

## Heritage Statement



## Jacksons Corner, 1-9 King's Road, Reading

On behalf of SG Capital

May 2016

Project Ref: 2238

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## 1.0 INTRODUCTION

- 1.1 This heritage statement has been written by Heritage Collective on behalf of SG Capital. It relates to the proposed works at Jacksons Corner, King's Road, Reading – an unlisted building situated on the corner of King's Road and High Street, and located within the Market Place/London Street Conservation Area. It accompanies an application for planning permission for proposed works, which will involve both internal and external alterations that seek to reintroduce a long term viable use for the site.

### The Site

- 1.2 The application site is Nos.1-9 King's Road, which is made up of three different buildings; No.1 King's Road (Jacksons Corner); No.3 King's Road, formally The Saracen's Head Public House and No.5-9 King's Road. All elements of the application site are three storey 19<sup>th</sup> century properties constructed in brick. This collection of buildings formed Jacksons, a former department store and recognisable landmark structure within Reading town centre.
- 1.3 To the rear Nos.3, 5-9 have been extended by a single storey flat roof extension with roof lights. This links internally to a three storey warehouse dating to the 1930s located at the back of the plot. In addition there is a two storey pitched roof (with asbestos covering) building that dates to the late 19th century and is internally linked to the 1930s warehouse. There is also a small remnant of an earlier single storey 19th century pitched roof building located directly behind No.1 King's Road with a tiled pitched roof form (See Appendix 1).
- 1.4 The land on the site slopes from north to south with the street level to the rear of the site a storey higher than the street level on King's Road. To the rear an alleyway between No.8 High Street and No.2 Market Place provides access to the rear buildings.
- 1.5 No.7 and 8 High Street, adjacent to the north of the application site, were listed grade II in 1975 and the whole site is located within the Market Place/London Street Conservation Area, designated in 1972.

- 1.6 In 2015 consent was granted for:

*"Preservation of frontage building 1-9, King's Road, retention of commercial space on the ground floor and basement levels, conversion of upper areas to 18 residential units. Demolition of commercial ancillary accommodation to rear and construction of new residential block of 11 units. Creation of central courtyard. (Amended description)." (LPA ref: 141713)*

- 1.7 The above was supported by an heritage statement, ref: 13/1099, that was also produced by Heritage Collective.
- 1.8 Following the acquisition of the site by a new owner amendments are proposed to the consented scheme.

## Proposals

- 1.9 Full details of the proposed development are set out within the Design and Access Statement and drawn submission of the application.
- 1.10 In brief, the proposed works entail still involve the conversion of the upper storeys of the frontage buildings to residential accommodation, above commercial units at ground floor and the demolition of a series of ancillary structures to the rear. Proposals also still entail the provision of ancillary space on the lower ground with open courtyard above and a separate new build block for residential use to replace the 1936 building. However, the siting, scale, height, materials and detailing of the residential block have been amended.

## Key Considerations

- 1.11 There are a number of factors which need to be taken into consideration in order to properly assess the potential impact on the setting and significance of the heritage assets in question (these heritage assets being the nearby listed buildings, the Market Place/London Street Conservation Area and the frontage buildings that make up Jacksons Corner. The structures to the rear courtyard of the application site are of very limited heritage interest).

- i The contribution the existing building makes to the conservation area;

- ii The character and appearance of the conservation area;
- iii The setting of nearby heritage assets such as Nos.7 and 8 High Street;
- iv The design of the proposed replacement building and the impact it will have on the significance of the conservation area and nearby heritage assets; and
- v The scale and quantum of the proposed development.

1.12 As part of the approved application ref: 141713 the significance of the heritage assets was judged to be the considerable townscape merit of Jacksons Corner and its associations the local family who built up a once multi-store business that has become a local landmark. This statement follows in that judgement. The key consideration that are over and above the previous assessment are the proposed additional height and scale to the rear residential block and the benefits that are brought about by the new application.

## **Purpose of the Statement**

1.13 The purpose of this heritage statement is to assist with the determination of the application by informing the decision maker on the effects of development on the historic environment. Value judgements on the significance of the heritage assets affected are presented and the effects of the proposals on that significance are appraised.

1.14 Specifically this report assesses the capability of the site and the conservation area to absorb change without causing harm to their significance. Consideration is given to the effects of development upon the setting of the listed building and the character and appearance of the conservation area. Particular regard is given to the provisions within Section 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act, 1990.

## **Pre-application and design evolution**

1.15 Prior to the submission of the proposals, design changes have been made in response to pre-application consultation and feedback from Reading Borough Council officers. In addition, the author has been engaged throughout the design and development phases to give advice on heritage and townscape

significance, constraints and opportunities. Common aims have been to minimise harm to the historic environment, promote good design and to regenerate the site to accord with national, regional and local planning policy and guidance relating to the historic environment.

## 2.0 POLICY

- 2.1 Legislation relating to listed buildings and conservation areas is contained in the Planning (Listed Buildings and Conservation Areas) Act 1990. Sections 16 and 66 of the Act place a duty on the decision maker to have special regard to the desirability of preserving listed buildings and their settings. Section 72 of the Act places a duty on the decision taker with respect to the desirability of preserving or enhancing the character or appearance of conservation areas.

