

COMMITTEE REPORT

BY THE DIRECTOR OF ECONOMIC GROWTH & NEIGHBOURHOOD SERVICES
READING BOROUGH COUNCIL
PLANNING APPLICATIONS COMMITTEE: 29 March 2023

Ward: Abbey

Address: 84 Broad Street, Reading, RG1 2AP

Proposal: To add 84 Broad Street to the List of Locally-Important Buildings and Structures

RECOMMENDATION

That 84 Broad Street be added to the List of Locally-Important Buildings and Structures.

1. PURPOSE AND SUMMARY OF THE REPORT

1.1 To report on a proposal to add 84 Broad Street to the List of Locally-Important Buildings and Structures.

1.2 Appendices:

Appendix 1: Location map

Appendix 2: Relevant photos and images

Appendix 3: Proposed Local List text

Appendix 4: Nomination form

2. BACKGROUND

2.1 Reading Borough Council maintains a List of Locally-Important Buildings and Structures ('the Local List'). Its purpose is to recognise the buildings and structures which do not meet the criteria for national listing, but are nonetheless significant to the heritage of the local area. It was agreed by Planning Applications Committee on 2nd December 2020 that decisions on additions to the Local List should be made at PAC.

2.2 A nomination was received on 13th April 2021 to add 84 Broad Street to the Local List. Consultations have been carried out in accordance with the agreed process, and this report sets out the recommended action.

2.3 The nominated heritage item is adjacent to a group of late Victorian Commercial properties, with shops on the ground floor and residential/commercial on the upper floors, which are a part of the Broad Street commercial shopping centre.

2.4 The nomination form received for the building identifies the significance of the building as follows:

84 Broad Street, is a three storey brick building built c.1868, about the same time as 85-88 Broad Street, as a larger and more imposing shop. The brick street façade remains substantially intact, and the second storey still retains the original timber double hung, four pane windows. (Refer to recent street photos in Annex 2.)

Historic Interest

(b) Social Importance

It is part of a group of commercial/residential properties, erected for named Broad Street shop owners. The architect was J T & W Brown, who in 1868 designed and built on this property. He was also responsible for 85-88 Broad Street, which were constructed about the same time. The patron for 84 was Salmon the butcher. This is a larger and more imposing shop that should be included for its individual and group value with 85-88. (see Sidney Gold in sources).

In 1882 additions and alterations were made for Joseph Noad by William Ravenscroft. The brick frontage has been painted. However, the facade and arrangement of windows on the first and second floors (if not the window frames) and cornice appear to be original. The chimney pots to the west are still in place.

The building has played an influential role in the development of shops along Broad Street, and as such played a key social role in Reading.

(b) Innovation and Virtuosity

ii. Architectural Interest

The building or structure is the work of a notable local architect.

84 Broad Street was originally designed by a well-known local firm of architects J T & W Brown. Other projects by this firm included: Suttons Seeds (lecture hall, buildings and coffee shop 1871, Market Place buildings 1872); public house for Berkshire Brewery on Hosier Street (1865), Villa for Mr Chancellor on Redlands Estate (1869).

The row of terraces to the east including:

- *Hiscock at No 86 and previously No 78. Batho occupied No 88 in 1865 but by 1888 was at No 85;*
- *Batho (at No 85): Shop & House - (1868) (Builder 7 Nov 1868 tenders - Clacey);*
- *Hiscock (at No 86?) Hiscock were at No 78 in 1865 but in 1883 E J Nicolle took over Hiscock's business (Reading Observer 14 July 1883) with an address of 86 Broad Street.;*
- *Shop & House 1868 (Builder 7 Nov 1868 tenders - Sheppard);*
- *Awmack (at No 87): House - (1869);*

Group Value

Unified architectural value

Generally, the original design of the group of the shopping parade is still visible. Refer to Annexure 2, the Goad insurance map, 1885 James Gafford sketches and recent street photos.

The rear of the properties to the south are visible from St Marys service area.

Town Planning

84 Broad Street is an important contributory element, of a purpose built parade of shops dating from c1868. The shops have been marked on an 1879 OS map extract, which is the closest to the date of construction.

There is circumstantial evidence that it was a 'modern' replacement for an existing parade of shops that were redeveloped following the retirement of W H Prestwich, photographer. W H Prestwich occupied 3 units 85-87 in 1865.

