

DELEGATED APPLICATION REPORT

Ward: Abbey

App Ref: PL/26/0081 LBC and PL/26/0082 ADV

Address: 37 BROAD STREET, READING, RG1 2AA

Proposal: Replacement signage, painting fascia, projecting sign and internal refurbishment works to ground and first floor

Applicant: Mr Karim Dhamani

Received date: 23/01/2026

Target Decision date: Originally 23/03/2026; EOT agreed until 11/05/2026

Case Officer: Ethne Humphreys / Mishga Marshall

1. SITE DESCRIPTION

The site relates to a mid-terraced Grade II listed building located on the northern side of Broad Street. The surrounding units are predominantly retail/commercial. There are some residential uses on the upper floors of some buildings in the vicinity.

The listing is as follows:

“2. C18 or early C19 facade. 3 storeys brick. Second floor is faced with fishscale tiles. Tiled roof, 1 sash. First floor has a C19 3-light bay. The ground floor has a Georgian double-hung curved bow. Right side doorcase has cornice and moulded architrave and a 6 panelled door. 2 panels cut out to form the fanlight.

Nos 80 to 89 (consec) form a group.”

The building is currently vacant. It was previously occupied by ‘Thomas Cook’.

The site is within the Reading Central Area, is designated as an ‘Active Frontage’ and is located within the Primary Shopping Area. It is also within an air quality management area.

2. PROPOSAL AND SUPPORTING INFORMATION

Listed Building Consent and Advertisement consent are sought for replacement fascia signage and projecting sign.

It is proposed to paint the existing timber fascia black with a satin finish. The proposed lettering would be aluminium in black with a satin finish.

The proposed projecting sign would be wrought iron in the existing hanging sign location with the logo printed on vinyl film.

Listed Building Consent is also proposed for internal refurbishment at the ground and first floor levels including installation of internal stud partitions and mechanical, electrical and plumbing upgrades, removal of sink, decorative slips, floor tiles installation and repair to plasterboard ceilings. The top two floors would remain unchanged.

Plans submitted:

Location and Block Plan 037BRO-CC-XX-RP-003 Rev A

Supporting letter

Design and Access Statement 037BRO-CC-XX-RP-001

Planning Statement 037BRO-CC-XX-RP-002

Heritage Statement 037BRO-CC-XX-RP-004
Received 23rd January 2026

Aerial View 037BRO-CC-XX-RP-002 Rev B
Front Elevation Existing and Proposed 037BRO-CC-XX-RP-003 Rev B
Front Elevation Proposed 037BRO-CC-XX-RP-004 Rev B
Front Elevation Proposed 037BRO-CC-XX-RP-005 Rev B
Proposed Signage Details 037BRO-CC-XX-RP-006 Rev B
Ground Floor Plan Existing 037BRO-CC-XX-RP-007 Rev B
Ground Floor Plan Proposed 037BRO-CC-XX-RP-008 Rev B
First Floor Plan Existing 037BRO-CC-XX-RP-009 Rev B
First Floor Plan Proposed 037BRO-CC-XX-RP-010 Rev B
Penetrations Plan Ground Floor Plan Proposed 037BRO-CC-XX-RP-011 Rev B
Penetrations Plan First Floor Plan Proposed 037BRO-CC-XX-RP-012 Rev B
Similar Shopfronts Mapping 037BRO-CC-XX-RP-013 Rev B
Similar Shopfronts Photographs 037BRO-CC-XX-RP-014 Rev B
Received 10th April 2026

3. RELEVANT PLANNING HISTORY

Most recent:

18/0695 Non-Material Amendment to planning consent 171603 for removal of entrance lobby to shop front. Agreed.

17/1603 Replacement shopfront and installation of 2 x shutters. Permitted.

17/2302 External Plant Installation. Permitted.

17/1602 Replacement fascia signage, projecting signage, decals. Permitted.

17/1571 Erection of rear extension to enclose existing external staircase and associated works. Permitted.

4. CONSULTATIONS

The following were consulted:

Conservation Officer – originally raised concerns, further to revised plans no objection subject to luminance condition. No objection to internal works. Discussed below.

Transport – no objection subject to luminance condition. Discussed below.