### The National Planning Policy Framework 2012

- 2.2 The NPPF constitutes the Government's current national guidance and policy regarding development in the historic environment. It is a material consideration and includes a succinct policy framework for local planning authorities and decision takers. It relates to planning law by stating that applications are to be determined in accordance with the local plans unless material considerations indicate otherwise.
- 2.3 Paragraphs 126 to 141 of the NPPF deal with conserving and enhancing the historic environment with much emphasis on "significance", defined in Annex 2 as:

*"The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting."*

- 2.4 Paragraph 128 of the NPPF places a duty on the Local Planning Authority (LPA) to require an applicant to describe the significance of any heritage assets affected by a proposal, providing a proportionate level of detail. The effects of any development on a heritage asset therefore need to be assessed against the four components of its heritage significance: its archaeological, architectural, artistic and historic interests.
- 2.5 Paragraph 129 requires LPAs to identify and assess the *"the particular significance of any heritage asset"*. This should be taken into account when

considering the impact of a proposal on a heritage asset, including by development affecting its setting.

- 2.6 Paragraph 131 requires local planning authorities to take account of the desirability of new development, making a positive contribution to local character and distinctiveness.
- 2.7 Paragraph 132 applies specifically to designated heritage assets. It states that great weight should be given to their conservation and it requires a proportionate approach (i.e. the more important the asset, the greater the weight attached to its conservation).
- 2.8 Conservation (for heritage policy) is defined in Annex 2 of the NPPF:

*"The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance."*

- 2.9 The importance and relevance of this definition is that it does not suggest conservation to be the same as preservation. Indeed, what sets conservation apart is the emphasis on proactively maintaining and managing change and not on a reactive approach to resisting change. In its simplest interpretation conservation could amount to a change that at least sustains the significance of a heritage asset.
- 2.10 Paragraph 133 deals with substantial harm to, or total loss of, significance of a designated heritage asset. In cases of substantial harm or total loss of significance, applications should be refused unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefit that outweighs that harm or loss. Paragraph 134 deals with cases of less than substantial harm and notes that any such harm should be weighed against the public benefits of the proposal. Heritage protection and the conservation of heritage assets are recognised as of benefit to the public.
- 2.11 Paragraph 135 notes that the effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. The paragraph states that in weighing such applications a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

- 2.12 Paragraph 138 notes that LPAs should look for opportunities for new development within conservation areas that would better reveal their significance, proposals which achieve this should be treated favourably.

## Local Planning Policy Framework

- 2.13 The Core Strategy (adopted January 2008) sets out the overarching strategy for development in the Borough until 2026. Policy CS33 addresses the management of the historic environment and notes:

*"Policy CS33: Protection and Enhancement of the Historic Environment:*

*Historic features and areas of historic importance and other elements of the historic environment, including their settings, will be protected and where appropriate enhanced. This will include: -*

- Listed Buildings;*
- Conservation Areas;*
- Other features with local or national designation, such as sites and features of archaeological importance, and historic parks and gardens.*

*Planning permission will only be granted where development has no adverse impact on historic assets and their settings. All proposals will be expected to protect and where appropriate enhance the character and appearance of the area in which they are located."*

- 2.14 Policy CS7: Design and the Public Realm relates to the general design of development within the borough and notes that all development must be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located. This can be achieved through the layout, landscape, density and mix, scale and architectural detailing and materials. The policy notes that development will also be assessed to ensure that they respond positively to their local context and create or reinforce local character and distinctiveness, including protecting and enhancing the historic environment of the Borough.

- 2.15 The Core Strategy is also supported by a number of other development plan documents including the Sites and Detailed Policies Document (adopted October 2012). However, as noted within the document due to the comprehensive policy framework contained within the NPPF 2012 and the Core Strategy, RBC does not consider it necessary to have specific detailed policy relating to heritage assets within the document.

## **Market Place/London Street Conservation Area Appraisal**

- 2.16 The conservation area appraisal seeks to analyse the various features and characteristics which give the Market Place/London Street Conservation Area its special architectural and historic interest. The appraisal also provides details of areas of concern and opportunities for enhancement within the area. The main issues within the conservation area are highlighted as:

- i The design of new development;
- ii Traffic and noise pollution;
- iii Loss of original architectural details (such as loss of windows and inappropriate roof covering replacements);
- iv Street clutter; and
- v Vacant commercial and retail space.

- 2.17 The conservation area appraisal also notes that several aspects of Character Area 3 (in which the application site is situated) have a negative effect on the historic character and appearance of the area. These include:

- i Inappropriate shop signage;
- ii Out of character and unsympathetic development in the setting of historic structures; and
- iii The historic architectural character being much diluted by a high proportion of modern development.

## 3.0 HISTORICAL BACKGROUND

3.1 Jacksons once occupied Nos. 6<sup>1</sup> and 8 High Street, the Corner site (No.1 King's Road) and Nos. 3, 5, 7 and 9 King's Road. These buildings were acquired at different times by the store. They also have different histories before they were purchased by Jacksons. Of these, No. 6/7 and 8 High Street are no longer Jackson owned.

