Street/Broad Street junction.
Baseline photography



4 Looking west along Oxford Road from West Street/Broad Street junction. Proposed



4 Looking west along Oxford Road from West Street/Broad Street junction. Cumulative





Key to cumulative schemes

5

From the Oxford Road / Thorn Street junction.
Baseline photography



5

From the Oxford Road / Thorn Street junction.
Proposed



5

From the Oxford Road / Thorn Street junction.
Cumulative





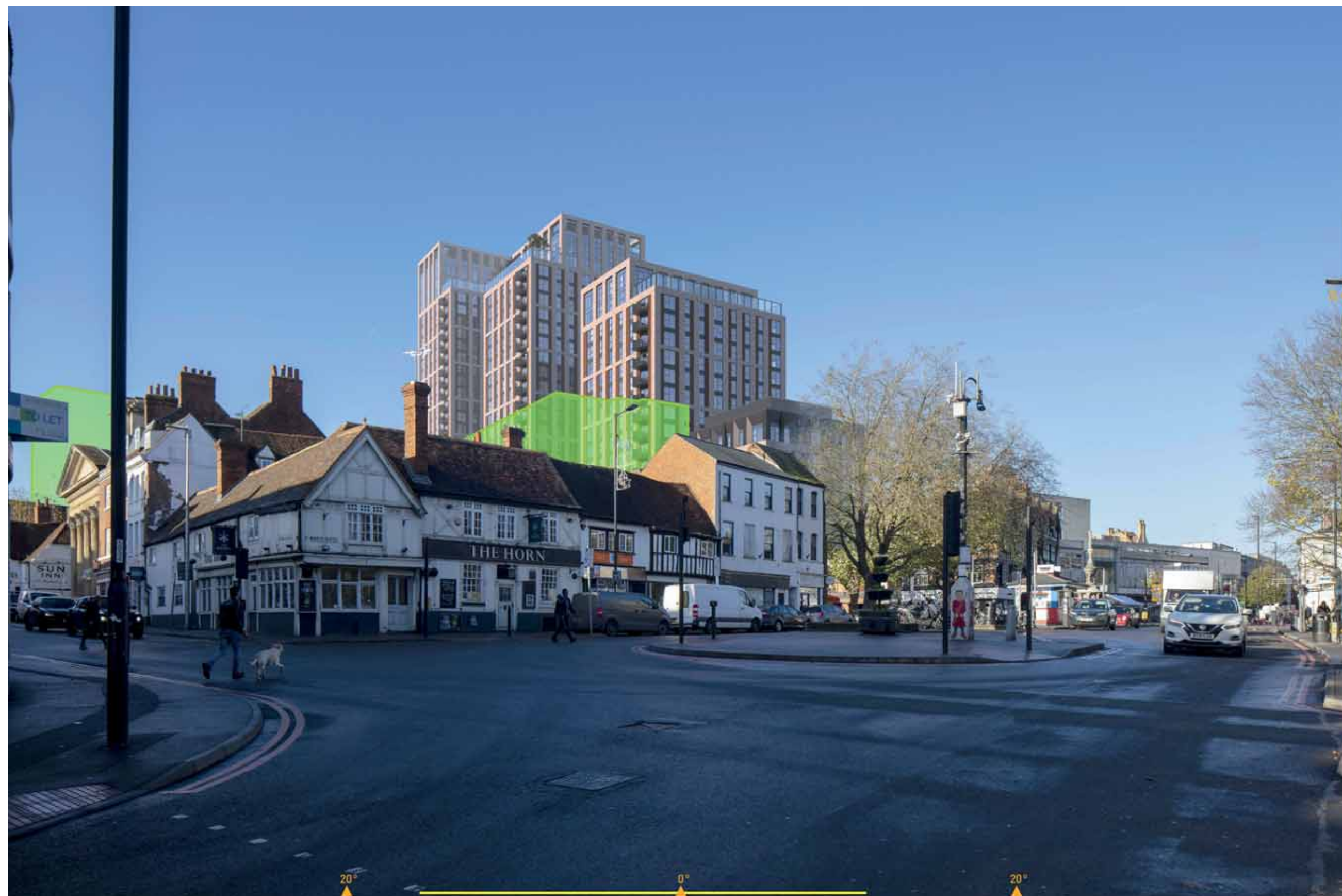
Key to cumulative schemes

6

From the Gun Street / Bridge Street junction north-west towards Broad Street Mall
Baseline photography









Key to cumulative schemes

7

From in front of Reading Minster looking west directly towards 21-23 St Mary's Butts and the entrance to Hosier Street
Baseline photography



7

From in front of Reading Minster looking west directly towards 21-23 St Mary's Butts and the entrance to Hosier Street
Proposed



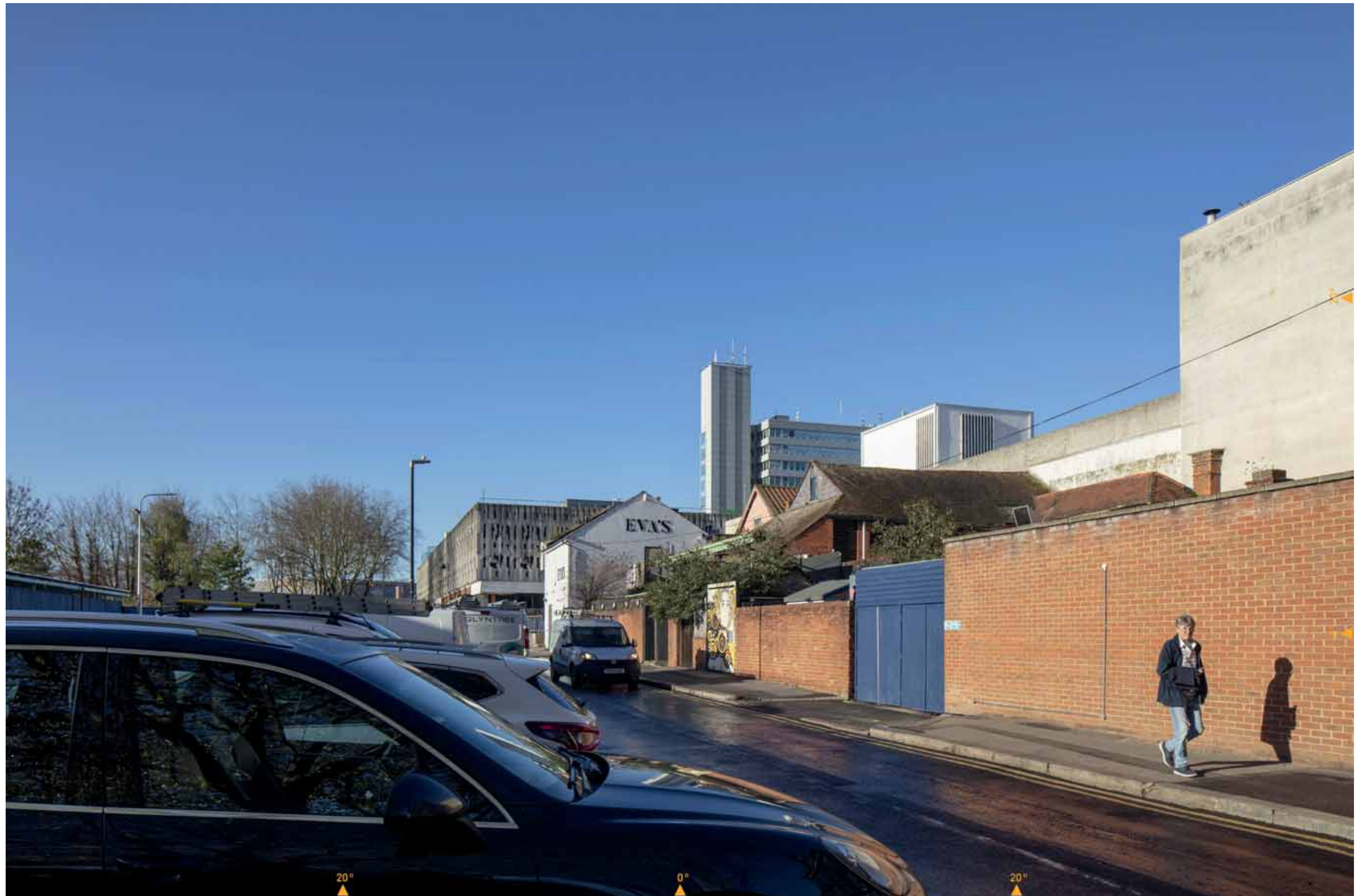
7

From in front of Reading Minster looking west directly towards 21-23 St Mary's Butts and the entrance to Hosier Street
Cumulative