No 84 (a taller building) was built for R F Salmon (butchers) and he moved there the press notice described it a '84 New Buildings, Broad Street'.

Townscape Value

The property is part of a group of late 19th century commercial shops and residential above. It appears in some sketches from 1885. The current photos clearly show it is an import component of a group of shops dating from the late 1860s. (see photo). 84 Broad Street is part of an important group of buildings/properties and are the oldest section of the western end of Broad Street.

3. RESULTS OF CONSULTATION

3.1 The following were consulted on the proposed addition to the Local List:

- Landowner;
- Ward councillors;
- Reading Conservation Area Advisory Committee; and
- Reading Civic Society.

3.2 Responses were received from ward councillors and Reading Civic Society.

3.3 Abbey ward councillors

Responses from the local councillors in support of the listing were received in February 2023.

3.4 Reading Civic Society

The committee of Reading Civic Society has reviewed, and supports, 84 Broad Street being added to the Local List.

3.3 No response has been received from the landowner.

3.4 Reading Conservation Area Advisory Committee made the initial nomination and therefore did not make any further comment on the proposal for local listing.

4. ASSESSMENT

4.0.1 The proposal to add a building or structure to the Local List should be considered against the criteria in Appendix 2 of the Reading Borough Local Plan (adopted 2019).

4.1 Exclusions

4.1.1 The Local Plan specifies that a building should not be considered for the Local List where it is already part of a conservation area, scheduled monument or subject to an Article 4 direction relating to historic or architectural interest. 84 Broad Street is not within any of these existing designations and can therefore be considered against the other criteria.

4.2 General principles

- 4.2.1 84 Broad Street dates from c.1868, and therefore needs to be considered against the following general principle:

b. 1840-1913: Any building, structure or group of buildings that is substantially complete and unaltered and of definite significance.

84 Broad Street fits within the selected dates of Council's Local Listing. Although some of the windows and shopfront have changed, the building is still clearly recognisable from sketches made in 1885 in terms of scale, materials and general form. The brick street façade remains substantially intact and the second storey still retains the original timber double hung, four pane windows. As is usually the case with nominations for local listing, the interior has not been inspected and no comment is therefore made on the extent of internal alterations.

4.3 Significance

- 4.3.1 To be added to the Local List, a building or structure must fulfil at least one of the defined significance criteria, which fall into two categories - historic interest and architectural interest. These are assessed below.

4.3.2 Historic Interest

a. Historical Association

i. The building or structure has a well authenticated historical association with a notable person(s) or event.

ii. The building or structure has a prolonged and direct association with figures or events of local interest.

The building is designed by a well-known firm of local architects, J. T. & W. Brown. They date from approximately the same time as 85-88 Broad Street, by the same local firm, which were added to the local list on 12th January 2022, in part due to the historical association with this architectural firm. The nomination form identified other projects by this firm as including buildings for Suttons Seeds (lecture hall, buildings and coffee shop 1871, Market Place buildings 1872), a public house for Berkshire Brewery on Hosier Street (1865) and a villa for Mr Chancellor on Redlands Estate (1869).

Additions were also made in 1882 by local architect William Ravenscroft (1848-1943). Ravenscroft designed a number of local late Victorian buildings in the local area, including a number of buildings on the national list. These include Chiltern Court at 37 St Peter's Avenue, Caversham; the Great Hall of the University of Reading on London Road; Stable Cottages in Tidmarsh; and a group of cottages at Maidenhatch near Pangbourne. Other significant buildings in Reading include buildings and structures in Palmer Park, including the locally listed Palmer Park Pavilion, and the former Central Boys School (now part of Katesgrove Primary School), whilst Ravenscroft was also responsible for a number of arts and crafts houses and buildings elsewhere in England.

4.3.3 *b. Social Importance*

The building or structure has played an influential role in the development of an area or the life of one of Reading's communities. Such buildings/structures may include places of worship, schools, community buildings, places of employment, public houses and memorials, which formed a focal point or played a key social role.

The building is part of the evolution and development of the shops along Broad Street in the historic commercial centre of Reading. Today it still makes a prominent and important contribution to the remaining local buildings and shops in this area.

Together with 85-88 Broad Street which are already on the Local List, this group of Victorian commercial terraces are (apart from the George Hotel, which dates from the 16th century and is sited at the eastern end of the central shopping precinct) one of the oldest groupings of buildings in the central shopping area along Broad Street, dating from the late 19th century.