3.2 A summary of the history of the site is as follows:

- 1875 - No. 6/7 High Street was purchased<sup>2</sup>: This was where the department store which later became known as Jacksons Corner first started. Listed 1975;
- 1877 - No. 8 High Street was purchased<sup>3</sup>: This building was demolished and rebuilt by the Jacksons in 1902. Sold in the late 1940s. Listed 1975;
- 1885-1887 - the store on the corner of King's Road was purchased<sup>4</sup>;
- c.1936 - warehouse extension to the rear of the main store<sup>5</sup>;
- 1940 - Pneumatic tube system installed at Jacksons Corner;
- 1954 – King's Road extension;
- 1959/1960 - Jacksons Corner refurbished;
- Early 1961/1962 - Saracen's Head pub purchased, linking the 1954 extension with the corner building. This became the grand King's Road entrance to the store;
- 2010 - Jacksons Corner refurbished and re-painted; and
- The store has the only known fully operational Lamson pneumatic tube system in the UK<sup>6</sup>.

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<sup>1</sup> Also known as No.7 High Street (listed grade II)

<sup>2</sup> T Macey, Jacksons: the story of Reading's oldest family owned department store.

<sup>3</sup> T Macey, Jacksons: the story of Reading's oldest family owned department store.

<sup>4</sup> T Macey, Jacksons: the story of Reading's oldest family owned department store.

<sup>5</sup> T Macey, Jacksons: the story of Reading's oldest family owned department store.

<sup>6</sup> T Macey, Jacksons: the story of Reading's oldest family owned department store.

- 3.3 It is worth noting that there existed a group of stores in this area which became known as Jacksons Central Stores. These comprised the Corner site, with which this report is concerned, as well as a store on Duke Street corner and No.19 King's Road, which at one time served the main store as a small hardware department. Neither of these latter buildings are a part of Jacksons store today.

## **No.1 King's Road: The Corner Building**

- 3.4 Purchased by the Jacksons between the years 1885-1887, this building was designed by Brown and Albury in 1880.<sup>7</sup> Before it was purchased by the Jacksons it was occupied by Adnams and Son, retailers of glass and china.
- 3.5 The corner building was not purchased in one go, but gradually over a number of years and remodelled into one store. Upon completion in 1887, this building was renamed Jacksons Corner.
- 3.6 According to a description given by Thomas Macey, the exterior of the corner building *"features Victorian architecture, large windows, ornate cornicing"* and has *"changed little since it was built in 1880."* Inside, is described as *"Victorian style with high ceilings and 1960s interior fittings."*<sup>8</sup>
- 3.7 The signage has been altered on numerous occasions<sup>9</sup>. For example, new advertising was erected on the roof, shown in a photograph of 1890-1900. In 2010 the front of the shop was completely repainted and the Jacksons Corner sign was refurbished and repainted.

## **Nos. 5, 7 and 9 King's Road: 1954 Extension**

- 3.8 Thomas Macey explains that in 1954 an existing building to the east of the corner building on King's Road was purchased by the Jacksons<sup>10</sup>. This left the Saracen's Head PH sandwiched between the corner building and the 1954

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<sup>7</sup> T Macey, Jacksons: the story of Reading's oldest family owned department store.

<sup>8</sup> T Macey, Jacksons: the story of Reading's oldest family owned department store.

<sup>9</sup> See colour drawing on the LiveDrive word document of internet images.

<sup>10</sup> T Macey, Jacksons: the story of Reading's oldest family owned department store.

extension<sup>11</sup>. This PH is visible in the aerial photograph of 1922<sup>12</sup> and in the photograph of 1953<sup>13</sup>. Nos. 5-9 were built between 1879-1884.

- 3.9 Prior to becoming part of Jacksons, this range of buildings underwent a considerable number of changes in use. These included a frame makers, tailors, boot and shoe manufacturers and the officers of the British Overseas Trading Company.

## **No.3 King's Road: The Saracen's Head public house.**

- 3.10 This building dates from at least 1879 and is likely to be mid 19th century in date given that Directory entries for the Saracen's Head date back to 1827<sup>14</sup>.
- 3.11 A licence dated 1938 was made for the alteration of the Saracen's Head pub. In this licence a description of the building as it was when first leased to the tenant in 1875 is provided. It reads:

*"All that piece of ground situate on the north side of King's Road in Reading aforesaid having a frontage there of 25 feet".*

- 3.12 The licence goes on to explain that the alterations planned at the time of the licence in 1938 were to be made by the landlord's architect, Mr Frederick G Sainsbury<sup>15</sup>.
- 3.13 Between 1961 and 1962 the pub situated between the corner store and the 1954 extension was sold to Jacksons, becoming the store's grand entrance<sup>16</sup>. At this time the building was extended upwards to bring the parapet line to the same height as No.5-9 King's Road. Once made into an entrance for the store, a wall clock was mounted above this entrance<sup>17</sup>. The clock was removed in 1993 and is now in the Reading museum<sup>18</sup>.

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<sup>11</sup> T Macey, Jacksons: the story of Reading's oldest family owned department store.

<sup>12</sup> Photo number 3775.

<sup>13</sup> Photo number 3777.

<sup>14</sup> <http://pubshistory.com/Berkshire/Reading/SaracensHead.shtml>

<sup>15</sup> D/EX 416/3/2/82.

<sup>16</sup> T Macey, Jacksons: the story of Reading's oldest family owned department store. Note that it is not made clear whether the pub was converted into the entrance or demolished and the entrance built anew.

<sup>17</sup> Visible in a drawing of c.1960. photo number 3787.

<sup>18</sup> T Macey, Jacksons: the story of Reading's oldest family owned department store.

