

205 OXFORD ROAD
PLANNING STATEMENT
NOVEMBER 2022



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On behalf of Purcell ®

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READING HSHAZ - 205 OXFORD ROAD: PLANNING STATEMENT

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PART I - BACKGROUND & BRIEF

INTRODUCTION

WHAT IS THE HERITAGE ACTION ZONE INITIATIVE?

Historic England is delivering the £95 million government-funded High Streets Heritage Action Zone programme. This aims to unlock the potential of high streets across England, fuelling economic, social and cultural recovery and breathe new life into it for future generations. Reading is one of 60 high streets to be offered funding as part of a four-year programme.

The High Street Heritage Action Zone in Reading extends across three conservation areas. However, as funding is limited this will be focused on the areas in need of the most investment. This includes Oxford Road and the junction of St. Mary's Butts and Castle Street.

READING HSHAZ OBJECTIVES

- To enhance the understanding of Reading's heritage by revealing it's hidden histories and to give the community a sense of pride and ownership in developing the town's future
- To improve the physical condition and viability of the high streets within the three conservation areas by identifying those properties most at risk and engaging with property owners to help them to restore the buildings, to show them how to maintain the buildings and to share best practice. We want to see premises viably and fully occupied and footfall and customer satisfaction increasing.

- To develop a comprehensive strategy to improve the public realm across the HSHAZ. The outcome will be a better experience and sense of place for those living or working in or visiting the town centre.
- To support local businesses, the economy and local community and cultural initiatives by creating a positive sense of place through contributing to the heritage of their high street.



Masterplan showing situation of 207 Oxford Road within the Reading Heritage Action Zones.

PART 1 - BACKGROUND & BRIEF

1.1 SITE HISTORY

Oxford Road is one of the earliest routes leading out of Reading's medieval town centre to Pangbourne and Oxford to the west. Until the early 19th Century, the road passed through an open rural landscape with minimal development.

GEORGIAN DEVELOPMENT

Several properties along the eastern stretch of Oxford Road were built prior to 1840 in the Georgian or Regency period. The terraces are recognisable for their restrained elevations, sash windows and round-arched entrances with fanlights. The detached villas are grand in scale and character, for example, the porticoed wing of Mannson House, which formerly comprised a large central block and two smaller side wings.

VICTORIAN GROWTH AND EXPANSION

The mid-to-late-Victorian terraces that infilled open land between the scattered Georgian developments range in scale and level of detailing, reflecting the demands of both the new industrial workers but also an emerging professional class. Unlike the Georgian residential development, these terraces comprised retail units at ground floor with residential above, introducing a greater degree of self-sufficiency to Oxford Road.

205 OXFORD ROAD

Group 3 was added to the feasibility study because of its prominent corner location and the features retained on the upper floors. Works to group 3 include the replacement of shopfronts, repair or replacement to upper windows and roof repairs. The works proposed also include new security glass and installing internal shutters. All designs were developed through study of historical features still remaining in the area and are adjusted to the property's current use.



Map of Reading, drawn and engraved by Edward Weller, printed by John Snare, 1840. The map shows the development of Georgian terraces and detached dwellings at intervals along the road. Oxford Road is highlighted.



An early / mid-19th century Georgian terrace at Nos. 187-193.



Late Victorian terraced development next to the railway bridge.



View of the end of Oxford Road (north side) showing shops including F. J. Cotton, dry cleaner (No. 84); Album Brothers, tailors (No. 82); K.C. Burdett, ice cream shop (No. 78) and Reading Motor Accessories (No. 76), 1965 (Reading Library), 1965 (Reading Library: (READ)192475(Sirsi) 1222017)

PART 1 - BACKGROUND & BRIEF

1.1 SHOPFRONT DESIGN PRINCIPLES & OBJECTIVES

Oxford Road has undergone much alteration since the early 20th century, however, there are a number of architectural features that remain which bring character to the street and reflect its historic function and character as a retail and residential street. These features should be retained where remaining and repaired where deteriorating.

The component shopfront parts survived in many instances along the street. Corbels are the most common remaining fragment, although pilasters survived in places and some cornices above. Some shopfronts retain appropriately proportioned fascia signage, but generally these have been replaced by inappropriate modern versions featuring oversized fascia signs and internally lit signage boxes. Glazed panels divided by mullions have generally been replaced by full-height modern glazing, which lacks depth and articulation.

