



VIEWPOINT LOCATION PLAN ZTV OVERLAY

-  Application Site
1. Howard Street/Baker Street
 2. Howard Street
 3. Reading Minster
 4. Queens Walk/Broad Street Mall
 5. St Mary Butts/Gun Street
 6. Castle Street (1)
 7. Castle Street (2)
 8. Almshouses
 9. Castle Hill
 10. Anstey Road
 11. Gun Street
 12. Footbridge over A329
 13. McIlroy Park
 14. Balmore Walk

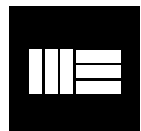
LOCATION:
Thames Valley Police, Reading

DATE:
May 2026

SCALE:
1:2,500 @ A3

FIGURE 10.1 View Location Plan with ZTV overlay

 **NORTH**



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REPRESENTATIVE VIEWS

USERS OF READING TOWN CENTRE

- 10.4 Visual receptors of this group comprise pedestrians and amenity users of the town centre who will be using the shopping routes, many of which are pedestrianised, through the town centre. They would primarily use Oxford Road, Broad Street and St Mary’s Butts, moving between Broad Street Mall and The Oracle Mall. The receptors may approach the area, from Reading station to the north or the multi-storey car park of The Oracle, navigating the network of smaller routes between the River Kennet and their retail destinations.
- 10.5 The experience of visual amenity is currently influenced by the existing shopping malls buildings and older commercial buildings some of which have elaborately decorated façades and are either statutorily or locally listed. From the south entrance of Broad Street Mall on Düsseldorf Way, receptors experience the Site. Currently vacant, the existing building makes a negative contribution to the visual amenity.
- 10.6 Receptors would be primarily focused on activities associated with wayfinding, points of interest and commerce activities. Their susceptibility to the Proposed Development is **Low**. When calibrated with the Medium value of this area of visual amenity, this gives rise to a sensitivity of **Low/Medium**.
- 10.7 As indicated by the ZTV, throughout much of the town centre the Proposed Development would be occluded. As receptors move along Broad Street, Oxford Street or Friar Street, they would have no perception of the Site. Moving along Queens Walk, Hosier Street or St Mary’s Butts, the Proposed Development would come into view but remain separated by the large area of vacant land around San Francisco Libre Walk.
- 10.8 The considerable increase in density and height on the Site would be noticeable to visual receptors. The Proposed Development would be seen as a family of buildings with a shared identity but individual variation. The massing would be further broken down through the distribution of heights across the Site. Moving between retail premises or spending time in amenity spaces in the town centre, Blocks A and B would come in and out of focus.

- 10.9 The sky gap between Block A and B signals the presence of Flint Street, a new pedestrian area on the edge of the town centre. Users of the town centre will be drawn towards the Site to make use of the retail premises at ground floor and spend time in and around the Proposed Development, perhaps taking time to sit and admire the historic buildings along Castle Street.
- 10.10 Block A and B are visually permeable which would improve the visual interest and vitality of the Site and surrounding area. The introduction of a new pedestrian link (Flint Street) would further encourage movement of residents to the west of the Site and users of the town centre through the Site.
- 10.11 Receptors moving towards the Site on Castle Street will be able to appreciate the stepped form of Blocks A and B (illustrated by Views 5, 6, 7 and 11), which decrease in height from 16 storeys towards Broad Street Mall, reducing to four storeys on Castle Street. Here, the Proposed Development would be appreciated as forming part of the civic and retail centre of the town centre. Visual receptors on Castle Street will benefit from the activation of the ground floor and the high-quality public realm, including seating.
- 10.12 Arriving in the town centre from the west on Oxford Road, longer range views of the Proposed Development are created by the IDR which creates a severance in the surrounding townscape. From the north, visual receptors would see the Proposed Development as a singular tall building, with lower blocks to the south. The verticality of Block B, achieved through the articulation of the façade and grouping of fenestration, would help to create a slender profile to the tall building. Such views are not sensitive due to the busy vehicular environment of the IDR and existing character of large-scale commercial development which lines it to the east.
- 10.13 Considering the density of retail development throughout the town centre and the existing character of large-scale retail, office and hotel developments, the magnitude of impact of the Proposed Development on users of the town centre is judged to be **Low**. The likely effect is therefore **Minor** and the nature of the effect is **Beneficial**, due to the removal of a low-quality civic building and its replacement with a high-quality mixed use development with improved visual permeability and ground floor activation.



