

Land off Kirton's Farm Road, Reading

Landscape & Visual Appraisal

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Methodology

1 Introduction

1.1 Background

- 1.1.1 Arcadis Consulting (UK) Limited ("Arcadis") has been commissioned by M&G Real Estate (M&G) acting on behalf of Prudential Assurance Company Ltd ("the Client") to prepare a Landscape and Visual Appraisal in support of a Town and Country Planning Act (TCPA) application for the removal of soils and subsequent restoration of a site for future agricultural use (the Proposed Development), for a parcel of land off Kirton's Farm Road, near Reading, Berkshire
- 1.1.2 The site is currently vacant with scrub and vegetation growth present. A quantity of natural soils generated as a result of forming a development platform for an adjacent historical development in the area were located to part of the site under agreement with Englefield Estate Trust Corporation Limited (the 'Freeholders') and have been present at the Site for over 20 years.

1.2 Site Location and Description

- 1.2.1 The Site location is shown on Figure 1: Site Location and Representative Viewpoints (RV).
- 1.2.2 The Site covers approximately 2.4 hectares of former agricultural land. Of this 0.8 hectares falls within the administrative area of West Berkshire District Council and 1.6 hectares within the Wokingham Borough Council. The central and eastern areas feature previously imported soils, largely composed of local materials with a distinct minor area of construction and demolition debris, while the western part contains the original surficial Site soils (termed herein as indigenous material) that were relocated prior to the import of the previously imported soils.
- 1.2.3 The Site is bordered by a seasonally flowing ditch, lined with willow scrub to the south, a line of trees and mixed scrub to the north (partially) and east, and a line of scrub along a railway line to the west. Kirton's Farm Road provides access to the Site from the east. Currently the Site is vacant scrub land with stored soils across the majority of its eastern footprint, and indigenous material (soil formerly covering the whole Site) present in the west. Reading Green Park Station is located approximately 400m to the north.

1.3 Proposed Development

- 1.3.1 The Proposed Development involves the removal of the previously imported soils (approximately 18,000 m³) currently stored on part of the Site, including required enabling works, followed by the restoration and reprofiling of the land to its original level (using only indigenous material, placed elsewhere on the site only) and condition for future agricultural use, as originally intended.

1.4 Reliability of Information / Limitations

- 1.4.1 This report is only valid when used in its entirety. Any information or advice included in the report should not be relied upon until considered in the context of the whole report and previous work. Reference should be made to the Study Limitations presented in Appendix A.
- 1.4.2 Arcadis' liability, pursuant to the terms of the appointment of Arcadis by the Client, is strictly limited to the work undertaken and the matters contained and specifically referred to in this report.

1.5 Reliance

- 1.5.1 It is understood that the current report will be prepared for the use of the Client. The contents of this report may not be used or relied upon by any person other than this party without the express written consent and authorisation of Arcadis.

2 Methodology

2.1 Approach

- 2.1.1 This LVA has been carried out in accordance with best practice guidance in relation to Landscape and Visual Impact Assessment (LVIA), specifically the *Guidelines for Landscape and Visual Impact Assessment* (GLVIA3) (Landscape Institute and IEMA, 2013). A full methodology is provided in Appendix B.
- 2.1.2 This Appraisal has been informed by a desktop study, supplemented by a field survey of the Site and its surroundings.

2.2 Nature of Landscape and Visual Effects

- 2.2.1 The Appraisal considers two distinct but closely related areas: Landscape and Visual Amenity, as outlined below.

Landscape

- 2.2.2 Landscape effects are a combination of the physical changes to the fabric of the landscape arising from the Proposed Development and perceptual changes – the way these physical changes alter how the landscape is perceived.
- 2.2.3 The character of the landscape derives from a combination of physical factors, natural processes and human intervention.
- 2.2.4 The Landscape Appraisal considers the effect of the Proposed Development on the landscape as a whole, as well as effects on significant individual elements, and effects on characteristic combinations or patterns of elements and how these are perceived to affect its character and quality.
- 2.2.5 Landscape character is generally considered to be a resource in its own right, which exists whether or not there are people present to experience it.

Visual

- 2.2.6 The Visual Appraisal is concerned with the views that are available to people who may be affected by the Proposed Development, and their perception and responses to changes in these views.
- 2.2.7 Visual effects arise from changes in the composition and character of views available in the area affected. The Appraisal considers the likely change that would be experienced, including the effects both on specific views and on general visual amenity.
- 2.2.8 In line with Para 6.13 of GLVIA3 and for the purposes of the Appraisal, it is the people living, working, passing through or enjoying recreational activities in the area who actually see the views and enjoy the visual amenity, that are mapped and described as the 'receptors' of the views.

2.3 Extent of Study Area

- 2.3.1 The area of study for the Visual Appraisal is the area from which the Proposed Development may be seen; by definition, visual effects can only occur where at least some part of the development is visible.
- 2.3.2 The Study Area for the Landscape Appraisal is also defined by the area from which the Proposed Development may be seen, but the Appraisal considers potentially affected landscapes in terms of the character area or unit as a whole, not just the part from which there may be visibility.
- 2.3.3 The first step in the Appraisal process is therefore to establish this area of visibility, or the 'Visual Envelope'.

- 2.3.4 Based on the results of Google Earth Viewshed analysis and the author's understanding of the landform and vegetation of the Site and its surrounding area, coupled with professional experience gained from other Appraisals for this type of development, where no development above existing ground level is proposed and works are limited or contained by existing established vegetation, it is considered that the Proposed Development is not likely to be generally perceptible beyond 1km from the Site. The Study Area for this LVA has therefore been defined as a 1km radius from the Site.

Representative Viewpoints

- 2.3.5 The results of Google Earth Viewshed analysis and desk-based analysis of the Study Area have been used to identify the key potential visual receptors. From this information a number of representative viewpoints (RVs), from a range of distances and directions, have been selected. These RVs offer a representative sample of visibility of the Proposed Development from key visual receptors.
- 2.3.6 The actual level of visibility has then been verified during the Site Visit and potential RVs retained or discarded accordingly, leaving 6 RVs to be taken forward for the Appraisal. These are shown on Figure 1 – Site Location and Representative Viewpoint Locations.

2.4 Limitations and Assumptions

Limitations

- 2.4.1 As set out in paragraph 2.3.4, it is considered that the Proposed Development would not bring about any notable effects on receptors beyond 1km from the location of the Site. Accordingly, areas of landscape and visual receptors beyond this have been scoped out of this Appraisal.
- 2.4.2 The Appraisal has been carried out during the summer when trees are in leaf. Whilst the supporting RV images shown in Figures 4.1 – 4.6 illustrate a potentially more favourable situation due to this, the Appraisal considers a worst-case scenario as if it were winter.

Assumptions

- 2.4.3 To avoid making assumptions regarding other people's expected responses to changes in landscape character and visual amenity matters, subjective judgements are avoided where possible in this Appraisal. The focus instead is predominantly upon what objectively would be experienced as a result of the Proposed Development.
- 2.4.1 Given the nature of landscape character and people's differing connections with it, plus the differences between people's expectations with regards to visual amenity, reasoned professional experience is required where subjective judgements are necessary.
- 2.4.2 Where distances are given in the Appraisal, these are approximate distances (rounded to the nearest 5m) between the nearest part of the Site and the nearest part of the receptor in question, unless explicitly stated otherwise.

2.5 Temporal Scope

- 2.5.1 For the purposes of this Appraisal, effects shall be considered during the following phases of the project lifespan:
- *Construction phase effects (at the likely peak of construction activity);*
 - *Effects at year 1 of Site restoration to agriculture; and*
 - *Effects at year 15, once replacement/reinstatement planting has become established.*

3 Desktop Study

3.1 Introduction

- 3.1.1 The desktop study initially comprises the collation and review of published background information relating to the Site and its surrounding context. This includes a review of key legislation, landscape planning policy and the landscape character of the LVA Study Area set out in published documentation, as well as information on statutory and non-statutory landscape designations and any consented but as yet unbuilt development within the Study Area that might affect the Appraisal.
- 3.1.2 The desktop study is then supplemented with fieldwork to ground truth findings.