Key to cumulative schemes



8

Looking west from Hosier Street
Proposed







Key to cumulative schemes









Key to cumulative schemes

10

From Balmore Park, looking south.
Baseline photography

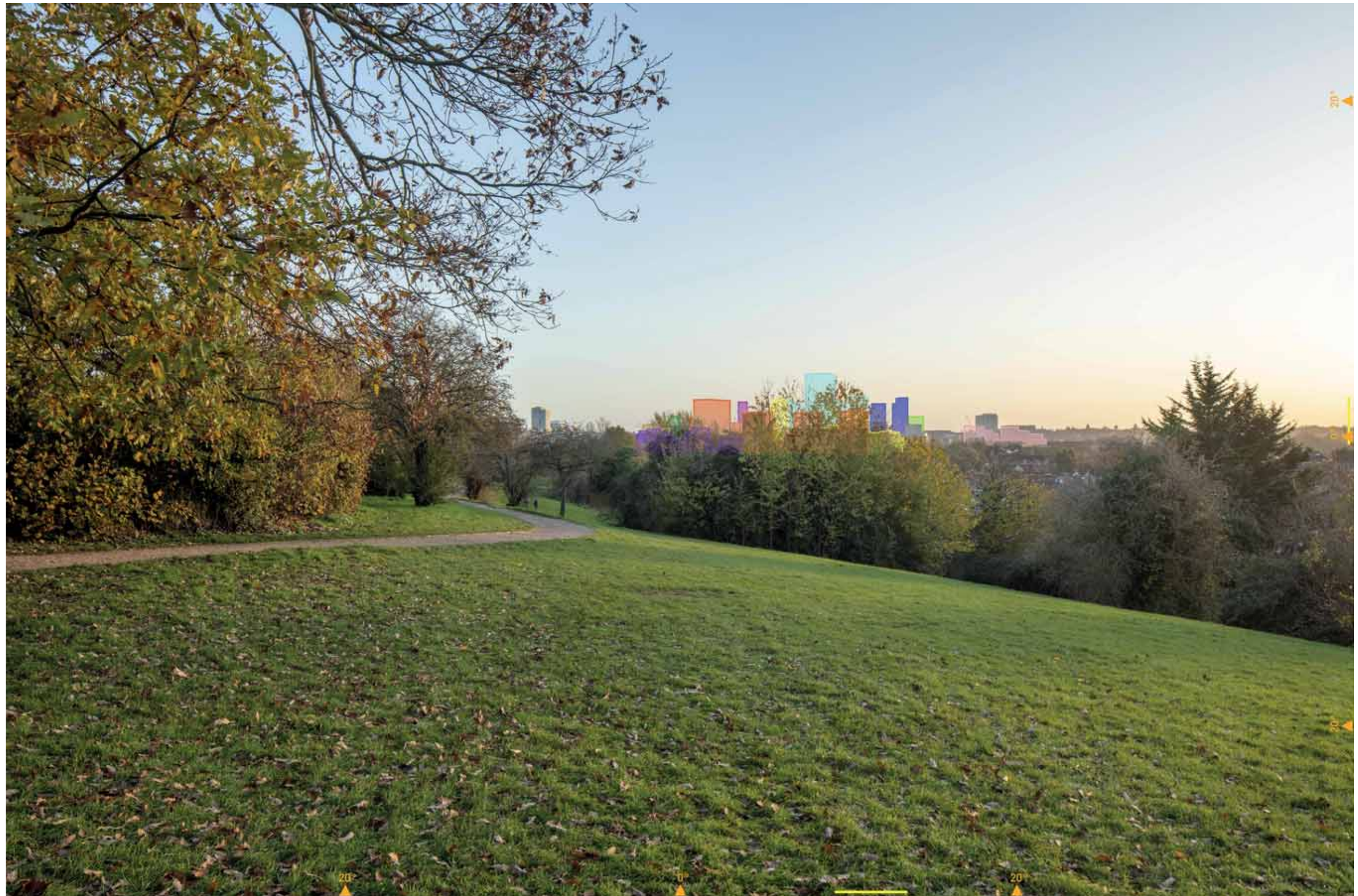


10

From Balmore Park, looking south.
Proposed



10 From Balmore Park, looking south. Cumulative

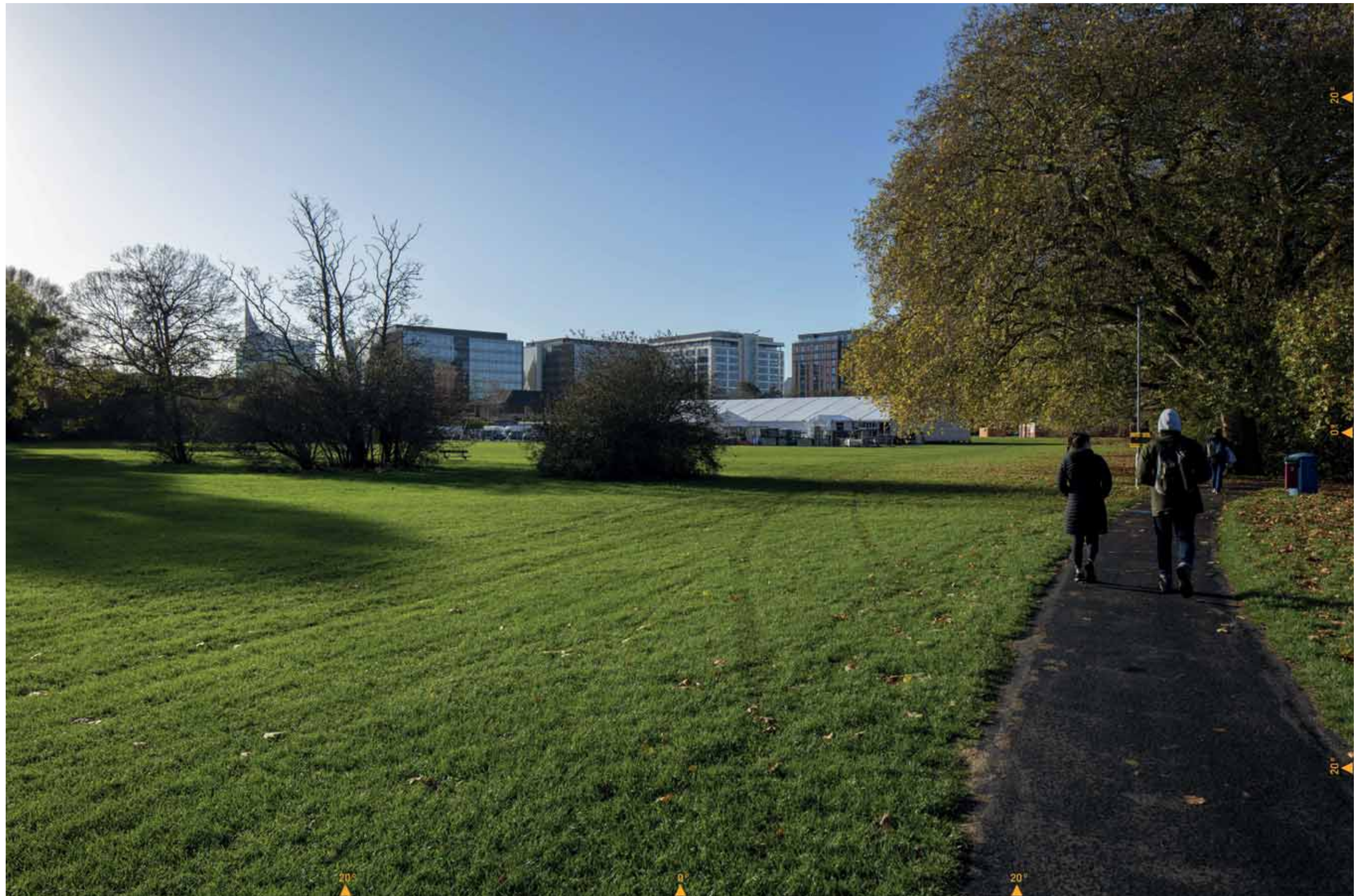




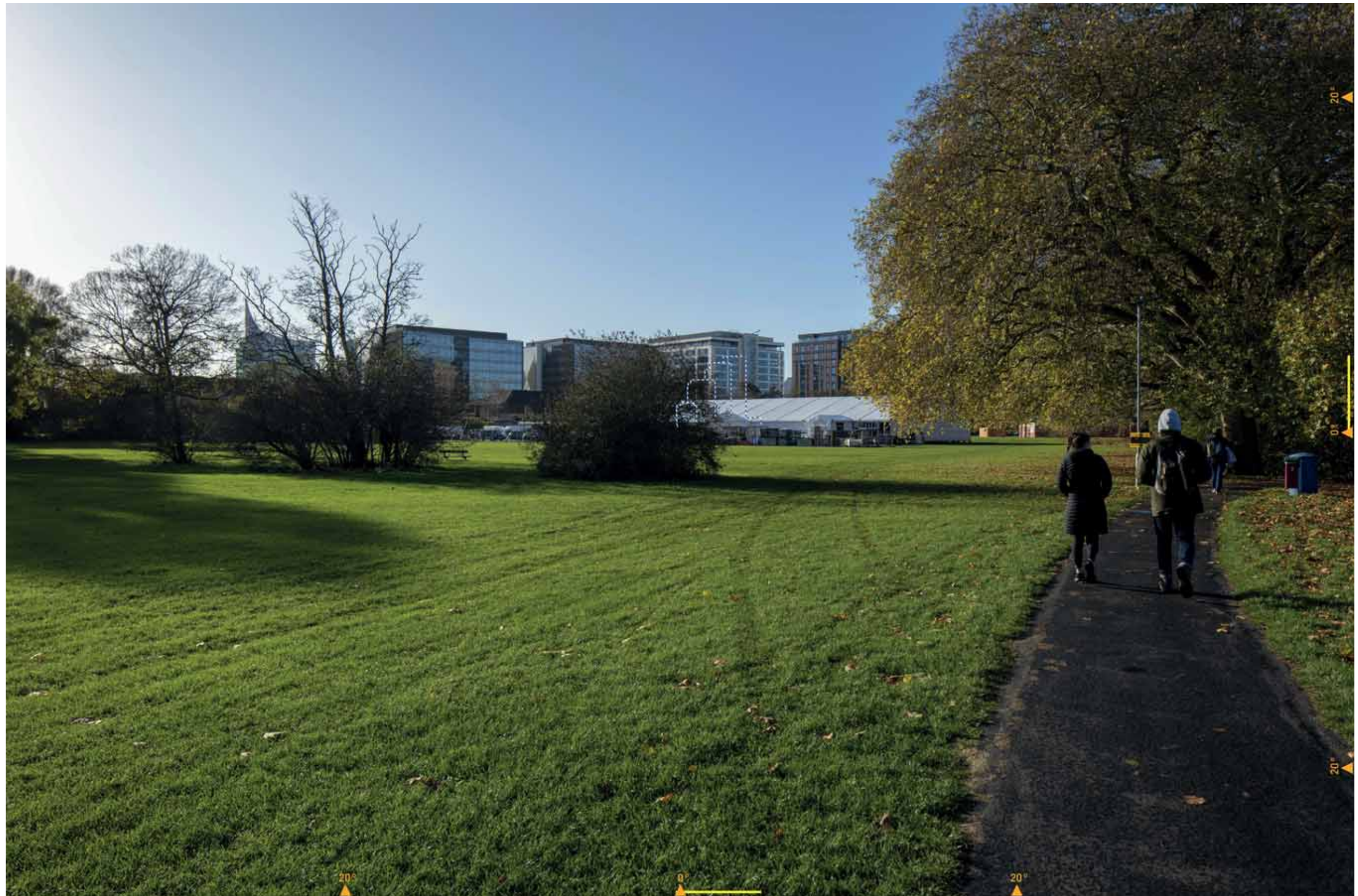
Key to cumulative schemes

11

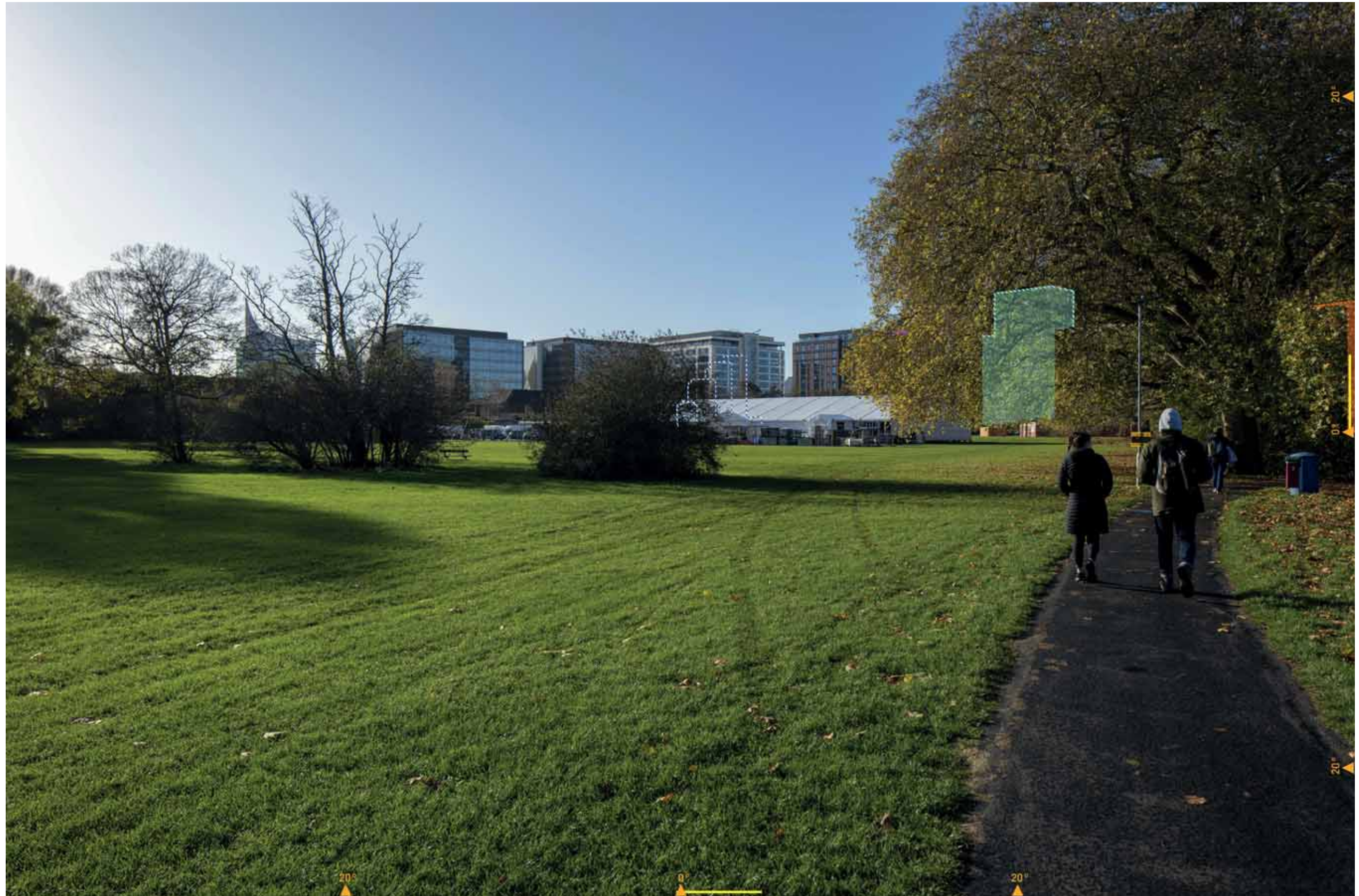
From Kings Meadow looking south-west.
Baseline photography



