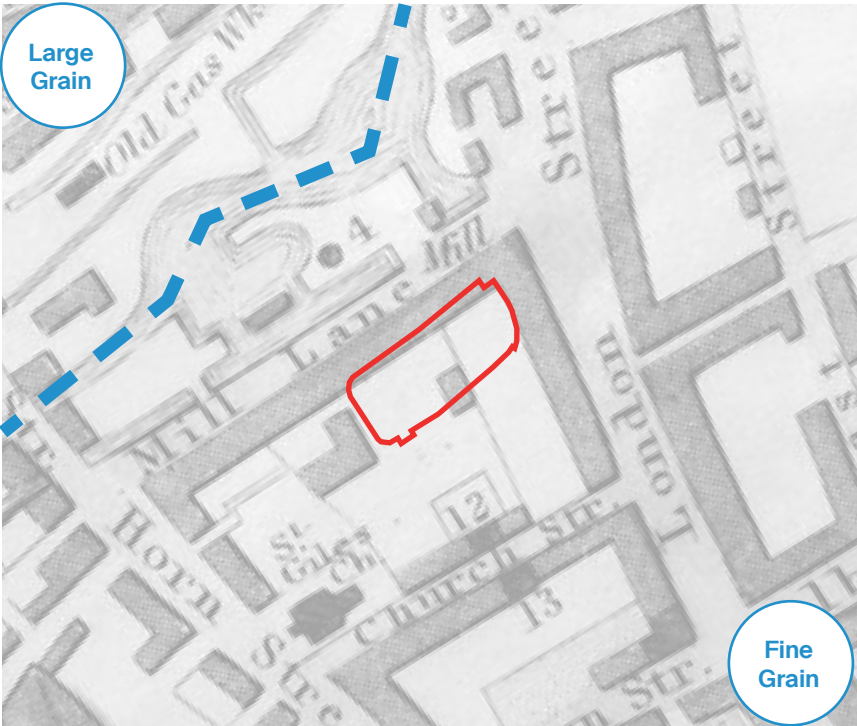
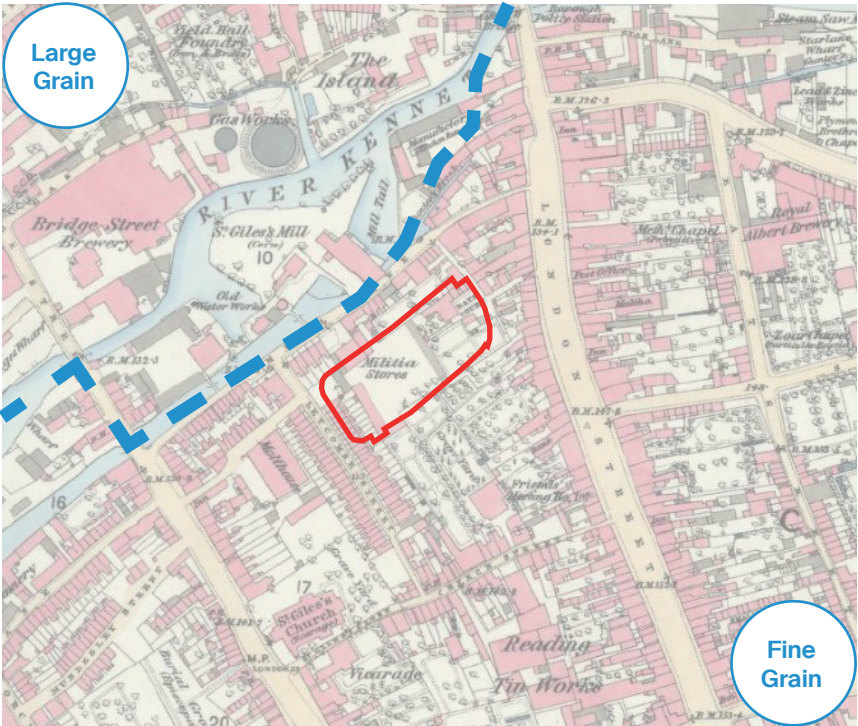