Sources of Baseline Information

- 3.1.3 Sources of baseline data are summarised in Table 3-1 below:

Table 3-1 Sources of baseline data

Baseline topic	Data Source
Planning Policy	
National Policy	https://assets.publishing.service.gov.uk/media/6a8334c03bd75b81e2329ac4/National_Planning_Policy_Framework.pdf
National Planning Policy Framework August 2026	[Accessed 18/08/2026]
Local Policy	
West Berkshire Local Plan Review 2023-2041 (adopted June 2025)	West Berkshire https://www.westberks.gov.uk/article/40124/The-Local-Plan-Review-LPR
Wokingham Core Strategy (Adopted 2010)	Wokingham https://www.wokingham.gov.uk/sites/wokingham/files/2023-06/Final%20adopted%20Core%20Strategy%20inc.%20cover.pdf
Reading Local Plan (Adopted 2019) (The Site is not located within the Reading Local Plan area, hence the application will not be determined under this plan. Included here as this falls within the Study Area)	Reading https://images.reading.gov.uk/2019/12/Local_Plan_Adopted_November_2019.pdf [Accessed 12/06/2026]
Landscape Character	
<u>National</u> National Landscape Character Natural England, 2026. 'National Character Area Profiles' [online]	Natural England, 2026. 'National Character Area Profiles' [online] Available at: https://www.gov.uk/government/publications/national-character-area-profiles-data-for-local-decision-making/national-character-area-profiles [Accessed 12.06.26 pm]
<u>County</u> Wokingham Landscape Character Assessment	LUC/Wokingham Borough Council 2019 Available at: https://www.wokingham.gov.uk/Sites/wokingham/files/2023-07/Wokingham%20Borough%20LCA%20Part%201.pdf

Baseline topic	Data Source
West Berkshire Landscape Character Assessment	LUC/West Berkshire District Council 2019 Available at: https://westberks.gov.uk/media/47980/West-Berkshire-Landscape-Character-Assessment-2019/pdf/West_Berkshire_Landscape_Character_Assessment_2019.pdf?m=1759314514413 [Accessed 12/06/2026]
Statutory and Non-statutory Designations	
Listed Buildings Historic England	Listed Building points Historic England open data [Accessed 12/06/2026]
Ancient Woodland Natural England	Ancient Woodland data sourced from Natural England Available at: https://naturalengland-defra.opendata.arcgis.com/datasets/ancient-woodland-england/explore?location=52.793984%2C-2.004678%2C7.01 [Accessed 12/06/2026]
Ridges and Rivers Valued Landscape Wokingham Borough Council 2024	Area extents and description sourced from <i>Valued Landscape Assessment September 2024</i> Available at: https://www.wokingham.gov.uk/sites/wokingham/files/2024-09/Valued%20Landscape%20Assessment%20September%202024%20%28reduced%29.pdf [Accessed 12/06/2026]
Public Rights of Way (PRoW) West Berkshire District Council Woking Borough Council Reading Borough Council	PRoW sourced from West Berkshire District Council Available at: https://gis2.westberks.gov.uk/webapps/OnlineMap/?vln=PUBLIC%20RIGHTS%20OF%20WAY PRoW Sourced from Reading Borough Council Available at: https://my.reading.gov.uk/mycouncil.aspx PRoW Sourced from Wokingham Borough Council Available at: https://experience.arcgis.com/experience/693aa0ab35dd45e7ae8e256533d7dd2b/ GIS datasets sourced from ROWMAPS Available at: https://www.rowmaps.com/datasets/WB/ https://barry.rowmaps.com/datasets/RG/ https://www.rowmaps.com/datasets/WJ/ [Accessed 12/06/2026]
National Cycle Network	Sustrans, 2022. ' <i>National Cycle Network Map</i> ' [online] Available at: http://www.sustrans.org.uk/ncn/map GIS dataset sourced from: https://data-sustrans-uk.opendata.arcgis.com/datasets/national-cycle-network-public-1/explore

Baseline topic	Data Source
	[Accessed 12/06/2026]

3.2 Guidance

3.2.1 This Appraisal has been carried out in accordance with the following guidance:

- *Guidelines for Landscape and Visual Impact Assessment, 3rd Edition (GLVIA3) (Landscape Institute and IEMA, 2013) and subsequently: Notes and Clarifications on Aspects of Guidelines for Landscape and Visual Impact Assessment Third edition (GLVIA3), published in Technical Guidance Note LITGN-2024-01 (The Landscape Institute, 2024). Available at: https://www.landscapeinstitute.org/wp-content/uploads/2024/08/LITGN-2024-01-GLVIA3-NC_Aug-2024.pdf;*
- *Landscape Institute Technical Guidance Note 06/19 - Visual Representation of Development Proposals (The Landscape Institute, 2019). Available at: https://www.landscapeinstitute.org/wp-content/uploads/2019/09/LI_TGN-06-19_Visual_Representation-1.pdf; and*
- *TGN 02-21: Assessing landscape value outside national designations (The Landscape Institute, 2021). Available at: <https://landscapewpstorage01.blob.core.windows.net/www-landscapeinstitute-org/2021/05/tgn-02-21-assessing-landscape-value-outside-national-designations.pdf>.*

3.3 Legislative Context

International

- 3.3.1 The UK is a signatory to the European Landscape Convention (ELC) (Council of Europe, 2000) which was ratified in 2006 and became binding in the UK from 1 March 2007.
- 3.3.2 The Convention is not an EU Directive, rather countries that ratify the Convention make a commitment to upholding the principles it contains within the context of their own domestic legal and policy frameworks.
- 3.3.3 There is no UK legislation specifically covering Landscape or Visual Amenity, but the spirit of the ELC is carried through in planning policy.
- 3.3.4 Landscape is defined in the ELC as:
- ‘an area, as perceived by people, whose character is the result of the action and interaction of natural and / or human factors.’
- 3.3.5 Furthermore, it recognises that all landscapes are potentially important, irrespective of location or condition – signatories acknowledge:
- ‘... that the landscape is an important part of the quality of life for people everywhere: in urban areas and in the countryside, in degraded areas as well as in areas of high quality, in areas recognised as being of outstanding beauty as well as everyday area’.

3.4 Planning Policy Context

3.4.1 The following planning policy is deemed to be of relevance to this Appraisal.

National

3.4.2 National Planning Policy Framework (NPPF) is summarised in Table 3-2 below.

Table 3-2: Relevant sections from the NPPF

NPPF Paragraph	Policy Summary
Paragraphs 15-18; S1 and S2 Sustainable development	Establishes the presumption in favour of sustainable development, balancing economic, social and environmental objectives.
DP1-DP4 Achieving well-designed places	Development should be visually attractive, respond positively to local character, create a strong sense of place, and integrate successfully with its surroundings. Highway design, earthworks, structures, surfacing, signage and planting should reflect local landscape character.
N1 and N2 Natural capital & ecological networks	Requires recognition of the intrinsic character of the countryside and the benefits of natural capital, including trees and woodland. Applies the mitigation hierarchy. Requires the protection and enhancement of biodiversity, minimisation of impacts, and delivery of measurable biodiversity net gains.
N2 and N3 Improving the natural environment and trees in new development	Requires planning decisions to ensure that existing trees are retained wherever possible and new planting is incorporated with long-term management.
N6 (2) Irreplaceable habitats	Development resulting in loss or deterioration of irreplaceable habitats (e.g. ancient woodland, veteran trees) should be refused unless wholly exceptional reasons apply and compensation is secured.
P1 and P2 Planning for clean and safe places and ground conditions	Requires development to avoid unacceptable impacts from soil, air, water or noise pollution, and land instability.
TR8 Public rights of way	Requires development to protect the existing network of public rights of way

Local

3.4.3 The policies of greatest relevance are summarised in Table 3-3 (West Berkshire) and Table 3-4 (Wokingham) below.

Table 3-3 West Berkshire Local Plan Policies

Policy	Policy Summary
SP5 – Responding to Climate Change Requires sustainability measures and supporting statements for development.	Requires sustainability measures and supporting statements for development.