11 From Kings Meadow looking south-west. Proposed



11 From Kings Meadow looking south-west. Cumulative





Key to cumulative schemes

12

From Friar Street looking down West Street.
Baseline photography



12 From Friar Street looking down West Street. Proposed



12 From Friar Street looking down West Street. Cumulative





Key to cumulative schemes

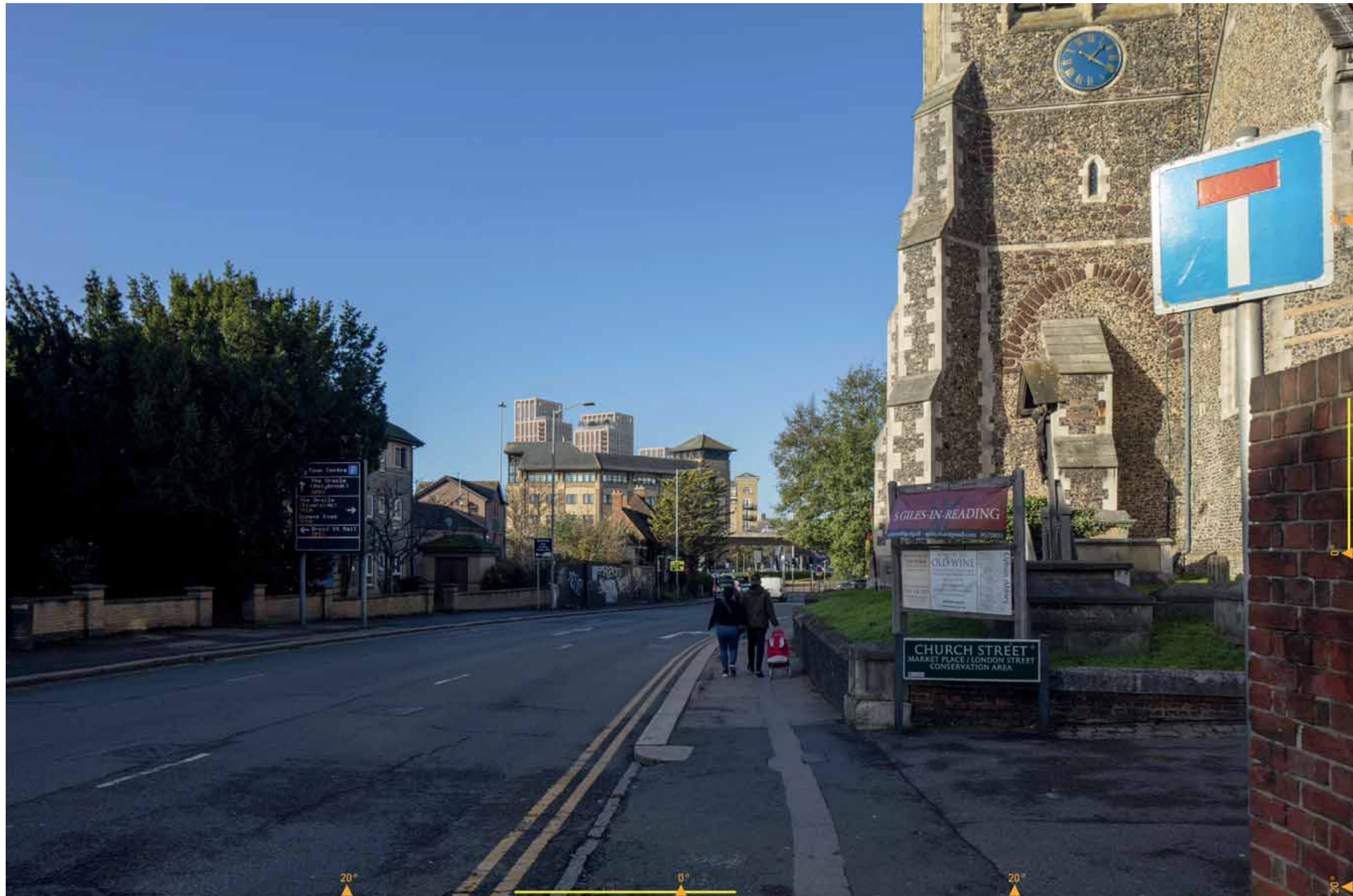
13 From Church of St Giles, looking north-west along Southampton Street (A327)

Baseline photography

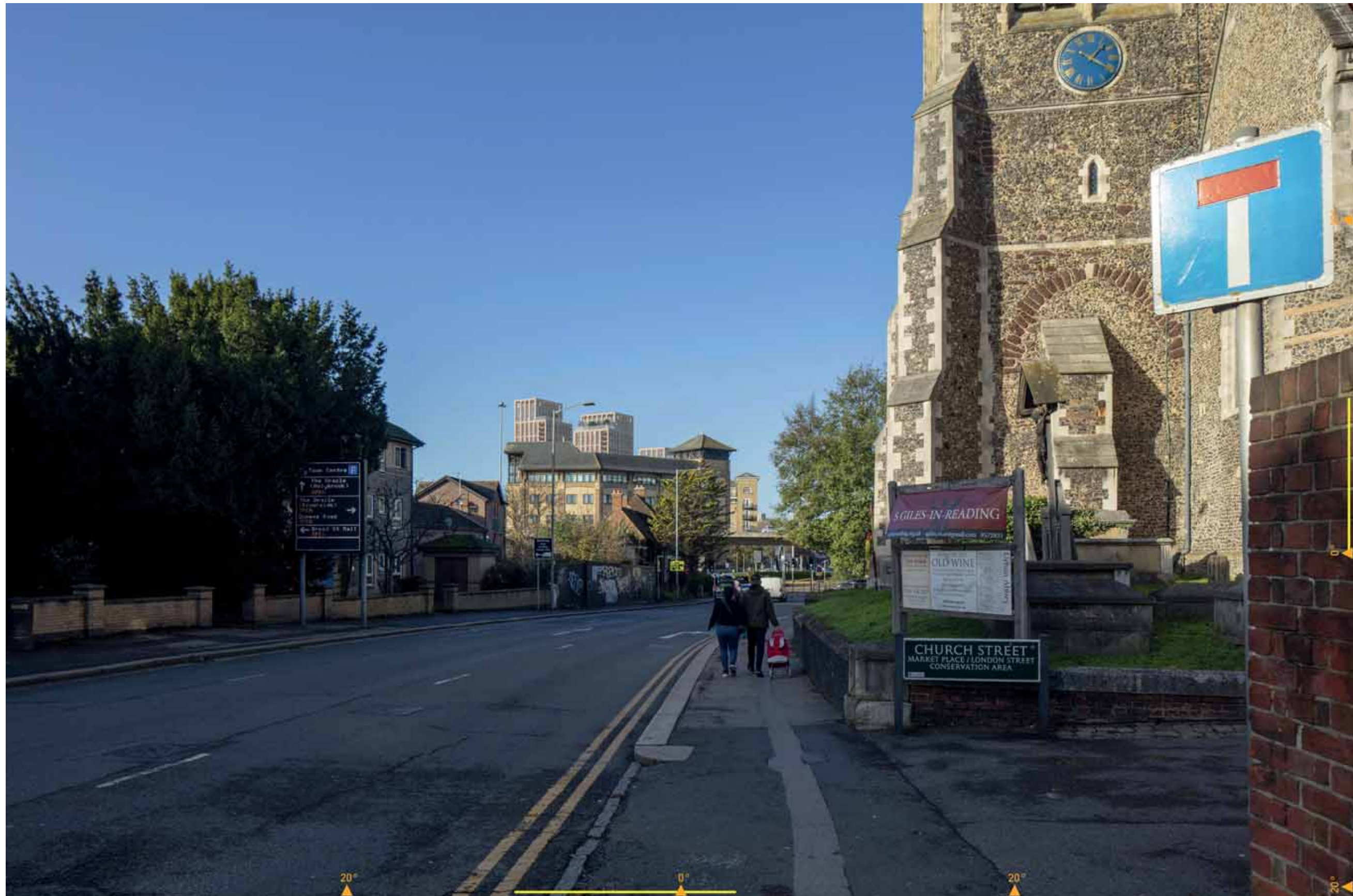


13 From Church of St Giles, looking north-west along Southampton Street (A327)

Proposed



13 From Church of St Giles, looking north-west along Southampton Street (A327). Cumulative





Key to cumulative schemes

14 From Mount Pleasant area along A327 looking north-west towards Broad Street Mall

Baseline photography



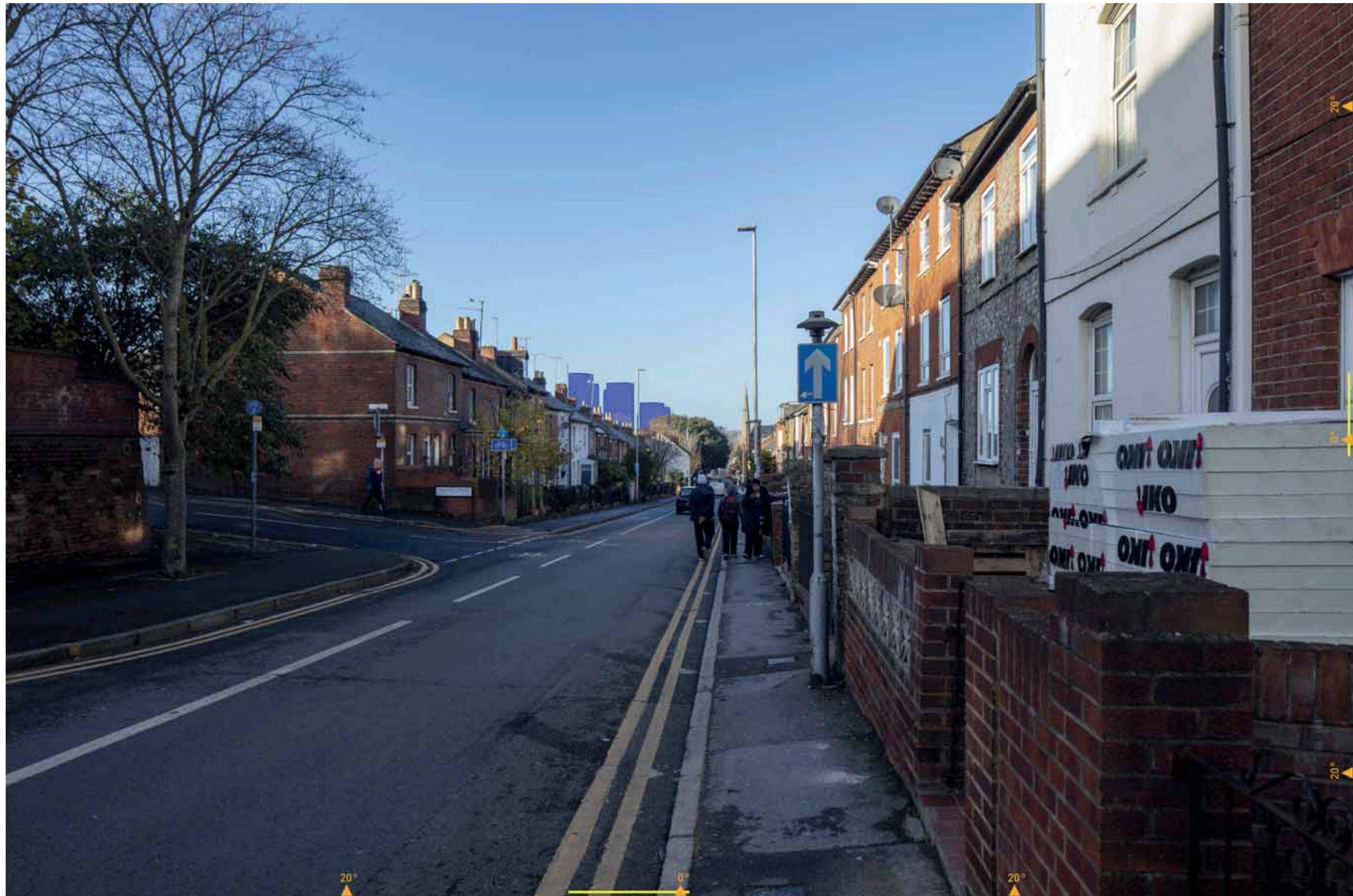
14 From Mount Pleasant area along A327 looking north-west towards Broad Street Mall

Proposed



14 From Mount Pleasant area along A327 looking north-west towards Broad Street Mall

Cumulative





Key to cumulative schemes

15

From Castle Street looking north, between the Sun Inn and St Mary's Church
Baseline photography



