 <p><b>Reigate &amp; Banstead</b> BOROUGH COUNCIL Banstead   Horley   Redhill   Reigate</p>	<b>TO:</b>	PLANNING COMMITTEE
	<b>DATE:</b>	22 <sup>nd</sup> April 2026
	<b>REPORT OF:</b>	HEAD OF PLANNING & REGULATORY SERVICES
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<b>AGENDA ITEM:</b>	6a and 6b	<b>WARD:</b> Reigate

<b>APPLICATION NUMBER:</b>	A: 26/00277/ADV B: 26/00431/LBC	<b>VALID:</b>	A: 27/02/2026 B: 19/03/2026
<b>APPLICANT:</b>	Adam's Gallery	<b>AGENT:</b>	
<b>LOCATION:</b>	<b>DALEY SOLICITORS 42A HIGH STREET REIGATE SURREY RH2 9AT</b>		
<b>DESCRIPTION:</b>	<p><b>A: A hand painted, sympathetically chosen font on the high st facing wall of the premises reading Adam's Gallery Fine Art and Framing.</b></p> <p><b>B: Proposed hand painted sign to front of first floor property.</b></p>		
<p><b>All plans in this report have been reproduced, are not to scale, and are for illustrative purposes only. The original plans should be viewed/referenced for detail.</b></p>			

**This application is referred to Committee by Councillor Blacker due to the planning history and public interest.**

### **SUMMARY**

This is an advertisement application (A) made under the Advertisement Regulations and a Listed Building Consent application (B) for a proposed advertisement at 42A High Street Reigate. The applications are retrospective as the applicant has already carried out the work with the signage visible in the street scene. They were prompted by a planning enforcement investigation into the sign, along with a vinyl banner and orange painting of the entire unit which have since been removed.

The advertisement proposed is a hand painted sign at first floor level reading: 'FINE ART ADAM'S GALLERY & FRAMING'. The sign is 3000mm x 1400mm in overall size and includes a hand painted border.

The application site falls within the Reigate Town Centre Conservation Area and the building itself is Grade II Listed.

The applications follow on from previously refused applications 25/01722/ADV and 25/01721/LBC, both of which were refused under delegated powers. In response to the refusals, the applicant was advised of options including to appeal the refusal or to amend the size/design to reduce its prominence. The new applications are identical in design to those previously proposed with the applicant having opted to resubmit due to the strength of public opinion.

Whilst the public support for the retention of the sign is acknowledged, that itself should not be determinative of any planning application. Rather, all planning applications must be considered on their own individual merit against local and national planning policies together with relevant material considerations (including, in this case, the Reigate Town Centre Shopfront Supplementary Planning Document – SPD). This discourages first floor advertisements within the High Street and wider Conservation Area. Where such advertisements have been allowed, they are much smaller and proportionate to building size than that proposed.

Whilst relatively sympathetic in its design and font, its size, and therefore prominence, far exceeds other examples within the town centre, especially when considering its proportions relative to the size of the unit or its frontage width.

On a standalone basis, its acceptability is relatively balanced but similar applications would need to be considered on a consistent basis which could increase pressure for larger first floor signage elsewhere, of the sort resisted by the SPD.

Like many historic towns, there is constant pressure for premises to seek to draw custom by larger, more prominent signage which can detract from the historic character. Examples of inconsistency have been cited in representations, where unsympathetic signage, internally illuminated signs or otherwise unattractive and inappropriate adverts have been installed. However, in nearly all cases these are also under planning enforcement investigation and their removal/improvement sought.

There is a need to draw custom and on first floor premises, such as this, it can be more difficult, but there is a balance to be struck and, in this case, a smaller more discrete sign, reflective of the proportions of the building is considered to be more appropriate.

In view of the above, and the lack of change from the previous refusals, the applications are not considered acceptable and are considered to give rise to less than substantial harm to the heritage asset which is not outweighed by other public benefits. Both applications are therefore recommended for refusal.

The publicity period for the Listed Building Consent application does not expire until the 23 April 2026 due to this application being submitted after the Advertisement application. The Listed Building Consent recommendation has therefore been amended to address this.