Policy	Policy Summary
SP6 – Flood Risk Ensures development does not increase flood risk (important for soil storage and regrading).	Ensures development does not increase flood risk (important for soil storage and regrading).
SP7 – Design Quality Requires high-quality design, including restoration landform and final Site condition.	Requires high-quality design, including restoration landform and final Site condition.
SP8 – Landscape Character Protects landscape character and guides restoration proposals.	Protects landscape character and guides restoration proposals.
SP10 – Green Infrastructure Supports restoration that contributes to GI networks.	Supports restoration that contributes to Green Infrastructure (GI) networks.
SP11 – Biodiversity & Geodiversity Requires biodiversity protection/enhancement (ties to restoration outcomes).	Requires biodiversity protection/enhancement (ties to restoration outcomes).

Table 3-4 Wokingham Core Strategy, MDD and JMW Plan Policies

Policy	Policy Summary
Core strategy	
Policy CP1 Sustainable Development	Maintain or enhance the high quality of the environment.
Policy CP3 General Principles for development	Have no detrimental impact upon important ecological, heritage, landscape (including river valleys) or geological features or water courses. Maintain or enhance the ability of the Site to support fauna and flora including protected species.
Policy CP7 Biodiversity	Development must not harm habitats or, species of principle importance in England for nature conservation, veteran trees or features of the landscape that are of major importance for wild flora and fauna (including wildlife and river corridors), whether directly or indirectly.
Managing Development Delivery (MDD)	
Economy: Policy SAL07 Sites within Development Limits allocated for employment / commercial development	Land south and west of Kirton's Farm Road, Reading (Green Park) for the delivery of around 20,000 m ² for B Class Uses.
Heritage: Policy TB25 Area of high archaeological potential	Where development is likely to affect an area of high archaeological potential or an area which is likely to contain archaeological remains, the presumption is that appropriate measures shall be taken to protect remains by preservation in situ. Where this is not practical, applicants shall provide for excavation, recording and archiving of the remains.
Joint Minerals and Waste Plan (JMWP)	
Areas of Search for Sand and Gravel	Land falls partially within Search Area 72.

3.5 Landscape Baseline

Site Location

- 3.5.1 The Proposed Development is located on Kirton's Farm Road, approximately 400m to the south of Reading Green Park Station. This is illustrated in Figure 1: Site Location and Representative Viewpoints. It comprises a triangular field of approximately 2.4ha, with a single vehicular access from Kirton's Farm Road.

Landform and Watercourses

- 3.5.2 The topography within the Site is generally flat, ranging between 36-38m AoD. Landform across the wider Study Area is also generally quite low-lying ranging between 36m to the west, rising to approximately 45m towards the north and east.
- 3.5.3 There are a large number of waterbodies and watercourses within the wider Study Area, many of which are flooded former mineral extraction sites.

Existing Site Features and Vegetation

- 3.5.4 The Site comprises bramble scrub, tall ruderal vegetation and grassland, which is regularly cut to ground level. A wet ditch with willow scrub defines the southern boundary, with a line of trees and mixed scrub present to the north and east, and scrub along the railway corridor to the west.
- 3.5.5 Beyond the Site boundaries, unmanaged neutral grassland is present to the north and south, with a complex of freshwater lakes located to the west of the railway and urban/industrial development to the east at Reading Green Park Business Park.
- 3.5.6 There are no Tree Preservation Order (TPO) trees or groups within or adjacent to the Site, with the closest TPO being approximately 350m to the east, within the Reading Green Park Business Park development.

Statutory and Non - Statutory Designations

- 3.5.7 Statutory and non-statutory designations are shown in Figure 3: Designations.

Designated Landscapes

National Parks

- 3.5.8 No part of the Study Area is located within a National Park.

National Landscapes

- 3.5.9 No part of the Study Area is located within a National Landscape.

Sites of Special Scientific Interest (SSSI)

- 3.5.10 There are no SSSIs within the Study Area.

Other Relevant Designations

Historic landscapes / Historic Parks and Gardens

- 3.5.11 There are no Historic Landscapes or Historic Parks & Gardens within the Study Area.

Scheduled Monuments

- 3.5.12 There are no Scheduled Monuments within the Study Area.

Listed Buildings

3.5.13 There are no Listed Buildings within the Site, however there are several within the wider Study Area. Those closest to the Site include the following:

- *Kirton's Farmhouse – Grade II, approximately 300m to the west;*
- *The Old Farmhouse – Grade II, approximately 900m to the south; and*
- *Hartley Court - Grade II*, approximately 990m to the south-east.*

3.5.14 The character of the historic setting of all Listed Buildings within the Study Area will not be affected by the Proposed Development, hence they are scoped out of the Appraisal.

Conservation Areas

3.5.15 There are no Conservation Areas within the Study Area.

Special Landscape Areas

3.5.16 There are no Special Landscape Areas within the Study Area.

Ancient Woodland

3.5.17 There are no areas of Ancient Woodland within the Site; ~~however,~~ Pinge Wood is located approximately 950m to the south-west. It will not be affected by the Proposed Development and is therefore scoped out of the Appraisal.

Tree Preservation Orders

3.5.18 There are no TPOs within or in close proximity to the Site boundary.

3.6 Landscape Character

3.6.1 Published Landscape Character Assessments supplemented by fieldwork have informed the identification of landscape character receptors for consideration in the Appraisal.

Landscape Character at the National Scale

3.6.2 Natural England has divided England into 159 regional areas referred to as National Character Areas (NCAs). Their boundaries follow natural lines in the landscape, rather than administrative boundaries, and each is defined by a unique combination of landscape, biodiversity, geodiversity and cultural and economic activity.

3.6.3 The Study Area is located entirely within NCA 115: Thames Valley (Natural England, 2015).

3.6.4 Natural England, defines the key characteristics of NCA 115 as follows:

- *Flat and low-lying land, rising to low, river-terraced hills, which include the prominent local outcrop of chalk on which Windsor Castle sits.*
- *The underlying geology is dominated by the London Clay which, over much of the area, is overlain by river-lain sands and gravels.*
- *The numerous hydrological features provide unity to an area which otherwise lacks homogeneity; these features include the River Thames and its tributaries, streams, lakes, canals and open waterbodies (the result of restored gravel workings).*
- *Woodlands characterise the north-western area, with the wooded character extending up to the southern edge of the Chiltern Hills.*
- *Farming is limited. Where it survives, grazed pasture is the major land use within a generally open, flat and featureless landscape. The field pattern is medium-scale and irregular, with smaller fields to the west. Localised areas of species-rich hay meadows provide a splash of colour in summer.*

- Although densely populated and developed, pockets of woodland, open grassland, parkland, wetlands and intimate meadows provide escape and tranquillity, and include a variety of habitats supporting important populations of many species, notably stag beetle, shoveler, gadwall and other invertebrates and wildfowl.
- Towards London in the east, the natural character of the area is overtaken by urban influences: a dense network of roads (including the M25 corridor), Heathrow Airport, railway lines, golf courses, pylon lines, reservoirs, extensive mineral extraction and numerous flooded gravel pits.
- There are small but biologically important areas of lowland heathland – especially on higher sandy ground in the north – and a small area to the south falls within the Thames Basin Heaths Special Protection Area (SPA) buffer zone.
- To the south, the open Thames flood plain dominates, with its associated flat grazing land, becoming characterised by a number of formal historic landscapes on higher ground. Between Hampton and Kew, the River Thames forms the focus of a series of designed landscapes.
- The area has an urban character, and there are very few villages of more traditional character, although almost half of the area is greenbelt land and development has been restricted in areas like Crown Estate land and Eton College grounds.
- The river is closely associated with numerous historic places and cultural events, such as the signing of Magna Carta at Runnymede. Tourists from all over the world are drawn to the rich heritage of the area, flocking to attractions like Hampton Court Palace and Windsor Castle.
- The area is important for recreation, both for residents and visitors. Historic parkland and commons provide access to green space, the Thames Path National Trail runs the length of the NCA, and a variety of activities are enjoyed on the river and other waterbodies.