15 From Castle Street looking north, between the Sun Inn and St Mary's Church

Proposed



15 From Castle Street looking north, between the Sun Inn and St Mary's Church

Cumulative





Key to cumulative schemes

16 From Castle Street roundabout looking north (wide angle to include Magistrates' Court building)

Baseline photography



16 From Castle Street roundabout looking north (wide angle to include Magistrates' Court building) Proposed



16 From Castle Street roundabout looking north (wide angle to include Magistrates' Court building) Cumulative





Key to cumulative schemes

17a

Castle Street Kinetic View sequence
Baseline photography



17a

Castle Street Kinetic View sequence
Proposed



17a

Castle Street Kinetic View sequence
Cumulative





Key to cumulative schemes

17b

Castle Street Kinetic View sequence
Baseline photography



17b Castle Street Kinetic View sequence Proposed



17b Castle Street Kinetic View sequence Cumulative





Key to cumulative schemes

17c

Castle Street Kinetic View sequence
Baseline photography



17c Castle Street Kinetic View sequence Proposed



17c Castle Street Kinetic View sequence Cumulative

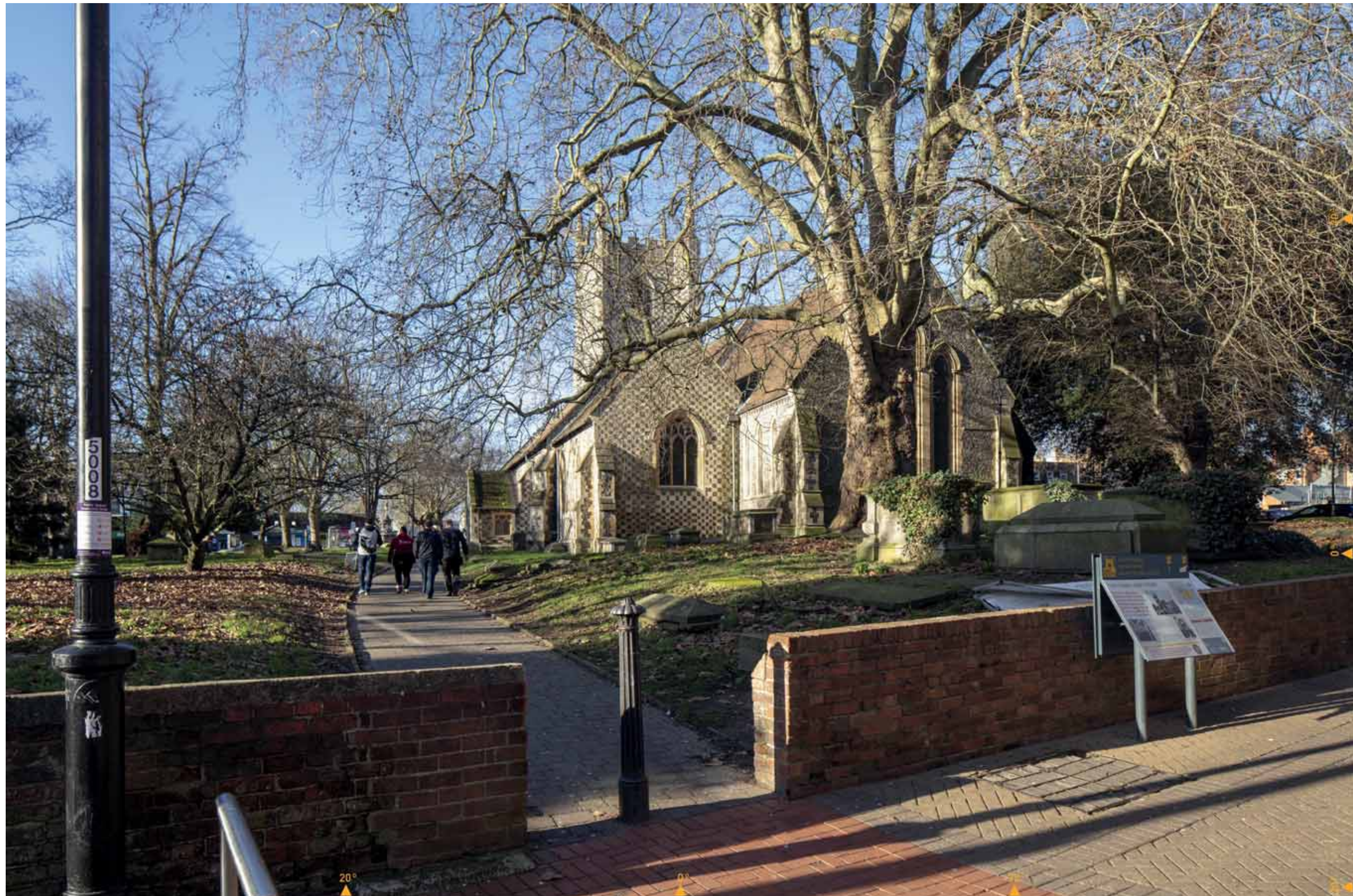




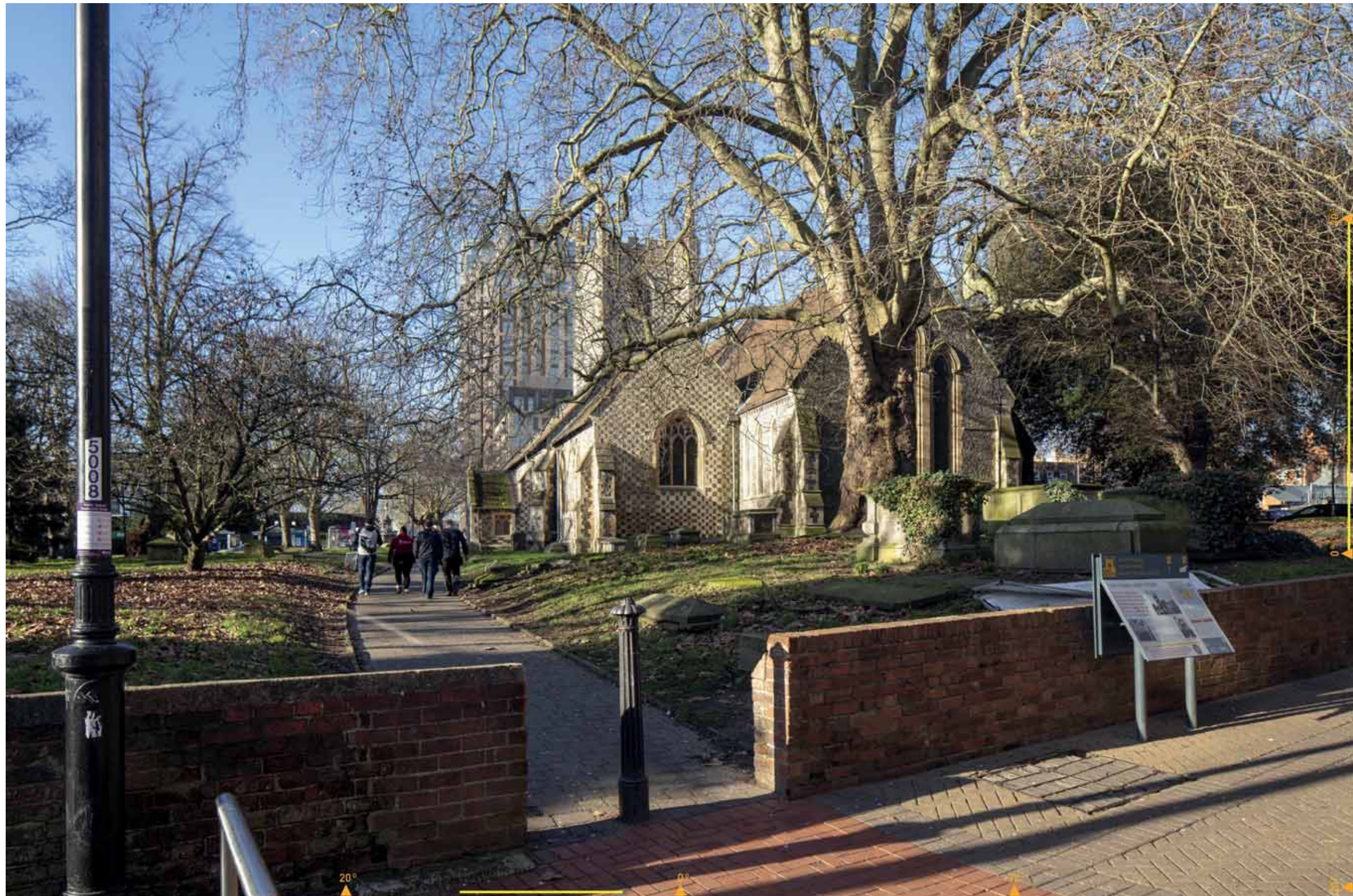
Key to cumulative schemes

18 Chain Street

Baseline photography



18 Chain Street Proposed



18 Chain Street Cumulative





Key to cumulative schemes

19 Junction of Coley Place and Castle Hill

Baseline photography



19 Junction of Coley Place and Castle Hill

Proposed



19 Junction of Coley Place and Castle Hill

Cumulative





Key to cumulative schemes

20 Junction of Oxford Road and Zinzan Street

Baseline photography



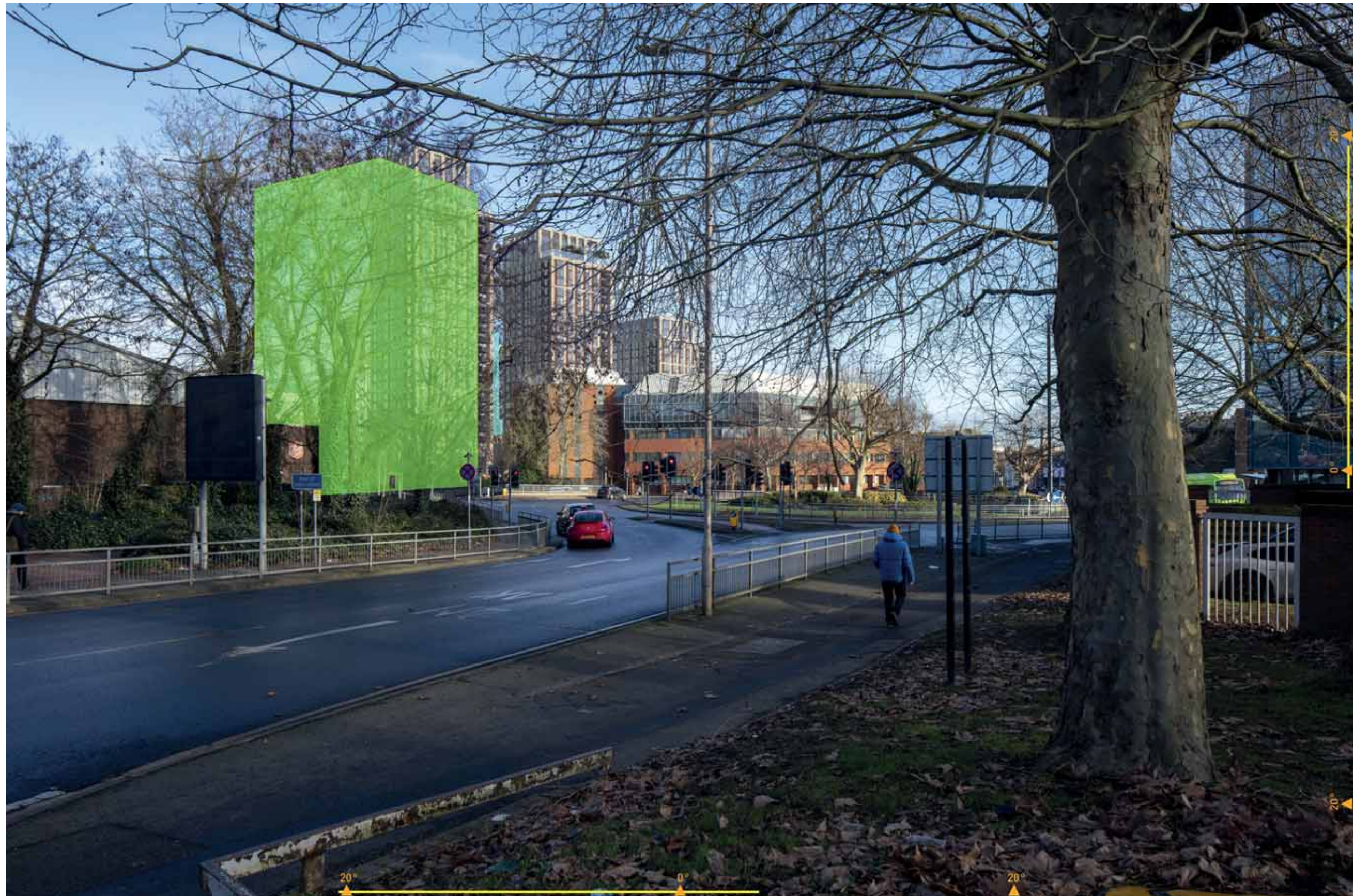
20 Junction of Oxford Road and Zinzan Street

Proposed



20 Junction of Oxford Road and Zinzan Street

Cumulative





Key to cumulative schemes

21

McIlroy Park
Baseline photography



21 McIlroy Park Proposed



21 McIlroy Park Cumulative





Key to cumulative schemes

22 Junction with Baker Steet and Jesse Terrace

Baseline photography



22 Junction with Baker Steet and Jesse Terrace

Proposed



22 Junction with Baker Steet and Jesse Terrace

Cumulative





Key to cumulative schemes

23 Junction with Baker Street and Howard Street

Baseline photography



23 Junction with Baker Street and Howard Street

Proposed



23 Junction with Baker Street and Howard Street

Cumulative





Key to cumulative schemes

Appendix A

Camera and survey data

1 River Kennett towards BSM			5 Oxford Road/Thorn Street junction			Forbury Gardens Bandstand looking towards Broad Street Mall		
Easting	471418.297		Easting	471146.481		Easting	471833.621	
Northing	172932.944		Northing	173422.835		Northing	173617.625	
Ground level	40.020		Ground level	44.283		Ground level	43.281	
Photo Date	25.11.22		Photo Date	25.11.22		Photo Date	25.11.22	
Photo Time	9.39		Photo Time	14.30		Photo Time	11.29	
Camera	Canon 5DS		Camera	Canon 5DS		Camera	Canon 5DS	
Lens	TS-E24mm		Lens	TS-E24mm		Lens	TS-E24mm	
Camera Height	1.60		Camera Height	1.6		Camera Height	1.6	
Lens shift (mm)	1		Lens shift (mm)	6		Lens shift (mm)	4	