2.20 Site History



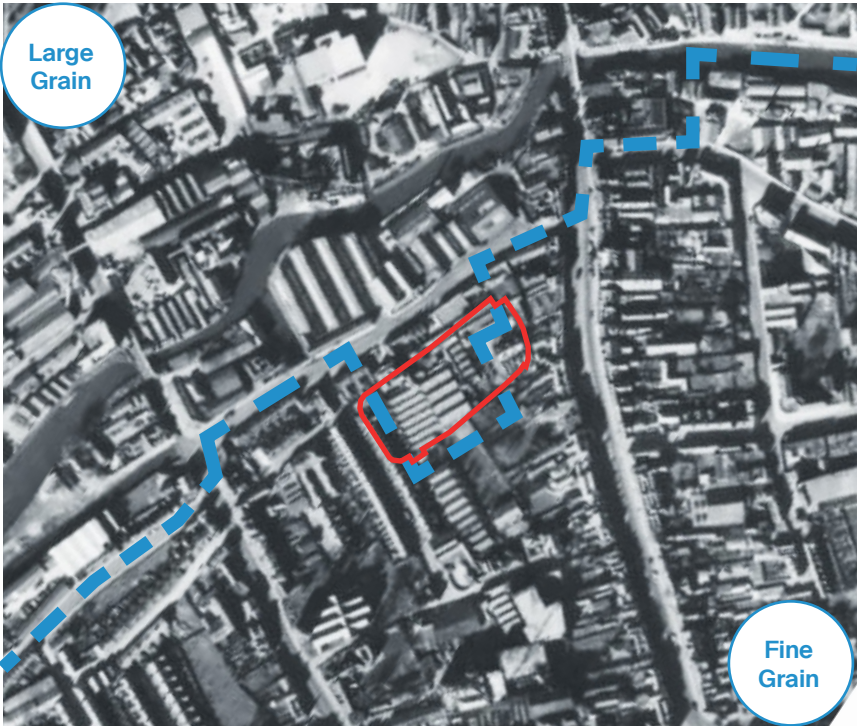
1840 - Gas manufacture, brewing, foundries and other large grain industrial buildings formed along the North side of the Kennet.



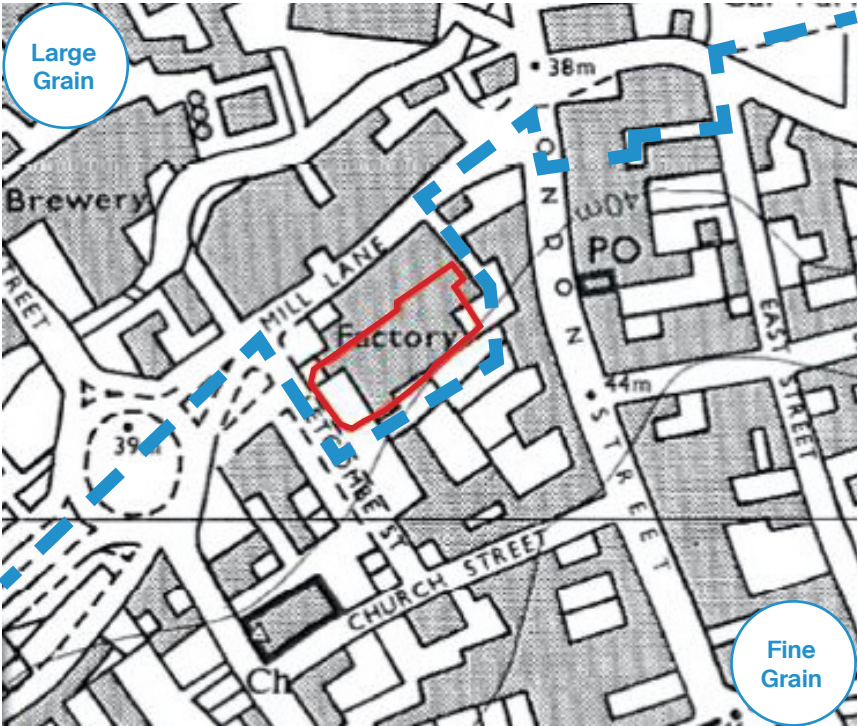
1879 - Canalisation takes place extending the area of the river Kennet to the South. Some large grain buildings begin to appear to the South.



