

Hosier Street Hotel Project

Response to feedback from Reading Conservation Area Advisory Committee & Reading Borough Council Conservation Officer

- 1 In response to the comments received from the Advisory Committee, the impact of the proposal on the nearby conservation area has been further considered to understand the reality of what would be seen. A number of extra views have been produced illustrate this and are attached below.
- 2 In reality the scale of 21-23 St Mary's Butts (Pavlov's Dog) means that the proposed building will be largely hidden in views from the east and this is illustrated in the additional view prepared (View 1). When considering the proposal in relation to the setting of the Grade I listed church, again, even when the proposal might be seen it is not visually out of scale with the surrounding townscape and will be largely masked by foliage and trees.
- 3 The proposed materiality has been chosen to ensure that it sits comfortably with its neighbours where it is seen in a wider context.
- 4 By providing a building that actively fronts onto Hosier Street it is intended that the development will positively enhance the experience of this street – both through its use and also when looking down the street from St Mary's Butts, as opposed to the current unkempt, 'service street' feel.
- 5 In views from Castle Street, the additional view produced (View 2) shows how it would sit distant behind the Sun Inn, where it forms part of the already existing Broad Street Mall development. The listed Inn will remain the dominant building in this view – both physically and visually - and the choice of brick for the proposed development will mean that it sits comfortably behind. Whilst the image does not show it, in reality the choice of materials will ensure that it sits comfortably in the backdrop.
- 6 With regards to the comments received from Reading Borough Council's Conservation Officer we disagree with the feedback that the building is 'overly dominant' and would be 'visually harmful' to the significance of the listed church, conservation area and setting of other nearby listed buildings.
- 7 From within the churchyard of St Mary Butts the proposed building would have a negligible impact on the setting of the church and the conservation area in views

from the east. The existing 21-23 St Mary Butts forms a large and dominant visual barrier in most views from the east and where seen above or to the side, the proposed materiality will ensure a comfortable juxtaposition.

- 8 The view from Castle Street (View 2) also demonstrates that where seen in the same context as other listed buildings in the conservation area, the proposal will not dominate, but will sit harmoniously in the backdrop – and be of a markedly improved quality to the existing Broad Street Mall structure.
- 9 We believe that these additional views should reassure the Advisory Committee that the impact will not be harmful to the conservation area and demonstrates that the development will meet the requirements of both national and local legislation and policy.



View 1: Looking east towards the site from the church



View 2: Looking north from Castle Street with the listed Sun Inn in the foreground.