

DELEGATED APPLICATION REPORT

Ward: Abbey Ward

Address: 95 BROAD STREET, READING, RG1 2AP

a) App Ref: PL/26/0969 Consent to display an advertisement

Proposal: Blue Banana shop sign – white stand-off metal letters ‘Blue Banana’ mounted directly to the existing black fascia panel. (amended)

Received date: 20/07/2026

Target Decision date: 21/09/2026 (EoT)

b) App Ref: PL/26/0968 Listed building consent

Proposal: Blue Banana shop sign – white stand-off metal letters ‘Blue Banana’ mounted directly to the existing black fascia panel. (amended)

Received date: 20/07/2026 (The application was validated on 16/09/2026 following the receipt of additional plans.)

Target Decision date: 11/11/2026

Applicant: Blue Banana Karl Wilby

Case Officer: Huimin Chen

1. SITE DESCRIPTION

The application relates to a Grade II Listed Building located on the south side of Broad Street, close to the junction with Chain Street. The site is located within the Reading Central Area, the Primary Shopping Area and is an ‘Active Frontage’. The listing description reads:

“BROAD STREET 1. 5128 (South Side) No 95 SU 7173 SW 2/414 II 2. Probably C17 or early C18 in origin. Altered C20. Rendered brick front. Tiled roof with 3 close set ridges. 2 windows on 2nd floor with segmental headed late C19 surrounds and window on 1st floor and modern shop front.”

It is noted that the existing fascia sign was erected without advertisement consent or listed building consent and comprises a white powder-coated tray with black stand-off 3D lettering. Two previous applications for advertisement consent relating to signage were submitted and subsequently refused.

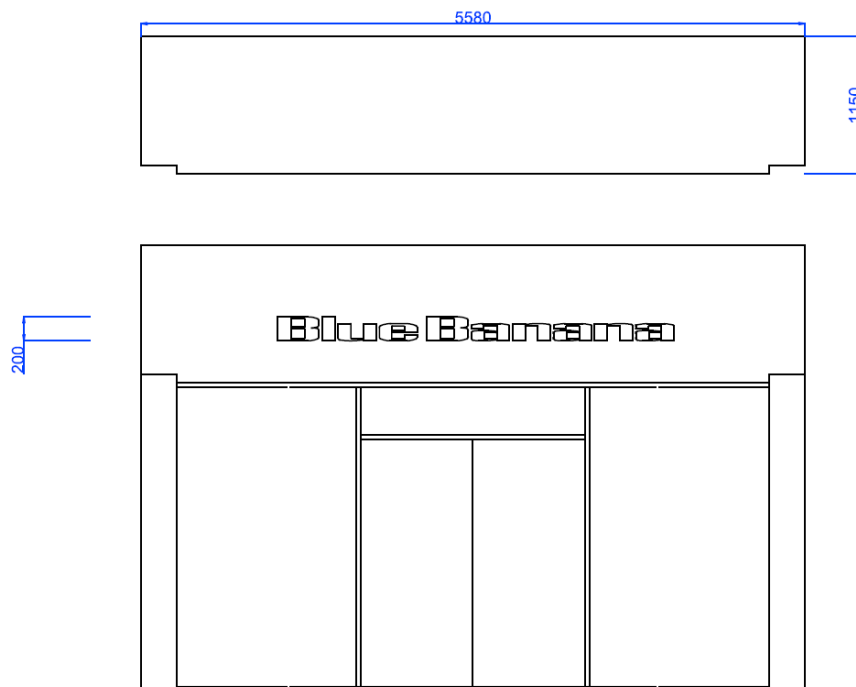


Front view of 95 Broad Street, taken on 18/08/2026

2. PROPOSAL AND SUPPORTING INFORMATION

The proposal seeks advertisement consent and listed building consent for fascia signage. The material for the signage is white stand-off metal letters 'Blue Banana' mounted directly to the existing black fascia panel. Letter height is ca 200mm, position to the centre of the existing wooden board.

The general note on drawing *BB READING 8a - Sign Remake, V4 Oct. 26 (Proposed Shopfront)* states that illumination would be provided by surface-mounted lighting directed towards the lettering. However, the agent subsequently confirmed, in an email dated 9 October 2026, that the sign would not be illuminated. Therefore, no illumination forms part of the proposed development and the proposal would be assessed on that basis.