Figure 10.2 View 4: Queens Walk/Broad Street Mall – proposed (EB7)



Figure 10.3 View 5: St Mary Butts/Gun Street – proposed (EB7)



Figure 10.4 View 6: Castle Street (1) – proposed (EB7)



Figure 10.5 View 7: Castle Street (2) – proposed (EB7)

USERS OF ST MARY'S CHURCH AND CHURCHYARD

- 10.14 The receptors in this group are the people attending services or events at St Mary's and those enjoying the amenity space of greenery that the churchyard offers. The visual amenity is characterised by the wider urban environs of Reading town centre and the juxtaposition of shopping malls and historic buildings, many of which are highly graded, including Reading Minster itself. Owing to the filtering effect of the trees within the churchyard, receptors in this group will experience a sense of separation from the activities of the 21st century town centre and traffic on St Mary's Butts.
- 10.15 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**.
- 10.16 The Proposed Development would introduce a new mix-use development to the southwest of Reading Minster, ranging from four to 16 storeys. View 3 represents the experience of receptors leaving Reading Minster. The separating distance between the Proposed Development and Reading Minster will be readily perceptible, with the Site being separated by the busy thoroughfare of St Mary's Butts and the vacant land to the south of Hosier Street. Moving within the space and entering and existing the church, visual receptors will appreciate the tall building as being part of the emerging Minster Quarter and the existing commercial development to the west.
- 10.17 Approaching from the east (View 11), the Proposed Development would appear visually distinct from the church, with the 16-storey element clearly subservient to the tower of the Minster. In summer months, and in the winter to a degree, the trees which enclose the churchyard would provide screening. The visual impact of the Proposed Development is further reduced through its separation into two blocks and the distribution of massing across the Site.

- 10.18 Visual receptors will be familiar with a busy urban environment, which includes large scale developments to the east and west, notably Broad Street Mall. The visual amenity of the church yard and Reading Minster offers welcome relief from this environment. In this context, the Proposed Development would appear as a peripheral element in the wider urban environment. Overall, the Proposed Development would not result in a material change to the visual amenity of receptors visiting the church and their focus would remain on their purpose for visiting, the fine medieval architecture of the Minster and the open space of the churchyard.
- 10.19 Consideration the separation between Reading Minster and the Site, and the existing modern urban context, the magnitude of impact is judged to be **Low**. This gives rise to a likely effect **Minor**. The nature of this effect would be **Neutral**.



Figure 10.6 View 3: Reading Minster – proposed (EB7)

RESIDENTS ON THE EDGE OF READING TOWN CENTRE

- 10.20 The visual receptors in this group are residents on the edge of Reading town centre, primarily those living to the west, northwest and southwest of the IDR. The visual amenity of this group is largely characterised by a mix of traditional low scale housing, covered by the RSCHCA designation and larger-scale recent developments along the IDR and to the north of Friar Street.
- 10.21 Residents in this location are more likely to be aware of change in proximity to their homes and they may be aware of the Council's vision for the transformation of the town centre, the emerging tall building clusters and the plans for the Minster Quarter Area. 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**.
- 10.22 The ZTV indicates that throughout the residential area to the west of the IDR, visibility of the Proposed Development would largely be limited to glimpsed views of the upper storeys through building gaps or over rooflines. As residents move within their local area, the Proposed Development may come in and out of focus, forming a coherent element of the wider urban environment to the east of the IDR.
- 10.23 Greater visibility would occur on axial east-west routes such as Castle Hill (View 9), Baker Street or Anstey Street (View 10), and at the edge of the suburb along the IDR (Views 1, 2 and 12).
- 10.24 Where visible, the distribution of massing and the separation of the Proposed Development into two blocks, would help to reduce the appearance of massing. Block B has a clear crown, created by the continuation of the vertical framing beyond the 16th storey (see Views 1 and 2). This, in combination with the articulation of the elevation, helps to create a slender profile and lightness to the tall building. The stepping down of Block B to 12 storeys helps to mediate with Block A. The effective use of stepping to break down the massing is best appreciated in views from the southwest (illustrated by View 9 and 12). The separating distances formed by the IDR would be readily perceptible throughout the low scale residential area.



Figure 10.7 View 1: Howard Street/Baker Street – proposed (EB7)



Figure 10.9 View 9: Castle Hill – proposed (EB7)