## **RECOMMENDATION(S)**

A: 26/00277/ADV – Advertisement consent is **REFUSED** for the following reason:

1. The signage, by virtue of the combination of the significant size and siting at first floor level, results in a prominent, cluttered and obtrusive frontage to the building which would be harmful to and out of character with the amenity of the area and character and appearance of the Listed Building and of the Conservation Area. The proposal would thereby be contrary to the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007, to policies DES1, DES10 and NHE9 of the Reigate and Banstead Development Management Plan 2019, Policy CS4 of the Core Strategy 2014 and the Reigate Town Centre Shop Front Design Supplementary Planning Document 2020.

### **Pro-active Statement:**

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and whilst planning permission has been refused regard has been had to the presumption to approve sustainable development where possible, as set out within the National Planning Policy Framework.

B: 26/00431/LBC – That the decision upon whether or not to grant or refuse permission be DELEGATED to the Head of Planning, following the Committees decision, subject to the expiry of the notice period and the consideration of any further representations received by the Head Of Planning in consultation with the Planning Committee Chairman and Ward Councillors. The recommendation is that Listed building consent is **REFUSED** for the following reason:

1. The signage, by virtue of the combination of the significant size and siting at first floor level, results in a prominent, cluttered and obtrusive frontage to the building which would be harmful to and out of character with the amenity and appearance of the Listed Building. The proposal would therefore be contrary to National Planning Policy Framework, The Reigate and Banstead Core Strategy and Reigate and Banstead Development Management Plan 2019 Policy NHE9.

### **Pro-active Statement:**

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and whilst planning permission has been refused regard has been had to the presumption to approve sustainable development where possible, as set out within the National Planning Policy Framework.

## Consultations:

Conservation Officer: 'The Council encourage signs in the Conservation Area to be hand painted and of traditional font and typography, however the particular issue in this case is the size of the sign in proportion to the upper floor of the building. The Reigate Town Centre Shop Front Design SPD 2020 states that; " Painted, applied or hanging signs on upper floor walls will not normally be permitted." Where signs have been permitted for a first-floor retail or restaurant use, this has been proportionally a small sign. It is considered that the sign is too large for the size of the property, causing harm to the Listed Building and Conservation Area, as it will set a precedent for other signs at this height. Whilst there was a sign at this height in the early 20th century, with the post war advent of advertisement control such signs were removed from first floors in the High Street resulting in a less cluttered townscape. I consider the sign is unacceptable from a conservation viewpoint as the harm (being less than substantial, substantial being total demolition or similar) is not outweighed by other public interests because of the danger of setting a precedent at this level due to the size of the sign.'

SCC Archaeologist: No objections raised

Historic England: Consider that they did not need to be notified of the application

## Representations:

Letters were sent to neighbouring properties on 3 March 2026 for the Advertisement 24 March 2026 for the Listed Building Consent application. Site notices were also placed on 9 March 2026 and 31 March 2026 respectively. In accordance with the requirements of a Listed Building Consent application a notice was also placed in a local paper on 25 March 2026 in respect of the Listed Building Consent application. 83 letters of representation from local residents have been received relating to the Advertisement Consent and 8 have been received in relation to the Listed Building consent. All of the comments have been made in support or are neutral comments. The following main reasons for support have been raised.

<b>Issue</b>	<b>Response</b>
Benefit of Housing Need	See paragraph 6.17
Community/regeneration benefit	See paragraph 6.20
Economic growth / jobs	See paragraph 6.18
Visual amenity benefits	See paragraph 6.20
Consider the sign better than surrounding examples.	See paragraph 6.19
Comments relating to the address	See paragraph 6.22
Historic signage in this location	See paragraphs 6.6 and 6.8

## 1.0 Site and Character Appraisal

1.1 The application site comprises a Grade II Listed building within Reigate Conservation Area which is within Reigate Town Centre. The building forms a commercial unit at first floor level with a further commercial unit located at ground floor level. The wider area includes a mix of residential and commercial properties together with a variety of Listed Buildings. Reigate Castle grounds are situated immediately to the north of the High Street. The site falls within a Primary Shopping area and Reigate Historic core Archaeological area. Site levels are reasonably flat.