Landscape Character at the Regional Scale

- 3.6.5 In 2019, Wokingham Borough Council (WBC) (LUC / Wokingham Borough Council, 2019) and West Berkshire District Council (WBDC) (LUC / West Berkshire District Council, 2019) commissioned Land Use Consultants (LUC) to carry out separate Landscape Character Assessments of land within their administrative areas. These Assessments defined a number of Landscape Character Areas (LCAs).
- 3.6.6 The following LCAs were identified within the Study Area and these will be used as the basis for the Appraisal of landscape character effects at the regional scale.
- LCA I3 - Grazeley Farmed Clay Lowland
 - LCA RO1 - Kennet Lower River with Open Water
 - LCA CL1 - Grazeley Open Clay Lowland
- 3.6.7 Key characteristics for each of these LCA's (see Figure 2) follows below:
- 3.6.8 LCA I3 - Grazeley Farmed Clay Lowland (Medium-low Sensitivity)
- Flat vale landscape lying at 40 to 50m AOD, enclosed to the east by the prominent clay ridge of Spencer's Wood. Underlain by London Clay and alluvium associated with the River Kennet and its tributaries – part of the wider Thames Basin.
 - Wetland character in parts due to drainage ditches and small streams which flow north towards the Kennet.
 - Largely devoid of woodland with only shelterbelts and small mixed farm woods, with BAP priority habitat mixed lowland deciduous woodland.
 - Large-scale irregular arable fields in the open vale contrast with small scale sheep pasture fields on the edge of settlements some of which now support horse paddocks. The area includes intact 19th century field patterns in the south and small areas of ancient field systems adjacent to the M4.
 - Low thorn hedgerows and hedgebanks enclose the fields, with post and wire fences where hedgerows are discontinuous. Hedgerow oaks are a feature of field boundaries with remnant lines marking former field boundaries.

- *Remnant parkland around the 18th and 19th century country houses at Grazeley Court Farm and Hartley Court (Grade II* listed).*
- *Low density scattered rural farmsteads and nucleated hamlets e.g. Grazeley and Poundgreen. The built form is characterised by timber frame, polychromatic Reading brick and thatch with weatherboarding. Many of the farmhouses are Grade II listed.*
- *The GHQ Stop Line (General Headquarters Line), a defensive zone built during the summer of 1940 to contain the threatened German invasion included a section along the Foudry Brook.*
- *A network of sinuous single-lane tracks shaded by hedgerows and hedgerow trees link the settlements.*
- *Transport corridors including the A33, M4 and Great Western Railway on the periphery of the area introduce noise and movement.*
- *Urban fringe land uses close to Reading and the M4 include paddocks and MereOak Park and Ride with larger scale development north of the M4, including Green Park business park.*
- *Some agricultural buildings have been converted into small rural business parks e.g. Gravelley Bridge Farm.*
- *Glimpsed views of Reading urban fringe including Green Park Business Park and a wind turbine north of the M4 contrast with enclosed views along lanes and roads created by mature trees and thick hedgerows.*
- *Strongly rural agricultural landscape, which is tranquil away from the urban fringe and major transport corridors. The M4 and Reading urban fringe negatively impact on the tranquillity.*
- *The urban glare makes Reading particularly prominent at night but limited development in the south results in dark night skies.*

3.6.9 LCA RO1 - Kennet Lower River with Open Water (Medium-low sensitivity)

- *Broad, open valley of the River Kennet, underlain by chalk geology with gravel and sand deposits*
- *Land use dominated by gravel pit lakes, industry and transport infrastructure*
- *Former gravel pits and flood plain habitats are locally important for wildlife*
- *A modern landscape dominated by transport corridors and gravel extraction with surviving small scale heritage features*
- *Settlement in the area is sparse, excepting the large historic village of Theale*
- *Transport links are a dominant feature, particularly the M4, railway and canal*
- *Destination for formal and informal recreation activity*
- *Often visually enclosed by woodland, with views opening out over the lakes above the tree line.*
- *Tranquillity is limited by the motorway and nearby urban development*

3.6.10 LCA CL1 - Grazeley Open Clay Lowland (Medium sensitivity)

- *A broad, flat to gently undulating landscape, underlain by London Clay with valley gravel deposits and crossed by streams and brooks*
- *Traditional lowland mixed farming landscape divided into large-scale fields bounded by hedgerows*
- *Ancient woodland, meadows and wetland habitats intersperse the farmland*
- *Time-depth is evidenced by historic farm buildings and former Roman routes*
- *Sparsely settled rural area with small villages, hamlets and scattered farmsteads*
- *Winding lanes connect the rural hamlets and villages*
- *Varied visual character – enclosed areas contrasting with more open areas*
- *Strongly rural agricultural landscape, with high levels of relative tranquillity*

Landscape Character at the Local (Site and immediate surrounds) Scale (Low sensitivity)

- 3.6.11 At the local scale, the landscape within the Site boundary is generally unremarkable, comprising grassed previously imported soils approximately 1-2m in height (above ground level), surrounded by

existing mature hedgerows, scrub and scattered trees. Large concrete blocks have been placed at the Site entrance to deter unauthorised access.

- 3.6.12 Beyond the Site boundary, the substantial commercial development at Reading Green Park Business Park and access roads including Longwater Road are located approximately 100m to the east, with associated noise, movement and lighting from office blocks and roads. Within the wider Green Park Area as a whole there is a considerable amount of ongoing construction activity, particularly in the area around Green Park Station.
- 3.6.13 The M4 Motorway runs east-west approximately 175m to the south, adding a considerable amount of noise and movement, with the embankment creating a notable visual screen for receptors to the south.
- 3.6.14 High voltage overhead powerlines, pass through the western extents of the Site, connecting to an electrical substation off Cottage Lane approximately 725m to the north. The Reading to Basingstoke Railway line runs along a vegetated embankment immediately to the west of the Site.
- 3.6.15 Further to the west the landscape is considerably more rural in nature, with the heavily wooded former mineral workings at Burghfield Gravel Pits combining with vegetation along the railway embankment to offer a considerable amount of screening and seclusion for residential properties, users of highways, PRoW and leisure facilities.

3.7 Visual Baseline

Introduction

- 3.7.1 The visual baseline assesses the likely visibility of the Proposed Development and identifies those people whose visual amenity is likely to be affected by changes resulting from it.
- 3.7.2 A baseline assessment of the local visual context and visual amenity was undertaken in June 2026 to understand the existing extent of visibility of the Site, key views to it from within the Study Area and key visual receptors likely to be affected by the Proposed Development.
- 3.7.3 The Study Area contains a number of substantial features that contribute to an overall reduction in visibility, including:
 - *The M4 corridor, which runs east-west along a heavily wooded embankment, approximately 175m to the south;*
 - *The Reading to Basingstoke Railway line, which is lined with woodland and runs north-south through the Study Area, to the immediate west of the Site;*
 - *Woodland associated with the network of former mineral extraction workings at Burghfield Gravel Pits Local Wildlife Site (LWS), which are located approximately 60m to the west of the railway line and Site;*
 - *Substantial existing roadside vegetation along Kirton's Farm Road (immediately to the east), Kybes Lane (200m to the south), Pingewood Road South (450m to the south), Berry's Lane (475m to the west); and Long Water Avenue (75m to the east); and*
 - *The Site itself is well contained to the east, west, south and partially to the north by existing mature boundary vegetation.*

Visual Receptors

- 3.7.4 Analysis of the Site and Study Area through desktop study and fieldwork has identified the following visual receptors.

