

2324-021

3 – 3A Broad Street

Heritage Statement

Date 07.07.2023 (Rev-)

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Barbican

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Heritage Asset and its Setting:

Address: 3/3a Broad Street Reading, RG1 2BH

Conservation Area: Market Place/London Street Conservation area

Listing Status: II List entry no. 1154597

Use: Takeaway Food Shop / Sui Generis

Project Overview:

The refurbishment and minor amendment of the existing shop front to include removing the existing recessed door area to be replaced with new timber double doors aligned with the existing shop windows, and the repainting of all timber elements in the new proprietors corporate colours.

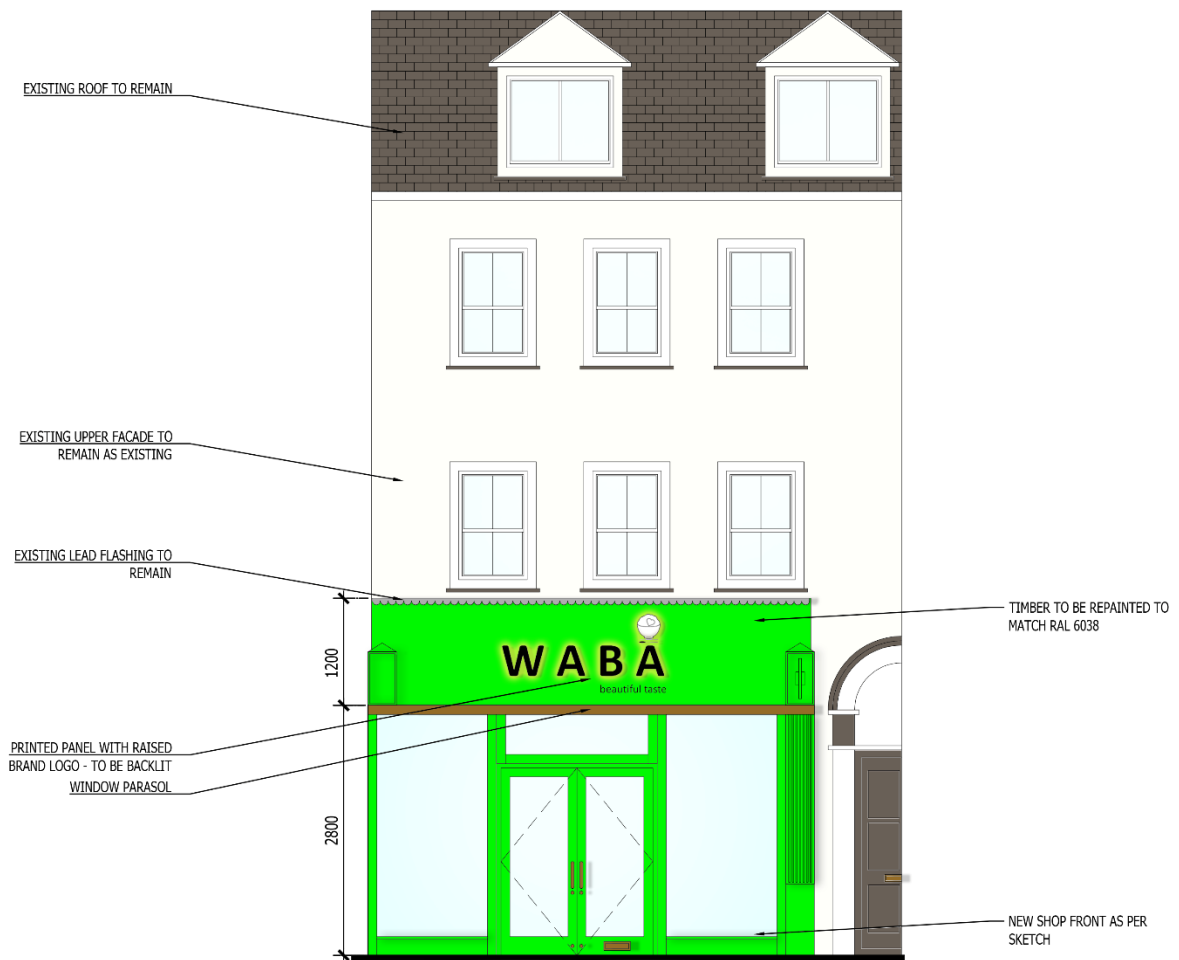


Existing Front Elevation 20A070 3/3a Broad Street Reading, RG1 2BH

In order to achieve the works, the following alterations/ interventions will be required:

- Make good the existing timber shop front remove the existing recessed door / side panels and replace with new timber double doors within existing width between glazed shop windows prior to repainting in the brand colour of the proposed end user.
- Remove the two existing wall lights on the signage fascia.
- Replace the signage (To be done under a separate application).