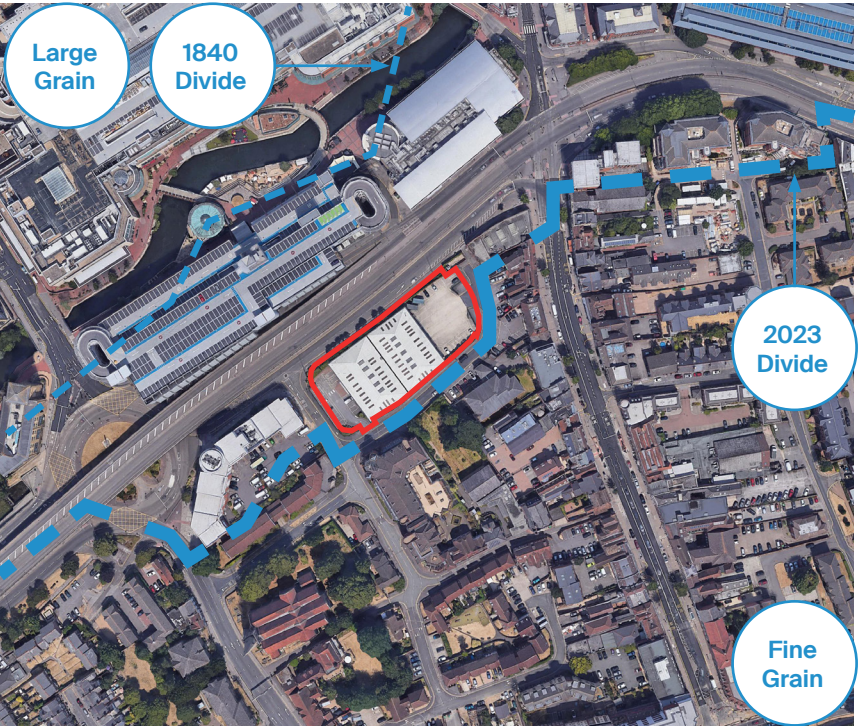
1933 - A large tram depot is established to the South of the Kennet and a Burberry factory is seen on site extending the larger building grain to the South.



1944 - Further industrialisation occurs to the South extending the divide between large and fine grain



1973 - Mill lane is widened and some industrial buildings are demolished to the South



2022 - Large grain buildings line the North and South sides of Mill Lane

2.21 Historic Photos

Market Place & London Street and Listed Buildings

The development of Mill Lane was shaped by the industrialisation of Reading. Water powered mills existed in Reading on the banks of the River Kennet from at least the 11th century.

The industrial character of the waterways and the land to the north and south developed further in the 18th and 19th centuries, with industries such as brewing, gas manufacture, and foundries setting up on the banks of the Kennet. The development of industry in this location was encouraged by the canalisation of the river between 1715 and 1723.