4.3.4 Architectural Interest

a. *Sense of place*

i. The building or structure is representative of a style that is characteristic of Reading.

This is a good example of late 19th century (c.1860s/1870s) commercial, three storey building along the high street, with shops on the ground floor and living accommodation above. It is a larger and more imposing shop building than the similar period buildings to the east at 85-88 Broad Street, and is a different style from other neighbouring late Victorian buildings, which were built c.1900 and Edwardian pre-WWI buildings in the area.

4.3.5 b. *Innovation and virtuosity*

i. The building or structure has a noteworthy quality of workmanship and materials.

84 Broad Street is not considered to fulfil this criterion.

ii. The building or structure is the work of a notable local/national architect/engineer/builder.

See 4.3.2 regarding the architect

4.3.6 c. *Group value*

i. The buildings/structures form a group which as a whole has a unified architectural or historic value to the local area.

The group of terraces makes an important contribution to the historic streetscape of the south-western end of Broad Street shopping precinct. Although of a distinct scale and form, it forms part of a group of buildings by the same architect along with the already locally-listed 85-88 Broad Street.

ii. The buildings/structures are an example of deliberate town planning from before 1947.

84 Broad Street is not considered to fulfil this criterion.

4.4 Conclusion of assessment

4.4.1 84 Broad Street qualifies for addition to the Local List because it:

- Is not within a conservation area, scheduled monument or area subject to an Article 4 direction relating to historic or architectural interest;
- Dates from between 1840 and 1913 and is of clearly-defined significance in the local context and elements that contribute to its heritage significance remain substantially complete;
- Contributes to the heritage of the Borough in terms of its historical association;
- Contributes to the heritage of the Borough in terms of its social importance;
- Contributes to the heritage of the Borough in terms of its sense of place;
- Contributes to the heritage of the Borough in terms of its innovation and virtuosity; and
- Contributes to the heritage of the Borough in terms of its group value.

4.4.2 A description of the significance of the building for inclusion in the Local List is included in Appendix 3.

6. ENVIRONMENTAL AND CLIMATE IMPLICATIONS

6.1 Local listing of buildings and structures, where it leads to the retention of those buildings or structures, can help to address the climate emergency by negating the need for demolition and new development, which are processes that use significant amounts of energy and result in emissions.

7. EQUALITY IMPACT ASSESSMENT

7.1 It is not expected that there will be any significant adverse impacts on specific groups due to race, gender, disability, sexual orientation, age or religious belief as a result of the recommendations of this report.

8. LEGAL IMPLICATIONS

8.1 Addition to the Local List is not a statutory process, and there are no legal implications of the recommendations of this report.