2 North-west towards Broad Street Mall along the A33/A329			6 Gun Street/Bridge Street junction north-west towards Broad Street			Balmore Park, looking south		
Easting	471311.438		Easting	471417.357		Easting	471435.412	
Northing	172666.047		Northing	173252.976		Northing	175305.926	
Ground level	38.747		Ground level	41.190		Ground level	58.723	
Photo Date	25.11.22		Photo Date	25.11.22		Photo Date	25.11.22	
Photo Time	10.02		Photo Time	11.05		Photo Time	15.46	
Camera	Canon 5DS		Camera	Canon 5DS		Camera	Canon 5DS	
Lens	TS-E24mm		Lens	TS-E24mm		Lens	TS-E35mm	
Camera Height	1.60		Camera Height	1.6		Camera Height	1.6	
Lens shift (mm)	3		Lens shift (mm)	5		Lens shift (mm)	0	

3 East along Oxford Road close to its junction with Russell Street			7 Reading Minster looking west towards 21-23 St Mary's Butts			Kings Meadow looking south- west		
Easting	526926.926		Easting	471374.170		Easting	472192.819	
Northing	180167.248		Northing	173321.530		Northing	174036.748	
Ground level	20.391		Ground level	43.010		Ground level	36.612	
Photo Date	1.6		Photo Date	25.11.22		Photo Date	25.11.22	
Photo Time	11.02.16		Photo Time	10.30		Photo Time	12.00	
Camera	16.25		Camera	Canon 5DS		Camera	Canon 5DS	
Lens	Canon EOS 5Ds / back Canon EOS 5Ds		Lens	TS-E24mm		Lens	TS-E24mm	
Camera Height	Canon 24.70 ultrasonic		Camera Height	1.6		Camera Height	1.6	
Lens shift (mm)	0		Lens shift (mm)	7		Lens shift (mm)	0	

4 West along Oxford Road from West Street/Broad Street junction			8 Looking west from Hosier Street			Friar Street looking down West Street		
Easting	471298.072		Easting	471333.974		Easting	471240.347	
Northing	173448.148		Northing	173306.056		Northing	173570.644	
Ground level	44.95		Ground level	43.272		Ground level	44.78	
Photo Date	25.11.22		Photo Date	25.11.22		Photo Date	25.11.22	
Photo Time	14.39		Photo Time	10.51		Photo Time	14.50	
Camera	Canon 5DS		Camera	Canon 5DS		Camera	Canon 5DS	
Lens	TS-E24mm		Lens	TS-E24mm		Lens	TS-E24mm	
Camera Height	1.6		Camera Height	1.6		Camera Height	1.6	
Lens shift (mm)	5		Lens shift (mm)	5		Lens shift (mm)	5	

Appendix A

Camera and survey data

Church of St Giles, looking north- west along Southampton 13 Street (A327)	
Easting	471635.399
Northing	172910.247
Ground level	42.207
Photo Date	25.11.22
Photo Time	13.24
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	3



17A Castle Street - Kinetic	
Easting	471346.798
Northing	173222.751
Ground level	43.449
Photo Date	20.01.23
Photo Time	12.47
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	8



Junction of Coley Place and Castle Hill 19	
Easting	470970.342
Northing	173390.516
Ground level	43.814
Photo Date	20.01.23
Photo Time	13.41
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	2



Mount Pleasant area along A327 looking north-west Mall 14 towards Broad Street	
Easting	471925.399
Northing	172456.446
Ground level	60.848
Photo Date	25.11.22
Photo Time	13.38
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	0



17B Castle Street - Kinetic	
Easting	471366.933
Northing	173230.003
Ground level	42.915
Photo Date	20.01.23
Photo Time	12.59
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	8



Junction of Oxford Road and Zinzan Street 20	
Easting	471073.012
Northing	173023.461
Ground level	48.674
Photo Date	25.11.22
Photo Time	15.46
Camera	Canon 5DS
Lens	TS-E35mm
Camera Height	1.6
Lens shift (mm)	0



Castle Street looking north, between the Sun Inn and 15 St Mary's Church	
Easting	471337.600
Northing	173218.924
Ground level	43.716
Photo Date	25.11.22
Photo Time	12.55
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	7



17C Castle Street - Kinetic	
Easting	471383.498
Northing	173239.208
Ground level	42.435
Photo Date	20.01.23
Photo Time	13.11
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	8



Mclroy Park 21	
Easting	467898.003
Northing	174210.837
Ground level	84.218
Photo Date	20.01.23
Photo Time	14.43
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	0



Castle Street roundabout looking north (to include 16 (Magistrates' Court building	
Easting	471317.980
Northing	173205.334
Ground level	44.129
Photo Date	25.11.22
Photo Time	13.04
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	4



Chain Street 18	
Easting	471472.063
Northing	173325.183
Ground level	41.629
Photo Date	20.01.23
Photo Time	11.04
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	1



Junction with Baker Street and Jesse Terrace 22	
Easting	470891.577
Northing	173166.820
Ground level	48.371
Photo Date	05.07.23
Photo Time	10.13
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	2



Appendix A

Camera and survey data

Junction with Baker Street and Howard Street 23	
Easting	471040.220
Northing	173207.357
Ground level	45.944
Photo Date	05.07.23
Photo Time	10.37
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	5



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Appendix B

GMJ Views Methodology

Introduction

There are 4 stages to creating accurate planning photo-montages.

These are :

1. Photography

2. Survey

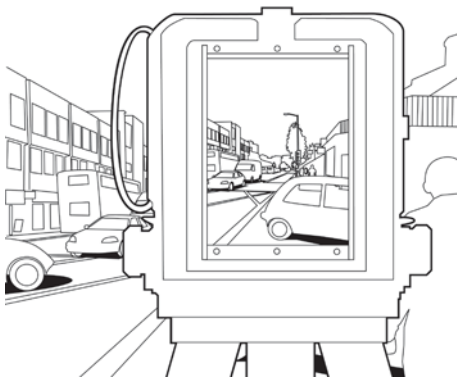
3. 3D Visual Alignment

4. Rendering

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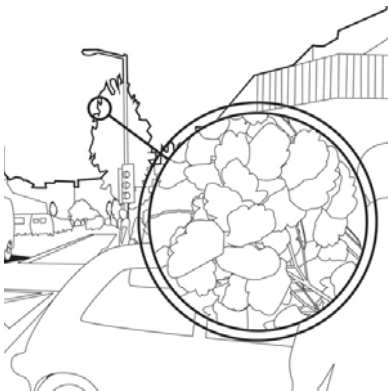
1.0 Photography



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- Of high quality and sufficient resolution
- A natural, undistorted, perspective – So the foreground does not dominate the subject
- Level and corrected for vertical convergence – So all vertical lines are parallel
- Well documented – in terms of camera position, equipment used, date and time of day

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GMJ use lenses that minimise perspective distortion. A horizontal view angle of approximately 40 degrees creates a natural perspective; this is achieved by using 150mm lenses on our 5x4 camera and a 50mm lens on our 35mm camera. Minimal perspective distortion means that the subject of the image is not dominated by foreground elements, which are stretched at the extremities of the photograph in a wide angle view.

Where the subject is a long distance from the viewpoint a supplemental “zoom in” photograph is also taken. For this we use a lens with a 13 degree field of view, approximating the angle subtended by the human eye when focussing on a distant detail.



Where a 40 degree view angle is too small to contain the entire view horizontally a wider lens is used, and a 40 degree portion marked on the final output. As required, this wide angle shot will also be accompanied by two separate photographs from the same viewpoint position looking to the left and right. This positions the subject in the central – undistorted – portion of each.

Appendix B

GMJ Views Methodology

1.3 Shift Lens



Where there is a requirement to fit more into the frame vertically we do not tilt the camera. GMJ's photography is obtained with a level camera in all axes. This means there is no convergence of the verticals and the horizon is level and centred in the image.

The rising front capability of the camera is employed to introduce a degree of "shift" into the photograph, shifting the horizon up or down and allowing more into the frame above or below it without distorting the verticals in the image.

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Measurements taken on site by the photographer include the height of the camera above the ground (normally around 1.6m to recreate normal eye height) and the amount of shift used.

The exact location of the camera is marked on the pavement. The photographer also records the date and time of day the photograph was taken and information on the lens and shutter settings.

1.5 Preparation

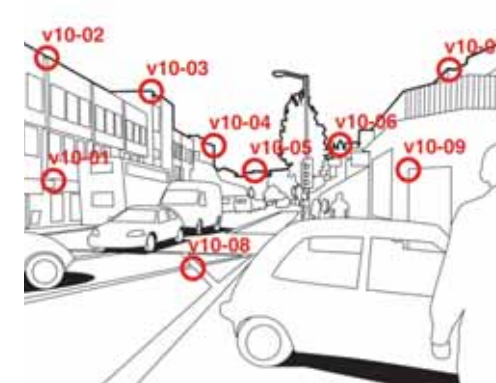


If the photograph was taken using an architectural shift lens then the horizon will have been shifted on the image, either up or down. For accurate alignment to be possible the perspective vanishing point – and hence the horizon – has to be centred in the image.

A calculation (based on the degree of shift used in the photography and the resolution of the image) is used to obtain the amount of vertical movement required to move the horizon to the centre of the image.

At this stage, any small errors detected in the mechanical leveling of the horizon are corrected.

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Surveyors visit the site of each photograph and obtain Differential GPS readings for the marked location of the camera.

As well as this they will isolate a minimum of nine points per photograph and take GPS readings of each.



These locations are points of contrast in the image and will be later used to align 3D CAD data with the photography.

The points are organised so there are equal numbers in the foreground, the mid-ground and in the distance to represent an even spread of 3D co-ordinates.

All the GPS readings are converted into National Grid co-ordinates and tabulated.

Appendix B

GMJ Views Methodology

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The site photography and survey are combined in a visualisation system along with 3D data representing the scheme to accurately position it on site. This process includes:

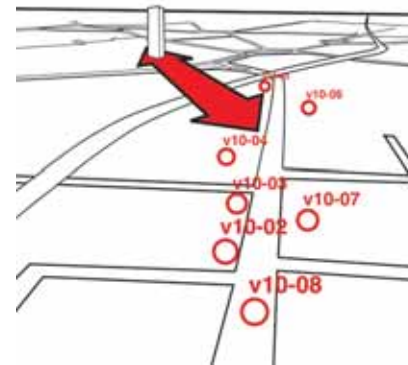
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- Combining the survey and digital model into a common co-ordinate system
- Creating virtual versions of the real-world cameras
- Overlaying the model onto photographic backdrop

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A 3 dimensional CAD model of the development is created in a visualisation system (PC based application "3D studio Max"). This is based on digital plans and elevations supplied to GMJ by the architects, and positioned with reference to the architects site survey.

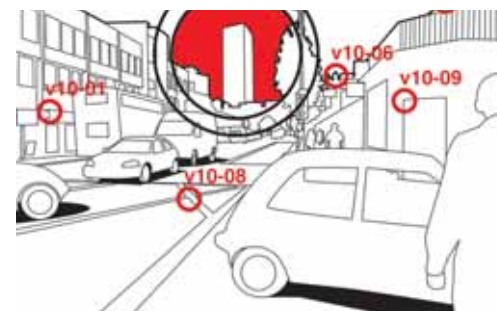
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3.1 Survey Data



Planning data supplied to us by surveyors is combined with the corrected photograph and the newly created 3D CAD model. The data includes 3 dimensional survey points relating to notable points on each photograph as well as the position of the camera.

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A "virtual" camera is created at the surveyed position and the rest of the data is positioned by GMJ so the relative distances between camera, surveyed points, and the new building correspond with the "real world" distances between them.

The visualisation system can simulate actual 35mm cameras. If a 5x4 format camera was used for the photography then they are adjusted to more accurately represent 5x4 lenses. We use a formula based on a conversion factor derived from the difference in film (or sensor) sizes between the two formats.

3.3 Overlaying Model

The corrected photography is used as a backdrop to the "scene". Looking at the 3D data using the virtual cameras superimposes it on to the backdrop. At this stage further adjustments to the view angle and the position of the camera are undertaken to visually align the 3D surveyed points to their corresponding areas on the photography.