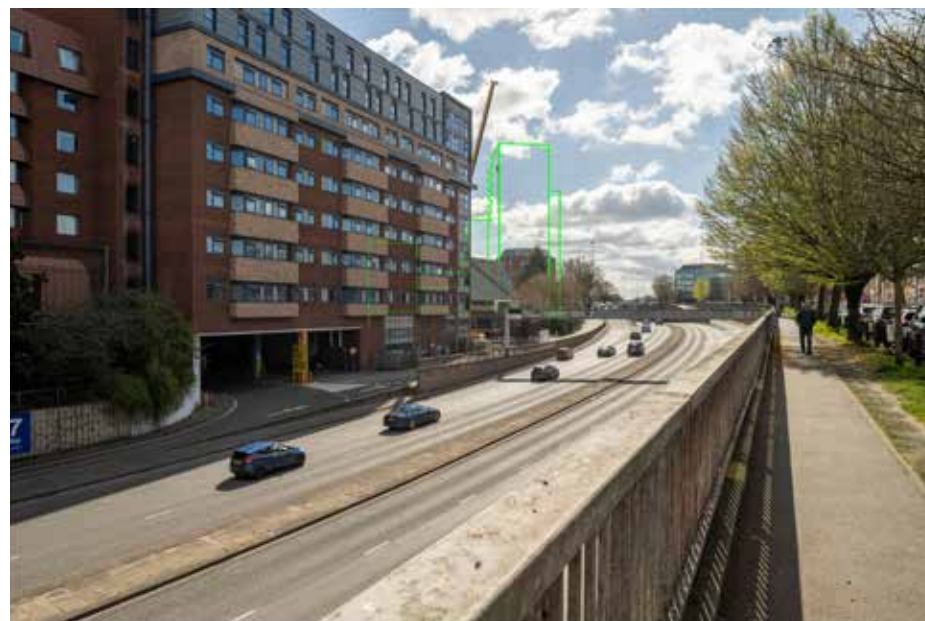


Figure 10.8 View 2: Howard Street – proposed (EB7)

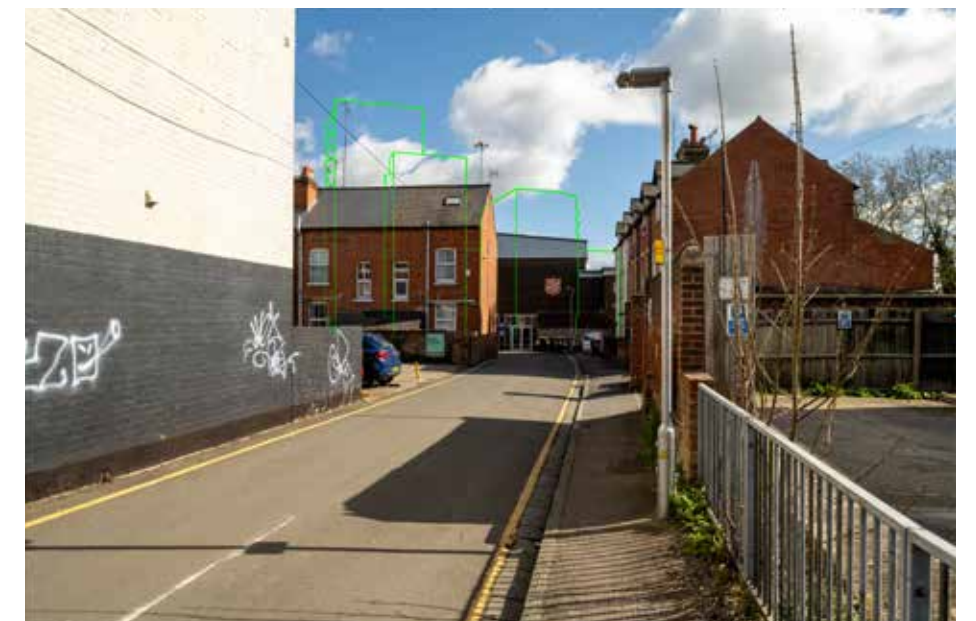


Figure 10.10 View 10: Carey Street – proposed (EB7)

10.25 The residential suburb to the west of the IDR comprises a large area of low-scale housing, in which residents may experience the Proposed Development transiently, coming in and out of view to varying degrees as they move around the neighbourhood. The townscape barrier formed by the IDR and the form of the Proposed Development ensures that visually, it is clearly part of the town centre beyond the residential suburb. Overall, the magnitude of impact is judged to be **Low**. The Proposed Development would not have a material impact on the visual amenity of residents, whose visual amenity derives from the quality of housing and urban greening within the RSCHCA. The likely effect is therefore **Minor Neutral**.

ROAD USERS

10.26 Receptors in this group are the motorists on the IDR, driving around the town centre. While road users will be aware of some of the Reading landmarks along their route, they will have less of an awareness of the proposed change, given the nature of their movement along a busy highway and the speed at which they travel. Nevertheless, receptors in this group would have noticed that the existing building on the Site has been vacant since December 2025 and the unkempt condition of the planting along the site boundary. Intervisibility is largely limited to the ramps and slip road. The Proposed Development would be almost entirely occluded from view for the drivers on the actual highway at the bottom of the road cuttings.

10.27 The primary focus of road users is on activities associated with the road, traffic and wayfinding. As such, the susceptibility of road users is considered to be **Low**. When calibrated with the Low value of this area of visual amenity, professional judgment has been used to identify a sensitivity of **Low**.

10.28 Intervisibility of the Proposed Development would be largely focused on the approach from the north (Views 1 and 2) and the south (View 12) and the A329, where it becomes the A33. Approaching the roundabout with Castle Street, the Proposed Development would assist with wayfinding, marking the junction between the IDR and Castle Street. Visual receptors would notice the transformation of the Site, in which the Proposed Development would replace the redundant Police Station building and introduce a high-quality piece of architecture. Appreciating the proposed buildings fleetingly as they move along the busy road, receptors would take in the ground floor treatment and the landscape design. In passing, they would note the elevational treatment and the use of colour across the façades, drawing design cues from surrounding historic development.

10.29 Seen as part of the town centre, including mid and high-rise buildings along the IDR and at Station Hill, the Proposed Development would appear as a contextual part of the established townscape.

