

**Heritage Statement in respect of Listed Building Consent & Consent To Display
Advertisement Planning Applications for the Repainting of the Existing Shopfront &
Erection of New Signage at:**

16 Queen Victoria Street Reading RG1 1TG

Prepared 05.01.08

This heritage statement presents an appraisal of any impact that the proposal for the repainting of the existing shopfront and the erection of new signage might have upon the subject Heritage Asset being a Grade II listed building.

**HISTORIC, ARCHITECTURAL & ARTISTIC, & ARCHAEOLOGICAL SIGNIFICANCE
& IMPACT OF PROPOSAL**

The Listing by English Heritage states that the subject property is Grade II listed forming part of a group of buildings QUEEN VICTORIA STREET 1. 5128 Nos 1 to 31 (odd) Nos 2 to 32 (even) SU 7173 NE 1/558 SU 7173 SW 2/558 SU 7173 SE 3/558 SU 7173 12/558 II 2. Including Nos 148 and 149 Friar Street and Nos 24 to 28 and 35 to 37 (consec) Broad Street., an extract from the listing relating to the subject property being as follows:

A circa 1894 commercial street with returns to Broad and Friar Streets. Probably by Joseph Morris. Dutch gabled free Baroque style. 3 1/2 storeys, yellow brick and terracotta with dividing Ionic pilasters. Dentil cornice. Pilasters to dormers, broken pediments above. An elongated pattern of shallow bays to 1st and 2nd floors 4:2:1:1:1:1:3. Mullion and transom window to bays, sashes with architraves (and pediments on 1st floor) to rest. Modern shopfronts, retaining cornice to fascia and scroll brackets to pilasters, only one shop retains prewar shopfront. Large returns to Broad Street. The return to east (No 28 Broad Street) supported by No 26 (dated 1894, grey brick with red terracotta dressings) and by No 24 (an early C20 Bank with -large shaped pediment doorway on corner to Cross Street; red brick with stone dressings and stone fret patterns to gables).

The only work proposed by the Applicant is for the repainting of the shopfront and the erection of new signage. No internal alterations are proposed or have been undertaken. Rather than replace the existing shopfront the Applicant has chosen to repaint the existing shopfront and erect traditional style signage in order that the property remains in keeping with its listed building status those of the adjacent buildings and is not in any way detrimental to the Conservation Area or neighbouring heritage assets.

The choice of colour for the repainting of the shopfront and the design of the signage was carefully considered by the Applicant to ensure that there is not any detrimental effect on the subject property, the neighbouring Heritage assets or the Conservation Area and is sympathetic with same whilst maintaining their "corporate image" as far as possible.

The new signage has been designed to be in keeping with signage on other properties in the vicinity and within the Conservation Area. The corporate image for the shop is of a similarly high quality to that which currently exists and that of other traders in the vicinity.

In Conclusion

No heritage assets or their setting will be affected by the development neither will any element of the historic environment or the Conservation Area.