

Design, Heritage and Access Statements
Information Sheet for Listed Buildings – Minor Works

29-31 Queen Victoria Street, Reading, RG1 1SY

1. Full Planning permission and Listed Building Consent for the installation of a new shopfront
2. Advertisement Consent for the installation of two projecting signs.

Have you assessed the elements which constitute the historic and special architectural interest/character of the building? If there is particular adverse impact on these explain what is the purpose of your proposal, why is it necessary and what approach of the design has been taken to minimise impact.

The proposed concerns alterations to the ground floor shopfront. The existing shopfront is a modern design and contributes little to the historic character of the building. Elements of particular special architectural interest concern the exterior of the upper floors. The architecture of the upper floors has relatively large windows and a symmetrical design. The shopfront reflects this with similarly sized and spaced window panels.

Does your proposal have an impact on the building's setting? If so, what is the impact; does it enhance significant views of the building and how does it affect the character of the wider area?

The design of the shopfront is very similar to the existing shopfront. The main change will be the removal of the corner entrance to the property, installing curved glass in its place and moving the entrance to Broad Street. The impact of this will be to define the entrance to the property more clearly and the corner of the property more clearly improving the areas legibility. Therefore the proposed is thought to have a positive impact on the building's setting.

If an extension or new structure is proposed, explain the scale, height, width and length of the proposal and its relationship to the existing building. How is the special character and fabric of the listed building being affected?

Minor extension as the existing shopfront has an indented corner entrance. This will be removed so the shopfront fits the full building line. This will improve the definition of the shopfront and the different elevations.

If an extension is proposed, what thought has been given to it's appearance, position, visual impression, architecture, materials, decoration, lighting, colour and texture?

The extension matches the visuals of the rest of the proposed shopfront. The extension will therefore not look out of place.

If internal works or alterations are being proposed, what is the relationship between your proposal and the original layout, fabric and features of the building?

N/A

Describe the materials you propose to use, why you chose them, the way in which they relate to the historic character of the building? Have environmentally friendly materials been considered? What consideration has been given to maintenance?

New glazing panels to be installed finished in materials and colours that are universal to the Itsu brand. A characteristic of the building is to have large ground floor window, this feature is to be retained. Halo illuminated LEDs are an energy efficient way of providing illumination to a shopfront.

How have you followed the advice provided by CABE on the issue of inclusive access ? If not explain the reasons for your departure from this guidance.

Step free access to be retained.

What consideration has been given to accessibility, to and between parts of the proposed works? Has disabled access been considered?

Step free access to be retained.