## Rear Buildings

- 3.14 A new warehouse was constructed in 1936 in place of an existing warehouse behind Nos. 5-9 King's Road shown on the 1895 Goad Plan as temporary builder's store. By this time there were a collection of ad hoc buildings to the rear of No.1 King's Road and No.6, 7 and 8 High Street, which once formed part of the Jacksons Corner site. The former use of these ancillary buildings is unknown but they are likely to have provided workshop space for boot making and other tailor activities in accordance with the uses of the High Street buildings during the late 19th century and into the 20th century.

## 4.0 ASSESSMENT OF SIGNIFICANCE

4.1 This section provides an appraisal of the contribution the existing site makes to the conservation area and appraises the character and appearance of the Market Place/London Street Conservation Area, focusing on the area surrounding the application site, assessing its character and significance and associated architectural and historic interest. The setting of listed buildings and several buildings identified as positive contributors to the character and appearance of the conservation area are also assessed.

4.2 It is recognised that historic areas are able to accommodate change without necessarily affecting their local character and history<sup>19</sup>. Understanding the local character of any area affected is therefore important to understand the scope for and acceptability of change (NPPF, paragraphs 61 and 129).

### Jacksons Corner, 1-9 King's Road

#### *Archaeological Interest*

4.3 The significance of Jacksons Corner is not derived from any archaeological interest.

#### *Artistic Interest*

4.4 The significance of Jacksons Corner is not derived from any artistic interest.

#### *Architectural Interest*

4.5 Jacksons Corner is a late 19<sup>th</sup> century structure identified as a Building of Townscape Merit with historic shop fronts worthy of preservation<sup>20</sup>. The conservation area appraisal also identifies Jacksons Corner as a Landmark Building within the conservation area. The building forms part of the historical and architectural interest of the designated asset, contributing to its 19th century townscape and providing visual interest and architectural features in an otherwise quite fragmented streetscape that is sometimes dominated by later 20th century developments.

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<sup>19</sup> English Heritage's 'Constructive Conservation, Sustainable Growth for Historic Places', 2013.

<sup>20</sup> As identified by the Market Place/London Street Conservation Area Appraisal.

- 4.6 Architecturally the best building on the application site is the 1880 Jacksons Corner building but No.3 and Nos.5-9 have engaging front elevations that contribute to the interest of the street scene.
- 4.7 Nos. 1-9 King's Road are currently occupied at ground and basement floor level by Jacksons. Within the upper floors No.1 and 3 are occupied by more of the shop floor while Nos. 5-9 have been converted to residential accommodation (1997) which has resulted in some external alterations to the rear of the building. The upper floors of Nos. 1-3 King's Road are used as storage and/or are empty and in need of repair. Especially the third floor level which is in very poor condition, with exposed brick wall and failing ceilings with areas of damp on the walls.
- 4.8 To the rear of the site the buildings have been heavily altered such that they hold very limited heritage interest as ancillary workshops dating from the late 19th century and early 20th century. They have no particular architectural interest due to their common form and design and the many alterations of the fabric over time. Much alteration has occurred over time, resulting in an ad hoc mix of cement repairs, new windows in old openings, lean-to extensions, cement render, tile and asbestos roofs and modern bulky roof lights. All in all, the back part of the site is in a poor state of repair.
- 4.9 The transition building between the frontage and the rear is of no interest whatsoever. These rear buildings make no active contribution to the architectural interest of the conservation area but form part of the historical development of the area.

## *Historic Interest*

- 4.10 The historical development of the application site is of historic interest and is well documented by Thomas Macey in his book on Jacksons. Of more historical interest is the association with a local family who built up a once multi-store business that has become a local landmark. The signage for Jacksons Corner, particularly the large white sign against the curved King's Road elevation represents this historic connection and has become a locally important feature.

## The Character and Appearance of the Market Place/London Street Conservation Area

- 4.11 The Market Place/London Street Conservation Area Appraisal published by Reading Council references the application site as 'Jacksons Corner, a once busy crossroads and local landmark'. The conservation area is urban and can be described as; 'a tightly knit urban area composed of continuous frontages of two-, three- and four-storey buildings beside streets of varying length and width'.
- 4.12 Character Areas are defined in the appraisal and Jacksons Corner forms part of area 3;

*Character Area 3: Features that make a positive contribution to the historic character and appearance of the conservation area:*

- *Jacksons Corner, a once busy crossroads and locally known landmark;*
- *Barclays Bank, King Street by Henry and Nathaniel Briant, 1838-9, in an ornate Italian palazzo style;*
- *The George Hotel, King Street, built around a courtyard with entrances from King Street and Minster Street, first mentioned in 1423 but built and re-built many times;*
- *8 High Street, an ornate tiled and terracotta building in Art Nouveau style;*
- *The former Ship Hotel, Duke Street, an early 20th century re-building of an earlier coaching inn;*
- *River Kennet and riverside views from the two bridges;*
- *Views up High Street of St Laurence's church tower;*
- *Holy Brook, glimpsed from King's Walk;*
- *Historic stone setted road surface in Thorn Lane;*
- *Riverside trees.*

- 4.13 The conservation area has historical and architectural interest, comprised of the collection of buildings, green spaces and infrastructure within the area. The architectural coherence of the area has been affected by the Inner

Distribution Road and the mid to late 20th century development in the area. It also has archaeological interest, concentrated close to the Reading Abbey grounds (scheduled monument, some of which is within the conservation area boundary). The area does not possess particularly significant artistic interest but the older architectural examples are likely to have formed the subject of artistic works.