9. FINANCIAL IMPLICATIONS

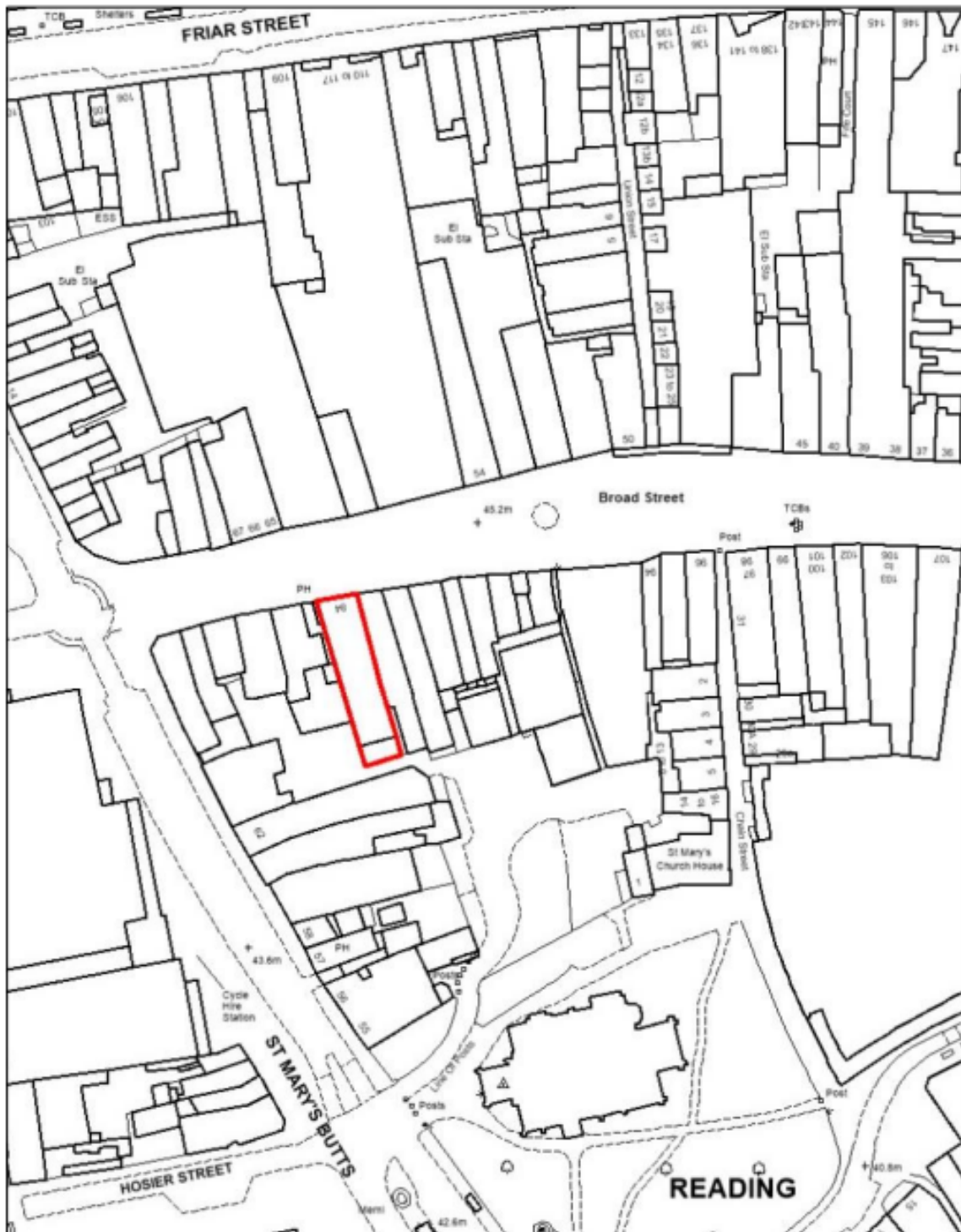
9.1 Consideration of this nomination and any resulting amendments to the Local List will be accommodated within existing budgets.

10. BACKGROUND PAPERS

10.1 Reading Borough Local Plan (Adopted November 2019)

Bruce Edgar IHBC, Conservation and Urban Design Officer

APPENDIX 1: LOCATION PLAN



84 Broad Street

Nominated for inclusion on List

Scale 1: 1250



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APPENDIX 2: RELEVANT PHOTOGRAPHS AND ILLUSTRATIONS

Fig. 1: Photo, c. 1905 (Source Reading Library)



Fig. 2: 84 Broad Street on the right.

The shop front has had alterations over time, like 95% of the other shops, but is still has significant feature seen in earlier sketches from c.1885. It still has the original exterior brick walls and fenestration openings on First and second floor, and the upper floor still has its original 4 pane, double hung timber windows. (Fig. 6).



Fig. 3: 84 Broad Street. Source: RBC Photo, February 2023.



Fig. 4: Aerial 2013



Fig. 5: OS c.1875, Pub. 1879. Broad Street, Reading.
This is the first map, after the plots were built on.