## 2.0 Added Value

2.1 Improvements secured at the pre-application stage: the applicant was encouraged to consider smaller signage to reduce its prominence.

2.2 Improvements secured during the course of the application: given the unwillingness to reduce the size of the signage, none are possible.

## 3.0 Relevant Planning and Enforcement History

01/01441/LBC	Alterations to building including new door/window at the rear and additional internal wall to provide self contained entrance to first floor b1 offices.	Approved with Conditions
95/01060/LBC	DISPLAY OF NON-ILLUMINATED SIGN BOARD	Approved
99/17060/CLE	Certificate of Lawfulness for existing use as office reception area.	Approved
25/01722/ADV & 25/01721/LBC	Addition of handpainted sign.	Refused

## 4.0 Proposal and Design Approach

4.1 The proposals are for an Advertisement and Listed Building Consent for an advertisement at first floor level of a Listed Building within a Conservation Area.

4.2 The proposal follows on from refused applications 25/01722/ADV and 25/01721/LBC. The proposal has made no change in terms of the appearance of the advertisement from the previously refused application.

4.3 The applicant has provided a plan showing the location and size of the sign.

## 5.0 Policy Context

5.1 Designation

Urban Area  
Grade II Listed Building  
Archaeological Area - Reigate Historic Core  
Reigate Town Centre Conservation Area  
Town Centre boundary  
Primary Shopping Area

5.2 Reigate and Banstead Core Strategy

CS1(Sustainable Development)  
CS4 (Valued Townscapes and Historic Environment)  
CS7 (Town and Local Centres)

5.3 Reigate & Banstead Development Management Plan 2019

DES1 (Design of New development)  
DES10 (Advertisements and shop front design)  
NHE9 (Heritage Assets)

5.4 Other Material Considerations

National Planning Policy Framework

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Reigate Town Centre Shop Front Design Supplementary Planning Document 2020

Shop Front & Shop Sign Design Guide Supplementary Planning Document 2001

Other

Human Rights Act 1998

The Department for Communities and Local Government (2007)  
Outdoor advertisements and signs: a guide for advertisers

**6.0 Assessment**

6.1 Permission is sought retrospectively for advertisement and Listed Building consent for an external hand painted sign at first floor level reading: 'FINE ART ADAM'S GALLERY & FRAMING'.

6.2 The main issues to consider are:

- Impact upon the Grade II Listed Building (Listed Building Consent)
- Visual amenity (advertisement consent)
- Public safety (advertisement consent)
- Other considerations
- Conclusion

### Impact upon the Grade II Listed Building

- 6.3 The proposal seeks to carry out works to a Listed Building. The National Planning Policy Framework requires local planning authorities to have regard to any impact that a proposal may have on the character and setting of an identified heritage asset. As such the particular significance of the heritage assets in question needs to be assessed. Great weight should be afforded to the asset's conservation and the more important the heritage asset the greater that weight should be. Any harm to, or loss of, the significance of these heritage assets would require clear justification to be made. Harm to Grade II Listed Buildings should be exceptional. Within the local policy framework, Policy CS4 of the Core Strategy requires development to be designed sensitively to respect, conserve, and enhance the historic environment, including heritage and their settings. Policy NHE9 of the Council's Development Management Plan states that development will be required to protect, preserve, and wherever possible enhance, the Borough's designated and non-designated heritage assets and historic environment including special features, area character or settings of statutory and locally listed buildings.
- 6.4 Consent is sought retrospectively for a hand painted sign at first floor level of the building painted directly onto the rendered wall. The sign is 3000mm x 1400mm in overall size. It includes a border with hand painted lettering inside reading 'FINE ART ADAM'S GALLERY & FRAMING'.
- 6.5 The proposal has not been altered from the previous Listed Building consent application for the same proposal. This was refused on the following grounds:
- 'The signage, by virtue of the combination of the significant size and siting at first floor level, results in a prominent, cluttered and obtrusive frontage to the building which would be harmful to and out of character with the amenity and appearance of the Listed Building. The proposal would therefore be contrary to National Planning Policy Framework, The Reigate and Banstead Core Strategy and Reigate and Banstead Development Management Plan 2019 Policy NHE9.'
- On the basis that no changes have been made it is difficult for Officers to reach a different conclusion.
- 6.6 It is considered that the sign has a style and font which is relatively traditional and sympathetic but does occupy a substantial part of the overall building, it being nearly the entirety of the first floor void between the windows. For example, it is nearly twice the size of the sign on the adjacent Yprak restaurant, despite this having a frontage more than four times greater.
- 6.7 It is acknowledged that there has previously been signage at this level, but this was removed many years ago and represented a relatively short period in the much longer lifetime of the property. As such this should be given little weight in the consideration of a new first floor sign. With the post war advent of advertisement control such first floor signs were removed from first floors in the

