



Heritage Statement

35-37 St Mary's Butts, Reading, RG1 2LS

Application for Listed Building Consent & Consent to display
an advertisement

27/03/23

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Issue Record

Issue	Date	Description	Created by	Reviewed by
-	27/03/23	Issue	LL	OW

1.0 Introduction

This Heritage Statement has been compiled to support the application for Listed Building Consent and Consent to display an advertisement.

1.1 The Existing Building

The existing two storey timber framed building is Grade II Listed and has a tiled roof. The ground floor unit of 35-37 St Mary's Butts is merged as one retail unit with a large open plan internal area accessed by a single main entrance door. The first floor is currently occupied by 'JARK' a recruitment company and access is provided adjacent to the retail unit. The neighbouring property No. 34 St. Mary's Butts to the north is currently vacant and three storeys in height.

The existing building is located within St Mary's Butts/Castle Street Conservation Area.

1.2 The Listing – Features of the Existing Building

35-37 St. Mary's Butts was first listed in 1978.

List Entry Number: 1321885

To the first floor of No. 35 St Mary's Butts, there are 3 windows with a brick surround with a white rendered wall. No. 37 has a jettied close studded first floor with bead moulded jetty and two casement windows. The ground floor merges the two units with large glazed windows along the street frontage supported on a low-level brick wall.

1.3 Existing Signage

There is currently no signage above the unit of 35-37 St. Mary's Butts but it is evident previous signage has been mounted above the shop frontage. There is a mixture of materials visible above the shop unit to include an aluminium, white painted and plywood boards – refer to Figure 1.0 – Photo of existing street frontage.

The neighbouring property No. 36 St Mary's Butts has signage over the front entrance door and mounted onto the external wall below the window cills at first floor level above the unit of No. 35-37.

2.0 Proposal

2.1 Proposed Signage

The proposal is for two new fascia signs to be placed above the retail unit of 35-37 St Mary's Butts.

The new signage respects the overall appearance and character of the existing building through the simple design, colour and material proposed - refer to drawing no. 1-201 Signage Details.

There will be no lighting proposed to the signage as the shop would not be trading into the night and will be open during the day.

The original features of the building are retained and will not be altered by the proposed signage.

The existing street frontage would be considerably improved removing the current mis-match of materials visible above the retail unit – refer to Figure 1.1 – Photo of proposed street frontage.

3.0 Photographs

3.1 Existing and Proposed Street Frontage



Figure 1.0 – Existing Street View from St Mary's Butts towards Unit 35-37 with existing signage.



Figure 1.1 – Proposed Street View from St. Mary's Butts towards Unit 35-37 with proposed signage.