Appendix B

GMJ Views Methodology

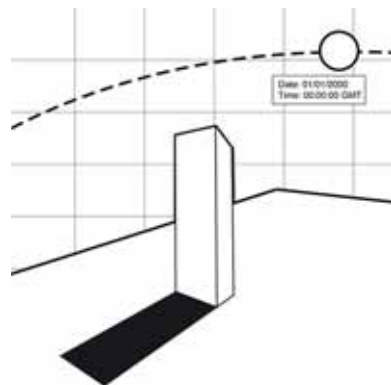
4.0 Rendering



The process of creating a photorealistic image from a 3d CAD model is called rendering and relies on :

- Lighting simulation
- The application or synthesis of architectural materials
- Post production

4.1 Lighting



The exterior lighting is a simulation of the real world conditions called a daylight system, which can accurately position the sun in the sky at any time of day on any day of the year. The photograph itself also functions as a light source within this configuration to create accurate colourations of the model.

Interior lighting is simulated with reference to the architect's specified light fittings.

During the rendering process the virtual cameras are adjusted to match the real world camera's exposure and shutter settings to ensure that the lighting as it appears in the final image is an accurate match for the lighting in the photograph.

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Material samples, supplied by the architects, are simulated and applied to the wireframe of the building.

This process is partly an artistic exercise in creating a realistic impression, and the design team's assessment of our interpretations is vital in creating an image that everyone believes is a fair representation of the finished scheme.

Modern rendering software generates objective and accurate representations of specified materials. GMJ can only underwrite an image that, during this consultative and subjective stage of the process, does not make misleading deviations from an accurate impression.

4.3 Post Production



The completed render is opened in a post-production package (Adobe Photoshop) and further work is undertaken to create a finished image.

Foreground elements that should sit in front of the building are isolated and superimposed to set it visually into the scene, also atmospheric effects such as haze are added at this time.

APPENDIX 2: GMJ VISUAL METHODOLOGY

BROAD STREET MALL, READING

Appendix A

Camera and survey data

1 River Kennett towards BSM	
Easting	471418.297
Northing	172932.944
Ground level	40.020
Photo Date	25.11.22
Photo Time	9.39
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.60
Lens shift (mm)	1



5 Oxford Road/Thorn Street junction	
Easting	471146.481
Northing	173422.835
Ground level	44.283
Photo Date	25.11.22
Photo Time	14.30
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	6



Forbury Gardens Bandstand looking towards Broad Street Mall	
Easting	471833.621
Northing	173617.625
Ground level	43.281
Photo Date	25.11.22
Photo Time	11.29
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	4



2 North-west towards Broad Street Mall along the A33/A329	
Easting	471311.438
Northing	172666.047
Ground level	38.747
Photo Date	25.11.22
Photo Time	10.02
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.60
Lens shift (mm)	3



6 Gun Street/Bridge Street junction north-west towards Broad	
Easting	471417.357
Northing	173252.976
Ground level	41.190
Photo Date	25.11.22
Photo Time	11.05
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	5



Baltimore Park, looking south 10	
Easting	471435.412
Northing	175305.926
Ground level	58.723
Photo Date	25.11.22
Photo Time	15.46
Camera	Canon 5DS
Lens	TS-E35mm
Camera Height	1.6
Lens shift (mm)	0



3 East along Oxford Road close to its junction with Russell Street	
Easting	526926.926
Northing	180167.248
Ground level	20.391
Photo Date	1.6
Photo Time	11.02.16
Camera	16.25
Lens	Canon EOS 5Ds / back Canon EOS 5Ds
Camera Height	Canon 24.70 ultrasonic
Lens shift (mm)	0



7 Reading Minster looking west towards 21-23 St Mary's Butts	
Easting	471374.170
Northing	173321.530
Ground level	43.010
Photo Date	25.11.22
Photo Time	10.30
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	7



Kings Meadow looking south- west 11	
Easting	472192.819
Northing	174036.748
Ground level	36.612
Photo Date	25.11.22
Photo Time	12.00
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	0



4 West along Oxford Road from West Street/Broad Street junction	
Easting	471298.072
Northing	173448.148
Ground level	44.95
Photo Date	25.11.22
Photo Time	14.39
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	5



8 Looking west from Hosier Street	
Easting	471333.974
Northing	173306.056
Ground level	43.272
Photo Date	25.11.22
Photo Time	10.51
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	5



Friar Street looking down West Street 12	
Easting	471240.347
Northing	173570.644
Ground level	44.78
Photo Date	25.11.22
Photo Time	14.50
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	5



Appendix A

Camera and survey data

Church of St Giles, looking north- west along Southampton 13 Street (A327)	
Easting	471635.399
Northing	172910.247
Ground level	42.207
Photo Date	25.11.22
Photo Time	13.24
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	3



17A Castle Street - Kinetic	
Easting	471346.798
Northing	173222.751
Ground level	43.449
Photo Date	20.01.23
Photo Time	12.47
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	8



Junction of Coley Place and Castle Hill 19	
Easting	470970.342
Northing	173390.516
Ground level	43.814
Photo Date	20.01.23
Photo Time	13.41
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	2



Mount Pleasant area along A327 looking north-west Mall 14 towards Broad Street	
Easting	471925.399
Northing	172456.446
Ground level	60.848
Photo Date	25.11.22
Photo Time	13.38
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	0



17B Castle Street - Kinetic	
Easting	471366.933
Northing	173230.003
Ground level	42.915
Photo Date	20.01.23
Photo Time	12.59
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	8



Junction of Oxford Road and Zinzan Street 20	
Easting	471073.012
Northing	173023.461
Ground level	48.674
Photo Date	25.11.22
Photo Time	15.46
Camera	Canon 5DS
Lens	TS-E35mm
Camera Height	1.6
Lens shift (mm)	0



Castle Street looking north, between the Sun Inn and 15 St Mary's Church	
Easting	471337.600
Northing	173218.924
Ground level	43.716
Photo Date	25.11.22
Photo Time	12.55
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	7



17C Castle Street - Kinetic	
Easting	471383.498
Northing	173239.208
Ground level	42.435
Photo Date	20.01.23
Photo Time	13.11
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	8



Mclroy Park 21	
Easting	467898.003
Northing	174210.837
Ground level	84.218
Photo Date	20.01.23
Photo Time	14.43
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	0



Castle Street roundabout looking north (to include 16 (Magistrates' Court building	
Easting	471317.980
Northing	173205.334
Ground level	44.129
Photo Date	25.11.22
Photo Time	13.04
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	4



Chain Street 18	
Easting	471472.063
Northing	173325.183
Ground level	41.629
Photo Date	20.01.23
Photo Time	11.04
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	1



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Easting	470891.577
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Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
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Appendix A

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Northing	173207.357
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Photo Date	05.07.23
Photo Time	10.37
Camera	Canon 5DS
Lens	TS-E24mm
Camera Height	1.6
Lens shift (mm)	5



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Appendix B

GMJ Views Methodology

Introduction

There are 4 stages to creating accurate planning photo-montages.

These are :

1. Photography

2. Survey

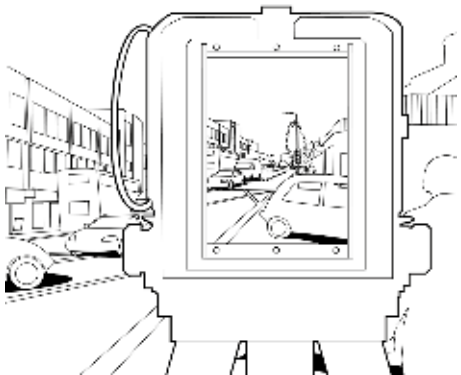
3. 3D Visual Alignment

4. Rendering

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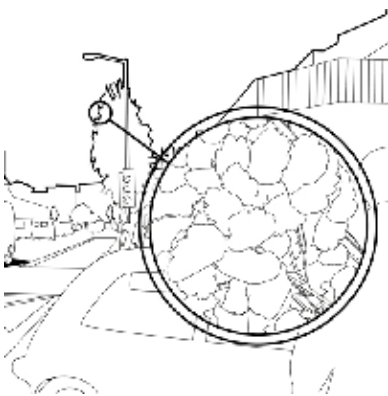
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GMJ Views Methodology

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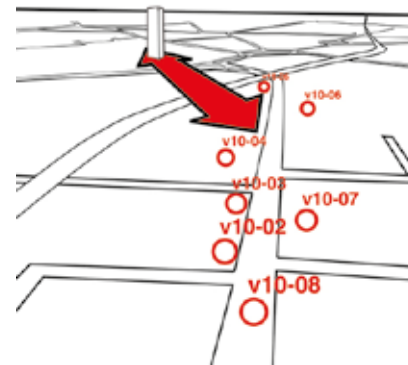
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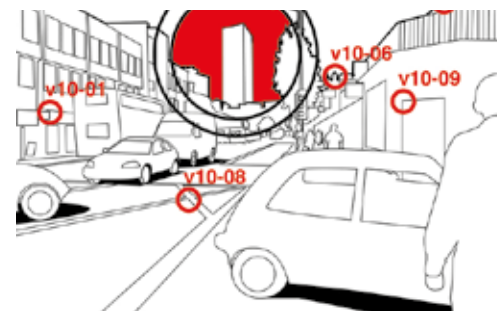
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Appendix B

GMJ Views Methodology

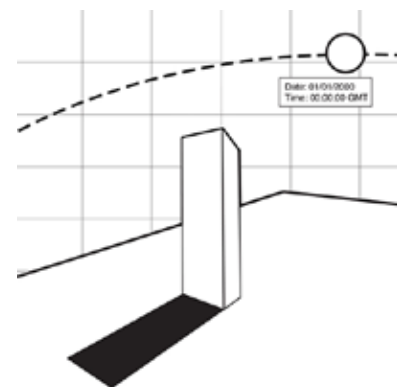
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The process of creating a photorealistic image from a 3d CAD model is called rendering and relies on :

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- The application or synthesis of architectural materials
- Post production

4.1 Lighting

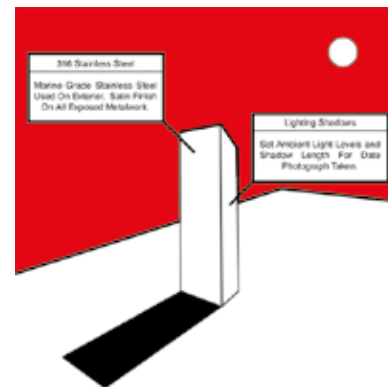


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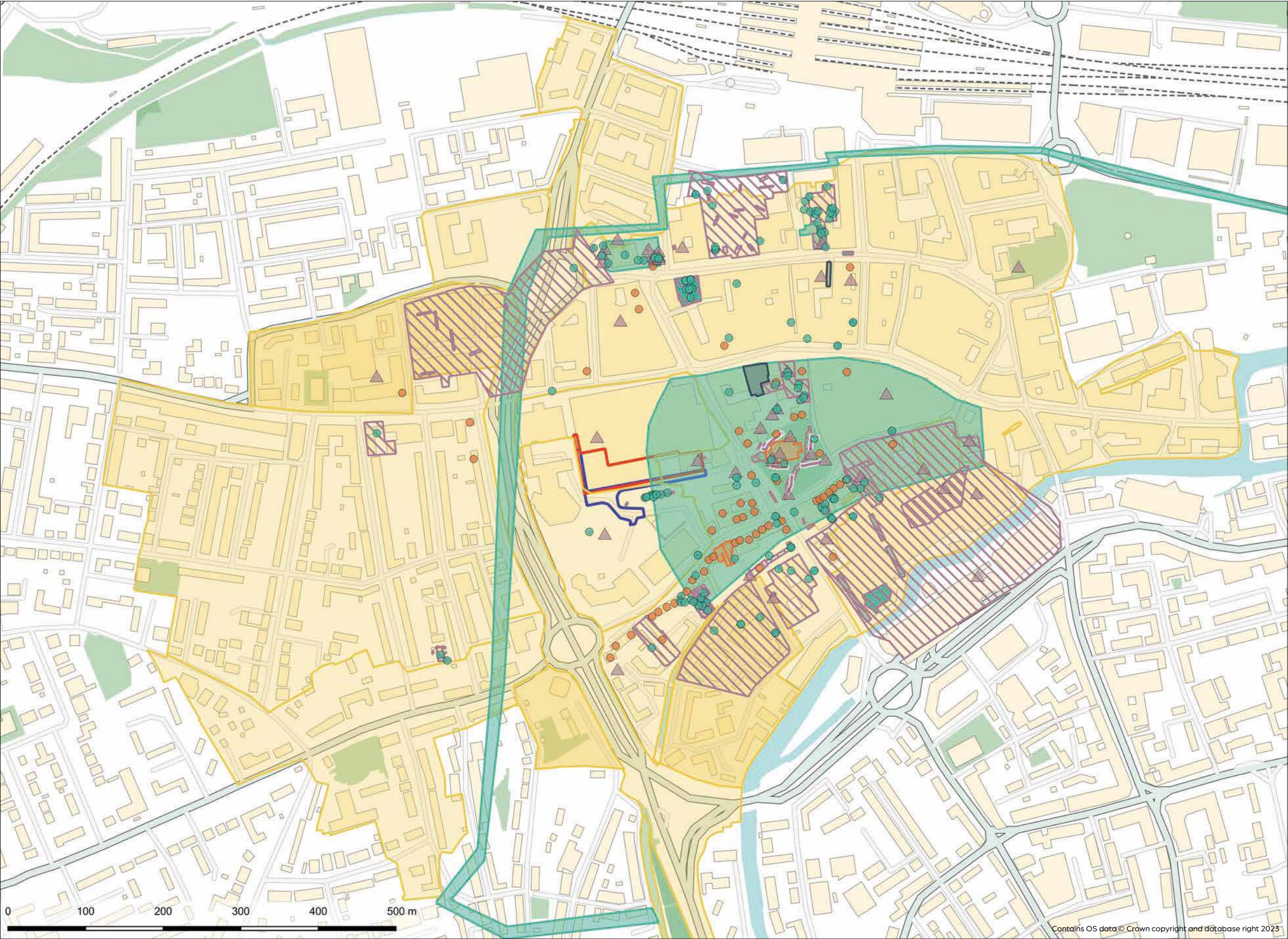


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Foreground elements that should sit in front of the building are isolated and superimposed to set it visually into the scene, also atmospheric effects such as haze are added at this time.