## The Significance and Setting of Nearby Heritage Assets

4.14 Annex 2 of the NPPF (2012) defines the setting of a heritage asset as:

*"The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral."*

4.15 The primary consideration in terms of the potential effect on the nearby heritage assets is related to change within their setting. The only nearby heritage assets capable of being affected by the proposed development are No.7 High Street and The High, No.8 High Street.

4.16 No.7 High Street is located to the immediate north of the application site, abutting Jacksons Corner. The list description for the building notes:

*"HIGH STREET 1. 5128 (East Side) No 7 SU 7173 SE 3/209 19.3.75. II GV 2. Early C19, 4 storeys, stucco, 1 bay frontage. 1st and 2nd floors framed by Ionic pilasters with entablature (similar entablature over 1st floor mentioned on previous list not retained). Modern shopfront. Tripartite glazing bar sash on 1st floor with balustraded panel below. Modern casement to 2nd floor. C19 glazing to tripartite segmental headed 3rd floor window. Panelled end piers to 3rd floor which acts as parapetted attic. Concealed roof."*

4.17 The High, 8 High Street is adjacent to No.7 High Street, again situated to the north of Jacksons Corner on Market Place. The list description for the building notes:

*"HIGH STREET 1. 5128 (East Side) No 8 (The High) SU 7173 SE 3/339 19.3.75. II GV 2. 1904. Architect W R Howell of Coopers and Howell. Builders were Lewis Bros of Poole. Faience from Messrs A E Whitehead, Leeds. Art Nouvean style. Tiled and terracotta front, possibly to an older building. 3 storeys, attic and basement. 2 bays. 3 light casement attic window with shaped cornice. Heavy modillion cornice with flanking pepperpots and carved terracotta ornament. 2 segmental headed tripartite windows on 2nd floor with half-hexagonal piers between on carved glazed corbels. Green tiled ground and 1st floors - large segmental window on 1st floor with large keystone and curvilinear motif on voussours. Modern shop front but original tiled side piers with stylized metal number above on each side. Clients were E Jackson and Son."*

- 4.18 The two listed structures are located within Area 3 of the conservation area which is defined as being the least consistent of the conservation area in terms of architectural character and appearance. The setting of the buildings comprises an urban character, the buildings being sited on the pavement edge and surrounded by three storey development of a historic character. The setting to the front elevation of the buildings, encompassing the Jacksons Corner cross roads and the Market Place Square, most contributes to the significance of the two listed structures. This is due to the spacious yet urban character and the surrounding elements of built heritage of coherent architectural form and date. These aspects contribute to the general historic character of the area and increase the ability to understand the historic development of the town centre of Reading.
- 4.19 To the rear of the buildings is an area of high alteration and ancillary structures from the 19th and 20th centuries of little architectural or historic interest. This area of the setting of the two designated buildings is not considered to contribute to the significance of Nos.7 and 8 High Street.
- 4.20 Both Nos. 7 and 8 High Street were once owned by Jacksons and would have formed a consistent building line of ownership in the area. Though there are no visual associations present between the existing Jacksons and the two structures their historic association and presence within each other's setting makes a positive contribution to the significance of the buildings in question.

## **5.0 IMPACT ASSESSMENT**

- 5.1 The proposed development has been designed in the vein of the consented scheme but amendments are proposed. The following section discusses the similarities and differences between the consented scheme and the current proposals and the potential impact on heritage significance.
- 5.2 As per the consented scheme the following elements are proposed:
- Existing shopfront retained for commercial units;
  - New and refurbished windows to the upper floors;
  - Existing 'Jacksons Corner' sign retained and refurbished; and
  - Three new windows proposed to the third floor level of No.3 Kings Road.
- 5.3 As per the consented scheme the proposed development entails the residential conversion of the first to third floor of Jacksons corner and first and second floor of No.3 King's Road. However, the units are proposed to be of a larger floor area, meeting current standards, but resulting in fewer units. The residential accommodation in this central Reading location is sustainable and will ensure the long term maintenance and use of the Jacksons Corner site.
- 5.4 In a departure from the consented scheme residential access to the upper floors of the frontage building is now proposed from the rear, rather than the front. This will allow the retention of the Jacksons shopfront in full and retain a purely commercial use at ground floor. New access will be provided to the residential units by an outdoor gallery that can access each level. This addition will be lightweight in appearance, subordinate to the host building and clearly readable as a sensitive addition to the rear. Overall it will have a limited effect on the historic and architectural interest of the buildings.
- 5.5 As a result of the proposed reduced number of retail units at ground floor, unlike the consented scheme there will be no need for additional commercial access points added to the Jacksons shopfront.

- 5.6 As per the consented scheme the proposals entail the demolition of the 1930s warehouse and the ad hoc structures to the rear. In place of this a new retail ancillary space is proposed at lower ground floor level with raised courtyard above supporting a residential block.
- 5.7 In accordance with the consented scheme the removal of the rear buildings will make little appreciable difference to the character and appearance of the conservation area due to their location, away from viewpoints that contribute to the heritage interest of the area. At present due to the way in which the buildings have been altered they do not form an attractive or lively frontage to the alley way. There will be a limited effect on the historical interest of the application site by removing these buildings but only by virtue of their age and historical development rather than intrinsic interest in the fabric. This effect needs to be considered against the benefits of enabling the conversion and redevelopment of the site which provides new residential accommodation and repairs those buildings of most interest.

