

DELEGATED APPLICATION REPORT

Ward: Abbey

App Ref: PL/25/1037 Consent to display an advertisement

Address: 25-26 MARKET PLACE, READING, RG1 2DG

Proposal: New timber fascia with applied vinyl logo (amended description)

Applicant: Mrs Debbie Starbuck

Received date: 21/07/2025

Target Decision date: 26/09/2025 (EOT)

Case Officer: Marcelina Rejwerska

1. SITE DESCRIPTION

The application site is a Grade II listed three-storey building (Class E use). The national listing reads as follows:

Commercial terrace constructed in the early C19 to designs by Henry Briant (1813-1884) and Nathaniel Briant (dates unknown).

MATERIALS: the principal, east elevation is faced with rendered ashlar Bath Stone. The roof is slate and the rear elevations are exposed red brick.

PLAN: 23-26 Market Place comprises a single, four-storey volume divided into three properties. Owing to their shared convex east elevation, this volume is a quadrant in plan. The northernmost property comprises number 23, followed by number 24, with numbers 25-26 to the south.

EXTERIOR: the range is expressed as three properties, each two bays wide, with a shared convex east elevation. All three buildings have a largely glazed shopfront at ground-floor level with an entrance doorway at the intersection between each building. The three buildings are separated by coupled Doric pilasters with fluted capitals that span from the first floor to the building's parapet. The upper floors of the three buildings have a shared 2:2:2 ratio of fenestration bays. The windows at first-floor level are six-over-six glazing bar sashes set into neoclassical cases and topped by cornices with carved brackets. The second-floor windows are also six-over-six glazing bar sashes set into neoclassical cases but without cornices. The third-floor windows are square, three-over-three sashes. The building features a continuous parapet with a moulded cope at its apex and a cornice spanning numbers 24-26. Numbers 25 and 26 are spanned by two pitched roofs oriented east-west, with one over the front, eastern half of the building, and another over the rear, western half. The front (eastern) halves of numbers 23 and 24 are spanned by a continuous hipped roof with its slopes oriented east-west, while the rear portion of both buildings is spanned by a flat roof. There are chimney stacks rising on the party wall of numbers 24 and 25, and between numbers 26 and 27. The rear elevation was not inspected. It is understood to contain various bays of fenestration, and a spiral staircase spanning numbers 25 and 26.

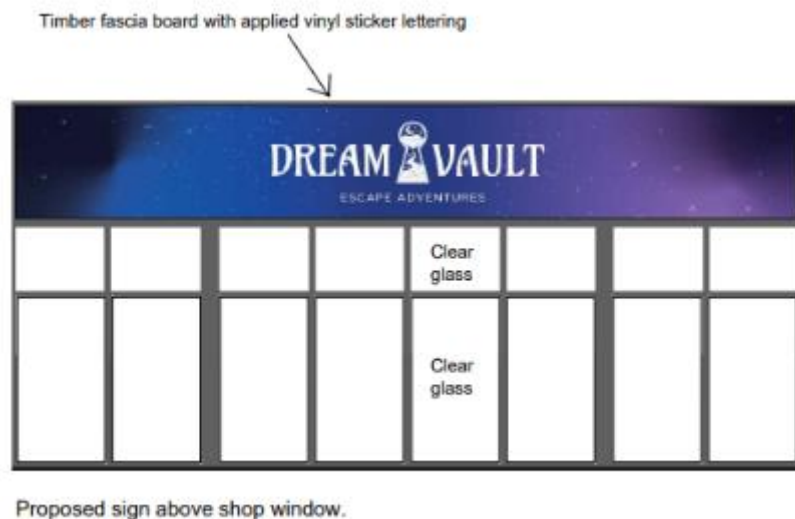
It is important to note that nos. 23 and 24 are no longer separate units on the ground floor.

The property is also located within the Primary Shopping Area, Abbey Quarter Area and the Market Place/London Street Conservation Area. It is also a designated primary frontage.



2. PROPOSAL AND SUPPORTING INFORMATION

Advertisement consent is sought for a new timber fascia with applied vinyl. There is existing external illumination, and this is not proposed to be changed.