CCTV – no comments received.

Conservation Area Advisory Committee – Initial comment regarding proposed internal works but upon clarification no further comments received.

A site notice was displayed 26th February and application 26/0081 was advertised. No neighbour letters of representation received. It subsequently transpired that the proposed internal works (refurbishment) were not included in the LBC description. This was amended and a further site notice displayed and advertised, expiry of which was 8th May No comments received.

Equality Act 2010:

In determining this application, the Council is required to have regard to its obligations under the Equality Act 2010. However, there is no indication or evidence (including from consultation on the application) that the protected groups identified by the Act have or will have different needs, experiences, issues and priorities in relation to this particular planning application. Therefore, in terms of the key equalities protected

characteristics it is considered there would be no significant adverse impacts as a result of the development.

5. LEGAL AND PLANNING POLICY CONTEXT

Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the LPA to have special regard to the desirability of preserving a listed building or its setting or any features of special interest which it possesses.

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals be determined in accordance with the development plan unless material considerations indicate otherwise. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. However, the NPPF does not change the statutory status of the development plan as the starting point for decision making (NPPF paragraph 12).

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 2014

National Planning Practice Guidance onwards

Reading Borough Local Plan (2019)

CC7: DESIGN AND THE PUBLIC REALM

CC8: SAFEGUARDING AMENITY

EN1: PROTECTION AND ENHANCEMENT OF THE HISTORIC ENVIRONMENT

OU4: ADVERTISEMENTS

OU5: SHOPFRONTS AND CASH MACHINES

TR3: ACCESS, TRAFFIC AND HIGHWAY RELATED MATTERS

Other documents

Design Guide to Shopfronts SPD 2022

6. APPRAISAL

Design and Heritage Considerations

Policy EN1 requires proposals to protect and, where possible, enhance the significance of heritage assets and their settings, as well as the historic character and local distinctiveness of the area in which they are located.

The Design Guide to Shopfronts SPD (2022) states that “*Modern shopfront designs and materials are often inappropriate as part of a historic building or within a conservation area where they detract from the character or appearance the area is designed to protect*” (Para 4.4).

The fascia sign as originally proposed was, due to large size of the logo and lettering, not considered to be proportionate to the fascia or the façade of the building. Revised plans were received reducing the size of the logo and lettering which is considered sit more appropriately within the fascia. There is no objection to the colours, and the signage would not be cluttered in appearance.

Concern was originally raised about the proposed *'warm LED tape fitted to the internal perimeter of aluminium returns for the halo effect'* as it was not clear whether this was internal illumination which would not be appropriate for a listed building. It has subsequently been confirmed to be external halo illumination and not internal illumination which is appropriate. The Shop Front SPD notes that "In conservation areas or on listed buildings there should be particular caution with internal illumination, for instance face or halo illumination of individual letters may be appropriate and discreet slim-line LED downlighters may be acceptable".

The proposed projecting sign would retain the bracket and lighting by installing aluminium signage. The used of metal, and of the size and design proposed is acceptable.

The revised proposals are not considered to result in any harm to the character of the listed building, its setting or the street scene. An active shopfront would remain.

The Council's Conservation Officer has raised no objection to the revised proposals subject to a condition restriction luminance level.

With regard to the proposed internal works, all features on the first, second and third floors would remain as existing. Minor works would take place on the ground floor where there are no existing features. The interior of the building has been altered over the years, and the Council's Conservation Officer is satisfied that no special original features would be impacted by any internal works and there is no objection in this respect.

Overall, the proposal is considered acceptable and sympathetic to the site and its context, in line with policies EN1, CC7, OU4 and OU5 of the Reading Local Plan 2019, and the Design Guide to Shopfronts SPD.

Public Safety

Whilst clearly visible, the proposals would not cause obstruction or distraction to road/footway users.

The Council's Transport Officer has raised no objection to the proposals subject to condition in respect of luminance levels. As such the proposal is considered to be acceptable in public safety terms in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

7. CONCLUSION

The proposal has been assessed, and the works are considered to be in line with the above policies and therefore Advertisement Consent and Listed Building Consent can be granted subject to conditions.

8. RECOMMENDATION

Approve both LBC and ADV with Conditions