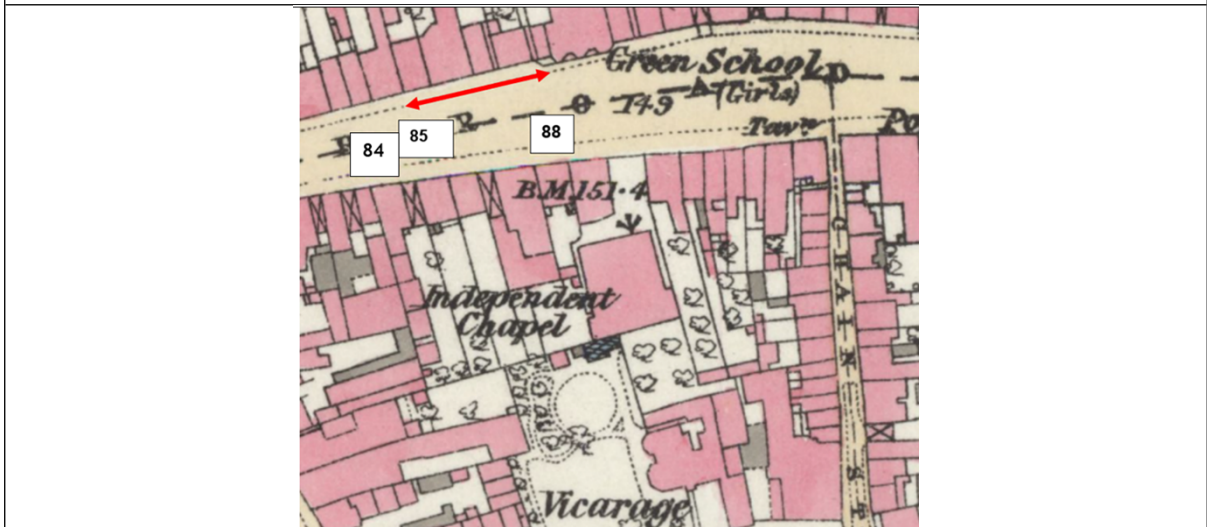


Fig. 6: Composition of a late c.1885 James Gafford sketch,
(Reading Library collection, Showing original Design of 84 to 88 Broad Street)

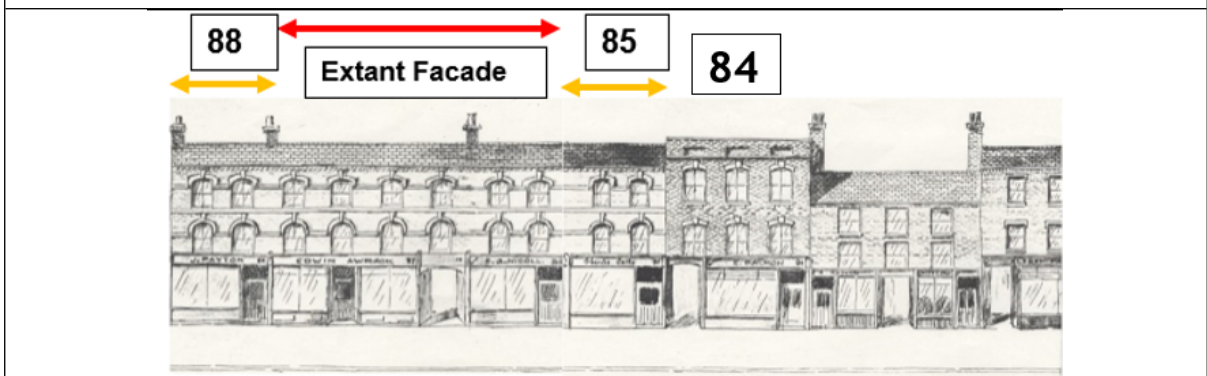


Fig. 7: Goad Map 1895



APPENDIX 3: PROPOSED LOCAL LIST TEXT

84 Broad Street is part of a purpose-built parade of shops dating from c.1868. The shops have been marked on the 1879 OS map extract which is the closest to the date of construction. Within central Reading it is a rare example from the later part of 19th century (c. 1860/70s) of commercial shops and residences above early high street properties in Reading.

The architect J T & W Brown 1868 was also responsible for 85-88 Broad Street, which form a separate entry on the Local List, constructed about the same time. The patron for 84 was Salmon the butcher. This is a larger and more imposing shop that is included for its individual value as well as its and group value with 85-88.

In 1882 additions and alterations were made for Joseph Noad by another important architect, William Ravenscroft, who is responsible for a number of nationally listed buildings as well as other buildings on the Local List.

The brick frontage has been painted. The façade on the first and second storey retain the original openings and the second storey still has the original timber frames and 4 panel glazed windows. It has a shallow parapet above the second storey. The chimney pots to the west are still in place.

APPENDIX 4: NOMINATION FORM

Assessment form for locally listing buildings in Reading Borough November 2012

CRITERIA AND CONSIDERATION FOR LOCALLY LISTING BUILDINGS AND STRUCTURES IN READING BOROUGH COUNCIL

Background and explanation: Heritage assets cannot be replaced once lost. They include both nationally and locally listed buildings. Harm to an asset's significance can cause a loss of value to society and a loss of public benefit.