10.30 For receptors in this group, the experience of the Proposed Development is limited to a short moment when passing the Site. As such, the magnitude of impact on road users is considered to be **Very Low**, resulting in a **Negligible Beneficial** effect.



Figure 10.11 View 12: Footbridge over A329 – proposed (EB7)

USERS OF MCILROY PARK

10.31 The visual amenity of users of McIlroy Park is defined by long views 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**.

10.32 The Proposed Development would be identifiable in the skyline, with the 10, 12 and 16 storey elements appearing above the roofline of the surrounding buildings. The stepped form of Blocks A and B would be perceptible, culminating in the tall building of Block B which would appear slender. Orientated to the northwest, looking southeast towards the town centre, the Proposed Development would be peripheral to existing tall buildings, notably the Station Hill development, Chatham Tower, the Blade and Thames Quarter. Station Hill remains the most prominent tall building in this view, as part of the Station Cluster.

10.33 Considering the existing character of the view, the Proposed Development would introduce a minor change, which is unlikely to be material to the visual amenity of visitors to McIlroy Park. The visual amenity of their immediate surroundings, comprising the verdant open space, would be unaffected. The magnitude of impact is judged to be **Very Low**, giving rise to a **Negligible Neutral** effect.



Figure 10.12 View 13: McIlroy Park – proposed (EB7)

USERS OF BALMORE PARK

- 10.34 The visual amenity of users of Balmore Park is defined by the verdant environment of the open space and long-range views of Reading town centre. The existing condition of the skyline is varied, incorporating various tall buildings, including the emerging cluster at the station. In this context, and considering the policy aspirations of the Local Plan, the susceptibility of receptors visiting Balmore Park to the Proposed Development is **Low**. When calibrated with the High value of the visual amenity, this results in a sensitivity of **Medium**.
- 10.35 View 14 is representative of the experience of visual receptors visiting Balmore Park. The Proposed Development would be visible in the skyline adjacent to Fountain House. Due to the orientation of and distance to Balmore Park (which is to the north of the town centre) the tall building cluster at Station Hill is closer and more prominent. Balmore Park has dense tree cover which, in summer months particularly, would obscure the Proposed Development and other tall buildings in Readings skyline. As visual receptors move around the space, they will continue to experience incidental views of the town centre, with their focus remaining on their activity and the verdant environment which surrounds them.
- 10.36 Considering the existing character of the view, the Proposed Development would introduce a minor change, which is unlikely to be material to the visual amenity of visitors to Balmore Park. The magnitude of impact is judged to be **Very Low**, giving rise to a **Negligible Neutral** effect.

CUMULATIVE

- 10.37 The cumulative schemes set out at **Section 2.0** have been considered in terms of potential effects on the visual receptors within the study area.
- 10.38 Across the local and wider area, the Proposed Development would be visible in conjunction with these cumulative schemes. Those cumulative schemes would be read and understood alongside the wider transformation of Reading. The susceptibility of the visual receptors to the Development in the study area would remain the same in the cumulative context. For the cumulative condition, the effects would remain the same as in the proposed scenario.



Figure 10.13 View 14: Balmore Park – proposed (EB7)

NON-VERIFIED VIEWS

- 10.39 At pre-application stage, the Council requested that Local View 2 was tested. Local View 2 is a ‘significant view with heritage interest’, which features the three landmark spires of St Giles, St Mary’s and Greyfriars. The view is located on Whiteley Street and is primarily experienced by residents, road users and pedestrians. The non-verified view at **Figure 10.14** was produced using VuCity software. The Proposed Development is highlighted in red, demonstrating that due to the height of the Proposed Development and extent of intervening development, it would be entirely occluded from view in this position.