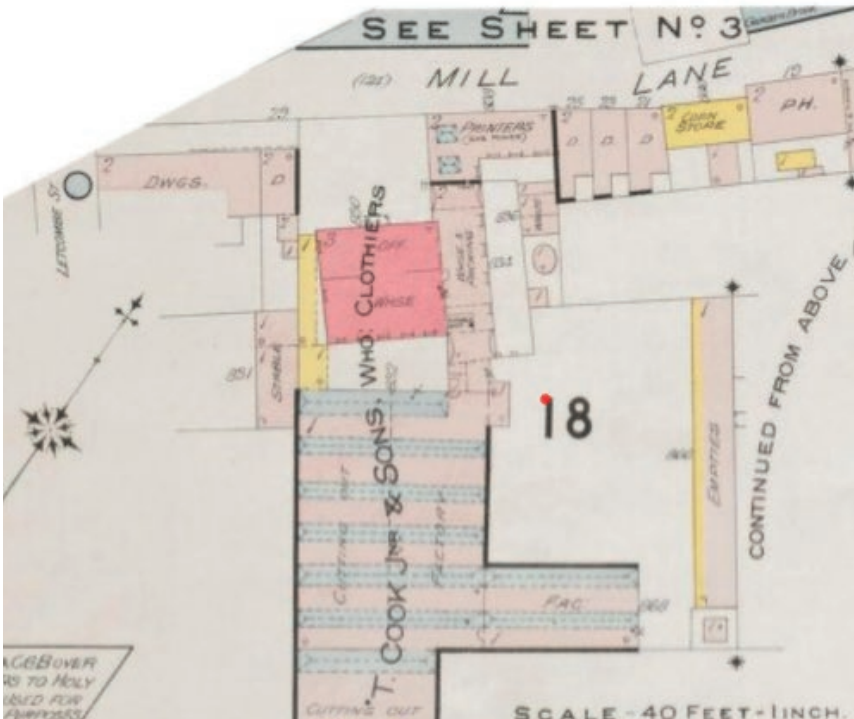
In the 19th century, Mill Lane had a character of terraced dwellings, presumably workers cottages, and industrial buildings. The Good Insurance Plan indicates that in 1895, the approximate location of the Site was predominantly occupied by the factory and warehouse of cloth manufacturers T. Cook Junior & Sons. To the east and west of the factory were brick terraced dwellings, and a corn store associated with the town mill to the north.