Residential Receptors

- 3.7.5 Much of the land within the Study Area is occupied by commercial development at Green Park and by former mineral workings, meaning there are a limited number of residential receptors. Those identified that are likely to experience views of the Proposed Development include:

- *Properties within the Green Park Village development, approximately 300m to the north (including Huntley Place and other tall residential blocks to the immediate east of Reading Green Park Station).*

Users of National Trails

- 3.7.6 There are no National Trails within the Study Area.

Users of Long-Distance Footpaths

- 3.7.7 There are no long-distance routes within the Study Area.

Users of other Public Rights of Way

- 3.7.8 There is a network of Local Authority Public Rights of Way (PRoW) within the Study Area. These are shown in Figure 3: Designations and Access. A viewshed analysis has indicated that none of these routes are likely to experience views of the Proposed Development, therefore they will not be taken forward for Appraisal.

National Cycle Route (NCR)

- 3.7.9 NCR 23 runs through the Study Area, travelling northwards on Kybes Lane, then on to Kirton's Farm Road, passing immediately adjacent to the eastern Site boundary, before turning east and continuing eastwards through Reading Green Park Business Park.

Users of Countryside and Rights of Way (CRoW) Act Open Access Land (UK Government, 2000)

- 3.7.10 There are no areas of CRoW Open Access Land within the Study Area.

Users of Areas of Recreation

- 3.7.11 Burghfield Gravel Pits Local Wildlife Site (LWS) are located to the west of the Proposed Development. These flooded former mineral extraction workings are now used for a variety of water sports activities including sailing, wakeboarding, waterskiing, swimming and fishing. They are also frequented by ornithologists. The Hanover International Hotel is located within the LWS.

Local Businesses

- 3.7.12 There are a large number of businesses located within the Reading Green Park Business Park development approximately 150-300m to the east / northeast, including Thales, Wood Group, Vodafone 3 and Virgin Media, many of which are located within multi-storey blocks, with elevated vantage points.

Users of Highways

- 3.7.13 There are numerous highways within the Study Area, however many of these are contained within an urban setting such that views are obscured, or views are screened by existing vegetation. Those that may experience views are listed below:

- *Kirton's Farm Road, which runs along the eastern Site boundary; and*
- *Kybes Lane which connects with Kirton's Farm Road approximately 250m to the south-east of the Site.*

Representative Viewpoints

- 3.7.14 After analysis of the overall visual amenity context of the Site and its surroundings, and identification of those visual receptors upon which there is the potential for significant effects resulting from the Proposed Development, a set of representative viewpoint (RV) locations has been determined.
- 3.7.15 Some of the RVs correspond with receptors that have been scoped out of the Appraisal; however, they are included here to illustrate no visibility.

3.7.16 Table 3-4 presents the locations of the viewpoints as well as their references. Summer viewpoint photographs have been used to illustrate the Appraisal (due to the timing of the Project) and are presented in Figures 4.1 – 4.6.

Table 3-5: Representative Viewpoint Locations

Viewpoint Reference	Description and Receptors	Approximate distance and direction from Site
VP1	Kirtons Farm Road - Opposite Site Entrance	5m to the east
VP2	Kirton's Farm Road - North	190m to the north
VP3	Unnamed Link Road between Kirtons Farm Road and Longwater Avenue	30m to the east
VP4	Kirtons Farm Road - On M4 overbridge	180m to the south-east
VP5	Kirtons Farm Road - South	25m to the south-east
VP6	Permissive route around Burghfield Gravel Pits off Kirtons Farm Road	350m to the west

4 Design and Mitigation

4.1 The Proposed Development and Mitigation Measures

- 4.1.1 The Proposed Development involves the removal of previously imported soils (approximately 18,000 m³) currently stored on the Site, followed by the restoration of the land to its original level (using indigenous material only) and condition.
- 4.1.2 The Proposed Development is considered to represent Operational Development under Section 55 of the Town and Country Planning Act 1990, on the basis that the works constitute engineering operations that will materially alter the landscape, albeit returning the Site a similar condition to its former agricultural use.
- 4.1.3 The Proposed Development will be required to adhere to environmental guidelines under appropriate duty of care. The previously imported soils will be removed under duty of care and transported to a facility that has relevant authorisation to accept the soils.

Construction phase

- 4.1.4 For the purposes of this LVA, it is anticipated that a temporary construction compound, vehicle parking area and welfare facilities are expected to be located towards the east of the Site, accessed from Kirton's Farm Road.
- 4.1.5 The anticipated timeframe for the construction phase of the project will be approximately 7 months.
- 4.1.6 Common effects can be reduced through the implementation of practices in accordance with the Considerate Constructors Scheme (such as appropriately sited construction compounds, suitable control of construction lighting away from the surrounding countryside, limiting material stockpile heights and the implementation of tree protection measures in accordance with *BS5837: Trees in Relation to Design, Demolition and Construction - Recommendations* (British Standards Institute, 2012)).

Lighting during construction

- 4.1.7 Operations are likely to be undertaken during daylight working hours. If mobilisation is delayed, suitable lighting may be deployed during the hours of 8am - 6pm to enable works to take place and facilitate the safety of staff arriving at and leaving the Site in winter months.

5 Landscape and Visual Appraisal

5.1 Overview

- 5.1.1 This section considers the temporary and permanent effects upon the landscape character and visual amenity of receptors identified in Section 3.
- 5.1.2 Effects of the Proposed Development are considered for each receptor based upon the following:
- *Construction phase effects (at the likely peak of construction activity);*
 - *Effects at year 1 of Site restoration to agriculture; and*
 - *Effects at year 15, once replacement/reinstatement planting has become established*
- 5.1.3 An Appraisal of night-time views has not been undertaken as the Proposed Development does not include any operational phase lighting and it is intended that work should only take place during daylight hours. Any construction phase lighting effects are considered within the construction phase appraisal.

5.2 Landscape Character Effects

LCA I3 - Grazeley Farmed Clay Lowland and LCA RO1 - Kennet Lower River with Open Water

- 5.2.1 The extent of these LCAs is shown on Figure 2 – Landscape Character.
- 5.2.2 Whilst many of the key characteristics of the wider LCA's listed in Section 3.5 relate to a more rural setting, the parts of the LCA's within which the Site is located are more heavily influenced by the M4 corridor, the Reading to Basingstoke Railway Line, and the built up urban fringe of Reading Green Park Business Park to the east, this reduces the sensitivity of the LCA's in this location to **Medium-Low**.

Construction

- 5.2.3 Construction phase works are likely to involve the use of earth-moving plant and equipment, bringing temporary noise, dust and vehicle movement to the surrounding area. Given the relatively small scale of the Site, this is anticipated to cause only very localised physical impacts on these LCAs. These impacts will, however, be largely contained within the Site and its very immediate surrounds by the existing Site boundary vegetation, and the layers of other mature trees, hedgerow and scrub that characterise this area. There would be some additional wider impacts beyond the Site boundary as heavy goods vehicles arrive and leave, however given the context of other construction works and vehicle movements in the Study Area, these would be minimal.
- 5.2.4 Within the context of the wider LCA's, the Proposed Development, during construction, will deliver a **Low** magnitude of change to these **Medium-low** sensitivity LCAs, resulting in a **Minor** (adverse) level of effect, albeit temporary in duration.

