

MEMORANDUM

From:	Built Heritage Officer		
Service	Green Infrastructure	App No:	261048
Address:	12a-14 Broad Street, Wokingham, RG40 1AB		
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.		
Heritage Asset:	12A-14 Broad Street– Grade II listed building since 2003 Wokingham Town Centre Conservation Area <i>Setting of:</i> The Gatehouse – Grade II Oxford House – Grade II Colburn House – Grade II Montague House – Grade II 30-36 Broad Street – Grade II 35 and 37 Broad Street – Grade II Broad Street Tavern – Grade II 28 Broad Street – Grade II The Elms – Grade II* 24 Broad Street – Grade II 22 Broad Street – Grade II Markham House – Grade II Tudor House – Grade II* <i>(N.B. – not an exhaustive list)</i> 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:	Yes, external only		

Summary Of Recommendations

No objection

Comments On Proposal

The application for listed building consent proposes the replacement of extant signage to the shop front of 12A-14 Broad Street, a Grade II listed building, located within the Wokingham Town Centre Conservation Area. This area of the town is

remarkably well preserved – reflected by – and perhaps partly because of – the concentration of statutory listings. This is a highly sensitive area of townscape and thus any proposed change must be appropriately considered and managed. This is an extremely interesting building, and only relatively recently listed, with the description stating:

House and shop. Fifteenth century, with late eighteenth-century front. Timber frame, brick front, steep-pitched clay tiled roofs. Two storeys. Two-bay timber framed range parallel to the street with C20 extension to rear. C20 shopfront to ground-floor; two small-paned sash windows to first floor with dentil eaves cornice.

INTERIOR. Southern bay seems to have been open hall, for the roof is heavily sooted; northern bay enclosed by stud partitions and floored at first floor level. Central tie beam with crown post. Southern bay has collar purlin roof with collars lap jointed to the rafters; the collars appear to be cambered. Northern bay has lost its collars and now has side purlins and inserted queenposts. First floor has plank door with hinges perhaps from the late C17 when these alterations may have been made. Other features may survive beneath later boxing in and rendering. Access to the upper parts is from C20 rear extension, which is not of special interest.

Included as a surviving example of a late medieval town house.

The proposed alterations to the shopfront and new signage have been the subject to pre-application advice, of which no concerns were raised to the principle of the proposals, with the above application having sought to confirm the details. The proposed painting of the shopfront to the dark green is welcomed. Whilst the extant white is perfectly acceptable in the historic environment, the proposed dark green hue would seek to enhance the character of the building, and by extension the Conservation Area. The proposed signage, whilst corporate in nature is considered acceptable given the scale, hues and detailing. Given the relative traditional appearance and sympathetic form, the proposed alteration would not harm the special interest of the listed building, and would seek to preserve the character and appearance of the Conservation Area.

The agent has also confirmed that the extant trough lighting on the fascia will be removed as part of the works – this is welcomed. As part of the works minor repairs to the timber shopfront will be undertaken, as advised at pre-app, due to the small scale and appropriate nature of these repairs, they in themselves do not require consent, but are welcomed as part of the overall refurbishment and maintenance of the building.

As such, no objection is raised to the application, and the proposed alterations are considered acceptable in heritage terms, and would not seek to cause harm to the significance of the designated heritage asset of the listed building, nor seek to harm the significance of the Conservation Area, nor the setting of neighbouring listed buildings. The special architectural and historic interest of the listed building would be preserved and thus the application accords with local and national policy. If minded to approve, no specific material conditions are suggested, as the application has provided sufficient information in this regard.

Conditions			
N/A			
Date:	11/06/2026	Signed:	Roderick McDonald Built Heritage Officer

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.