The criteria for assessment of locally listing buildings/ structures are set out below and are taken from the adopted Sites and Detailed Policies Document. These criteria and the accompanying explanation of how a particular building or structure meets these criteria will be used to assess whether that building or structure merits designation as a locally listed heritage asset.

The assessment will be based purely on the evidence provided with this form (unless the authority has access to further evidence).

Identification of buildings or structures for local listing: Buildings or structures worthy of being locally listed will mainly be identified through the process of considering and determining planning proposals and applications.¹

Exclusions

Buildings and structures will not be considered for the Local List when they are already part of a Conservation Area², Scheduled Monument, or subject to an article 4 direction relating to historical or architectural interest.

Address of building/ structure: 84 Broad Street

Postcode: RG1 2AP

¹ Buildings or structures identified outside the application process will be considered as resources become available.

² Buildings that warrant local designation in a conservation area are awarded a 'Buildings of Townscape Merit' designation. For the purposes of the National Planning Policy Framework (NPPF, 2012), Buildings of Townscape Merit will be considered to warrant conservation and where appropriate enhancement in accordance with the NPPF.

Selection for the Local List

For any building, structure or group of buildings to be included in the Local List it must clearly meet the relevant age and integrity criteria:

	Please tick relevant box ³
(a) pre-1840: Any building, structure or group of buildings where its/ their style, form and construction are easily identifiable.	
(b) 1840 - 1913: Any building, structure or group of buildings that is/are substantially complete and unaltered and of definite significance.	√
(c) 1914 - 1939: Any building, structure or group of buildings that is/are substantially complete and unaltered and of a high level of significance.	
(d) post 1939: Any building, structure or group of buildings that is/are of exceptional significance and wholly complete and unaffected by inappropriate changes.	

Please provide comments/ further explanation of above:

The architect J T & W Brown 1868 who also was also responsible for 85-88 Broad Street, constructed about the same time. The patron for 84 was Salmon the butcher. This is a larger and more imposing shop that should be included for its individual and group value with 85-88.

In 1882 additions and alterations were made for Joseph Noad by William Ravenscroft.

The brick frontage has been painted. However the facade and arrangement of windows on the first and second floors (if not the window frames) and cornice appear to be original. The chimney pots to the west are still in place.

³ Note - if none of the above boxes are ticked, the building/ structure will not qualify for consideration as a locally listed building.

In addition it must also be shown that it contributes to the character of an area and is valued by local people in accordance with at least one of the criteria detailed below under the headings of historic interest, architectural interest and townscape value.

Historic interest

Please tick the relevant box/es

(a) Historical Association i. The building or structure has a well authenticated historical association with a notable person(s) or event.	
ii. The building or structure has a prolonged and direct association with figures or events of local interest.	
(b) Social Importance The building or structure has played an influential role in the development of an area or the life of one of Reading's communities. Such buildings/structures may include places of worship, schools, community buildings, places of employment, public houses and memorials which formed a focal point or played a key social role.	√
(c) Industrial Importance The building or structure clearly relates to traditional or historic industrial processes or important businesses or the products of such industrial processes or businesses in the history of Reading or are intact industrial structures, for example bridges	

Comments/ further explanation of this should be provided in the box at the end of this section.

Architectural interest

(a) Sense of place i. The building or structure is representative of a style that is characteristic of Reading.	
(b) Innovation and Virtuosity i. The building or structure has a noteworthy quality of workmanship and materials.	
ii. The building or structure is the work of a notable local/national architect/engineer/builder.	√
iii. The building or structure shows innovation in materials, technique, architectural style or engineering	
(c) Group Value i. The buildings/structures form a group which as a whole has a unified architectural or historic value to the local area.	√

ii. The buildings/structures are an example of deliberate town planning from before 1947	√
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Comments/ further explanation of this should be provided in the box at the end of this section.

Townscape Value

The buildings/structures have prominence and a landmark quality that is fundamental to the sense of place of a particular locality.	
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Please provide comments/ further explanation of above

Historic Interest

(b) Social Importance

No 84 forms part of a terrace of shops was built for named Broad Street shop owners, in this case Salmon the butcher (see Sidney Gold in sources).

In the notice in the local press R F Salmon announced that the business was moving to '84 New Buildings' Broad Street. The business had been established in 1827 and in 1882 (which was after the death of R F Salmon when it was known as E H Salmon) it moved two doors away to 'larger premises at 81-82'.