High Street resulting in a less cluttered townscape which the SPD seeks to maintain. Equally, whilst hand painted signage is encouraged within such Conservation Areas, signage tends to be at ground floor level and of smaller scale, with first floor signage rare and where found, much smaller and/or more proportional to the size of the frontage of the building.

- 6.8 It is therefore considered that the proposal would result in less than substantial harm that would bring about limited public benefit (the benefits being largely associated with the financial benefits of the company operating the site). Given similar benefits could be achieved with a smaller sign, such benefits would not outweigh the harm identified.
- 6.9 In summary on the listed building issue, the size and positioning of the advertisement on the building is considered harmful to the character of the listed building. Whilst this harm is less than substantial the sign is considered to fail to comply with Policy NHE9 of the Development Management Plan.

#### Visual Amenity

- 6.10 The Control of Advertisement Regulations stipulates advertisements are considered in terms of how their appearance would impact the general characteristics of the locality. The NPPF states (under the "Achieving well-designed and beautiful places" section, para 141) that poorly sited and designed advertisements can have a negative impact on the quality and character of places and that control over advertisements should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 6.11 The sign is already complete and therefore the proposal is retrospective. It is for a hand painted sign at first floor level of the building painted directly onto the rendered wall. The sign is 3000mm x 1400mm in overall size. It includes a border with hand painted lettering inside reading 'FINE ART ADAM'S GALLERY & FRAMING'.
- 6.12 There are a number of advertisements within the locale given the High Street Location of the building. Therefore, the principle of advertisements in this location is not objectionable. However, the site has a fascia sign as well as that now installed and proposed. The site is a sensitive location, with a Grade II Listed Building set within a Conservation Area and among other Listed buildings (both locally and statutory listed). As such, careful consideration needs to be given to the acceptability of any such proposal.
- 6.13 The hand painted nature of the finish is to be commended, however a sign of such size in such a location is out of keeping with the character of the area, and risks undermining ongoing efforts to enforce against unsympathetic signage. The Reigate Town Centre Shop Front Design SPD 2020 specifically states that:

*"Painted, applied or hanging signs on upper floor walls will not normally be permitted."*

Equally, where sign has been permitted for a first-floor retail or restaurant use in this location this has generally been a small hanging sign. A smaller scale of design may therefore be considered more appropriate in this location.

- 6.14 Policy DES10 of the Development Management Plan sets out amongst other things that signage should *'be of an appropriate size and design to complement and enhance the appearance, character and vitality of an area.'*

It is considered that the present letter and frame are far too big for the size of premises and in the wrong location, thereby conflicting with this policy and causing harm to the Listed Building and Conservation Area, as it will set a precedent for other signs at this height.

- 6.15 As such, the proposed sign adversely affects the visual amenity of the area and conflicts with The Control of Advertisement Regulations, DMP policies DES1, DES10 and NHE9 and the provisions of the NPPF.

