

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	261048
Site Address:	12a-14 Broad Street, Wokingham, RG40 1AB
Expiry Date:	3 August 2026
Advert Publication Date:	9 June 2026
Site Notice Date:	10 June 2026
Site Visit Date:	10 June 2026
Proposal: Application for Listed Building consent for the proposed display of 2no. fascia signs and 1no. hanging sign to the front elevation alongside associated alterations to the shopfront colour finish.	

PLANNING CONSTRAINTS/STATUS

- Broad Street – Green Route
- Grade II Listed building – ‘Nos. 12A-14’
- Wokingham Town Centre Conservation Area
- Major Development Location

PLANNING POLICY

National Policy	National Planning Policy Framework (NPPF) National Planning Policy Guidance (NPPG)
MDD Local Plan (MDD)	TB24 – Designated Heritage Assets (where site is within a Conservation Area)

PLANNING HISTORY

Application No.	Description	Decision & Date
120405	Application for Listed Building consent for the proposed erection of 2 no fascia signs and 1no hanging sign (amendment to previous consent LB /2012/1564).	Approved 26/02/2013
120962	Application for removal of condition 1 of Listed Building consent LB/2012/1564 of implementation date.	Approved 26/02/2013
122163	Application for advertisement consent for the proposed erection of 2no fascia signs and 1no hanging sign (amendment to previous consent A/ 2012/1565).	Approved 08/03/2013
120219	Application for consent to display an advertisement for the erection of 2 x externally	Approved 09/10/2012

	illuminated fascia signs and 1 externally illuminated projecting sign.	
121794	Application for listed building consent for the provision of 2x externally illuminated fascia signs and 1x externally illuminated projecting sign.	Approved 09/10/2012
060863	Proposed removal of existing aluminium fascia box and replacement with grain-filled marine-plywood spray-painted fascia panel with lead flashing to top edge and 25 mm deep aluminium box sign with applied vinyl letters. Exterior spade lighting.	Approved 03/01/2007
062601	Proposed general refurbishment work to building including installation of air-conditioning units on ground floor plus general repairs to exterior fabric and replacement of plastic roof with conservation roof light set into lead roof covering.	Approved 29/01/2007
060205	Listed building application for replacement of corrugated plastic roof with rooflights set into lead roof covering plus exterior repairs and air conditioning units to ground floor level at rear of building and internal alterations.	Approved 01/03/2007

CONSULTATION RESPONSES

WBC Conservation	No objection.
WBC Trees & Landscapes	No objection.

REPRESENTATIONS

- Wokingham Town Council commented on the proposal. They raise no objection to the proposed signage; however, they raise concern regarding the proposed dark green paint colour.

APPRAISAL

Site Description:

The application site consists of a two-storey terraced building located in a prominent position on the southern side of Broad Street, Wokingham. The building is located in the Wokingham Town Centre Conservation Area, is Grade II Listed and fronts the Grade II Listed '1 and 13, Broad Street' and Grade II Listed '9, Broad Street'. There are numerous other Listed Buildings within the vicinity.

The building comprises Prospect Estate Agency over two floors and is surrounded by other retail premises.

The heritage building was officially recognised on 18 August 2003, with Historic England recognising the 15th Century building, with late 18th century front. Also

recognised is the timber frame, brick front and two-bay timber framed range parallel to the street.

The proposal complies in terms of:

Impact on heritage asset:



Policy TB24 of the MDD Local Plan states that the Council will conserve and seek the enhancement of designated heritage assets in the Borough and their settings by:

- *Requiring works to or affecting heritage assets or their setting to demonstrate that the proposals would at least conserve and, where possible enhance the important character and special architectural or historic interest of the building, Conservation Area, monument or park and garden including its setting and views.*
- *Supporting development proposals or other initiatives that will conserve and, where possible, enhance the local character, setting, management, and historic significance of designated heritage assets, with particular support for initiatives that would improve any assets that are recognised as being in poor condition or at risk.*

TB24 also states that '*proposals for building works shall retain or incorporate existing features or details of historic or architectural significance or design quality into the scheme*'.

This Listed Building Consent application seeks approval for the installation of two fascia signs and one hanging projection board. The existing trough lights will be retained above the hanging signage board and the fascia signage. The signs will display the rebranded company logo. The proposal also includes a re-painted building frontage at ground floor level finished in dark green.