Proposed elevations

Plans/information considered

- Location Plan, dated and received 20 July 2026.
 - BB reading site plan, dated 4 August 2026, received 20 July 2026.
 - BB READING 8a – project 15/07/24, floor plan, received 20 July 2026.
 - Heritage Statement, received 21 July 2026.
 - BB READING 8a -sign remake.V4 Oct. 26 – project 7/09/26, proposed shopfront, received 07 October 2026.
- & an email from the agent dated 9 October 2026 confirmed that the proposed sign would not be illuminated.

3. RELEVANT PLANNING HISTORIES

- PL/25/1099 - Display Fascia signage internally illuminated. Refused on 28/10/2025.
- PL/26/0734 - "Blue Banana" shop fascia - white powder coated tray with black stand-off letters. Planning permission was refused on 02/07/2026 for the following reason:

The proposed fascia signage, due to its unsympathetic form, detailing, materials and finishes, together with its excessive size and potential internal illumination would appear as an obtrusive and

unsympathetic addition to the Listed Building. The proposals would therefore result in harm to the character and appearance of the Listed Building and would fail to preserve its special architectural and historic interest. As such, the proposals would harm the visual amenity of the area and would be contrary to Policies EN1, CC7 and OU4 of the Reading Borough Local Plan 2019, the Design Guide to Shopfronts SPD 2022 and the NPPF 2024.



Refused proposed elevations under ref: PL/26/0734

4. CONSULTATIONS

a) Advertisement consent

- RBC Conservation Consultation – no major concern.

For the current application with the reference no. PL/26/0969, I noted that the signage would be smaller in scale, although the main material would not be timber; it would look better when compared to the existing, as seen below: existing – left and proposed – right.

I also noted that there is no information about the illumination for the proposed fascia sign on the application form, while the submitted proposed elevation drawing BB207-01 dated 14/04/26 has 'General Notes' advising "No illumination". As such, I find the proposed signage not ideal but more appropriate than the existing and previously proposed/refused ones.

Therefore, I have no major concern. The harm to the significance of the subject Grade II listed building, 95 Broad Street ([95, BROAD STREET, Non Civil Parish - 1113406 | Historic England](#)) would be less than substantial harm.

- RBC Transport Development Control – no objection, subject to condition.

There are no transport objections to the proposed design of the proposed shop sign. The sign is non-illuminated but illuminated by surface mounted downlights.

Officer comment: *The agent subsequently confirmed that no illumination is proposed as part of this application.*

- CCTV Consultations

Comments received under application 25/1099 - concern projecting sign would hinder sight of a camera located in direct line of sight in close proximity.

Officer comment: *No projecting sign proposed under this application.*

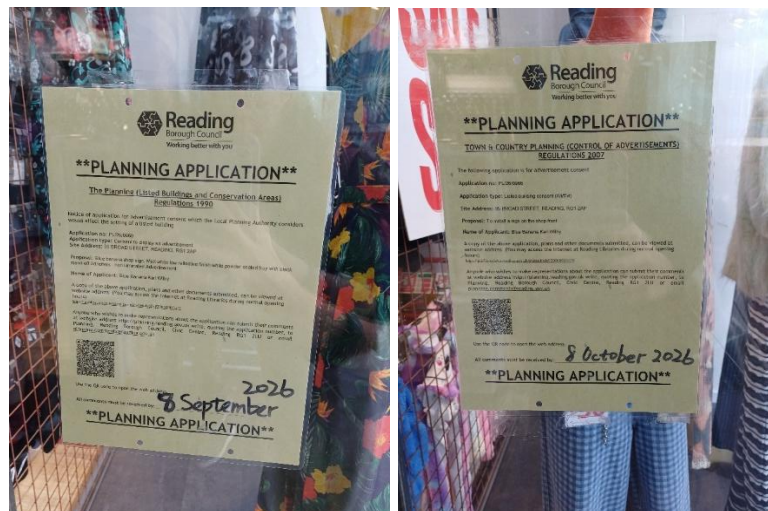
- b) Listed Building consent
 - RBC Conservation Consultation – no objection, advice given.

My comments for the proposed ADV are the same as for the LBC application.

I would prefer smaller, less dominant lettering, similar to the previous shop's signage, with timber as the main material.

Officer comment: *The agent subsequently submitted revised drawing BB READING 8a -sign remake.V4 Oct. 26 – project 7/09/26, proposed shopfront, received 07 October 2026. The agent also subsequently confirmed that no illumination is proposed as part of this application.*

- Two site notices, relating to the advertisement consent and listed building consent applications respectively, were displayed in front of the application site on 18 August 2026 and 17 September 2026. The respective 21-day consultation periods expired on 8 September 2026 and 8 October 2026.