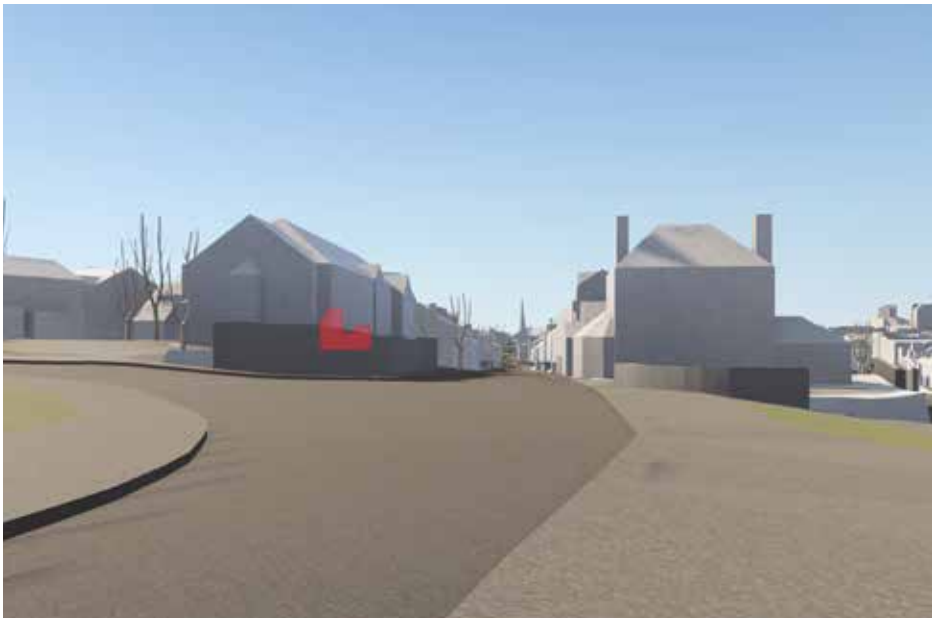


Figure 10.14 Local View 2: View northwards down Southampton St from Whitley St towards St Giles Church, St Mary Church and Greyfriars Church – proposed (non-verified view produced using VuCity)

VISUAL RECEPTORS	VISUAL AMENITY VALUE	SUSCEPTIBILITY	SENSITIVITY	MAGNITUDE	LIKELY EFFECT
Users of Reading town centre	Medium	Low	Low/Medium	Low	Minor/Moderate Beneficial
Users of St Mary’s Church and Churchyard	High	Medium	Medium	Low	Minor Neutral
Residents on the edge of Reading town centre	Medium	Medium	Medium	Low	Minor/Moderate Neutral
Road users	Low	Low	Low	Very Low	Negligible Beneficial
Users of Mcllroy Park	High	Low	Medium	Very Low	Negligible Neutral
Users of Balmore Park	High	Low	Medium	Very Low	Negligible Neutral

Table 10.1 Summary of likely effects on visual receptors

11.0 CONCLUSION

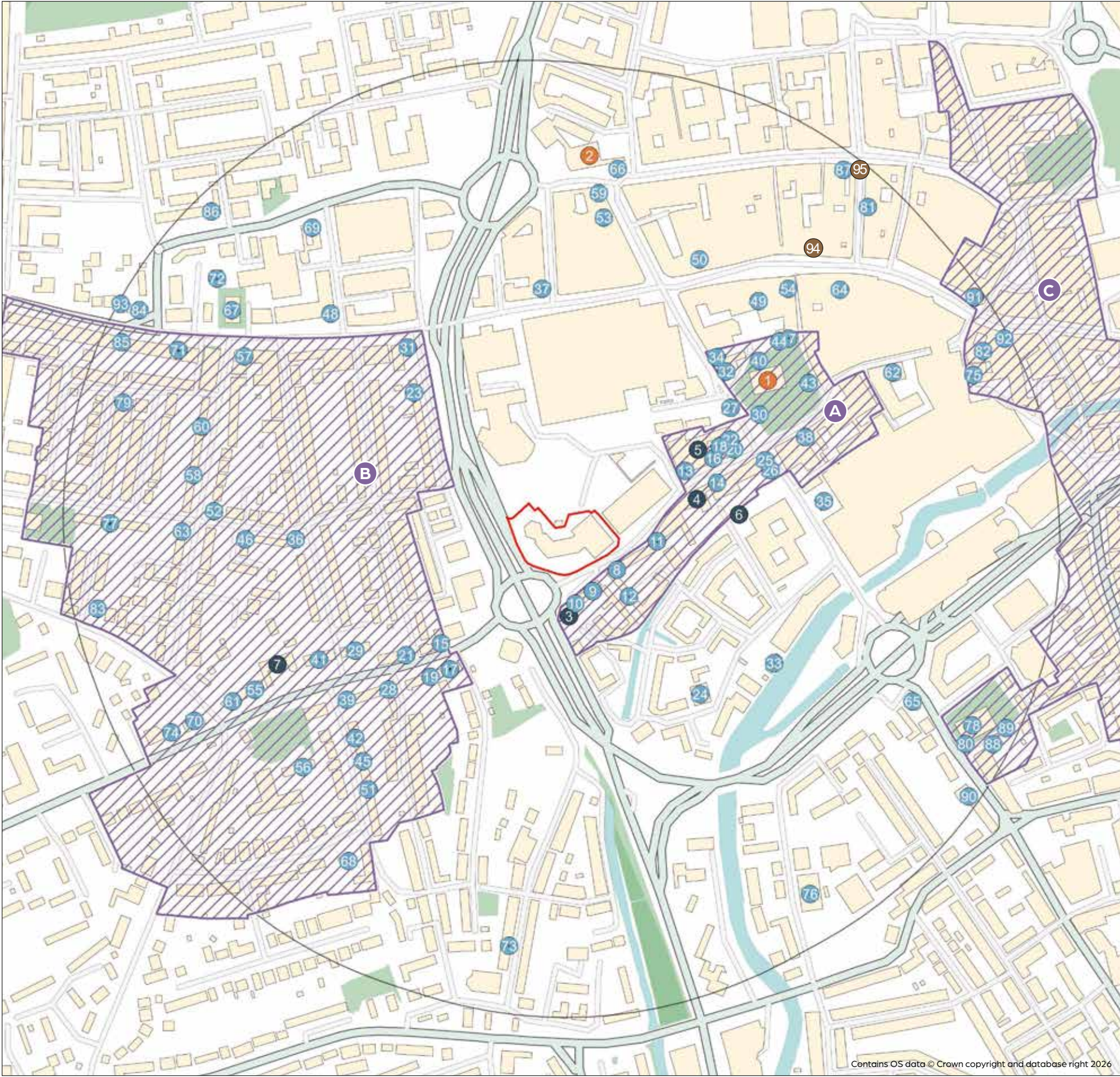
FLINT STREET - 53 CASTLE STREET, READING, RG1 7TH