APPENDIX 3: HER SEARCH RESULTS

BROAD STREET MALL, READING



HER REPORT

- Application Site
- Monuments and findspots 250m search area around site at Broad Street Mall
 - Point
 - Polygon
- Archaeological events 250m search area around site at Broad Street Mall
 - Point
 - Polygon
 - Line
- Listed buildings 250m search area around site Broad Street Mall
 - Point
 - Polygon
- Locally listed buildings 250m search area around site at Broad Street Mall
 - Polygon
- HLC areas 250m search area around site at Broad Street Mall
 - Polygon

LOCATION:
Broad Street Mall, Dusseldorf Way RG1 7QE

DATE:
November 2023

SCALE:
1:5,000 @ A3

FIGURE:

▲ NORTH



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CHARTERED SURVEYORS
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WWW.MONTAGU-EVANS.CO.UK

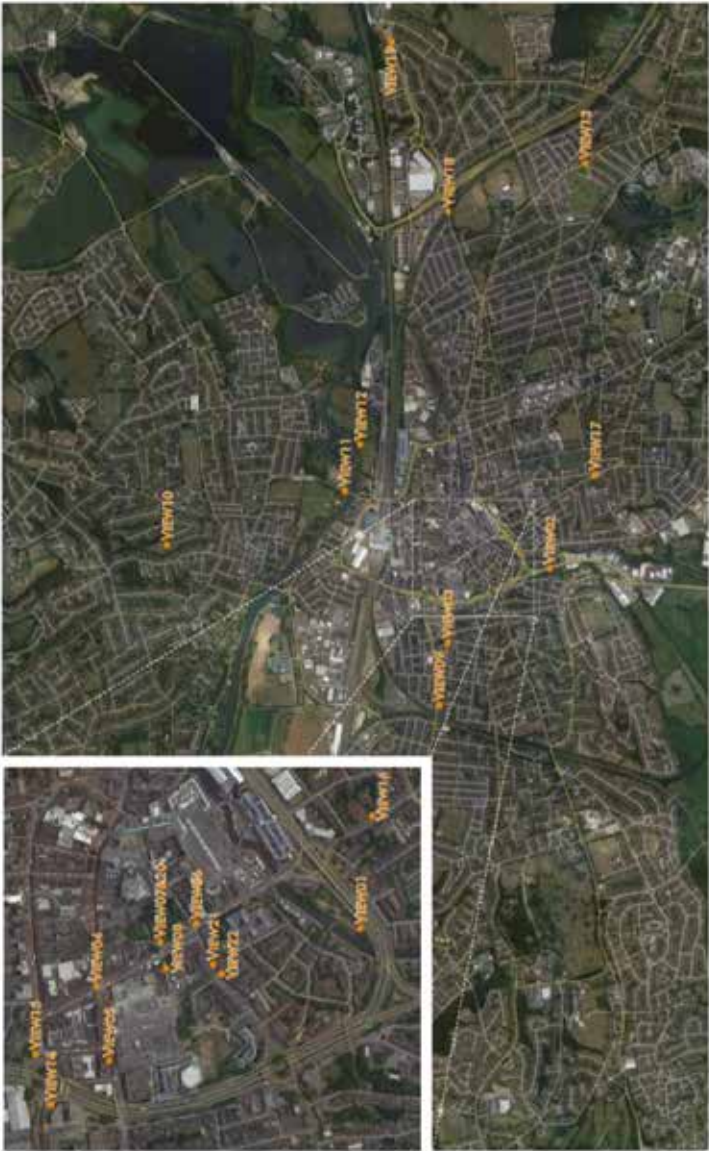
APPENDIX 4: EXTRACTED PAGES FROM 2019 HTVIA BSM

BROAD STREET MALL, READING

8 The townscape and visual impact of the proposed scheme

- 8.1 The following section sets out the assessment of the effects of the Proposed Development on individual views.
- 8.2 The views are shown in a baseline condition, followed by an image showing the proposed development. A commentary of the existing and proposed townscape conditions is provided as well as an Assessment of Significance of Effect using the criteria highlighted in Section 5.
- 8.3 There are a number of schemes in Reading that have been identified as forming part of the cumulative evolution of Reading. In particular the adjacent Hosier Street Hotel site which will have an immediate impact on the proposal in a number of views and is identified below.

The Views



View 1

Existing



Proposed



8.4 Existing

This view is looking north west towards Broad Street Mall from the River Kennett.

The foreground of the view is filled with the river and canal lock whilst modern commercial development dominates the centre of the view on the northern bank of the river. The predominant materials are brick, render and slate.

8.5 Proposed

The proposed Development would be largely hidden by existing development in this view, however where it is glimpsed its scale is visually no higher than those buildings already in the view and the light grey terracotta elevation ensures that it does not jar with the surrounding existing urban context.

8.6 Assessment of Significance of Effect

The significance of effect would be beneficial but negligible. The development would be barely visible, the view is of low sensitivity and the magnitude of effect also low.

View 2

Existing



Proposed



8.7 Existing

This view is looking north west towards Broad Street Mall along the A33/A329.

The view is a hard, urban scene, dominated by the dual carriageway road. In the middle distance are modern residential apartments in red brick with buff brick detailing as is typical for Reading.

8.8 Proposed

The proposed Development would appear in the far distance to the left of the view, stepping down from left to right and towards the existing foreground development and acts as a marker for the town centre in the distance. The choice of terracotta and brick for the elevations ensures that it does not dominate the view, with Site C, clad in brick, visually closest to the existing brick buildings in the view.

8.9 Assessment of Significance of Effect

The significance of effect would be beneficial but negligible. Whilst the development would be visible, the view is of low sensitivity and the magnitude of effect also low.

View 3

Existing



Proposed



8.10 Existing

This view is looking east along Oxford Road close to its junction with Russell Street.

The view is dominated by the main road. In the fore to middle ground on the right hand side of the view stretching towards the town centre are buildings of predominantly two to three storeys in height, all of which lie within the Russell Street/Castle Hill Conservation Area.

Building materials are predominantly render and red brick.

Further towards the town centre in the middle distance the buildings tend to rise in height and the view is terminated by Fountain House that rises above.

8.11 Proposed

The proposed Development would appear in the backdrop to this view, to the right of Fountain House and clearly signalling the town centre. In reality the three main towers sit behind each other in this view and thus their impact is reduced. The light coloured terracotta ensures that whilst clearly visible in the view they are not dominant or oppressive in the context of the buildings or conservation area in the foreground.

8.12 Assessment of Significance of Effect

The significance of effect would be beneficial but minor. The view looks across a conservation area and is therefore of medium sensitivity, but the development is in the far distance sitting with other town centre development and is therefore low in magnitude. The proposed development helps to reinforce the town centre.

View 4

Existing



Proposed



8.13 Existing

This view is looking west along Oxford Road from West Street/Broad Street junction.

The view is dominated by the entire Oxford Road length of Broad Street Mall with Fountain House sitting to the right and behind.

The architecture, whilst updated some years ago, is nevertheless modernist and plain.

8.14 Proposed

The proposed Development would sit above and behind the Broad Street Mall in this view. The scale of the different elements has been carefully conceived to ensure that it sits comfortably within the context of the existing Fountain House and the use of high quality materials – brick and terracotta – ensures that the development would add considerable quality to the existing plain elevation of the Broad Street Mall and considerably enhance the view as a consequence.

8.15 Assessment of Significance of Effect

The significance of effect would be beneficial and moderate. The sensitivity of the view is low, containing no buildings or townscape of importance, but the magnitude of the effect would be major in this location. The quality of the architecture will ensure the effect is beneficial.

View 5

Existing



Proposed



8.16 Existing

This view is from the Oxford Road/Thorn Street junction.

A similar view of the Broad Street Mall to View 4, this view also highlights the linear modernist architecture of the Mall.

On the left hand side of the view the red brick/buff brick and terracotta buildings that typify the architectural tradition of Reading can be seen.

8.17 Proposed

Only Site E of the proposed development will be visible in this view and its scale will ensure that in this view it sits visually comfortably with the existing buildings on the north side of Oxford Road.

The use of buff brick for the proposed building also provides a better connection with the surrounding buildings than the existing Broad Street Mall, thus creating a more unified townscape.

8.18 Assessment of Significance of Effect

The significance of effect would be beneficial and minor. The sensitivity of the view is low, containing no buildings or townscape of importance, but the magnitude of the effect would be medium in this location. The quality of the architecture will ensure the effect is beneficial.

View 6

Existing



Proposed



8.19 Existing

This view is looking from the Gun Street/Bridge Street junction north west towards Broad Street Mall.

The viewing point is within the St Mary's Butts/Castle Street conservation area and whilst the foreground of the view is dominated by the road junction, many of the buildings in the middle foreground are listed – including The Horn public house and 35-37 St Mary's Butts. A number are half timbered with tiled roofs and prominent chimneys whilst the others are red brick or rendered.

To the right are mature trees that mark the open space adjacent to the entrance to Hosier Street. To the left the Grade II* Church of St Mary can be glimpsed.

In the distance to the right the modernist form of Broad Street Mall can be seen.

8.20 Proposed

The proposed towers on Sites A-C will appear in backdrop of the centre of the view behind the listed buildings fronting St Mary's Butts and the extension to Quadrant House (Site D) will appear above the Mall to the left of the view in the distance.

Whilst the towers on Sites A-C will be prominent, their impact is considerably mitigated by the quality of the architecture. The choice of materials ensures that there is a shared colour palette which means they sit harmoniously in the backdrop. The dark red tiles of the listed buildings retains its dominance in the view whilst the towers appear vertical and slender behind. Site D sits comfortably within its surrounding context and the existing scale of the Mall in this view.

8.21 Assessment of Significance of Effect

The significance of effect would be beneficial and substantial. The view is of high importance, containing listed buildings and across the conservation area. The magnitude would be major due to the proximity of the development in the backdrop. However, the quality of the

architecture will mitigate the impact and ensure that it is a beneficial one.

View 7

Existing



Proposed



- 8.22

Existing

This view is from in front of Reading Minster looking west directly towards 21-23 St Mary’s Butts and the entrance to Hosier Street.

Prominent in the foreground, the Victorian building is in the Tudor/medieval style with multiple gables, tall chimneys and a half timbered façade with brick and render panels. None of the buildings are within a conservation area.

To the right is the edge of the Broad Street Mall and Quadrant House.
- 8.23

Proposed

The proposed Site C tower will rise in the background behind 21-23 St Mary’s Butts. Whilst prominent in the view this is mitigated by the material palette of brick and the verticality of the architecture will contrast sufficiently with the foreground.
- 8.24

Assessment of Significance of Effect

The significance of effect will be beneficial and moderate. The sensitivity of the view is of low importance but the magnitude of impact will be major. The impact of the proposed development will be mitigated by the quality of the architecture across the conservation area.

View 8

Existing



Proposed



Cumulative



- 8.25 Existing
- This view is looking west from Hosier Street. The St Mary's Butts/Castle Street conservation area is located to the left of the view.
- In the foreground of the view is the Eva's nightclub site, which is currently under consideration for a new hotel development. Behind and to the right is the back of the Broad Street Mall and car park and Fountain House terminates the view to the rear.
- The view presents a scene of poor quality public realm and urban landscape.
- 8.26 Proposed
- The proposed Site C tower will dominate the foreground of the view with Sites A and B sat behind. The blank elevation of the lower element of Site C should only be temporary as new development is proposed for the immediate foreground and this will further change the urban context.
- The proposed development will facilitate a much improved route along Hosier Street and Dusseldorf Way, improving connectivity and quality of public realm.