## *Rear Residential Block*

- 5.8 In a departure from the consented scheme the residential block will be reorganised and enlarged. It will be formed in a rough 'U' shape wrapped around the site boundaries to the north-west. The new residential block is of varied height, rising to six storeys in the north-west corner of the site. While higher than the consented scheme (four storeys) the increase in height provides for a more open courtyard directly behind the frontage building which allows for greater distances between the frontage block and continues the morphology of variegated roofs in the conservation area. The form of the replacement development maximises the potential of the constrained courtyard site while respecting the existing form and scale of surrounding development.
- 5.9 The introduction of a contemporary residential building of high quality design will represent an appropriate addition to the conservation area. It will not dominate the courtyard area due to the gradual increase in height, orientation and siting of the building and the increased openness of the courtyard.
- 5.10 Though higher than the consented scheme the proposed residential block will only result in a minimal change in views within the conservation area. In most

views existing development can be seen in the backdrop to Jacksons and the visibility of a small portion of the proposed residential block is unlikely to incur any harm (either substantial or less than substantial in NPPF terms) to the character and appearance of the conservation area.

- 5.11 There will be a visual change to views from within the rear courtyard at Jacksons Corner and in views from the north. However, this change is not considered harmful due to the appropriate form, and scale of the proposed replacement building. As per the consented scheme the proposed residential block will provide a more appropriate architectural form to enhance the setting of the two listed buildings at No.7 and 8 High Street and improve the setting of the frontage buildings on King's Road than the existing situation.
- 5.12 Given the early stage of design development materials and detailing for the rear residential block have not been progressed. However, it is proposed that the block will be contextual and relate to the character and appearance of the conservation area and of the highest quality.

## Policy Compliance

### *National Planning Policy Framework*

- 5.13 As required by paragraph 128 of NPPF (2012) this report has described the significance of all heritage assets affected, including the contribution made to significance by the setting of the heritage assets. The report then goes on to appraise the effects on the heritage interest of the assets affected.
- 5.14 As noted by paragraph 132 NPPF (2012) the significance of a heritage asset can be affected through development in its setting and the extent to which this contributes to an asset's significance. A primary consideration is the impact the effects of the proposal would have on the significance nearby grade II listed buildings; Nos.7 and 8 High Street as a result of development in its setting. A careful assessment of both the setting of the building and the proposed development (including the demolition of the existing buildings) has established that the development will result in a slight enhancement to the significance of the buildings due to an overall improvement to the townscape.

- 5.15 In the original application (ref: 141713), it was determined in the heritage statement (ref: 13/1099) that the proposals will not result in substantial or less than substantial harm to the significance of the heritage assets identified. This change in height to the consented rear residential structure covered in this statement would not be appreciable in its entirety with only parts of the roof extension being visible from any given viewpoint as a result of the dense urban grain of the surrounding area. Due to the limited visibility of the rear structure any potential harm to the significance of the conservation area would be less than substantial in NPPF terms. In accordance with paragraph 134 of the NPPF this low level of harm should be weighed against the public benefits of the scheme. These public benefits brought about by the new scheme can be considered, alongside the benefits of the previous scheme, to be the retention of the existing shop frontages at ground floor level and the enhancement of the significance of the Market Place/London Street Conservation Area and the identified surrounding listed buildings.

## *Local Planning Policy Framework*

- 5.16 The proposed scheme protects the future longevity and conservation of Jacksons Corner by providing for a residential use within the upper floors of the building. The proposed demolition will result in a limited effect to the historic interest of the application site though will not amount to the removal of fabric of any significant heritage interest.
- 5.17 The proposed landscaping, scale, architectural detailing and materials of the proposed replacement building assist in making use of the constrained site and compliment the character and appearance of Character Area 3 of the Market Place/London Street Conservation Area. Overall, the proposed development responds positively to the surrounding built heritage and constitutes an enhancement to the historic environment of the Borough.
- 5.18 As such the proposed development is considered to be in accordance with Core Strategy policies CS7 and CS33.