Chemist, Joseph Noad, then took over the shop. By 1888 Tunbridge & Wright were chemists at the premises and in a photograph c1905 it was branded as the Central Drug Store (see below).

Architectural Interest

b(ii) Architect

Designed by a well-known local firm of architects J T & W Brown. Other patrons included: Suttons Seeds (lecture hall, buildings and coffee shop 1871, Market Place buildings 1872); public house for Berkshire Brewery on Hosier Street (1865), Villa for Mr Chancellor on Redlands Estate (1869).

The additions for Joseph Noad in 1882 were by William Ravenscroft another well known local architect responsible for Broad Oak, Upper Redlands Road (1876), 2 shops for Mr T Paget on Gun Street (1882/84) and parts of Katesgrove School 1890/92).

The premises are three windows wide and there was once a side alley on the east to the rear. The rear of the property is visible from St Marys service area.

c (i) Group Value

Taken together with 85-88, by the same architect, the property is part of a purpose built parade of 1868.

C (ii) Town Planning

The shop adjoins and is by the same architect as 85-88 Broad Street a purpose built parade of shops dating from 1868.

There is circumstantial evidence that it was a 'modern' replacement for an existing parade of shops that were redeveloped following the retirement of W H Prestwich, photographer. W H Prestwich occupied 3 units 85-87 in 1865. In 1870 he sold his negatives and business to Mr S V White of 52 Castle Street.

The shops have been marked on the 1879 OS map extract which is the closest to the date of construction.

Recommendation made by (name of Proposer) : Evelyn Williams, Chair Reading Conservation Area Advisory Committee

Date : 13 April 2021






General notes and any other relevant information on the building/ structure by Proposer ⁴ making recommendation for local listing including reasons for recommendation ⁵

Source of all information and details of any supporting document used to support the recommendation to locally list the building or structure ⁶ .	
Detail of evidence/ document (including photographs)	Source/ reference of information
Architects and patrons for the shops	Sidney Gold. A biographical Dictionary of Architects at Reading
R F Salmon new shop at 84 Broad Street.	Reading Mercury 5 December 1868
Plan in 1895 - Appendix	Attached separate document
Plan in 1853 - Appendix	Attached separate document (indicative only when BRO re-opens a better colour copy can be obtained).
OS Map 1879 - Appendix	Attached separate document - closest map to date of construction.

⁴ The 'Proposer' is anticipated to normally be the Planning Case Officer given that the identification of most buildings or structures will currently be identified through the process of determining planning applications, however, the 'Proposer' could also be a member of the public or another organisation' group.

⁵ Failure to meet the requirements for a building or structure to be locally listed at a particular point in time does not rule out future re-consideration of that building or structure if significant new evidence is produced.

⁶ Any supporting documentation provided cannot be returned and will be kept on file as part of the supporting documentation should the building be locally listed. Please only send photocopies (subject to relevant copyright) should you wish to keep a copy of any documentation.

	<p>https://library.reading.gov.uk/cgi-bin/spydus.exe/ENQ/WPAC/BIBENQ?SETLVL=&BRN=4628082 The shop in 1905 when it was the Central Drug Store.</p>
	<p>https://library.reading.gov.uk/cgi-bin/spydus.exe/ENQ/WPAC/BIBENQ?SETLVL=&BRN=4626502 Western part of the parade c1885 which shows the shop when it was occupied by Salmon (James Gafford sketch).</p>
<p>Sale of business of W H Prestwich to S V White of 52 Castle Street.</p>	<p>Berkshire Chronicle 9 April 1870</p>
<p>R F Salmon move to 84</p>	<p>Reading Mercury 5 December 1868</p>
<p>E H Salmon move from 84</p>	<p>Reading Mercury 2 September 1882</p>
<p>Occupiers of units</p>	<p>Street directories 1842, 1865, 1888, 1899</p>
	<p>West side of parade</p>
	<p>84 Broad Street April 2021</p>
	<p>St Marys service area</p>

Continue on separate sheet if necessary

For official use only.

Recommendation confirmed/rejected by Conservation Officer:

Date:

Conservation Officer signature confirming recommendation:

Position:

Print name:

Reasons that the recommendation for locally listing the building/ structure have been confirmed/ rejected

Any additional comments regarding the building/ structure

Building/ structure identification:

Grid reference:

UPRN:

Signature of Manager accepting recommendation: _____

Date: _____

Position: _____

Print name: _____