#### Public Safety

- 6.16 In light of the siting, appearance and scale, the signage is not considered to result in harm to public safety or traffic safety. The signage should not constitute a public safety issue in the future providing the owner keeps the signs in a safe condition as required by Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

#### Other Matters

- 6.17 A number of comments were received in support of the proposal. One comment raised a benefit of housing supply. Given the nature of the proposal there is no housing supply provision and therefore this is not a relevant material consideration.
- 6.18 The main other reasons for support raised include issues relating to economic growth. Such impacts of development are recognised, however in this case the economic benefits are limited largely to that of the individual company and would not be significantly altered through the provision of a more appropriate sign.
- 6.19 Many letters of support consider that the signage is better than some other surrounding examples. A number of nearby signs are equally not set upon Listed Buildings, differ in their size and proportions relative to the building and will therefore have different considerations. Furthermore, a number of the signs referenced do not benefit from consent and are subject to ongoing planning enforcement to seek their removal or improvement. Unfortunately for historic towns like Reigate, there is a significant pressure for premises to install over-large or unsympathetic signage which then falls to planning enforcement to

consider and seek to regularise or take action. Of course, where that line of acceptability rests will vary individually and be a matter for the decision maker. Rather than being a justification for approving this sign however, such unsympathetic advertisements undergoing enforcement action are arguably a reason against.

- 6.20 A number of commentators considered that the design provides visual amenity benefits and community benefits. As above, it is acknowledged that the hand painted nature of the sign is positive and views of it will vary amongst individuals. However, it is the combination of the siting and size of the sign relative to the building that brings about the harm identified above. Whilst a mix of commercial uses is encouraged this does not mean that a more appropriate sign could not be provided.
- 6.21 There is clear significant public support in the proposal, and limited weight must be given to this in the planning consideration. However, in this instance, it is not considered that the weight of public opinion is sufficient to overcome the harm or conflict with Council policy and guidance.
- 6.22 Some comments relate to the address relating to the application. It is acknowledged that Daley Solicitors no longer occupy the unit. However, the official address of the first floor unit is still Daley Solicitors, and this is a separate issue to planning matters. It is for the applicant to ensure that official address details are correctly up to date.

### Conclusion

- 6.23 In this instance it is considered that the proposal brings about less than substantial harm (substantial being total demolition) to the Listed Building. The benefits of the scheme are limited largely to the economic benefits of the commercial use of the site. The proposal also helps to ensure that the commercial property remains in use and therefore ensures a level of upkeep is provided. The applicant also sets out that the signage is needed as the unit is at first floor level and therefore requires better advertisement without a typical ground floor presence. Whilst this is appreciated, a smaller more appropriate scale could easily achieve the same outcome. On balance, it is not considered that the benefits of the proposal are sufficient to outweigh the identified harm to the character of the Conservation Area and Listed Building. The recommendation is therefore for refusal.

## **RECOMMENDATION**

**A:** 26/00277/ADV – Advertisement consent is **REFUSED** for the following reason:

1. The signage, by virtue of the combination of the significant size and siting at first floor level, results in a prominent, cluttered and obtrusive frontage to the building which would be harmful to and out of character with the amenity of the

area and character and appearance of the Listed Building and of the Conservation Area. The proposal would thereby be contrary to the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007, to policies DES1, DES10 and NHE9 of the Reigate and Banstead Development Management Plan 2019, Policy CS4 of the Core Strategy 2014 and the Reigate Town Centre Shop Front Design Supplementary Planning Document 2020.

**Pro-active Statement:**

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and whilst planning permission has been refused regard has been had to the presumption to approve sustainable development where possible, as set out within the National Planning Policy Framework.

**B:** 26/00431/LBC – That, subject to the receipt and consideration of any further responses received during the statutory notification period, and any such representations not raising any significant new information warranting re-consideration, the Head of Planning in consultation with the Planning Committee Chairman and Ward Councillors, be authorised to **REFUSE** listed building consent for the following reason:

1. The signage, by virtue of the combination of the significant size and siting at first floor level, results in a prominent, cluttered and obtrusive frontage to the building which would be harmful to and out of character with the amenity and appearance of the Listed Building. The proposal would therefore be contrary to the National Planning Policy Framework, The Reigate and Banstead Core Strategy and Reigate and Banstead Development Management Plan 2019 Policy NHE9.