Mill Lane from West, 1895



Heelas, 1930



Good Insurance Plan of Site, 1895



Mill Lane from East 1932

History of John Lewis in Reading

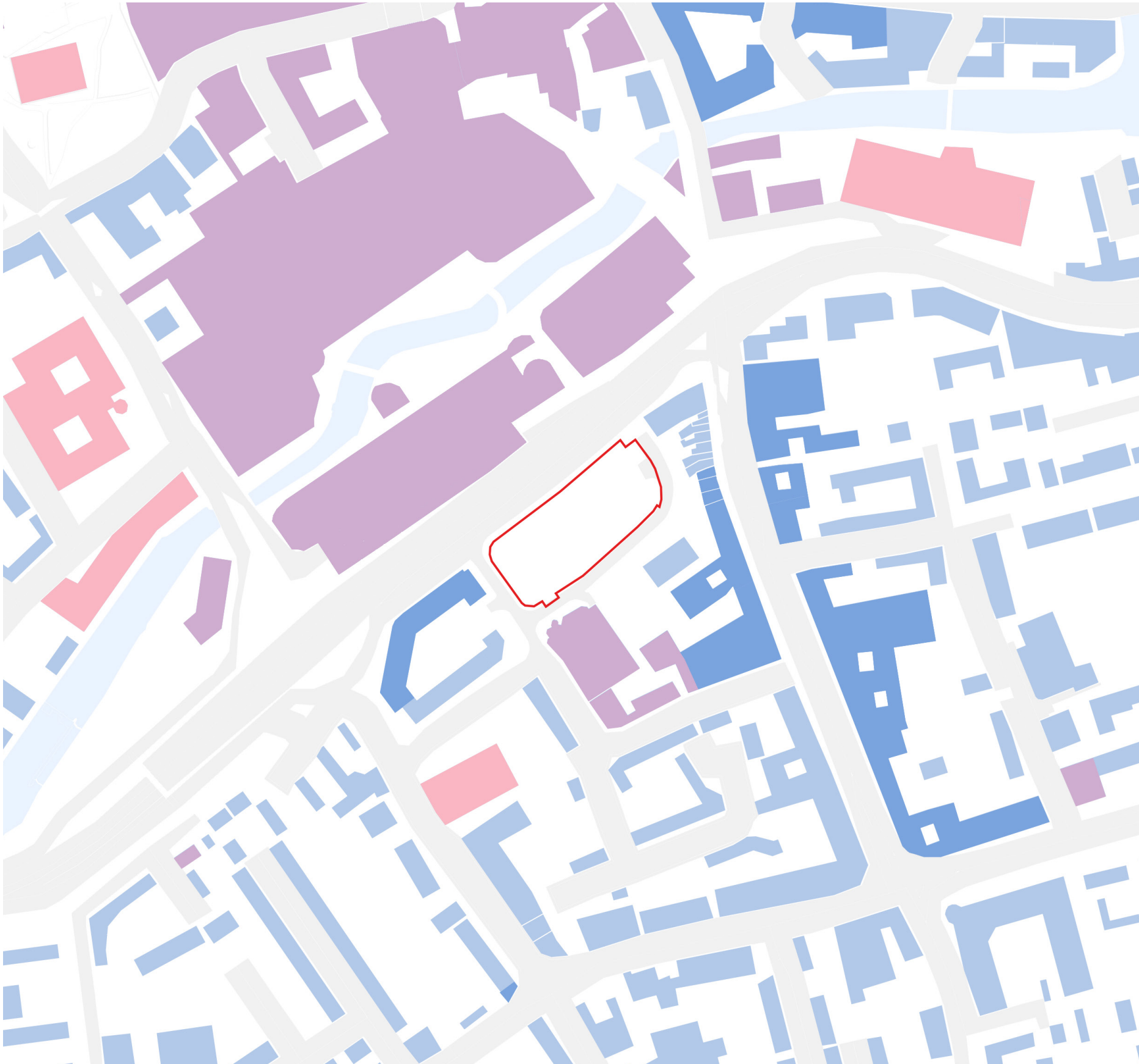
In 1854, John Heelas and his sons opened a drapery shop at No. 33 Minster Street, Reading. Within 12 years, Heelas had expanded to occupy the neighbouring property at No. 31 Minster Street and the former Methodist chapel to the rear of Minster Street. With the acquisition of more space, Heelas expanded from fabrics into carpets and cabinet making. In 1870, Heelas purchased the inn at No. 111 Broad Street and joined the premises at the rear.

Between 1870 and 1909, the business continued to expand, amalgamating with neighbouring properties on both Minster Street and Broad Street to form a large and complex site of showrooms and workshops associated with the in-house manufacture and selling of drapery, soft furnishings and furniture.

After the death of the Heelas sons in 1910, the family continued to run the business until it was sold in 1947. John Lewis acquired Heelas in 1953 following their previous acquisition of AH Bull Limited in 1940.