NOTE: the existing kitchen including rear extract is to be retained and all new equipment is to attach to it internally with no additional external works proposed.



Proposed Front Elevation

Setting Overview:

The building is a Grade II Listed building along a main pedestrianized shopping street in Reading Town centre. It is a densely packed commercial area hosting shop fronts at ground floor level and a mixture of shop accommodation, residential and office accommodation above. They are predominantly 3-4 storey in height in a mixture of architectural styles.

The name 'Broad Street' is derived from its width. In medieval times the road was divided into 2 narrower streets and the building in question would have been on what was known then as 'Cheese Row' (13th Century) and then later as 'Fisher Row' (16th Century). In Georgian times it was incredibly common for Market towns to undergo a 'facelift' where medieval timber frame buildings were reclad to look modern in appearance and many of those in the local area would have undergone this treatment including, I suspect no.3/3a.

In 1862 the middle row of shops was demolished by recommendation of the Board of Health creating what we now know as Broad Street. The road for vehicles was removed and the street pedestrianized in 1995.

The building in question has a modern shopfront at ground floor level with a modern interior and a drop plasterboard ceiling. There are stairs at the back to the basement and another to the first floor. At first and second floor level the building is rendered externally and contains white painted timber sash windows. There is further accommodation in the attic space under the clay tiled roof, lit by 2 dormer windows containing modern casement windows. There is a basement below street level.

The interior is in a good condition having been refurbished in 2020 as 'Chipstar' takeaway restaurant. The only works internally proposed are general redecoration and the installation of a new serving counter, a display refrigerator and loose seating and tables.

Impacted Heritage Assets:

The building sits within the Market Place/London Street Conservation area.

The building is Grade II Listed.

The building is set next to a building identified as being of 'Townscape Merit' and contributes both to the crossroad setting as well as Broad Street itself.

The building is within an area where there is known below ground archaeology, notably medieval in nature.

Assessment of Significance:

The building has a traditional shop front and contributes in a positive manner to the commercial setting and the historical nature of Reading as a market centre.

The building does not have a rear and is back-to-back with another property.

The building has a Georgian feel to its frontage however upstairs feels much older and the building is suspected to be a medieval timber frame that has been reclad. The timber frame is evident in the basement area also.

There is suspected to be high archaeological significance below ground due to the age of known development in this area linking back to the times of Reading Abbey.

Development Impact on the Historical Asset:

Building Elevations and Setting: The building has a modern shop front and its redecoration will not result in the loss of historic fabric. The building is currently vacant which is having a very negative impact upon the Conservation Area and to the building itself.

Internally: The building was extensively refurbished in 2020, the proposed works only looks to redecorate these areas and install new serving counter, a display refrigerator and loose seating and tables.

Scale and Massing: there is no impact upon the scale and massing of existing architecture.

Archaeology: There is no impact upon below ground archaeology.

Use: There is new purpose intended for the building however its commercial purpose reflective of the local area and its design intent is being retained.

Overall, the impact of the development is minor in nature and in our view, there is no harm to the material value of the place.

Design concept/ Reason for Development:

To bring new use into a vacant commercial building.

Conclusion:

The proposed works bring new commercial use to a vacant building within a Conservation Area. Vacant commercial and retail space is identified within the Conservation Area appraisal as having a negative impact upon the Conservation Area.

The changes do not result in material harm to the building or the Conservation Area. They have no impact upon the scale and massing of the townscape. There is no impact upon the streetscape.

The internal alterations maximise the use of space, securing their viable use as a commercial premise whilst respecting the existing building lines. There is no loss of historic features. The proposals are traditional in nature and reflective of those previously approved within the Conservation Area.

The proposals act in accordance with the requirements of the local authority as well in accordance with Historic England development guidelines and policies.