

DELEGATED APPLICATION REPORT

Ward: Abbey Ward

App Ref: PL/26/1043 Full planning permission

Address: BARCLAYS BANK, 90-93 BROAD STREET, READING, RG1 2AP

Proposal: Installation of new shopfront including fascia sign, projecting sign, ATM Surrounds and internal display screen facing the street.

Applicant: Barclays Bank PLC

Received date: 04/08/2026

Target Decision date: 29/09/2026

Agreed extension of time until 07/10/2026

Case Officer: Gary Miles

Ward: Abbey Ward

App Ref: PL/26/1044 Full planning permission

Address: BARCLAYS BANK, 90-93 BROAD STREET, READING, RG1 2AP

Proposal: Installation of new shopfront, Installation of new internally illuminated fascia sign, Installation of new internally illuminated projecting sign, Installation of 2no internally illuminated ATM Surrounds
Installation of Digital display screen internally facing the street.

Applicant: Barclays Bank PLC

Received date: 04/08/2026

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Two applications have been submitted; one application (PL/26/1043) seeks planning permission for the installation of the new shopfront including fascia sign, projecting sign, ATM Surrounds and internal display screen facing the street, whilst a separate application (PL/26/1043) has been submitted for advertisement consent for the new internally illuminated fascia sign, Installation of new internally illuminated projecting sign, Installation of 2no internally illuminated ATM Surrounds and Installation of Digital display screen internally facing the street.

As both applications relate to the same site, I have considered them together to avoid unnecessary duplication.

1. SITE DESCRIPTION

The application site comprises of a Class E retail unit trading as Barclays bank located on the southern side of Broad Street in the town centre of Reading. The application site is flanked on either side by similar Class E retail units. The existing property has a large glass frontage with double automatic sliding doors, two cash machines in the wall and signage including fascia sign and wall mounted sign attached to the frontage. Neighbouring shops and retail spaces have fascia signs and wall mounted signage which is illuminated at nighttime. Broad Street is pedestrianised, meaning there is no passing traffic apart from the odd road sweeper and delivery vehicles. The area directly above the unit is also Class E offices associated with the bank. No residential units are at the property.

The area the property is located is not within a conservation area.

Site visit date: 18th August 2026



2. PROPOSAL AND SUPPORTING INFORMATION

The proposed development consists of the installation of a new shopfront which includes a new fascia sign, a projecting sign, ATM Surrounds and internal display screen facing the street.

The existing double width automatic sliding doors are to be removed and replaced with solid glass frontage and single glass door located to the right-hand side of the front elevation. The existing double fire exit doors to the left are to be retained.

The 2 ATMs are to be retained in the same location albeit the advertising and colour schemes are to be amended – the ATM's are to have internally illuminated surrounds.

The projecting sign will be internally illuminated and protrude from the right-hand side of the front elevation, affectively above the door and will measure 0.77m square by 0.07m thick. The Barclays fascia lettering will measure 2.43m long by 0.3m in height and be mounted to the glass of the front elevation.

A separate digital internally illuminated advertising attractor panel will be mounted behind the shopfront window within the premises.

The 'Barclays' individual letters mounted to the front elevation will be internally illuminated.

New dome cctv mounted on the underside of the ceiling in front of the front elevation.

Plans and documents considered for both applications:

Drawing no: RPT5773_2026_READING BROAD ST_MBR_3FSD_GFL_MECH_HVAC_002 Rev P02 – Ground Floor Power Air Conditioning Layout, dated Jun 26

Drawing no: RMWBS10201_021 – Front Elevation as Existing Major Branch Refurbishment 2025, dated Jun 26

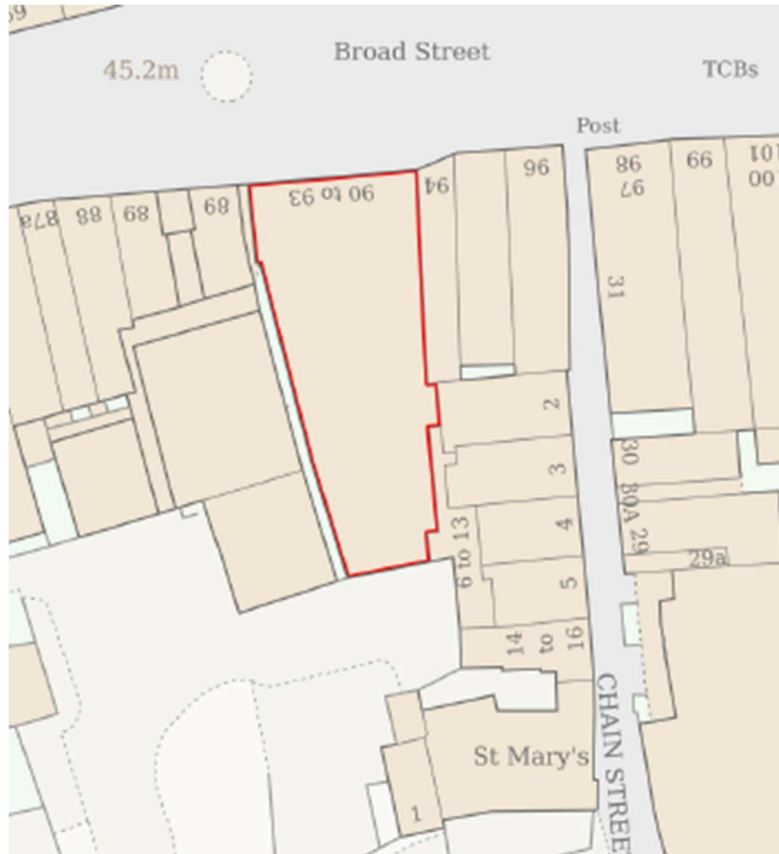
Drawing no: RMWBS10201_031 Rev B – Front Elevation as Proposed Major Branch Refurbishment,
dated Nov 25 **superseded**