- The high quality materials and architectural approach will ensure that whilst dominant the development will enhance the view.
- 8.27 Assessment of Significance of Effect
- The significance of effect will be beneficial and moderate. The sensitivity of the view is of low importance but the magnitude of impact will be major. The impact of the proposed development will be mitigated by the quality of the architecture across the conservation area.
- 8.28 Proposed Development and Cumulative Development
- The proposed new hotel development currently under consideration on Hosier Street would sit in front of the Proposed Development filling the foreground of the view.
- The hotel would effectively lessen the impact of the Proposed Development on this view by providing an intermediately scaled development in the foreground.
- The cumulative impact of the Proposed Development would remain beneficial and moderate.

View 9

Existing



Proposed



- 8.29 Existing
- This view is looking east along Oxford Road close to the junction with Argyle Street.
- To the left and right of the view, in the foreground, is residential development that epitomises the late Victorian/early 20th century use of red and buff brick to create patterned elevations typical of the town.
- 8.30 Proposed
- In this view the proposed Development will be in the far distance sitting amongst the other taller buildings that signal the town centre.
- In reality the development will be largely hidden by street trees and its impact will be negligible.
- 8.31 Assessment of Significance of Effect
- The significance of effect will be none/negligible. The sensitivity of the view is low. The proposals are not visible behind existing mature street trees in this view and therefore the magnitude of impact is also low/none.

View 10

Existing



Proposed



8.32 Existing

This view is from Balmore Park, looking south.

This open space provides a good, open, vantage point to look across the Thames valley towards the town centre.

The view is primarily sylvan in character with the open space of the Park and its mature planting and trees dominating the fore and middle ground.

Reading town centre can be seen in the far distance, identified by the existing taller buildings on the horizon.

8.33 Proposed

The proposed Development would appear in this view along with the other existing buildings that already signal the town centre.

It is not visibly of a different scale to the other existing buildings and in reality nestles amongst the top of the established trees of the park. It is likely that within a few years the development will not be visible at all.

8.34 Assessment of Significance of Effect

The significance of effect will be beneficial and minor.

The view is from an open space with a good view across the town to the south so is of medium sensitivity, however the magnitude of effect is low, with the proposed development appearing far in the distance. As a signal of the town centre and through the quality of the architecture its effect is beneficial.

View 11

Existing



Proposed



- 8.35 Existing
- This view is looking south from George Street (B3345) towards Reading Bridge with the town centre beyond.
- The view is dominated in the foreground by the road approach to the bridge, with the modern Thames Water development the primary feature of the view.
- In the distance is the 1990s Apex Plaza development that sits alongside Reading Station.
- 8.36 Proposed
- The proposed Development would not be visible in this view.
- 8.37 Assessment of Significance of Effect
- The significance of effect will be none/negligible. The sensitivity of the view is low. The proposals are not visible behind existing development and therefore the magnitude of impact is also low/none.

View 12

Existing



Proposed



- 8.38 Existing
- This view is from Kings Meadow looking south west. This is an area of open land to the north east of the town centre, and to the south of the River Thames.
- The foreground of the view is filled by the open space of the recreation ground with low rise commercial development behind.
- The backdrop of the view is filled with large commercial development, including the distinctive 'Blade' office building.
- 8.39 Proposed
- The proposed Development would not be visible in this view.
- 8.40 Assessment of Significance of Effect
- The significance of effect will be none/negligible. The sensitivity of the view is low. The proposals are not visible behind existing mature street development and therefore the magnitude of impact is also low/none.
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View 13

Existing



Proposed



- 8.41

Existing

This view is from Wokingham Road opposite Parkside Family Practice, looking north west.

At this point on Wokingham Road the sports pitches of WEA Reading are to the left and the road drops down into the Thames valley and the town centre.

The road fills the foreground of the road whilst a mature tree, the health centre and high hedge fill the middle ground. The town centre (which is beyond) is not visible in this view.
- 8.42

Proposed

The proposed Development would not appear in this view.
- 8.43

Assessment of Significance of Effect

The significance of effect will be none/negligible. The sensitivity of the view is low. The proposals are not visible behind existing mature planting and hedgerow in this view and therefore the magnitude of change is also low/none.

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View 14

Existing



Proposed



8.44 Existing

This view is from Chatham Place roundabout looking south east at the junction with Chatham Street.

The view is dominated by modern commercial development of varying scales, materials and architecture.

Materials are primarily brick and render.

To the immediate right, the new Chatham Place Tower can be glimpsed.

Fountain House appears to the rear of this view.

8.45 Proposed

The proposed Development would be visible in the backdrop to this view, behind Fountain House and the Travelodge building as part of the multi-layered nature of development within the town centre from this view point.

The view is filled entirely with modern buildings and the proposed development sits comfortably within this context.

The proposed architecture and materiality will ensure that the new development is a positive addition to the view.

8.46 Assessment of Significance of Effect

The significance of effect will be beneficial and minor.

The sensitivity of the view is low with only multi-layered modern development in the view and the magnitude of the proposed development is medium – appearing in the backdrop. The architectural quality of the proposal will ensure it is a beneficial impact.

View 15

Existing



Proposed



8.47 Existing

This view is from Greyfriars Church looking south along Cheapside, towards Broad Street Mall.

The foreground is dominated by the red brick modern job centre building to the right and an early 20th century former department building with stone elevations to the left.

Cheapside is in the middle of the street drawing the eye down to the Broad Street Mall in the far distance.

8.48 Proposed

The proposed Development would appear in the far distance behind Cheapside. Whilst appearing above the existing buildings on the street it will not appear visibly out of scale with the urban context but form part of the multi-layered town centre.

8.49 Assessment of Significance of Effect

The significance of effect will be beneficial and minor. The sensitivity of the view is low and the magnitude of impact medium – the proposed development will be visible but will have a beneficial impact on the view.

View 16

Existing



Proposed



- 8.50 Existing
- This view is from Church of St Giles, looking north west along Southampton Street (A327).
- The church lies within the Market Place/London Street Conservation Area and is listed Grade II. 26 and 28 Southampton Street are also listed Grade II.
- The foreground of the view is dominated by the flint and stone tower of the church, with the listed 26&28 Southampton Street in the middle distance.
- Beyond that the IDR flyover can be seen crossing the street with modern development within the town centre behind.
- 8.51 Proposed
- The proposed Development would not appear in this view.
- 8.52 Assessment of Significance of Effect
- The significance of effect will be none/negligible. Whilst the sensitivity of the view is high due to the presence of the listed church, the proposals will not be visible in this view.

View 17

Existing



Proposed



- 8.53 Existing
- This view is from Mount Pleasant area along A327 looking north west towards Broad Street Mall.
- From this point on Southampton Street the road falls down towards the town centre and the River Kennet.
- The view is typified by 19th century residential housing on either side of the street, which draws the eye down towards the spire of the Church of St Giles in the far distance.
- The top of the Chatham Place Tower is visible in the far distance.
- 8.54 Proposed
- The proposed Development would appear in the far distance on the horizon just above the chimney stacks of the housing on the left hand side of the street.
- The towers would not have any impact on the setting of the listed church which provides the key focus for this view and would only just be readable towards the town signalling the town centre in the distance.
- 8.55 Assessment of Significance of Effect
- The significance of effect will be beneficial and minor. The sensitivity of the view is medium, with the spire of the listed church in the distance, however the magnitude of effect low.

View 18

Existing



Proposed



8.56 Existing

This view is from London Road looking south west close to its intersection with the A3290.

To the left of the view are the mature trees that line the edge of Palmer Park giving the centre of the view a dense sylvan feel, whilst to the right typical Victorian terraced housing with traditional Reading brick detailing stretches from the foreground into the distance.

8.57 Proposed

The proposed Development would not appear in this view.

8.58 Assessment of Significance of Effect

The significance of effect will be none/negligible. The sensitivity of the view is low. The proposals are not visible in this view and therefore the magnitude of impact is also low/none.

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View 19

Existing



Proposed



- 8.59 Existing
- This view is from London Road (Shepherd Hill), looking south west. This is a point of relative high ground to the east of Reading on the main A4 dual carriageway approach to the town.
- The view is dominated by the dual carriageway, with mature planting to the left and 1930s housing to the right.
- Reading town centre in the far distance with The Blade office tower visible on the horizon.
- 8.60 Proposed
- The proposed Development would be visible on the horizon alongside The Blade, effectively signalling the town centre in the distance.
- 8.61 Assessment of Significance of Effect
- The significance of effect will be none/negligible. The sensitivity of the view is low and the magnitude of effect is similarly low.

View 20

Existing



Proposed



8.62 Existing

This view is looking west from Reading Minster, showing a wider context than View 7, revealing the dominance of the mature trees to the left of the entrance to Hosier Street.

The view is from within the St Mary's Butts/Castle Street Conservation Area.

Still prominent in the foreground, the Victorian building is in the Tudor/medieval style with multiple gables, tall chimneys and a half timbered façade with brick and render panels.

To the right is the edge of the Broad Street Mall and Quadrant House

8.63 Proposed

The proposed Development would still appear in the backdrop of 21-23 St Mary's Butts, however this view demonstrates how, within this wider context it does not dominate the view but rather forms part of the urban landscape to the west.

The nature of the materials proposed ensures that the Victorian building and the tree in the foreground retain their dominance in the view.

To the far right, the extended Quadrant House sits comfortably and contextually above the Broad Street Mall.

8.64 Assessment of Significance of Effect

The significance of the effect is beneficial and moderate. The sensitivity of the view is low, incorporating no listed buildings or the conservation area but the magnitude of the effect would be major, appearing close behind 21-23 St Mary's Butts. The architectural quality would ensure the impact is beneficial.

View 21

Existing



Proposed



Cumulative



8.65 Existing

This view is from Castle Street, looking north between The Sun Inn and St Mary's Church.

The view is taken from within the St Mary's Butts/Castle Street Conservation Area. The Sun Inn is Grade II listed and St Mary's Church is Grade II* listed.

The view is dominated by the two historic buildings. The classically formal church is in a Bath stone whilst the Inn is of medieval origins, with a half timbered elevation and red tiled roof.

Between the two buildings the rear of the Broad Street Mall can be seen.

8.66 Proposed

The three towers that form Sites A-C of the proposed Development would appear behind the Sun Inn.

Whilst they will be prominent in the view, the architectural approach, to ensure they appear slender with a vertical emphasis, and the paler colour palette proposed, should ensure that the Inn will retain its prominence in the immediate street scene.

This is further mitigated by the contrast between the dark red tiles of the Inn which form a clear differentiation between the two.

8.67 Assessment of Significance of Effect

The significance of effect would be beneficial and substantial. The sensitivity of the view is high, including highly listed buildings and the conservation area. The magnitude of effect is major with the development appearing directly behind the listed Sun Inn. The impact of the proposals will be mitigated through the architectural consideration and should ensure that the impact is beneficial.

8.68 Proposed Development and Cumulative Development

The proposed new hotel development currently under consideration on Hosier Street would sit between the Sun Inn and the church below the eaves line of the Inn. Whilst it fills that gap in comparison to the current situation, it helps to connect the ‘new’ and the ‘old’ by providing an intermediately scaled development in the background.

The cumulative impact of the Proposed Development would remain beneficial and substantial.

View 22

Existing



Proposed



Cumulative



8.69 Existing

This view is looking north from the Castle Street roundabout.

The Sun Inn is listed Grade II and is within the St Mary's Butts/Castle Street Conservation Area, however the boundary runs tight along the left hand side of the Inn and therefore the majority of the view is not within the conservation area.

The view is dominated by the access road to The Hexagon, car parking and delivery zones.

To the left of the road is a mature street tree and the corner of the modern Magistrates Court.

The rear of the Broad Street Mall can be seen in the middle distance.

8.70 Proposed

The proposed Development would appear in the centre and to the left of the view away from the Sun Inn, its architectural design giving it a vertical elegance. The new entrance to the Mall is visible at the base of the Site C tower and ensures that the scene is no longer a 'back-of-

house' one, but a new entrance to the Mall and town centre.

8.71 Assessment of Significance of Effect

The significance of effect will be beneficial and substantial. The sensitivity of the view is of medium importance. It is not looking from the conservation area but does include a listed building. The magnitude of effect will be major due to its visibility in the backdrop, however it does not directly affect the setting of the listed building and the effect is mitigated in a beneficial way through the careful architectural design.

8.72 Proposed Development and Cumulative Development

The proposed new hotel development currently under consideration on Hosier Street would sit to the right of the Proposed Development, immediately adjacent to the Inn.

The hotel would not change the impact of the Proposed Development on this view other than by providing an intermediately scaled development in the background.

The cumulative impact of the Proposed Development would remain beneficial and substantial.

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