CONCLUSION

11.1 Montagu Evans has prepared this report on behalf of the Applicant to assess the impact of the Proposed Development on heritage, townscape and visual receptors. 'Heritage' and 'Townscape and Visual' are treated as separate disciplines and separate assessments are provided in accordance with legislation, planning policy and best practice guidance. A complete summary of the findings of the BHTVIA and the policy compliance of the Proposed Development are provided in the Executive Summary at the start of this report.

APPENDIX 1: FULL SET OF HERITAGE ASSET, TOWNSCAPE CHARACTER AREA AND VIEW LOCATION PLANS INCLUDING ZTV OVERLAY

FLINT STREET - 53 CASTLE STREET, READING, RG1 7TH



HERITAGE ASSET PLAN

Application Site		
Conservation Areas		
A. St Mary's Butts and Castle Street	B. Russell Street and Castle Hill	C. Market Place and London Street
Listed Buildings		
Grade I		
1. Church of St Mary	2. Greyfriars Church	
Grade II*		
3. Holybrook House	5. Church of St Mary	7. Nos 154 to 160 (Even) and Railings to Street
4. 15 Castle Street, 17 Castle Street, Front Railings and Mounting Block, 19 Castle Street and Associated Front Railings	6. Culvert on Holy Brook Running South Westwards From SU71441/73234 to 71327/73133	
Grade II		
8. 43, 45, 47 and 49, 51 Castle Street	35. Seven Bridges House	64. Saxone
9. Talbot House	36. 33-39, Baker Street	65. 26, and 28, Southampton Street
10. 59 and 61 Castle Street	37. 3 and 5, Cheapside	66. Quadrant Walls and Railings to Former No 64 (Greyfriars Vicarage)
11. 21, 23 and 25, 27, 33-37, 39 Castle Street	38. 7, 8, 9, 10, 11 and 12, 13 and 14, 15 Gun Street	67. Church of The Holy Trinity
12. Vachel Almhouses, 1-32 Castle Street	39. Clevedon House, 125-127 Castle Hill and 1 Coley Hill	68. 3, Castle Crescent
13. 14 and 16, Castle Street (The Sun Inn)	40. Group of Four Churchyard Tombs North of The Church of St Mary	69. Butler's Wine Vaults
14. 3 and 5, 7, 9, 11, 13 Castle Street	41. 144a-152, Castle Street	70. Swallow House
15. The Castle Tap, 120 Castle Street and 122 and 122a Castle Hill	42. 3-13, Coley Hill	71. 149-169 Oxford Road