Years 1 and 15

- 5.2.5 Once operational, apart from the proposed new Site entrance bell mouth and gate, all the construction-related facilities will no longer be present. The landform would have been reprofiled to tie in with surrounding landform, but the mature vegetation bounding the Site would still be intact. Consequently, there would be **No change** to the current characteristics of these LCAs, resulting in a **Neutral** level of effect.

Site

- 5.2.6 The Site itself is an unremarkable and previously disturbed parcel of land, characterised by grassed previously imported soils, scrub and boundary vegetation, with limited scenic quality, rarity or landscape value. Its immediate context is strongly influenced by urban fringe and infrastructure features, including Reading Green Park Business Park, busy roads, ongoing construction activity, the M4, railway line and overhead powerlines, all of which introduce noise, movement, lighting and visual detractors. Although the landscape becomes more rural and enclosed to the west, this area is physically and visually separated from the Site by the railway corridor and wooded former mineral workings. Overall, the Site and its immediate surroundings have a limited ability to contribute positively to local landscape character and are therefore considered to be of **Low sensitivity**.

Construction

- 5.2.7 At the Site level, there will be a considerable amount of direct impact to the physical landscape, as the construction-related facilities are imposed upon it, and the previously imported soils and the vegetation upon and around them are removed and indigenous materials spread across the entire Site. Effects will be mostly contained within the Site boundary by existing vegetation; however, vehicles arriving and leaving will extend this into the environs beyond the Site boundary to some degree.
- 5.2.8 The Proposed Development will deliver a **Medium** magnitude of change to the Site's **Low sensitivity** landscape, resulting in a **Minor (adverse)** level of effect, albeit temporary in duration.

Year 1 and 15

- 5.2.9 Once operational, the character of the Site's landscape will quickly return a state similar to that prior to the storage of soils on the Site. Initially, any loss of boundary vegetation to facilitate visibility splays, if required, will appear incongruent, however this will diminish once proposed reinstatement planting begins to mature.
- 5.2.10 At year 1, it is considered that the Proposed Development will result in a **Low** magnitude of change to this **Low sensitivity** landscape, leading to a **Minor to Negligible (adverse)** level of effect, reducing to **Negligible (neutral)** once proposed vegetation becomes established.

5.3 Visual Effects

Residential Receptors

- 5.3.1 Residential receptors that are likely to experience views of the Proposed Development are considered to be of **High** susceptibility to development, however views from them comprise a mixture of urban, commercial and in places, semi-rural outlooks and are not recognised or highly valued locally, hence they are considered to be **Low** in value.
- 5.3.2 Sensitivity for residential receptors is therefore considered to be **Medium**.

Properties within the Green Park Village development

Construction

- 5.3.3 The location of the visual receptors on the upper floors within the Green Park Village residential tower blocks, including Huntley Place (approximately 300m to the north) and other blocks to the east of Reading Green Park Station (approximately 500-550m to the north) is such that they are likely to have wide, elevated views towards the Proposed Development.
- 5.3.4 Whilst these views will be at least partially obstructed by existing boundary vegetation, views of construction phase activity will be readily noticeable, with earth-moving equipment moving within the Site and vehicles moving to and from the Site, forming conspicuous incongruent features within views, albeit at some distance and occupying only a relatively small proportion of the overall view.

- 5.3.5 It is considered that the Proposed Development would involve a **Low** magnitude of change, leading to a **Minor (adverse)** level of effect, albeit temporary in nature.

Year 1

- 5.3.6 Given that the Proposed Development includes no above-ground structures once operational and the ground level will be reinstated to tie in with the surrounding fields, visual impacts will be limited to the small amount of boundary vegetation lost to facilitate visibility splays and the physical landscape surface that remains visible within the Site boundary. It will take some time for proposed reinstatement boundary planting to establish, but views of this will be very limited at this distance, so essentially the Site will appear as an agricultural field.
- 5.3.7 It is anticipated that the Proposed Development will result in a **Negligible** magnitude of change, leading to a **Negligible (adverse)** level of effect.

Year 15

- 5.3.8 At year 15, proposed boundary vegetation will have established such that effects arising from the Proposed Development will no longer be discernible, leading to **No Change**, resulting in a **Neutral** level of effect.

5.4 Access Receptors

Users of NCR 23 (represented by RV 3, 4 and 5)

- 5.4.1 The predominantly urban / on-road nature of the route in this location is such that views experienced by this receptor here are often contained and generally unremarkable, therefore whilst it is of **High** susceptibility to development, views are not recognised or highly valued locally, hence they are considered to be **Low** in value. Users of NCR 23 are therefore considered to be **Medium** sensitivity receptors.

Construction

- 5.4.2 Views of construction phase activity will be largely obscured by existing boundary vegetation, however glimpses may be possible from higher ground where Kybes Lane passes over the M4, and through existing vegetation along the eastern Site boundary (particularly in winter months), where the route passes close to the Site on Kirton's Farm Road.
- 5.4.3 It is considered that the Proposed Development would involve a **Low** magnitude of change, leading to a **Minor (adverse)** level of effect, albeit temporary in nature.

Year 1

- 5.4.4 Once operational, construction phase activity will no longer feature in views. Existing boundary vegetation remains unchanged for most of the Site, however the sections thinned to facilitate visibility splays will be noticeable until proposed replacement planting has matured and may permit filtered views of the reprofiled Site beyond.
- 5.4.5 It is therefore considered that the Proposed Development will result in a **Low to negligible** magnitude of change, leading to a **Minor to negligible (adverse)** level of effect at year 1.

Year 15

- 5.4.6 At year 15, proposed replacement planting in areas removed to facilitate visibility splays will have reached maturity such that it is no longer noticeably thinner, obscuring views of the reprofiled Site beyond.
- 5.4.7 It is therefore considered that the Proposed Development will result in a **negligible** magnitude of change, leading to a **negligible (neutral)** level of effect at year 15.

Users of Kirton's Farm Road and Kybes Lane (represented by RV 1,2,3,4 and 5)

- 5.4.8 The predominantly urban/rural edge character of these routes means that views are typically contained by roadside vegetation, of limited scenic interest and viewed obliquely to the direction of travel (apart from the short section where they cross over the M4). Users of the routes are considered to have a **Low** susceptibility to change, and views are not locally recognised or otherwise highly valued; therefore, they are assessed as being of **Low** value. On this basis, users of these routes are considered to be receptors of **Low** sensitivity.

Construction

- 5.4.9 Views of construction phase activity will be largely obscured by existing boundary vegetation, however views may be possible through sections of existing vegetation that may need removal to facilitate visibility splays along the eastern Site boundary where the route passes close to the Site on Kirton's Farm Road, as well as glimpses from higher ground where Kybes Lane passes over the M4, (particularly in winter months),
- 5.4.10 It is considered that the Proposed Development would involve a **Low** magnitude of change, leading to a **Minor to Negligible (adverse)** level of effect, albeit temporary in nature.

Year 1

- 5.4.11 Once operational, construction phase activity will no longer feature in views. Existing boundary vegetation remains unchanged for most of the Site, however the sections thinned to facilitate visibility splays will be noticeable until proposed replacement planting has matured and may permit filtered views of the reprofiled Site beyond.
- 5.4.12 It is therefore considered that the Proposed Development will result in a **Low to negligible** magnitude of change, leading to a **Minor to negligible to Negligible (adverse)** level of effect at year 1.

Year 15

- 5.4.13 At year 15, proposed replacement planting in areas removed to facilitate visibility splays will have reached maturity such that it is no longer noticeably thinner, obscuring views of the reprofiled Site beyond.
- 5.4.14 It is therefore considered that the Proposed Development will result in a **Negligible** magnitude of change, leading to a **Negligible (neutral)** level of effect at year 15.