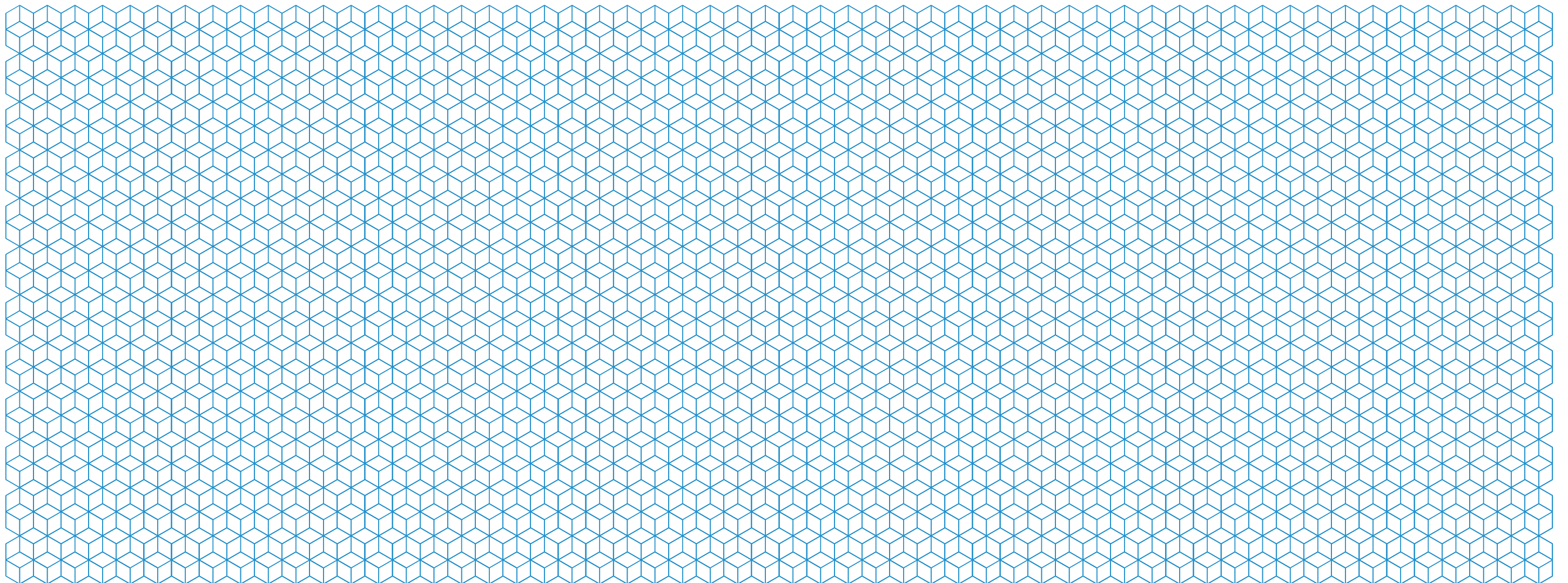
Key

- Mixed Residential and Commercial
- Residential
- Light Industrial
- Commercial
- Other
- Site Boundary



3.0

Design Principles



3.1 Opportunities and Constraints

Key

- | | |
|---|--|
|  | Site Boundary |
|  | Existing Building |
|  | Listed Buildings |
|  | Landmark listed Buildings, Source: Market Place, London Street Conservation Area Appraisal |
|  | Market Place/London Street Conservation Area |
|  | Noise pollution from busy partly elevated road |
|  | Existing site vehicular entrances |
|  | Existing pedestrian entrance |
|  | Overlooking from neighbouring properties |
|  | Potential to activate frontage |
|  | Opportunity for height |
|  | Opportunity for green space |
|  | Opportunity for high quality public realm |
|  | Main pedestrian route to The Oracle and Reading Station beyond |
|  | Main pedestrian route to London Street |
|  | Sun Path |
|  | Site levels increase |



