

MEMORANDUM

From:	Built Heritage Officer		
Service	Green Infrastructure	App No:	242957
Address:	1-2, Bush Walk, Wokingham, RG40 1AT.		
Proposal:	Application for advertisement consent for the proposed installation of 1 no. non-illuminated fascia sign and 18 no. window vinyls.		
Heritage Asset:	- Nos.37-38 Market Place (The Old Bull & Bush, including Nos. 1-10 Bush Walk) – Grade II status listed building, since 1951. - Wokingham Town Centre Conservation Area – includes numerous listed buildings, with many being situated around Market Place, with the grade II* listed Town Hall, situated directly opposite site. Listed Buildings and conservation areas are classed as designated heritage assets under the NPPF (2024) and in the Council's Local Plan policies.		
Site Visit Made:	Yes – previously.		

Summary Of Recommendations

Built Heritage does not support the proposal submitted, which are considered would have a visually detrimental effect on the appearance and character of Nos. 1-2 Bush Walk as a listed building, and in so doing likewise would also be detrimental to the conservation area in which the premises is situated.

For Built Heritage to be the position to support the proposed signage the following need to be addressed:

- the existing overlapping fascia panel need to be removed and the replacement to it reduced in its height/size so as to not overlap the top horizontal timber of the shop window.
- The form and extent of window vinyls along the Bush Walk elevation need to be changed so as to be appropriate and sympathetic to the listed building and the location.

Comments On Proposal

Nos. 1-2 Bush Walk is a retail conversion of part of the historic former Bush Hotel and its stable blocks (Nos.37 Market and Nos.1-10 Bush Walk) that collectively hold grade II listed building status. The property lies with the Wokingham Town Centre Conservation Area and is situated directly across from the frontage of the grade II* listed Town Hall, which represents the focal point of the town conservation area.

Shop Fascia Signage

with respect to the proposed new signage although not necessarily having any objection to the form of the fascia sign, albeit a more traditional approach of a painted signage on a wooden fascia would be more traditionally appropriate, this issue is the size of the new aluminium fascia board. The existing signage panel it is noted projects over the top part of the timber frame to the shop front rather than being sat above the horizontal timber across the top of the shop front as would traditionally be the case and which in doing so delineates the fascia panel from the shop window. A detail that the present fascia board has compromised and which with the proposed new fascia signage panel creates the opportunity to rectify that matter were the new aluminium fascia panel to be narrowed in height to bring it in line with the bottom of the corbel brackets either side of it.



Window Vinyls

Whilst a search on the internet has brought up images of the different shop frontages to Grape Tree premises in various parts of the country, some of which being within historic buildings that have traditional shopfronts. It is noted that many of the premises use within graphics like those proposed to be affixed to the windows along Bush Walk and also employ window transfers on the shop windows. In all those cases where Grape Tree occupy a historic traditional buildings those premises unlike Nos 1-2 Bush Walk only have a shop front window to them. Nos. 1- Bush Walk is however considered somewhat unique, not only for being a historic building of listed status in important location with the Town Centre Conservation Area, fronting the town hall and Market Place, but in terms of the Bush Walk retail frontage of the property where once between the timber framing on the ground floor would have been solid infill walling rather than the glazed windows that exist today. Bush Walk being also an important connect route for pedestrians with the Rose Place retail development.

From a heritage stance, whilst not necessarily objecting to the principle of window vinyls being placed on the inside of the Bush Walk windows but that said the intended design, given the number of windows the vinyls is however considered visually jarring and somewhat brash, being at odds with the character of this traditional building, to the extent it is believed to have a detrimental visual impact on the appearance of this designated heritage asset and in so doing that of the

conservation area too. This concern with respect to the potential for vinyl graphics to have an adverse visual impact to the designated heritage assets would extend to the Market Place shop frontage as well.

It is advised that simple frosted transfers be applied to the Bush Walk windows would be more appropriate in this situation. This is not to say that a limited number of the windows towards the Market Place frontage could not have vinyl transfers on them. Alternatively consideration be given to creating a partition across the inside of the windows instead with the potential to display products although Built Heritage would however push back on any proposals on the use of the window side of the partition walling being used for posters, adverts, and such like would not be supported.

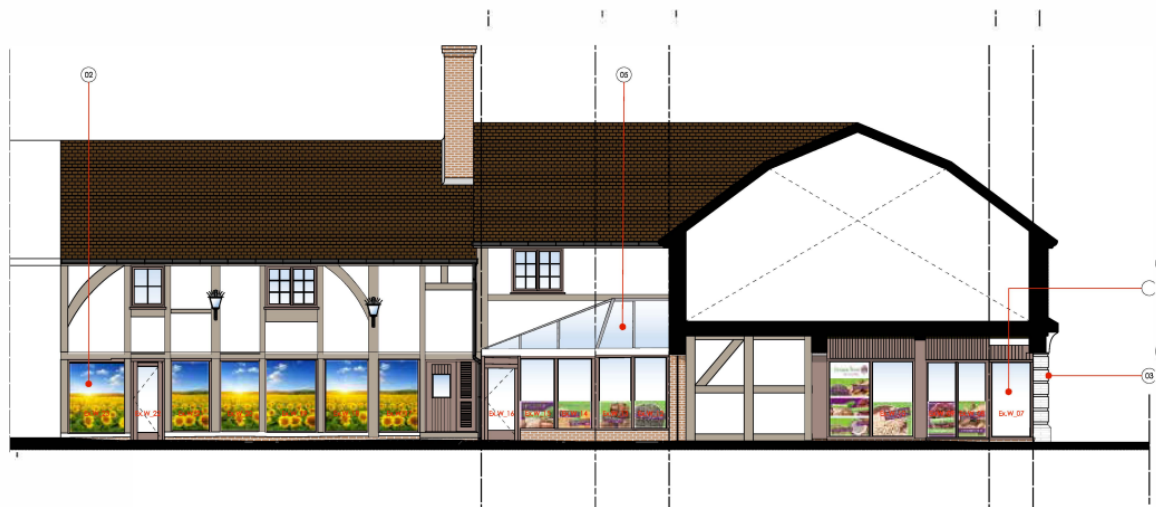
Conditions

To be advised subject to further details being provided prior to determination.

Date:	09/01/25	Signed:	Keith Frost Built Heritage Officer
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Examples of Grape Tree shopfronts - traditional and modern.



Private: Information that contains a small amount of sensitive data which is essential to communicate with an individual but doesn't require to be sent via secure methods.

Public: Information that can be seen and used by everyone inside and outside the Council.

Bush Walk elevation as proposed.

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