5.5 Recreational Receptors

Visitors to Burghfield Gravel Pits LWS (represented by RV 6)

- 5.5.1 The setting of Burghfield Gravel Pits (and the businesses that are contained therein) is heavily vegetated, with mature woodland surrounding the lakes, providing a high degree of enclosure and screening across most of the area.
- 5.5.2 An informal footpath runs around the lake, providing access to fishing pitches and it is possible that glimpsed views towards the Proposed Development may be available from the section of the route that runs along the eastern lake shore adjacent to the railway embankment.
- 5.5.3 The receptor is considered to be of **Moderate** susceptibility to change, and the locally recognised views and pleasant setting are of **Moderate** value, meaning the receptor is of **Medium** sensitivity.

Construction

- 5.5.4 Intermittent glimpses of construction phase activity may be possible, however any views would be heavily filtered by existing vegetation along the railway embankment and by existing Site boundary vegetation, such that they will not be readily noticeable even in winter months.

- 5.5.5 It is considered that the Proposed Development would involve a **Low** magnitude of change, leading to a **Minor (adverse)** level of effect, albeit temporary in nature.

Year 1 and 15

- 5.5.6 Once operational, glimpses of construction phase activity would no longer be present in views. As existing boundary vegetation would remain unchanged, views towards the reprofiled Site beyond would be screened such that they would no longer be discernible.
- 5.5.7 It is considered that the Proposed Development would result in **No change**, leading to a **Neutral** level of effect both at year 1 and year 15.

5.6 Business Receptors

Users of businesses within Reading Green Park

- 5.6.1 There are a number of businesses within the development, some of which are located on the upper floors of tower blocks. Those with a southerly to westerly aspect are likely to experience wide, elevated views towards the Proposed Development.
- 5.6.2 Places of work located within an urban setting are considered to be of **Low** susceptibility to change, and the mixed urban and semi-rural views are of **Low** value, meaning the receptor is of **Low** sensitivity.

Construction

- 5.6.3 Whilst existing boundary vegetation would provide partial screening, construction-phase activity would remain readily apparent in these views. Earth-moving plant operating within the Site, together with vehicles travelling to and from it, would introduce conspicuous and incongruous features, albeit viewed from some distance.
- 5.6.4 It is considered that the Proposed Development would give rise to a **Medium** magnitude of change, resulting in a **Minor (adverse)** level of effect, although this would be temporary in nature.

Year 1

- 5.6.5 Once operational, construction-phase activity would no longer be present in views, resulting in a considerable reduction in the overall visibility of the Scheme.
- 5.6.6 Given that the Proposed Development includes no above-ground structures once operational and the ground level will be reinstated to tie in with the surrounding fields, visual impacts will be limited to the small amount of boundary vegetation lost to facilitate visibility splays and the physical landscape surface that remains visible within the Site boundary. It will take some time for proposed reinstatement boundary planting to establish, but views of this will be very limited at this distance, so essentially the Site would appear as an agricultural field.
- 5.6.7 It is anticipated that the Proposed Development would result in a **Low** magnitude of change, leading to a **Minor to Negligible (adverse)** level of effect.

Year 15

- 5.6.8 By year 15 proposed replacement planting in areas removed to facilitate visibility splays would have reached maturity, such that effects arising from the Proposed Development would be barely discernible. This would give rise to a **Negligible** magnitude of change and a **Negligible (neutral)** level of effect.

6 Summary and Conclusion

6.1 Overview

- 6.1.1 The Site is located in a peri-urban setting, close to a small number of visual receptors, however the nature of the works is such that it would be generally well contained by existing established boundary vegetation, such that views into the Site would be largely obscured.

6.2 Summary

Landscape Effects Summary

- 6.2.1 At the broad scale, the Proposed Development would give rise to limited landscape effects due to its localised nature, the absence of above-ground operational structures, and the containment provided by retained existing boundary vegetation and the layering of other vegetation between the fields and along transport routes surrounding the Site.
- 6.2.2 During construction, activity associated with soil removal, including earth-moving plant, vehicle movements, noise, dust and disturbance, would result in no greater than a **Minor (adverse)** effect, temporary in duration.
- 6.2.3 Once operational and restored, the influence of the development upon the wider LCA's would diminish such that it would no longer be discernible.
- 6.2.4 At the Site level, construction would result in more direct effects on the physical landscape fabric through the excavation and removal of stored soils, together with associated temporary disruption. These effects would be largely contained within the Site boundary, although construction traffic would extend activity slightly beyond it. This would result in a **Minor (adverse)** effect, temporary in duration.
- 6.2.5 Once operational, landscape effects would reduce to **Minor to Negligible (adverse)**, reducing further to **Negligible (Neutral)** once proposed replacement planting has reached maturity.

Visual Effects Summary

- 6.2.6 The annotated photosheets and figures which accompany the Appraisal demonstrate that the Site is very well contained, with views from much of the Study Area screened by a combination of existing landform and vegetation.
- 6.2.7 During construction, the most notable visual effects would be experienced by residential receptors with an elevated vantage point within the Reading Green Park development and by users of NCN23, however these effects would not rise above **Moderate (adverse)**, temporary in duration.
- 6.2.8 Once operational, visual effects would reduce to no greater than **Minor (adverse)**, reducing further to **Negligible (neutral)** once proposed replacement planting has reached maturity.

6.3 Conclusion

- 6.3.1 It is considered that the Proposed Development would not result in any unacceptable residual long-term effects upon landscape character or visual amenity.

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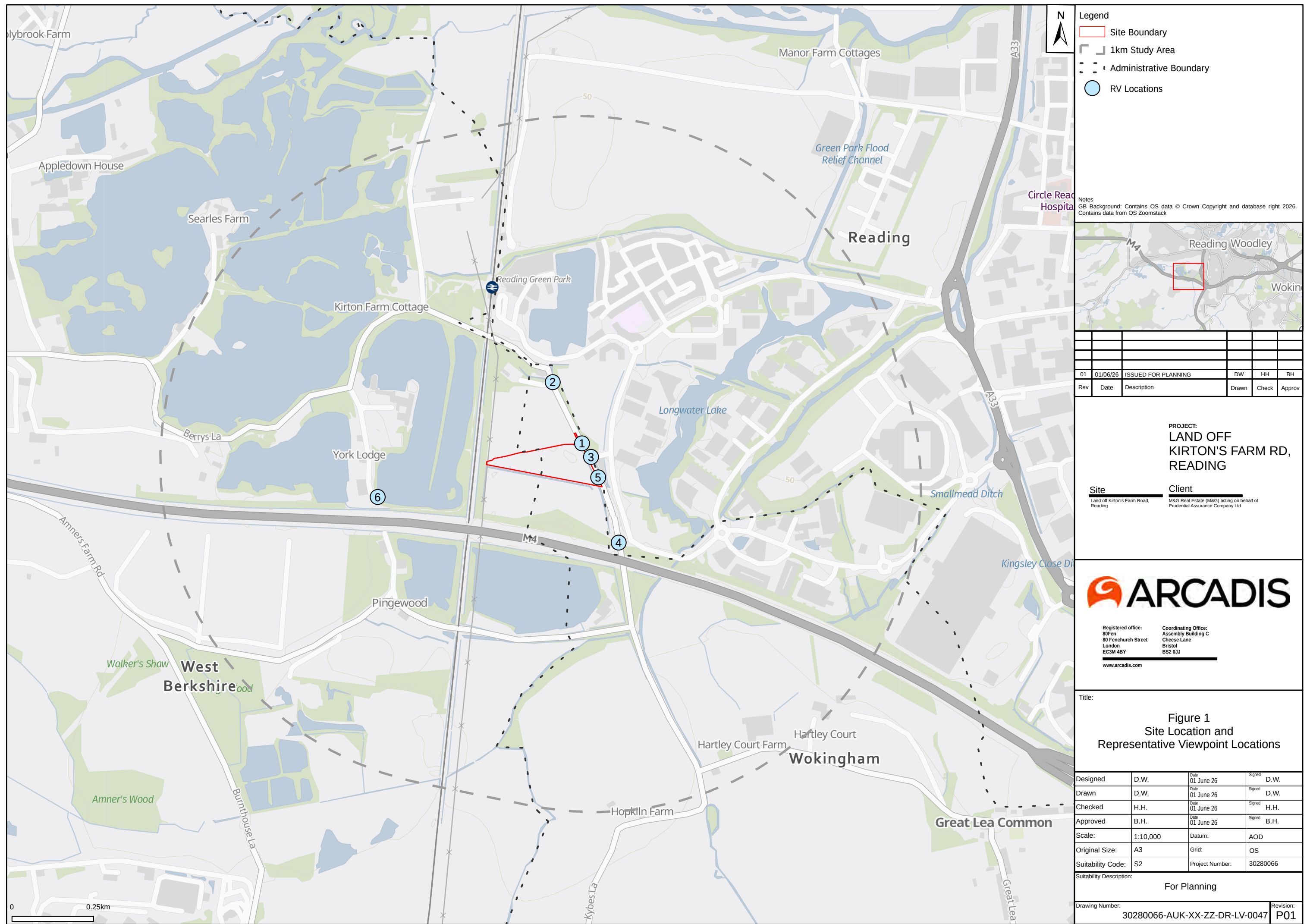
Figures