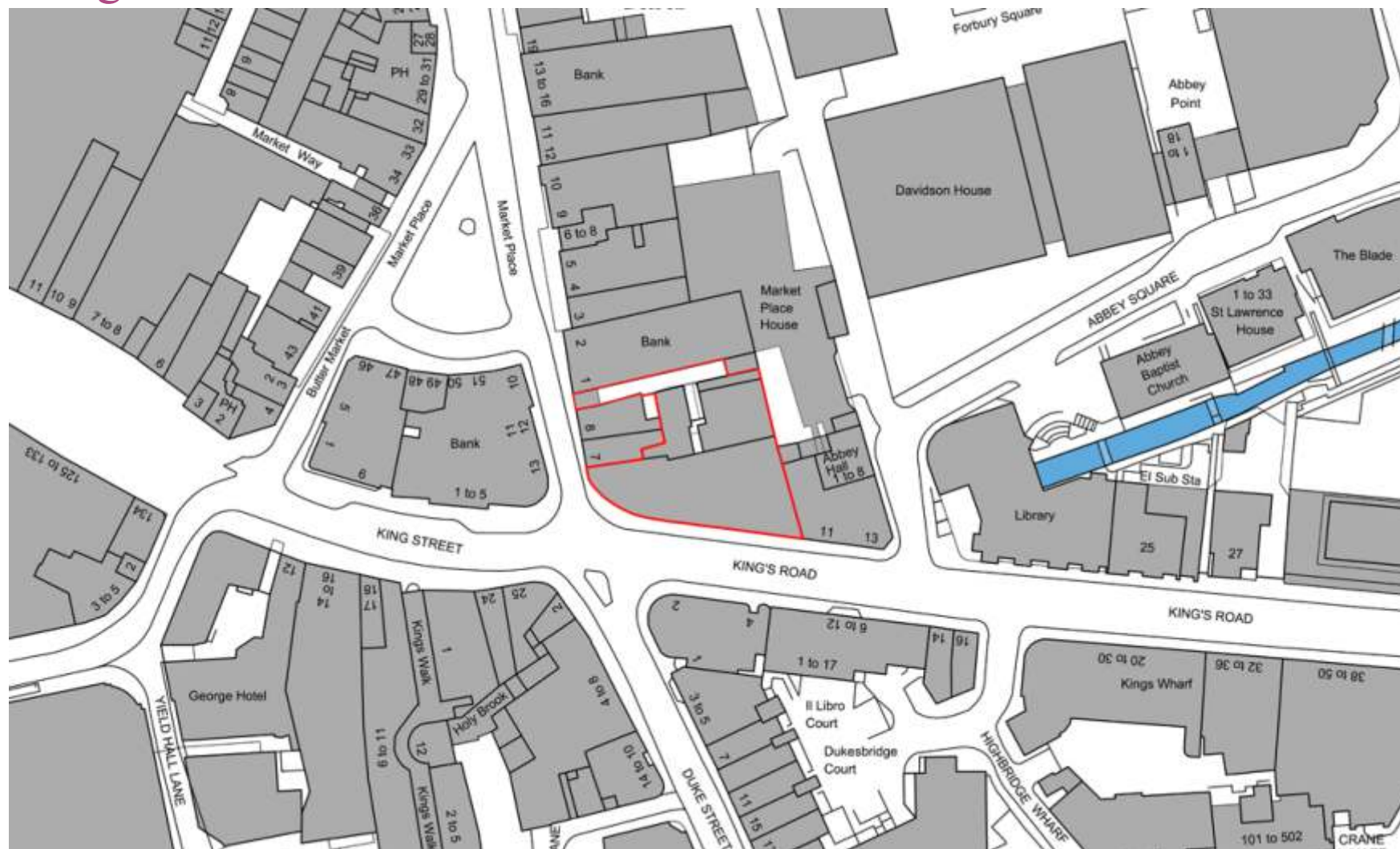
## 6.0 SUMMARY AND CONCLUSIONS

- 6.1 This report provides an assessment of the significance of Jacksons Corner and the character and appearance of the Market Place/London Street Conservation Area (focusing on Character Area 3) as well as the significance of nearby designated heritage assets, paying regard to the contribution made by the setting of the assets. This is followed by an appraisal of the effects of the proposals upon these heritage assets with consideration given to local and national policy and guidance.
- 6.2 Jacksons Corner is a late 19th century structure of considerable townscape merit. Architecturally the best building on the application site is the 1880 Jacksons Corner building but No.3 and Nos.5-9 have engaging front elevations that contribute to the interest of the street scene. The structures within the rear courtyard of the application site are of very limited heritage interest as ancillary workshops dating from the late 19th century and early 20th century thought they do form part of the historical development of the area. The historic interest of the site is derived from the association with a local family who built up a once multi-store business that has become a local landmark.
- 6.3 The proposed scheme allows for the future conservation and maintenance of Jacksons Corner, an undesignated heritage asset. However, due to the loss of a number of late 19th and early 20th century buildings to the rear courtyard there will be a limited effect on the historic interest of the application site.
- 6.4 The Market Place/London Street Conservation Area is a tightly knit urban area composed of continuous frontages of two to four storey buildings. The architectural coherence of the area has been affected by the Inner Distribution Road and the mid to late 20th century development in the area. It is separated into three character areas; the application site is located within Character Area 3.
- 6.5 Though the proposed development will result in a visual change within the conservation area, due the careful design approach, palette of materials, scale and limited visibility of the proposed replacement building, the proposed development is considered to result in an enhancement to the

character and appearance of the Market Place/London Street Conservation Area.