2.1. Information submitted:

25.MP.PLANNING-P02 rev B, received 26 August 2025

3. RELEVANT PLANNING HISTORY

- PL/25/1038 - Retrospective planning application for internal alterations and external cosmetic alterations. Not yet determined.
- PL/25/1033 - Retrospective planning application for internal alterations and external cosmetic alterations. Not yet determined.
- PL/22/0545 - Change of use of 27-28, 29-31 and 32 Market Place at first, second and third floors to provide 8 residential units, retention of flexible Class E uses at ground and basement floors of 27-28 and 32 Market Place, retention of 260.4 sqm as a public house (Sui Generis use) at basement and ground floor of 29-31 Market Place with associated external works, landscaping, plant and cycle store. 27-32 Market Place: Demolition of 20th Century additions to the rear of 29-31 Market Place and 32 Market Place with associated internal and external alterations to listed buildings. Application permitted.
- PL/05/1123 - Removal of 5 mullions and transoms from front window, no material change. Application refused.
- PL/05/0440 – Removal of 5 mullions and transoms from front window. Application withdrawn.
- PL/05/1193 - Internal repairs in the basement including removal of damp affected plaster and repairing underlying brickwork, isolated structural timber repairs and erection of pigeon netting to rear elevation. Application permitted.
- PL/03/0016 – Change the existing fascia. Application permitted.
- PL/03/0081 – Change existing fascia. Application permitted.
- PL/03/0185 – Re-opening of two existing door openings which connect 27-28 and 25-26 Market Place for access. Application permitted.
- PL/89/0625 – Cut out Perspex letters on S/O fixings and replacement inlay panels. Application refused.
- PL/89/0626 – Installation of cut out Perspex letters and logo on S/O fixings on fascia, installation of panels in shopfront. Application refused.

4. CONSULTATIONS

The following were consulted:

- CCTV – No comments received.
- RCAAC – No comments received.
- RBC Conservation Officer

A site notice was also displayed on site. No letters of representation were received.

5. LEGAL AND PLANNING POLICY CONTEXT

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires the Local Planning Authority to exercise its powers under these regulations in the interests of amenity and public safety taking into account the provisions of the development plan, so far as they are material; and any other relevant factors. Regulation 3 states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.

Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

National Policy and Guidance

National Planning Policy Framework

National Planning Practice Guidance

Conservation Principles Policies and Guidance 2008

Reading Borough Local Plan (2019)

EN1: PROTECTION AND ENHANCEMENT OF THE HISTORIC ENVIRONMENT

EN3: ENHANCEMENT OF CONSERVATION AREAS

OU4: ADVERTISEMENTS

SPD

Design Guide to Shopfronts SPD 2022

Other Documents

Market Place/London Street Conservation Area 2007

6. APPRAISAL

6.1. Design and Amenity

Policy OU4 states “Advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable.”

Furthermore, the Design Guide to Shopfronts SPD sets out additional considerations for historic shopfront design.

The initial proposal has been amended at the request of the case officer. The initial proposal comprised of a new vinyl fascia board and applied vinyl to the windows. To bring the proposal in line with Policies EN1, EN3 and OU4 and the Shopfronts SPD, the proposal has been revised to include retention of the timber fascia, with lettering to comprise applied vinyl sticker. The applied vinyl to the windows has been removed from the proposal to maintain an active shopfront. The revised proposal is now considered sympathetic to the heritage asset and the wider conservation area.

6.2. Public safety

The NPPG (Paragraph: 068 Reference ID: 18b-068-20140306) provides guidance as to the considerations affecting public safety. These are outlined below:

(a) *those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway;* **NO**

(b) *those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature;* **NO**

(c) *those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface);* **NO**

(d) *those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology;* **NO**

- i. where the means of illumination is directly visible from any part of the road; **External illumination is as existing/no change.***
- ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; **NO***
- iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; or **NO***
- iv. which are subject to frequent changes of the display; **NO***
- (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **NO***
- (f) those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road; **NO***
- (g) those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the traffic authority under section 69 of that Act, for example:*
 - i. those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs; or **NO***
 - ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroreflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts. **NO***
 - (h) those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs; for example, advertisements which: **NO***
 - i. contain a large arrow or chevron (or have a pointed end and have only a few words of message); **NO***
 - ii. invite drivers to turn right on a main road, or where there is fast moving traffic; **NO***
 - iii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely; or **NO***
 - iv. are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard. **NO***

1. CONCLUSION

The proposal has been assessed against the advertisement regulations within the NPPG, and according to the adopted local development plan and relevant supplementary planning document and is considered acceptable.

2. RECOMMENDATION

GRANT ADVERT CONSENT