

## Context

Salt's Tobacconist's, 1 New Union Street, Coventry, CV1 2HN.



Figure 1. Salt's Tobacconist frontage toward junction of New Union Street and Little Park Street



Figure 2. Flank elevation facing toward Little Park Street



Figure 3. External signage style toward Little Park Street, conveying understanding of development period



Figure 4. External signage style toward New Union Street

## Assessment – Discussion

Situated to the junction of Little Park Street and New Union Street, Salt's tobacconist is a diminutive single storey, retail unit which shows design elements of post-war style which could be seen to contribute to the wider understanding of Coventry's redevelopment. Particularly noteworthy is the retail unit frontage and stylistic use of period defining fonts as shown above, are paired with a timber motif of a lighter and pipe.

It is understood the property was constructed between 1957 and 1960, reflecting the period of redevelopment post war in the city, and can be read therefore in the context of several notable buildings in the local area of a similar period. The property may be defined as within the Festival of Britain style, the building is constructed of brown brick, with slate tiles separating each shop unit. It features a steel framed canopy with deep fascia, supported by two steel columns. The canopy continues along the east wall of the building facing Little Park Street, whilst the underside of this canopy is finished with varnished hardwood strip boarding. The shop front consists of two windows surrounding a central porch, containing the entrance door and recess, whilst the

window to the west of porch is larger, supported by five white ceramic tiles, the window to the east is supported by three tiles which diminish as the street level rises toward Little Park Street.

## Assessment – Criteria

Assessing the heritage asset against the Local List criteria; the heritage asset is valued locally for the following:

**Historic:** Dating from the late 1950's the unit is understandable as an example of post war development, whilst continuing to articulate a declining retail market. The building can be grouped aesthetically and historically with Coventry's Upper Precinct buildings, Public baths in Fairfax Street, Coventry Cathedral, Priory Street, Coventry Station, Eaton Road and the Cooperative store, Corporation Street. All these buildings share elements of architectural design built in a pioneering period for the city.

**Artistic:** Use of stylistic signage toward the street enhances the appreciable identity of architectural language, whilst façade materiality also provides artistic qualities of the designed aesthetic.

**Community:** Located to a junction position between little park street and new union street, Salt's Tobacconists is recognisable in the wider community and although diminutive in scale, may be suggested to be 'landmark' by virtue of its historic use and style and position on entry to Little Park Street.

**Evidence:** Notable inclusion in the façade of stylistic signage, synonymous of the development period aids understanding of the wider narrative of post war redevelopment.

**Age.** 1957-60, built after World War Two in Coventry's post-war period, when the street's foundation and surrounding buildings were established.

**Rarity.** Tobacconists are becoming increasingly rare although the listing is for the building rather than the use. The building grouping is comparatively rare and distinctive.

**Integrity.** Original to the period frontage, comprising wooden façade, tiling and notable original signage.

**Coventry's identity.** Contributes to the understanding of the large-scale redevelopment of the city post war, notably in external appreciation from junction of Little Park Street and New Union Street.

## Conclusion

The application for local listing is valid and therefore the proposal may be promoted for public consultation. Further to the findings of the public consultation, CCC conservation officer will finalise recommendation for a future Cabinet Member Meeting.

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