The proposed fascia panels would maintain the same dimensions as the existing fascia signage; approximately 2.2m in width, 0.5m in height and 0.06m deep. The fascia panels would be constructed from aluminium with acrylic lettering and would be spray painted dark green with paler green and white lettering and backgrounds. The panels would be fixed to the existing fascia boards.

The sign would maintain the same dimensions of the existing projection sign; approximately 0.6m in height, 0.5m in width and 0.05m in depth. It will consist of a timber painted swinging panel and would be finished in green and paler green to match the fascia signage. It would be sited approximately 2.98m above ground level.

The proposed lettering on all three of the signs would be well proportioned relative to the size of the fascia boards and building, as recommended by the Borough Design Guide (BDG) which states 'The scale of the fascia, in particular its height, should relate to the proportions of the building as a whole'.

Broad Street is a busy road within Wokingham Town Centre. The local area boasts a range of commercial premises lining the highway. The signs would be fixed to the front elevation of the building, and the repainting would be contained to ground level. The

replacement signage is considered compatible with the retail character of the town centre and its role in the hierarchy of retail centres.

The proposed dark green repainting of the shopfront is considered acceptable in this instance, despite the building's Grade II listed status and location within the Wokingham Town Centre Conservation Area. Concerns regarding the colour choice were raised by Wokingham Town Council who commented on the application and raised concern in relation to the proposed darker colour tone. However, the proposed paint finish would be limited to the ground floor frontage and reflects the applicant's branding, which is a typical characteristic of commercial premises. The surrounding street scene displays a varied mix of building colours, materials, signage and design styles, including examples of darker shopfronts, such that the proposal would not appear unduly prominent or harmful to the overall character of the area. Whilst darker colour palettes may reflect a current trend, in this case the finish would sit comfortably within the existing context and would not detract from the significance of the listed building or the character and appearance of the Conservation Area.

Furthermore, the reversible nature of external paintwork limits any long-term impact. It is also noted that the Council's Built Heritage Officer was consulted and raised no objection, advising that the replacement signage and repainting of the shopfront at this Grade II listed building within the Wokingham Town Centre Conservation Area would be acceptable in heritage terms.

Summary of WBC Built Heritage Officer comments:

The site is a Grade II listed building within the Wokingham Town Centre Conservation Area, and although this represents a highly sensitive historic environment, the proposed replacement signage is considered appropriate in its scale, colour and detailing. The dark green repainting of the shopfront is welcomed as enhancing the building's character and would be limited to the ground floor.

Overall, the proposals would preserve the special architectural and historic interest of the listed building, maintain the character and appearance of the Conservation Area, and avoid harm to the setting of surrounding heritage assets. A minor clarification was sought regarding the retention of existing trough lighting, and no conditions were recommended. The agent confirmed (email dated 24/06/2026) that the existing trough lights above the projections sign and two fascias will remain in situ as existing. In response, the Council's Built Heritage Officer commented (email dated 30/06/2026) that as the existing trough lights have extant Listed Building Consent under permission 120405, it would be unreasonable to request for their removal, and no objection is raised.

Trees & Landscapes:

There is one mature tree to the front of the building on the public footway. The Council's Trees and Landscape Officer was consulted and raised no objection to the proposal. They commented:

"The hanging signage looks similar in size to the existing hanging signage and is unlikely to impact the existing nearby street tree."

In order to safeguard this tree from damage during the works, pavement away from the open tree pit area should be used as the staging area for any construction works. No construction materials should be stored nor construction activities undertaken underneath the tree”.

Conclusion:

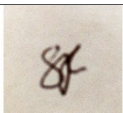
Overall, the proposal would result in no loss of historic fabric, no structural alteration to the principal elevations of the listed building, and no erosion of its architectural or historic significance. Any change to the setting of the designated heritage asset would be limited and neutral in effect. The works would therefore preserve the significance of the Grade II listed building and conservation area setting.

The Public Sector Equality Duty (Equality Act 2010):

In determining this application the Council is required to have due regard to its obligations under the Equality Act 2010. The key equalities protected characteristics include age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief. There is no indication or evidence (including from consultation on the application) that persons with protected characteristics as identified by the Act have or will have different needs, experiences, issues and priorities in relation to this particular planning application and there would be no significant adverse impacts as a result of the development.

RECOMMENDATION

Conditions agreed:	Not required
Recommendation:	Approve
Date:	26 June 2026
Earliest date for decision:	1 July 2026

Recommendation agreed by: (Authorised Officer)	
Date:	23.7.26