

10 December 2025

Andrew Benson  
Head of Planning  
Reigate and Banstead Borough Council  
Town Hall  
Castlefield Road  
Reigate  
RH2 0SH

Dear Mr. Benson,

**Planning and Heritage Statement**

**Re: Advertisement application concerning replacement fascia sign at 18 High Street, Reigate RH2 9AY**

This letter supports an advertisement consent application concerning a fascia sign at 18 High Street, Reigate RH2 9AY.

The application should be read in conjunction with the supporting application forms and plans of the elevations of the fascia together with this detailed letter which form the heritage statement in support of the application.

This letter has regard to the relevant heritage policies of the NPPF and those contained within the Core Strategy and the Development Management Plan together with the draft Reigate Conservation Area Appraisal and Reigate Town Centre Shop Front Design SPD.

**The site and surrounding area**

The application property is a disused former bank located on the north side of the High Street. The site is within the Reigate Conservation Area.

The subject building is a former bank of 1921 designed by architect Thomas Bostock Whinney, a notable architect who designed a number of bank buildings, some that are now statutory listed. The application building is not statutory listed nor is it on the local list of the authority.

The statutory listed buildings within the vicinity are highlighted on the plan below which is taken from Historic England.



*Map extract taken from Historic England*

The building currently has no signage following the closure of HSBC. However, as illustrated below the former bank previously had the signage fixed on the Portland stone band located on the upper portion of the building.



*Image taken from 2023 – Source Google*

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From a planning point of view the site is within Reigate Town Centre and the respective Conservation Area. The premises are also located on a Primary Retail Frontage and is within one of the Primary Shopping Areas in the Borough.

The significance of the Conservation Area is considered to derive from the collective contribution of shop fronts, the architectural detailing and historic relationship between buildings. Further detail is provided within the Draft Conservation Area Character Appraisal. The High Street is identified as part of the new town laid out in the 11<sup>th</sup> century with narrow burgage plots, as space at the front was at a premium. The shops fronted the market areas which formed the focal points in the town.

### Relevant Planning History

The Council's online records show that there have been 17 planning applications registered to the site.

The photograph below is a recent image of the building with the signage removed following the closure of HSBC in August 2023.



*The most recent image of the application building – Source: Google*

### Planning (Listed Buildings and Conservation Areas) Act 1990

Section 72 requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of a conservation area.

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## Planning Policy

The NPPF states at Paragraph 131 that the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve. Good design is recognised as being a key aspect of sustainable development as this creates better places in which to live and work in addition to making development acceptable to communities.

With regard to the site's location within a Conservation Area, paragraph 208 states that *“Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.”*

Paragraph 212 states that *“When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be).”*

Paragraph 214 considers that less than substantial harm to the significance of a designated heritage asset should be weighed against the public benefits of the proposal.

The Core Strategy includes policy **CS4** which requires development to be designed sensitively to respect, conserve, and enhance the historic environment, including heritage assets and their settings.

The Development Management Plan 2019 includes the following policies which are of varying relevance to the works being proposed.

Policy **RET1** is of relevance to development within identified retail frontages in the Borough. All development should seek to retain an active frontage which is accessible to the public from the street, be of a character and scale appropriate to the nature and function of the centre, not harm the general amenities including adversely impacting traffic and at least protect the public realm through environmental improvements.

Policy **DES1** 'Design of new development' requires all new development to be of a high-quality design to ensure that it makes a positive contribution to the character and appearance of its surroundings.

Policy **DES10** is of relevance to advertisement and shop front design. The policy requires all associated development to respect the character and appearance of the locality including those sites that affect the setting of a conservation area. It is also important to ensure that development does not add unacceptable

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street/visual clutter, protects pedestrian or highway safety in addition to protecting the amenity of neighbouring occupiers.

Policy **NHE9** 'Heritage assets' requires all forms of development to protect, preserve and wherever possible enhance the Borough's heritage assets and its historic environment. All development proposals must be sympathetic to a heritage asset and its setting, which in this case is achieved from high quality design, materials and detailing.

The Council have an adopted SPD entitled 'Reigate Town Centre Shop Front Design'.

Under the subheading of 'Designing a Shop Front', some guidelines are provided to assist the designing the shop fronts and their fascias. Paragraph 4.7 states regarding the architectural frame and fascia: *"If an original fascia or console remains, this will normally determine the fascia size and position."*

The guide recommends that 18 High Street has a fascia size of 330 (mm) with the shop front being classed as a historic building type.

### Analysis

The relevant planning considerations of the application are the following:

- Impact on the character and the Conservation Area.
- Impact on neighbour amenity and pedestrian safety.

### *Impact on Character and the Conservation Area*

The fascia will be situated above the three central window frames and situated on the Portland stone architrave. The signage shall be 4920mm in width, 400mm in width and 50mm in depth. The sign will be printed on an aluminium panel which will be fitted in two sections with a powder coated finish to a 'Traffic White Matt' to correspond with the branding for the intended Dental surgery use.



*Computer generated image of the proposed fascia sign submitted as part of the application*

The fascia will correspond with the central section of the building which has a slight recess between the projecting entrance and end window which has a Portland stone architrave. The signage is similar to that applied historically and will on this occasion not be lit, which only works in favour of the proposal from a heritage standpoint as lighting options are often limited and may detract from the building.

The replacement signage will be precision made with the panels being of high-quality composite aluminium finished in a white background. The projection of the signage would not be that apparent due to its positioning within the recess.

The onus on all new forms of development is to preserve or enhance the area's character. The position, size and finish of the new sign be similar in size and appearance to the pre-existing arrangements at the premises, in line with the advice from officers and are therefore not considered to be harmful to the overall character of this part of the Conservation Area where there is an expectation for signage on all buildings in view of advertising the business within. It is therefore suggested the development would not detract from the significance and preserve the character of the Conservation Area in what is one of the District's main shopping streets.

It is suggested that the proposal conforms to the requirements of policies CS4, DES1, DES10 and NHE9. The proposal is also consistent with the Draft Reigate Conservation Area Appraisal and relevant guidance.

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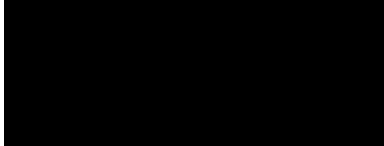
*Impact on neighbour amenity and pedestrian safety*

It is suggested that there will be no harm to the amenities of neighbouring uses or pedestrians. As mentioned already the fascia will not be lit. The signage would be erected to the same height as the previous signage applied to the building when it was used as a bank. The fascia will be above the head height of pedestrians. It can be concluded that the proposal will not have an adverse impact the amenity of neighbouring uses nor would it adversely impact the safety of pedestrians.

On the strength of the above, it is suggested that the Council should welcome the proposed arrangements.

I trust that the above and enclosed are satisfactory. However, if you have any comments or queries, please do not hesitate to contact me.

Yours sincerely



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