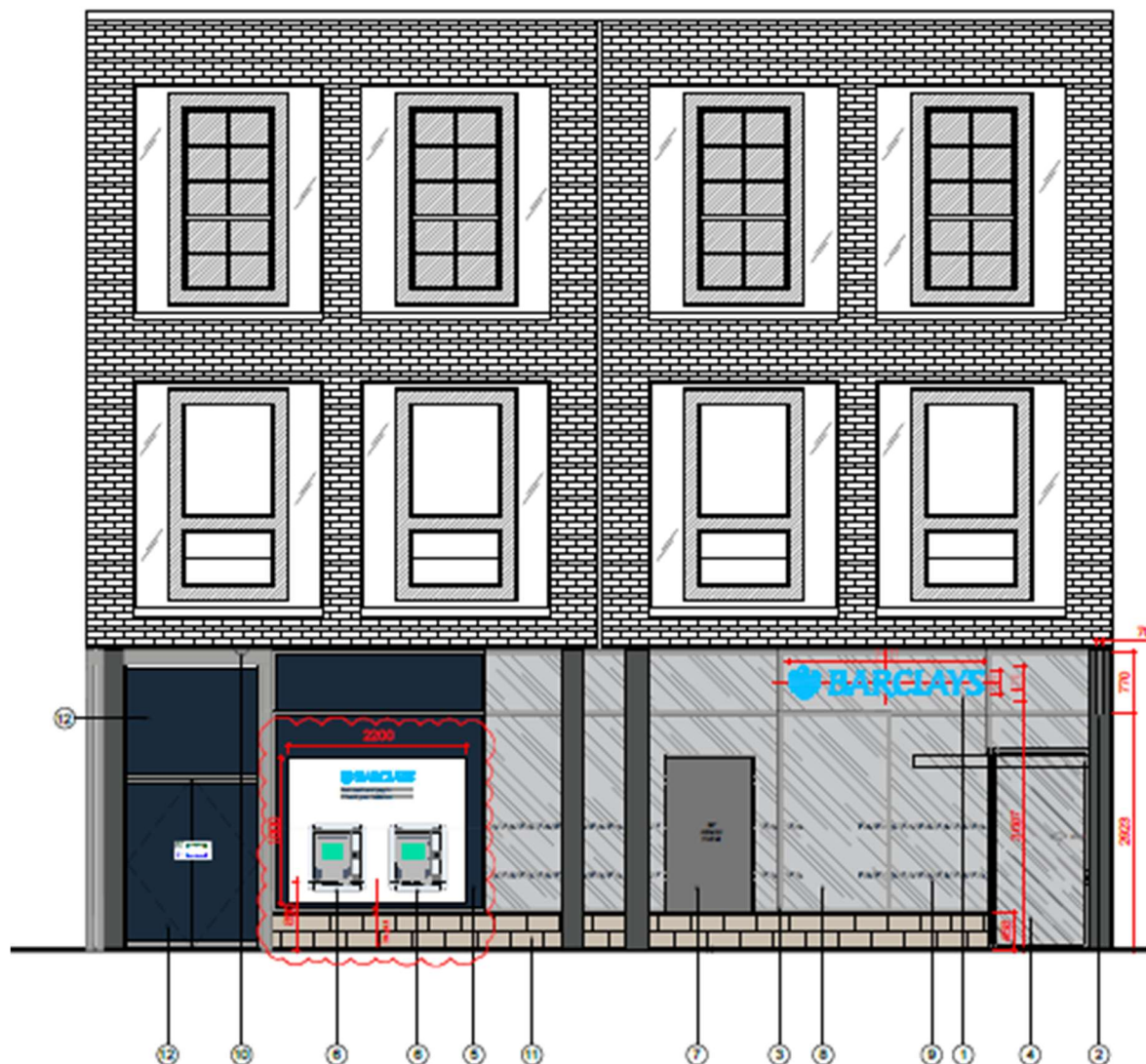
Drawing no: PP-15012300v1 – Location Plan, dated Aug 26 2025, dated Jun 26

Received by the LPA on 4th August 2026

Drawing no: RMWBS10201_031 Rev D – Front Elevation as Proposed Major Branch Refurbishment,
dated Nov 25