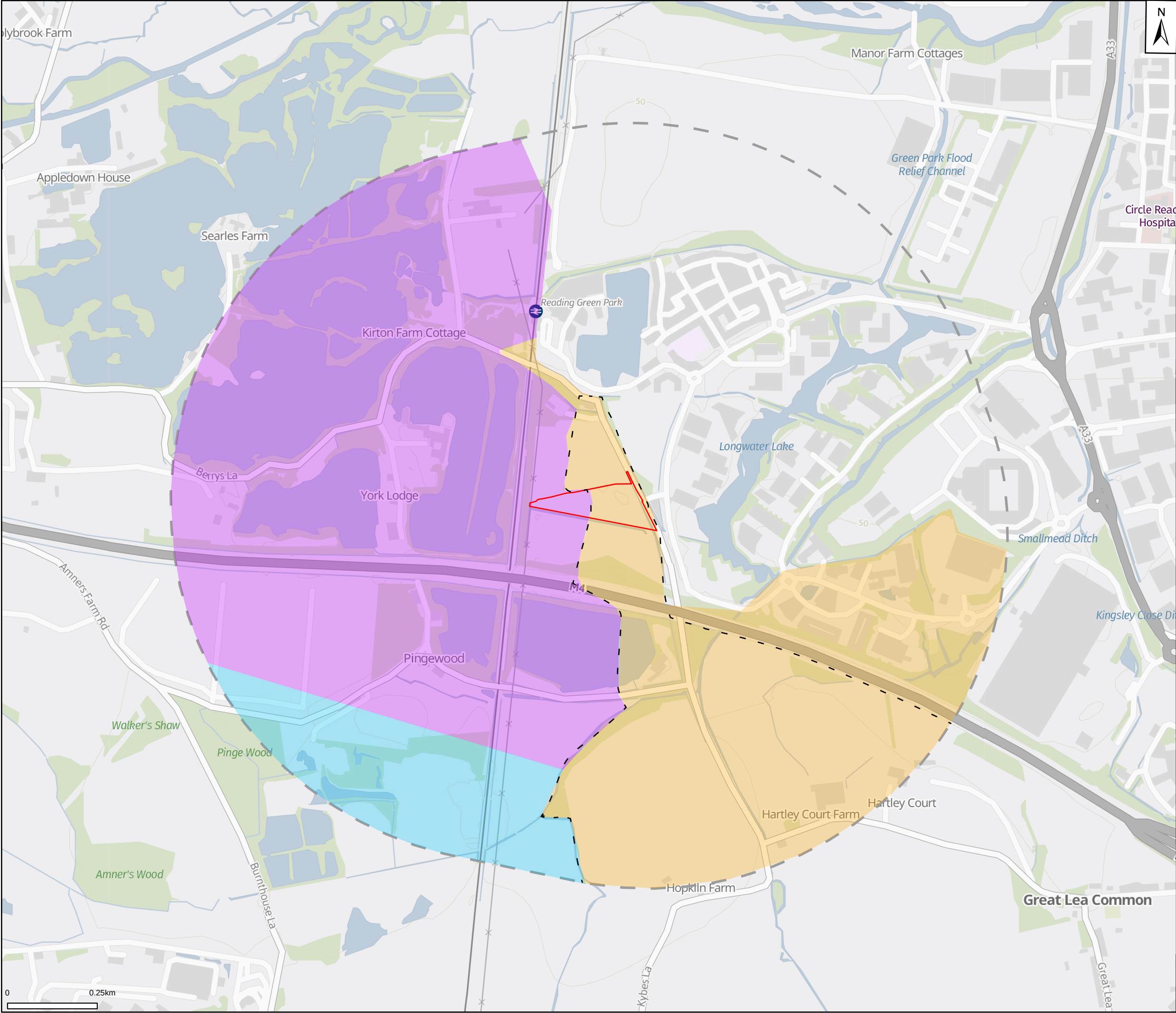
Figure 1: Site Location and Representative Viewpoint Locations

Figure 2: Landscape Character

Figure 3: Designations and Access

Figure 4.1 - 4.6: Photographic Survey





N

Legend

Site Boundary

1km Study Area

National Character Area

NCA 115 - Thames Valley

County Landscape Character

LCA I3 - Grazeley Farmed Clay Lowland

LCA RO1 - Kennet Lower River with Open Water

LCA CL1 - Grazely Open Clay Lowland

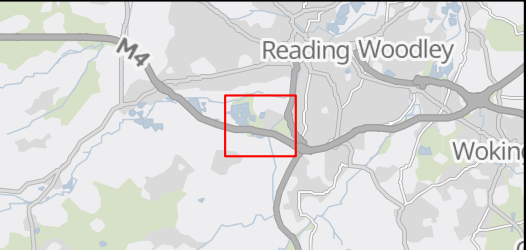
No Assessment of Landscape Character

Wokingham Valued Landscapes Assessment

Ridge and Rivers Valued Landscape

Notes

GB Background: Contains OS data © Crown Copyright and database right 2026.
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01	01/06/26	ISSUED FOR PLANNING	DW	HH	BH
Rev	Date	Description	Drawn	Check	Approv

PROJECT:

LAND OFF
KIRTON'S FARM RD,
READING

Site

Land off Kirton's Farm Road,
Reading

Client

M&G Real Estate (M&G) acting on behalf of
Prudential Assurance Company Ltd

Registered office:

80Fen
80 Fenchurch Street
London
EC3M 4BY

Coordinating Office:

Assembly Building C
Cheese Lane
Bristol
BS2 0JJ

www.arcadis.com

Title:

Figure 2
Landscape Character

Designed	D.W.	Date 01 June 26	Signed D.W.
Drawn	D.W.	Date 01 June 26	Signed D.W.
Checked	H.H.	Date 01 June 26	Signed H.H.
Approved	B.H.	Date 01 June 26	Signed B.H.
Scale:	1:10,000	Datum:	AOD
Original Size:	A3	Grid:	OS
Suitability Code:	S2	Project Number:	30280066

Suitability Description:

For Planning

Drawing Number:	Revision:
30280066-AUK-XX-ZZ-DR-LV-0048	P01