

MEMORANDUM

From:	Built Heritage Officer		
Service	Green Infrastructure	App No:	251968
Address:	32A Rose Street, Wokingham, Wokingham, RG40 1XU		
Proposal:	Application for advertisement consent for a non illuminated sign.		
Heritage Asset:	32a Rose Street – NDHA Wokingham Town Centre Conservation Area Listed building along with conservation areas are classed as designated heritage assets under the NPPF (2024) and in the Council's Local Plan policies.		
Site Visit Made:	No, but familiar with area and context		

Summary Of Recommendations

No objection

Comments On Proposal

The application proposes replacement commercial signage in three parts to be affixed to the front of 32a Rose Street, a 19th century building, which by virtue of its age, architectural and historic interest as well as the positive contribution to the character and appearance of the Wokingham Town Centre Conservation Area, is identified as a non-designated heritage asset (NDHA).

The proposed signage replicates the previous in size and position, being in three parts – above the entrance door, central shop window and additional window to the right side of the primary elevation. The proposed typeface, illustration and colouring, a soft pinky-red, are considered appropriate for the building and context and importantly, no illumination is proposed. Whilst there would always be a preference for traditionally constructed timber fascia boards, the vinyl covered aluminium di-bond would be considered acceptable in this instance given the context, relative small scale and previous use.

Given the relative traditional appearance and sympathetic form, the proposed alteration would seek to preserve the character and appearance of the Conservation Area and not adversely impact the interest of the NDHA, nor the other heritage assets in the vicinity.

As such, no objection is raised to the application.

Conditions			
N/A			
Date:	04/09/2025	Signed:	Roderick McDonald Built Heritage Officer

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