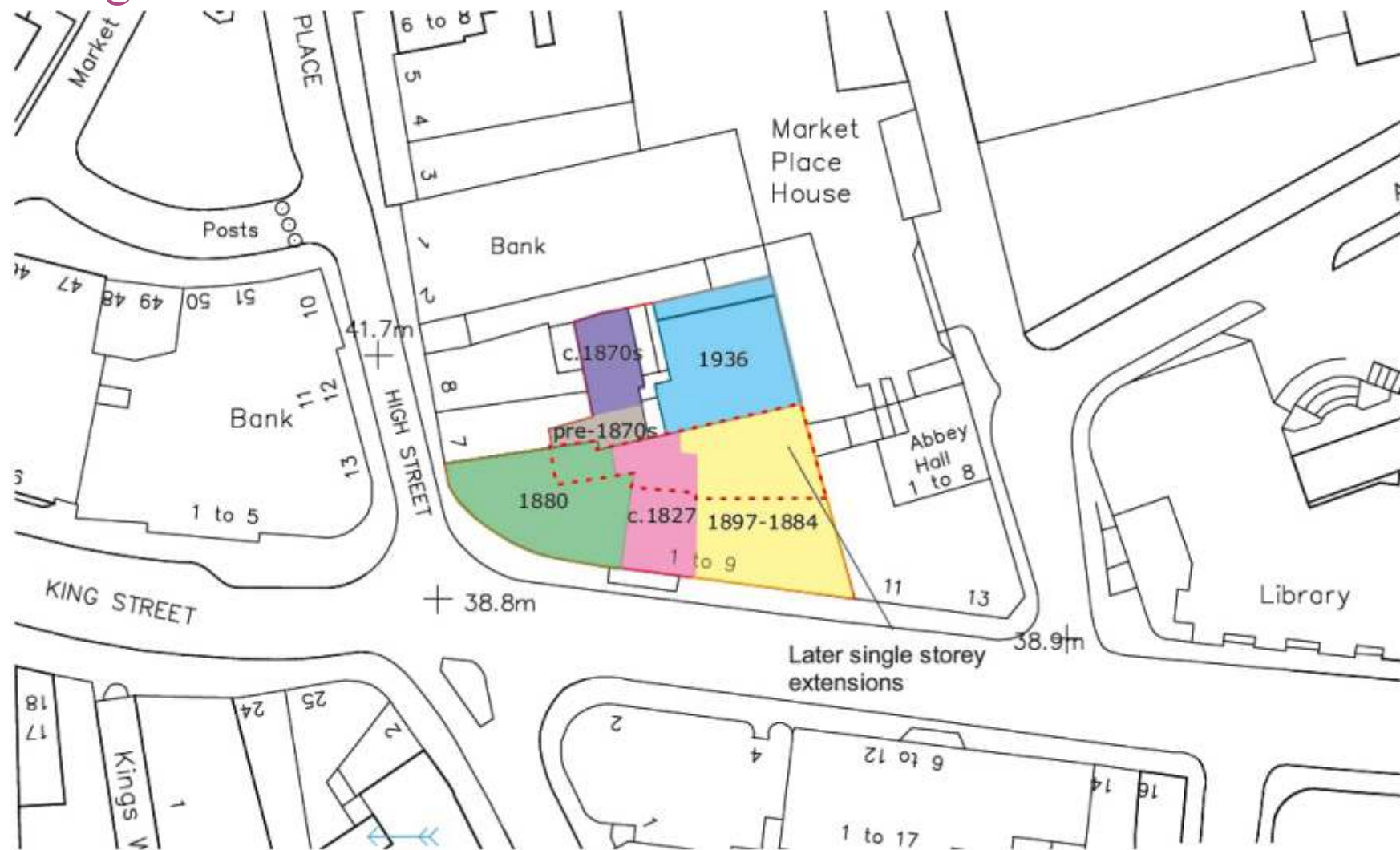
- 6.6 Jacksons Corner is present within the setting of the grade II listed Nos.7 and 8 High Street. The statement has carefully assessed the significance of these heritage assets and the contribution that their setting makes to this significance. Following this assessment it is ascertained that the proposed development will represent a slight enhancement to the significance of the listed buildings due to the careful design, scale and form of the development and the resultant improvement to the area behind the street frontages.
- 6.7 This report demonstrates that the development complies with local and national policy and guidance. It establishes that the development will result in an acceptable level of change to the historic environment which provides a small enhancement to the significance of the Market Place/London Street Conservation Area and the two grade II listed buildings; Nos.7 and 8 High Street.

## **APPENDIX 1:** Site Location Plans



Appendix 1.1: Site Location Plan, highlighted in red.

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Appendix 1.2: Building Dates Plan

## **APPENDIX 2:** Historic Mapping



Appendix 2.1: 1879 OS Map.



Appendix 2.2: 1895 GOAD plan.



Appendix 2.3: 1900 OS Map.



Appendix 2.4: 1912 OS Map.



Appendix 2.5: 1931 OS Map.

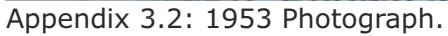


Appendix 2.6: 1961 OS Map.

## **APPENDIX 3:** Documentary Research



Appendix 3.1: 1922 Aerial Photograph.



## **APPENDIX 4:** Photographs



Appendix 4.1: Front elevation of Jacksons Corner.



Appendix 4.2: View west along King's Road.



Appendix 4.3: Jacksons building along King's Road.



Appendix 4.4: View west at Jacksons Corner.



Appendix 4.5: View west within alleyway.



Appendix 4.6: Ground floor north elevation of 1936 Building.



Appendix 4.7: View to rear of Jacksons warehouse.



Appendix 4.8: 1936 warehouse to the rear.



Appendix 4.9: View east along King's Road.



Appendix 4.10: View west along King's Road.



Appendix 4.11: View north from Duke Street.



Appendix 4.12: View from the junction of Duke Street and London Street.



Appendix 4.13: View south from Market Place Square.



Appendix 4.14: View from Abbey Square towards Jacksons



Appendix 4.15: No. 8 High Street (grade II)

Jacksons Corner, 1-9 King's Road,  
Reading



Appendix 4.16: No. 7 High Street (grade II)

On behalf of SG Capital

May 2016 ©