16. 8, 10 and 12 Castle Street	43. Group of Four Churchyard Tombs to The East of The Church of St Mary	72. 118, Oxford Road
17. Blenheim Terrace, 97-105 Castle Street	44. 1 St Mary's Gate	73. 94 and 96, Wolseley Street
18. Former Cottage to the Rear of 8 Castle Street	45. 15,15a,17 and 17a, Coley Hill	74. 4 and 6, Bath Road
19. 107, 109, 111 Castle Hill	46. 55, Baker Street	75. Building on South East Corner
20. The Horn Inn	47. Church House, Reading	76. The Henry Building at Katesgrove Primary School including Boundary Wall and Former Caretaker's Cottage
21. 124, 126, 128-132 Castle Hill	48. The Royal Meteorological Society, 104 Oxford Road	77. 61-79, Baker Street
22. 35, 36 and 37 St Mary's Butts	49. Congregational Church and Numbers 89 and 89a	78. Church of St Giles and Churchyard Tombs
23. Kent House, 4 and 4a Howard Street	50. 67 and 68, Broad Street	79. Reading Synagogue
24. Simmonds Malthouse	51. 21-25, 27, 29, 31-35, Coley Hill	80. St Giles' War Shrine
25. 2 and 4 Bridge Street	52. 41, Russell Street	81. 1-31, Queen Victoria Street
26. 6-10 Bridge Street	53. W I Palmer Memorial Hall	82. The George Hotel
27. Queen Victoria Jubilee Fountain	54. 95, Broad Street	83. 2, Tilehurst Road
28. 113, 115, 117-121 Castle Hill and Castleton House, 123 Castle Hill	55. 162a, Castle Street	84. 120 and 122 Oxford Road
29. 134-144 Castle Hill	56. Yeomanry House	85. 171-177 Oxford Road
30. Harrinson Testimonial Cross	57. 139-141 Oxford Road	86. 122 and 124, Chatham Street
31. Rox Borough House, 101 Oxford Road	58. 24-34, Russell Street	87. 147, Friar Street
32. 55 and 55a St Mary's Butts	59. The Former Mitre Inn	88. St Giles Vicarage, and St Giles's Vicarage
33. Building now part of Courage's Brewery	60. 6-22, Russell Street	89. Wall Enclosing St Giles's Vicarage Garden
34. The Allied Arms Inn, 57 St Mary's Butts	61. 168,172 and 174, Castle Street	90. 72-76, Southampton Street
Locally Listed Buildings		
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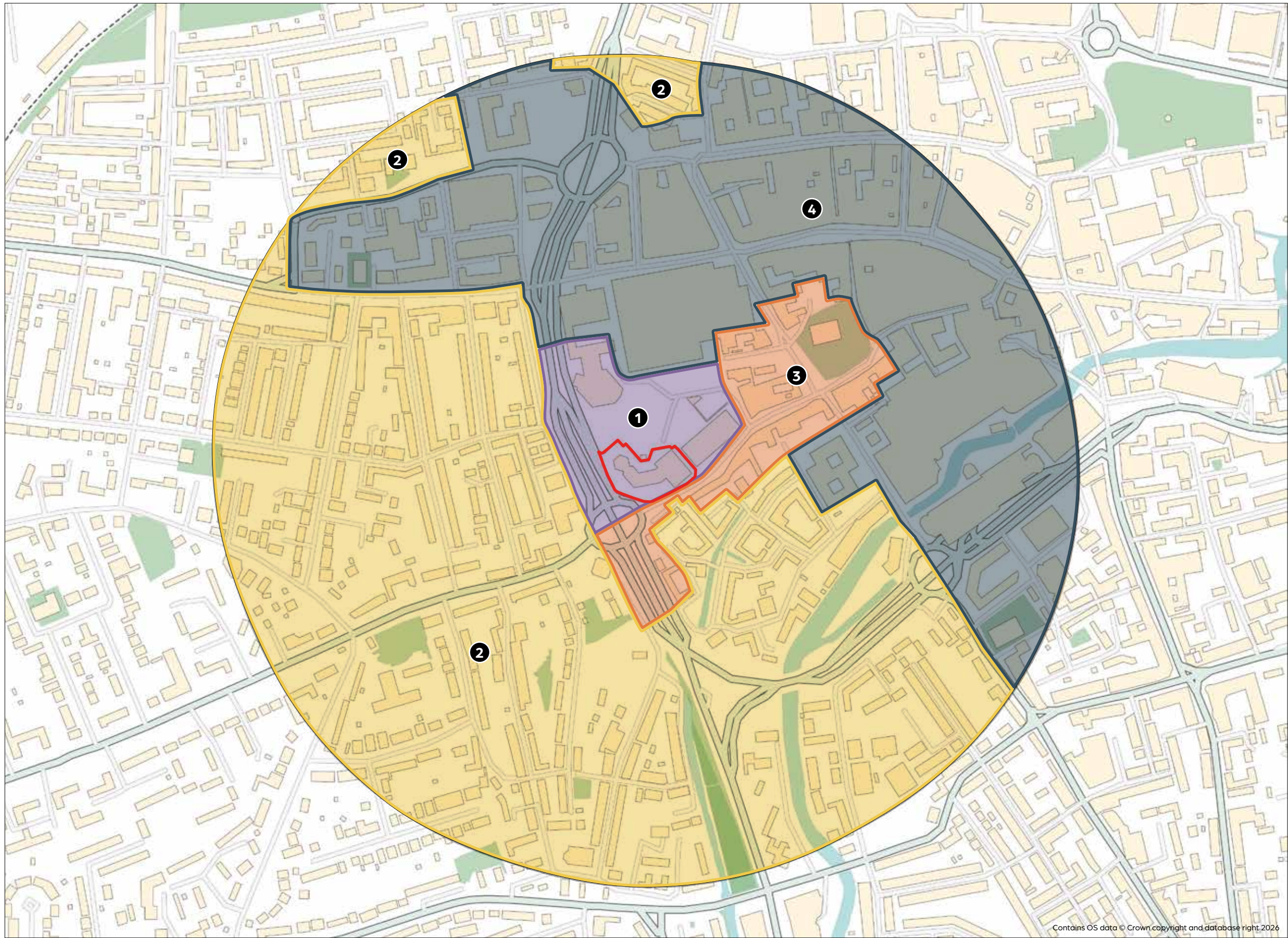
LOCATION:
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FIGURE:

▲ NORTH



**TOWNSCAPE
CHARACTER AREA PLAN**

Application Site

- 1 Civic Centre
- 2 Residential
- 3 Historic Core
- 4 Commercial Centre

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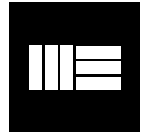
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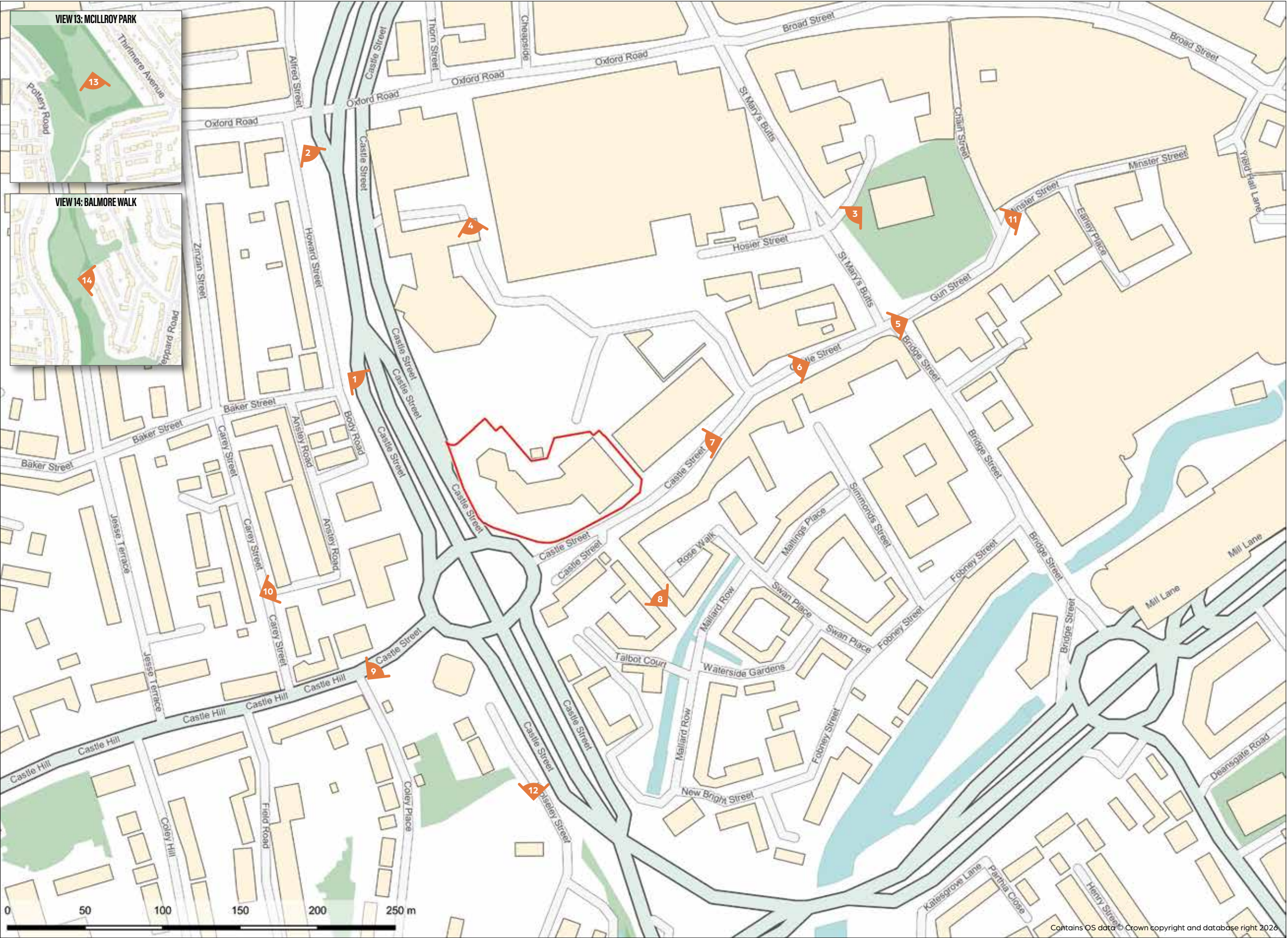
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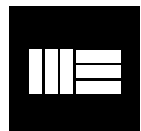
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T: +44 (0)20 7493 4002
WWW.MONTAGU-EVANS.CO.UK



**VIEWPOINT
LOCATION PLAN
ZTV OVERLAY**

- Application Site
1. Howard Street/Baker Street
 2. Howard Street
 3. Reading Minster
 4. Queens Walk/Broad Street Mall
 5. St Mary Butts/Gun Street
 6. Castle Street (1)
 7. Castle Street (2)
 8. Almshouses
 9. Castle Hill
 10. Anstey Road
 11. Gun Street
 12. Footbridge over A329
 13. McIlroy Park
 14. Balmore Walk

LOCATION:
Thames Valley Police, Reading

DATE:
May 2026

SCALE:
1:2,500 @ A3

FIGURE:

NORTH

MONTAGU EVANS
CHARTERED SURVEYORS
70 ST MARY AXE,
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APPENDIX 2: VERIFIED VIEWS PREPARED BY EB7

FLINT STREET - 53 CASTLE STREET, READING, RG1 7TH





