

MEMORANDUM

From:	Built Heritage Officer		
Service	Green Infrastructure	App No:	241954
Address:	13 Denmark Street, Wokingham, Wokingham, RG40 2AY		
Proposal:	Application for advertisement consent for 1 no. non illuminated exterior lettering projecting sign and flag signage.		
Heritage Asset:	Wokingham Town Centre Conservation Area Listed building along with conservation areas are classed as designated heritage assets under the NPPF (2023) and in the Council's Local Plan policies.		
Site Visit Made:	No		

Summary Of Recommendations

No Objection

Comments On Proposal

The application proposes fascia signage along with a projecting sign to be affixed to the front of 13 Denmark Street, a 19th century building in the heart of the Wokingham Town Centre Conservation Area – a designated heritage asset. The application site lies within the setting of nos. 2, 4 & 6, 8 & 8a and 10 Denmark Street, all Grade II listed buildings. By virtue of its age, architectural and historical interest as well as the positive contribution to the character and appearance of the Conservation Area, the host itself is identified as non-designated heritage asset.

The application proposes a new dibond tray (aluminium composite panel with coloured wrap) with fixed cut out acrylic lettering along with a projecting sign of a similar nature. In general terms, there is a preference towards traditional signage to be used within the historic environment (for example painted timber), however given the relatively small area of proposed fascia boarding, and the relative neatness of the fitment of the board within the extant shopfront, there would be minimal division from a traditional appearance in this case. Similarly, whilst there is a strong preference for traditional hanging signs within the commercial heart of the town, the proposed projecting sign is fairly small in nature as to not overly be considered adverse. Importantly, the signage is non-illuminated, as lit signage would not be supported.

Given the relative traditional appearance and sympathetic form, the proposed alteration would not harm the significance of the Conservation Area, nor the special interest of the listed buildings through alteration to their setting, (NPPF

S16)and would seek to preserve the character and appearance of the Conservation Area (S72, P(LB&CA)A 90).

As such, no objection is raised to the application. If minded to approve, no specific material conditions are suggested as the provided details are considered sufficient.

Conditions			
N/A			
Date:	05/09/2024	Signed:	Roderick McDonald Built Heritage Officer