Received by the LPA on 7th September 2026





KEY

- ① New 300mm high internally illuminated individual letter signage
- ② New 770mm internally illuminated projecting sign in MT-01(RAL - METTALIC HMG- Winter Silver) finish
- ③ New 50mm framed shopfront windows in MT-01(HMG- Winter Silver) finish with laminated glass
- ④ New 50mm framed main entrance auto sliding door (1200mm clear opening) in MT-01(HMG- Winter Silver) finish with laminated glass
- ⑤ New non-combustible Aluminium panel finished in RAL 5011
- ⑥ New ATM's with internally illuminated surrounds
- ⑦ Install new 86" attractor panel behind shopfront window within the branch
- ⑧ New opening times sign, "We care about" sign, F&A sign on tension wires
- ⑨ New safety manifestation
- ⑩ CCTV Dome cameras location to be confirmed
- ⑪ New tile finish to stairriser in cement grey
- ⑫ New blue vinyl to match RAL 5011

3. RELEVANT PLANNING HISTORY

None of relevance.

4. CONSULTATIONS

Internal

- None.

External

- A planning notice for each application was attached to the front of the shop on 18th August 2026 and left in place for the statutory 21-day consultation period.

No letters of representation have been received.

5. 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.

6. LEGAL AND PLANNING POLICY CONTEXT

PL/26/1043/FUL

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'. The following local and national planning policy and guidance is relevant to this application:

The 'National Planning Policy Framework' ("NPPF") 2021 states clearly that its content is to be a material consideration in the determination of applications. The 'NPPF' states that due weight should be given to the adopted policies of the Local Plan according to their degree of consistency with the 'NPPF' (the closer the policies in the plan to the policies in the 'NPPF', the greater the weight that may be given).

PL/26/1044/ADV

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

Reading Borough Local Plan (2019)

CC7: (Design and the Public Realm)

CC8: (Safeguarding Amenity)

OU4: (Advertisements)

OU5: (Shopfronts and Cash Machines)

7. APPRAISAL

Principle of development

The proposed alterations to the front elevation of Barclays bank which includes modest changes to the existing fenestration and signage is generally considered acceptable in terms of design, scale and impact on neighbouring properties.

Design and impact on the character of the area

Policy CC7 requires that all development be of a high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located. Policy CC8 states proposals will be acceptable where it will not cause a significant detrimental impact to the living environment of existing or new residential properties.

From the documents supplied officers consider the proposed changes to Barclays bank will not look too different to the existing shop frontage, won't look too out of character with the surrounding area and will respect the character of the existing shop, the neighbouring stores and the wider streetscene. The proposed fixtures and fittings are considered acceptable within the context of the Class E building and its neighbours.

Shopfronts should present an active frontage to the street at all times. To ensure the scheme complies with this, a condition will be included to ensure the shopfront maintains an active window display, to assist the viability and vitality of the primary frontage.

In terms of appearance, the proposal is not considered to impact the street scene and as such the proposal complies with policy CC7 of the Reading Borough Local Plan 2019.

Amenity – Visual and Residential

Friar Street comprises a mix of buildings. The ground floors are predominantly class E retail space whilst the upper floors are a mix of class E and residential space.

The proposed changes to Barclays bank would not conflict with the other existing uses within the vicinity of the application site and it is not considered likely to harm the character of the street.

This proposal has also been assessed against Reading Borough Local Plan policy CC8: Safeguarding Amenity, which states that proposals are acceptable where they will not cause a detrimental impact on the living environment of existing residential properties with regard to:

- Privacy and overlooking
- Access to sunlight and daylight
- Harm to outlook
- Crime and safety

Due to the nature of the application the proposal is not considered to detrimentally impact the amenity to the surrounding area and is considered compliant with policy CC8: Safeguarding Amenity of the Reading

Borough Local Plan (Adopted November 2019).

The proposed internally illuminated signage, ATM surrounds, fascia signs, wall mounted sign shall not exceed 200cd/m². This will be secured via a condition to protect residential and visual amenity.

Supporting documents state that the internally mounted attracter panel - Digital Display Screen, behind shopfront facing the street will have an illuminance level of 3500candela. This is clearly a spelling mistake, this level of candela is extremely bright and a real concern. Officers wrote to the agent on Wednesday 30th September asking them to confirm the illuminance level of the attracter panel, but the agent failed to respond. The maximum illuminance level will be 300cdm² and will be secured via condition.

The proposals considered compliant with policies CC7 and OU4 of the Reading Borough Council Local Plan (2019).

Shopfronts and Cash Machines

Shopfronts, individual features of shopfronts and cash machines will respect the character of the building on which they are located and their surroundings, as well as the wider street, in terms of design, colours, materials, lighting, and location. Features that positively contribute to the character of the building and street will be retained and, where possible, restored. Safety and security will be maintained and enhanced.

In terms of character, design, colours, materials and lighting the proposed changes to the fenestration of the front of the property along with the advertisements (fascia mounted sign, wall mounted sign and illuminated cash machines is considered acceptable.

8. CONCLUSION

The proposed development has been assessed as set out above and is considered to be acceptable on that basis, subject to the following conditions.

9. RECOMMENDATION

Recommended Conditions:

AP1
AD1
AD2
A1
TL1
M3