Site notice images

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

a) Advertisement consent

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.

b) Listed building consent

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).

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

Accordingly, the National Planning Policy Framework and the following development plan policies and supplementary planning guidance are relevant:

National Planning Policy and Guidance

National Planning Policy Framework (NPPF) 2026

- Policy DP3, Chapter 14: Achieving well-designed places
- Policy HE6, Chapter 20: Conserving and enhancing the historic environment

National Planning Practice Guidance 2014 onwards

Historic England Good Practice Guide Note Number 2: managing significance in decision-taking

Reading Borough Local Plan (2019)

Policy CC7 – Design and the Public Realm

Policy CC8 – Safeguarding Amenity

Policy EN1 – Protection and Enhancement of the Historic Environment

Policy TR3 – Access, Traffic and Highway-Related Matters

Policy OU4 – Advertisements

Policy OU5 - Shopfronts

Local Plan Update

The current version of the Local Plan (adopted in November 2019) turned five years old on Tuesday 5th November 2024. The Local Plan was reviewed in March 2023 and around half of the policies in the plan are considered still up to date. However, the rest need to be considered for updating to reflect changing circumstances and national policy. A pre-submission draft was submitted to the Secretary of State on the 9th of May 2025 and is currently at examination.

Although there is a five-year period for carrying out a review of a plan after it is adopted, nothing in the NPPF or elsewhere says that policies automatically become “out of date” when they are five years old. It is a matter of planning judgement rather than legal fact whether a plan or policies within it are out-of-date. This will depend on whether they have been overtaken by things that have happened since the plan was adopted, either on the ground or through changes in national policy, for example.

Officer advice in respect of the Local Plan policies pertinent to this application listed above is that they remain in accordance with national policy and that the objectives of those policies remains very similar in the draft updated Local Plan. Therefore, they can continue to be afforded weight in the appraisal below and are not considered to be ‘out of date’.

6. APPRAISAL

Design and Impact on Heritage Assets

Policy HE6 of NPPF 2026 states that when considering the potential effect of a development proposal on the significance of a designated heritage asset, substantial weight should be given to the asset's conservation; Policy DP3 also requires that development proposals should respond to their context (the history, character and features of their site and its setting), so that they integrate with and enhance their surroundings.

Policy EN1 of Reading Borough Local Plan 2019 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. Policy OU4 states that 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. It further states that advertisements on listed buildings or in conservation areas will respect or enhance the building or area, and they will respect the key features of the historic asset.

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 new sign would be significantly smaller and consist of white metal lettering spelling "Blue Banana", positioned centrally within the existing wooden fascia. The existing aluminium powder-coated back tray, which was installed without permission, would be removed. No illumination is proposed as part of this application. As such, the proposed advertisement would not be excessive in size when compared with the existing unauthorised installation. No additional elements are proposed. The proposal is therefore considered to respect the character and appearance of the heritage asset and would not detract from its historic setting.

It is noted that two advertisement consent applications were previously submitted for the same shop name, "Blue Banana". Both applications were refused on the grounds that they would have harmed the character and appearance of the Listed Building and failed to preserve its special architectural and historic interest. The proposed sign is considered to have addressed the concerns identified in the previous two applications. A listed building consent application has also been submitted for this address, which had not been provided despite being requested on several occasions during the consideration of the two previous applications.

Public Safety

Due to the nature and position of the proposals, whilst visible, they are not considered to result in any material harm to the amenities of the surrounding occupiers. There are no transport objections to the proposed advertisement subject to an illuminance condition, which are not considered to result in any unacceptable harm to highway users. However, as the agent has confirmed that no illumination is proposed as part of this application, the suggested condition controlling illumination levels is not considered necessary and would not be imposed in this instance. As such, the proposal is considered to be acceptable in public safety terms.

CCTV

Reading's CCTV team previously raised concern that should the projecting sign be illuminated, that this could obstruct the view of a key camera within close proximity. No projecting sign is proposed under this application.

7. 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.

8. RECOMMENDATION

APPROVED

Recommended Conditions:

a) Advertisement consent
Standard Advert Requirement
Approved plans (Advert)

b) Listed building consent
Time limit
Approved plans
Materials