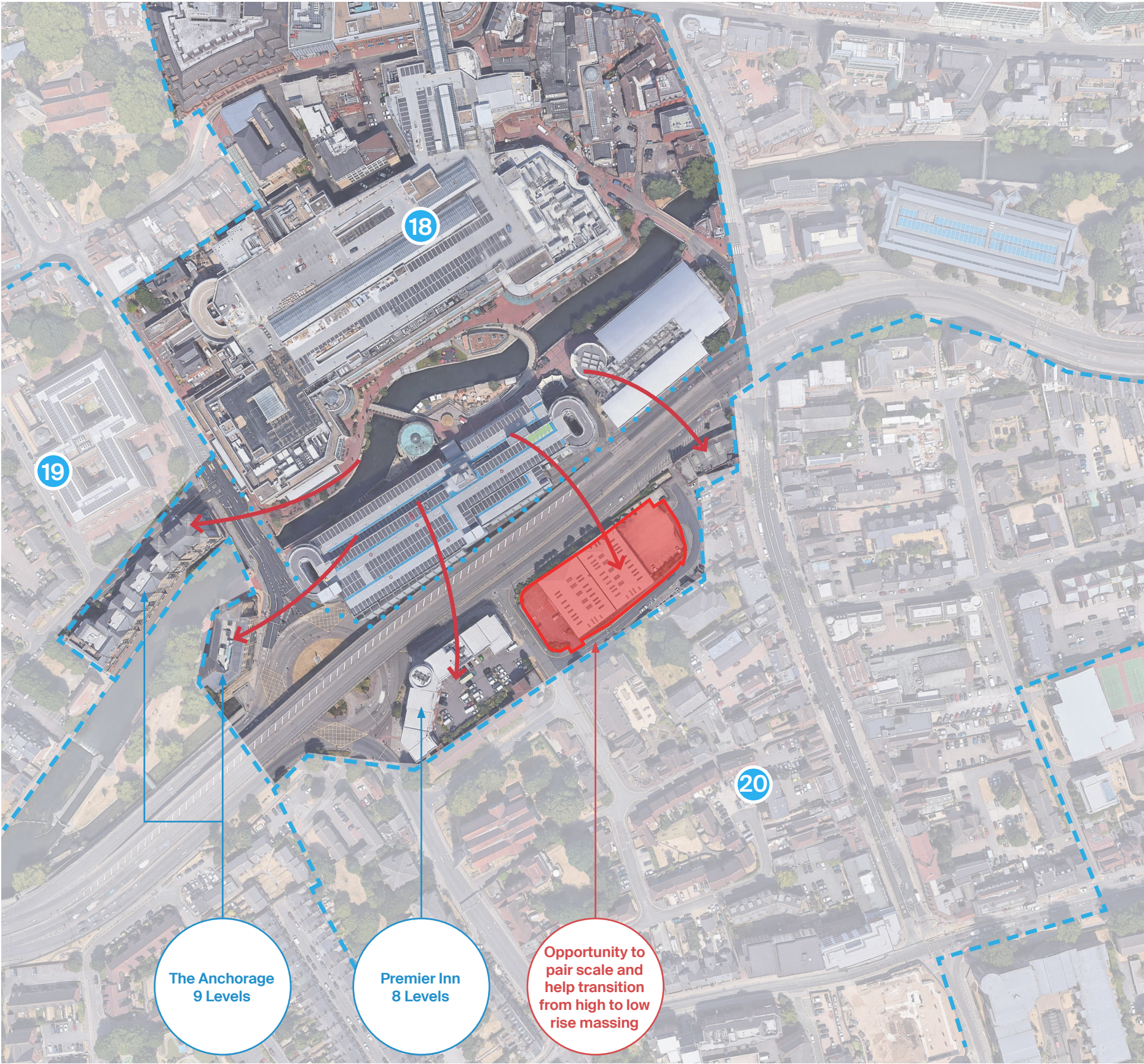
3.2 Extensions of Character Area 18 - The Oracle

Townscape analysis by Montagu-Evans suggests that the boundary of Character Area 18 already extends beyond that which is outlined in the Reading Tall Buildings Strategy.

To the south of the Character Area 18 the A329 is raised as an overpass with the taller buildings of the Oracle lining this boundary.

Outside of Character Area 18 The Anchorage to the West and Premier Inn to the South West respond to the change in level along the A329 and taller Oracle buildings by extending to 9 and 8 storeys respectively.

As there is a void in the urban grain beyond this area to the east, there is an opportunity to accommodate additional tall buildings on the south side of the A329.



3.3 Current Building Heights

Key

[Dark Orange]	8+ Storeys
[Orange]	7 Storeys
[Light Orange]	6 Storeys
[Yellow-Orange]	5 Storeys
[Yellow]	4 Storeys
[Light Yellow]	3 Storeys
[Pale Yellow]	2 Storeys
[Very Pale Yellow]	1 Storey
[Red Outline]	Site Boundary