What survives of the historic shopfront features are generally in poor condition across Oxford Road and should be retained, repaired and incorporated into new schemes rather than being replaced.

Ornament to upper storeys varies across the street. Georgian terraces are generally restrained, featuring sash windows, arched doorways and fanlights. The later Victorian terraces, however, exhibit a greater range of architectural features, which add character to groups of building and enliven the skyline.



Largely intact historic shopfront at no. 111, with Early-Victorian sash windows



Diagram showing typical features of a single shop front.



Historical image showing grocery store at no. 184. C. 1910

PART II - DESIGN

GROUP 8 ELEVATIONAL STUDY



Photograph of Group 3 - 267-275 Oxford Road.

No. 205 has been highlighted



Mock-up proposal for Group 3 (as per feasibility study)

No. 205 has been highlighted



Mock-up proposal for Group 3 (Updated with Historic England comments)

No. 205 has been highlighted

2.1 EXISTING ELEVATIONAL STUDY



2.2 PROPOSED ELEVATION



New painted shopfront colour = RAL 3020

2.3 PROPOSED SIGNAGE

East Elevation

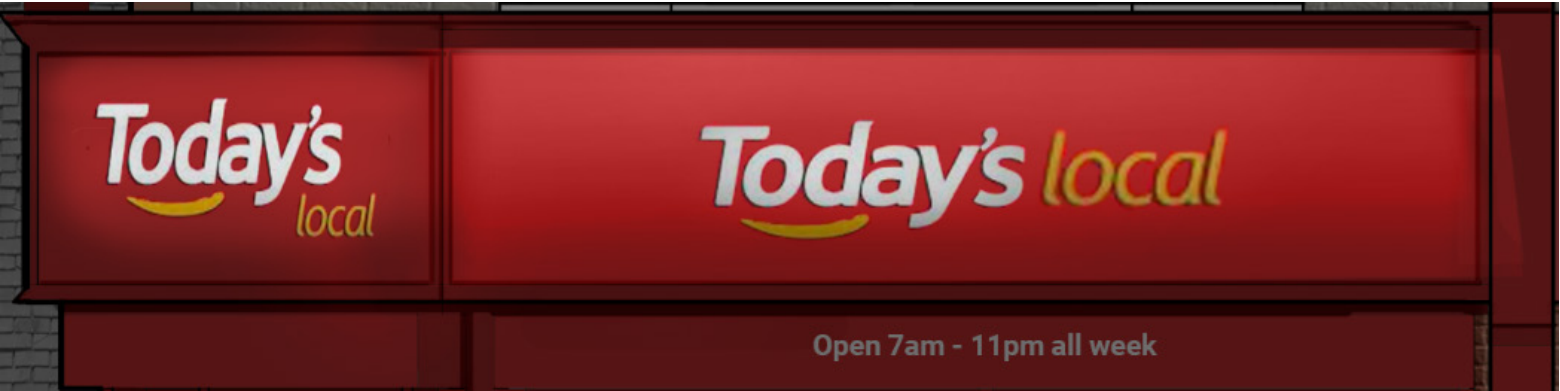


Timber fascia to be fabricated by specialist contractor. All logos and lettering to be handpainted. Shopfront to be painted in RAL 3020. Primary lettering to be painted in RAL 9003, secondary lettering to be painted in RAL 1023.

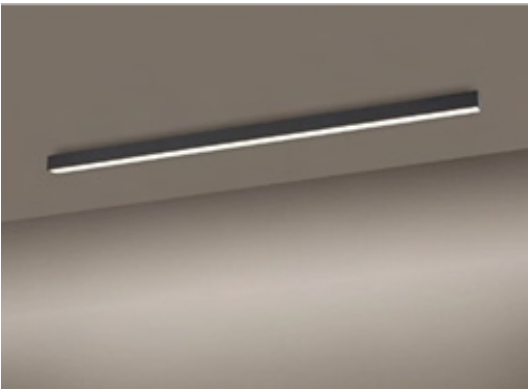
North East Elevation



North Elevation



Concealed slim Cowl installed in the top of the sign molding. Signage to be externally illuminated at night as illustrated. Illumination to be static. Lighting specification: Neutral (4000k), 1440 lumens per metre.



Slim cowl light example (to be concealed in top of fascia)

