HERITAGE STATEMENT

PROPOSED ALTERATIONS TO SHOPFRONT, INSTALLATION OF KITCHEN EXTRACTION SYSTEM & INTERNAL ALTERATIONS

UNIT 2
JACKSONS CORNER
KINGS ROAD READING

CLIENT:	FAT HIPPO GROUP
OUR REFERENCE:	22 10
REV A	

1.0 INTRODUCTION

- This Statement has been prepared on behalf of the applicant, namely The Fat Hippo Group.
- The statement is to be read in conjunction with the Design & Access Statement.
- The statement is to be read in conjunction with the following drawings:

  Existing:

  - 22 10 PL-001
  - 22 10 PL-002
  - Site Location Plan

  Proposed:

  - 22 10 PL-003A
  - 22 10 PL-004A
  - 116091 A (By Trivent)

2.0 THE APPLICATION SITE:

- The application site is Unit 2, 1-9 Jacksons Corner, Kings Road, Reading.
- The site benefits from Class E use and is to be utilised as a restaurant.

  Fit out works have not yet commenced.
- The subject property is set over Lower Ground and Ground Floors.
- The property is located within the town centre; adjacent to the crossroads of King Road and High Street, the site is known locally as Jacksons Corner and is a prominent and well-known, local landmark within the town centre.
- Location indicated below.

- The site extends to a 339 Sq M in total over the two storeys.

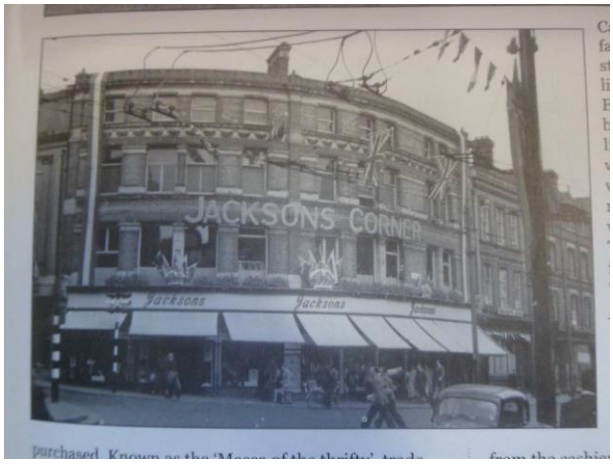
- The Unit benefits from an external amenity space, which will be shared with the adjacent unit (Within Jacksons corner).
- Jacksons Corner has been transformed into a high quality, mixed use development comprising commercial uses at ground floor and basement and residential apartments on the upper floors and to the rear.

3.0 ASSESSMENT OF SIGNIFICANCE:

- Jacksons Corner is a late 19th century structure identified as a Building of Townscape Merit with historic shop fronts worthy of preservation.
- The conservation area appraisal also identifies Jacksons Corner as a Landmark Building within the conservation area. The building forms part of the historical and architectural interest of the designated asset, contributing to the townscape and providing Architectural and historical interest.
- All of the associated buildings contribute majorly to the streetscene.
- The rear of the site comprises of heavily developed and more recent new building units, therefore offering minimal heritage value. The rear buildings make very little contribution to the architectural interest of the conservation area but form part of the history of the area.
- The building holds significant interest locally in relation to its history and prominence within the town.
- The building is also referenced within the Conservation Area appraisal (Character Area 3): '*features that make a positive contribution to the historic character and appearance of the conservation area'.*
- The conservation area provides significant historical and architectural interest.

4.0 IMPACT UPON THE ASSET:

- The shopfront amendments will retain the elegance of the existing streetscene.
- Although the existing shopfront are relatively consistent, the introduction of different tenants by splitting the original structure up will inevitably result in more variation in external colours, finishes and signage (part of separate application).
- We do not believe that the shopfront proposals will have an adverse effect on the heritage value of the building.
- The current canopy was not original, therefore has no historical or significant architectural value. The existing canopies are constructed in relatively low quality materials.
  A new awning would provide a feature of interest within the streetscene.
  Indeed it has been noted within one historical photograph that awnings/ canopies were evident to most units on Kings Road (see below).



- In relation to the Kitchen extraction, unfortunately such installations are a requirement for such a restaurant operator. Although not ideal and clearly creating some harm, its concealed location would aid in reducing its impact. The rear of the building also does not contribute to the asset and generally offers no value to the historical streetscene nor the wider conservation area.
- Significant noise attenuation and filtration has been designed to ensure that this impact is minimal, particularly in relation to nearby residents. Although impossible to argue that some harm will result due to installation of external ductwork, this should be offset by its concealed location and significant attempts to reduce impact by the means detailed above.

5.0 PLANNING POLICY

NPPF:

- Section 16: Conserving & Enhancing the Historic Environment.

LOCAL POLICY:

- CC7: Design & the Public Realm
- EN3: Enhancement of Conservation Areas
- EN4: Locally Important Heritage Assets
- The site lies within Character Area 3 of the London Street/Market Place Conservation Area; identified as 'a local landmark'.
- The proposals bring back in to use a redundant unit within the Centre of Reading, which in its current state is offering little to the local economy or the Conservation Area.

6.0 CONCLUSION

- Jacksons Corner is a late 19th century structure of considerable townscape merit.
- The building holds significant interest locally in relation to its history and prominence within the town. The interest towards the family historically will not be reduced or lost by these proposals.
- Significant weight should be given to the reuse of the unit, aiding in ensuring the vitality and viability of the town centre.
- The proposals would not harm the historical interest within the Conservation Area.
- The proposals would have a neutral impact upon the principal and most important Architectural elevation of the building.
- The proposal will aid in conserving and enhancing the viability of the building for the foreseeable future, by bringing back into use a currently redundant unit.
- We believe that the positives outweigh any potential harm in relation to the asset and wider conservation area.