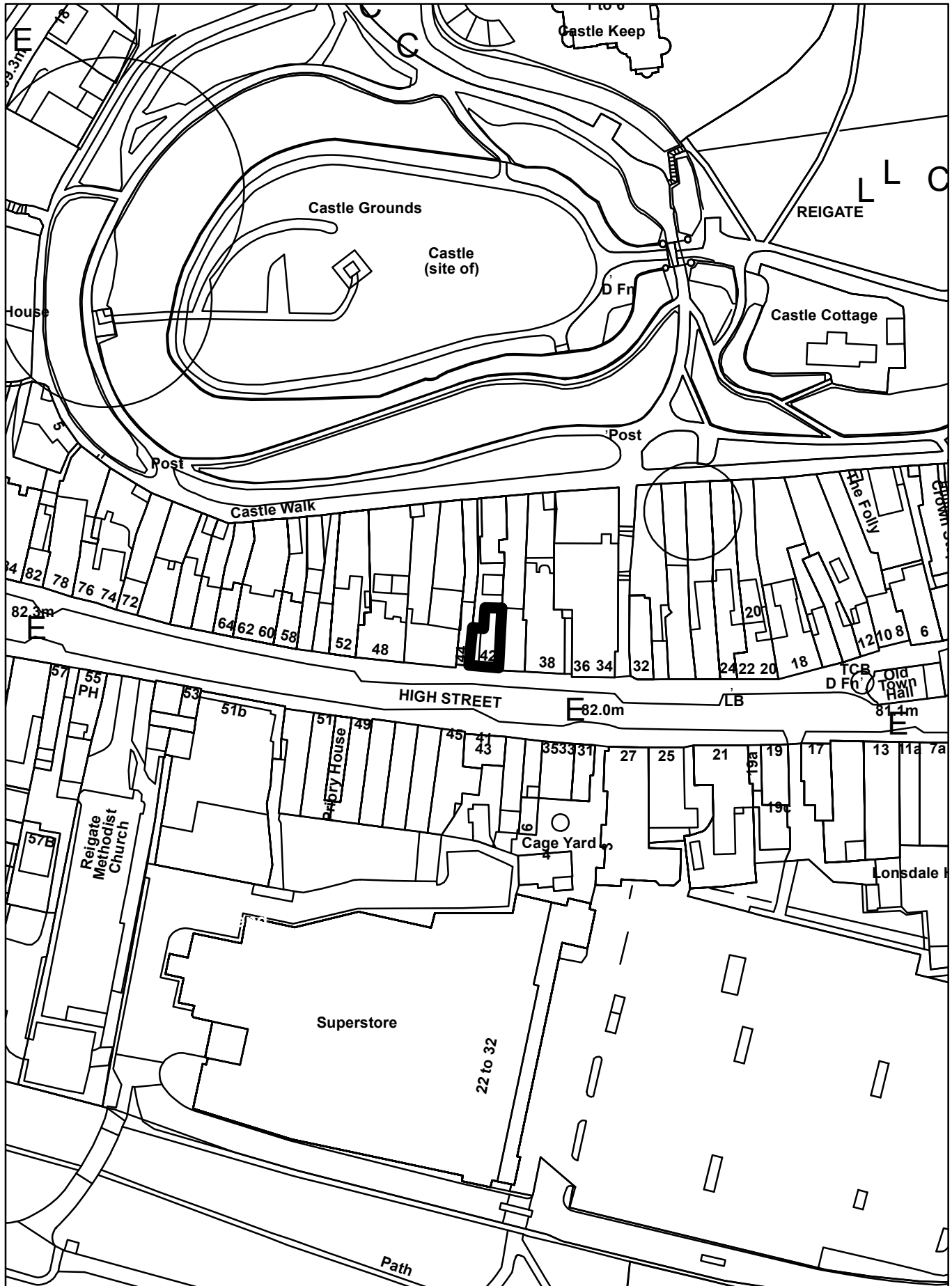
**Pro-active Statement:**

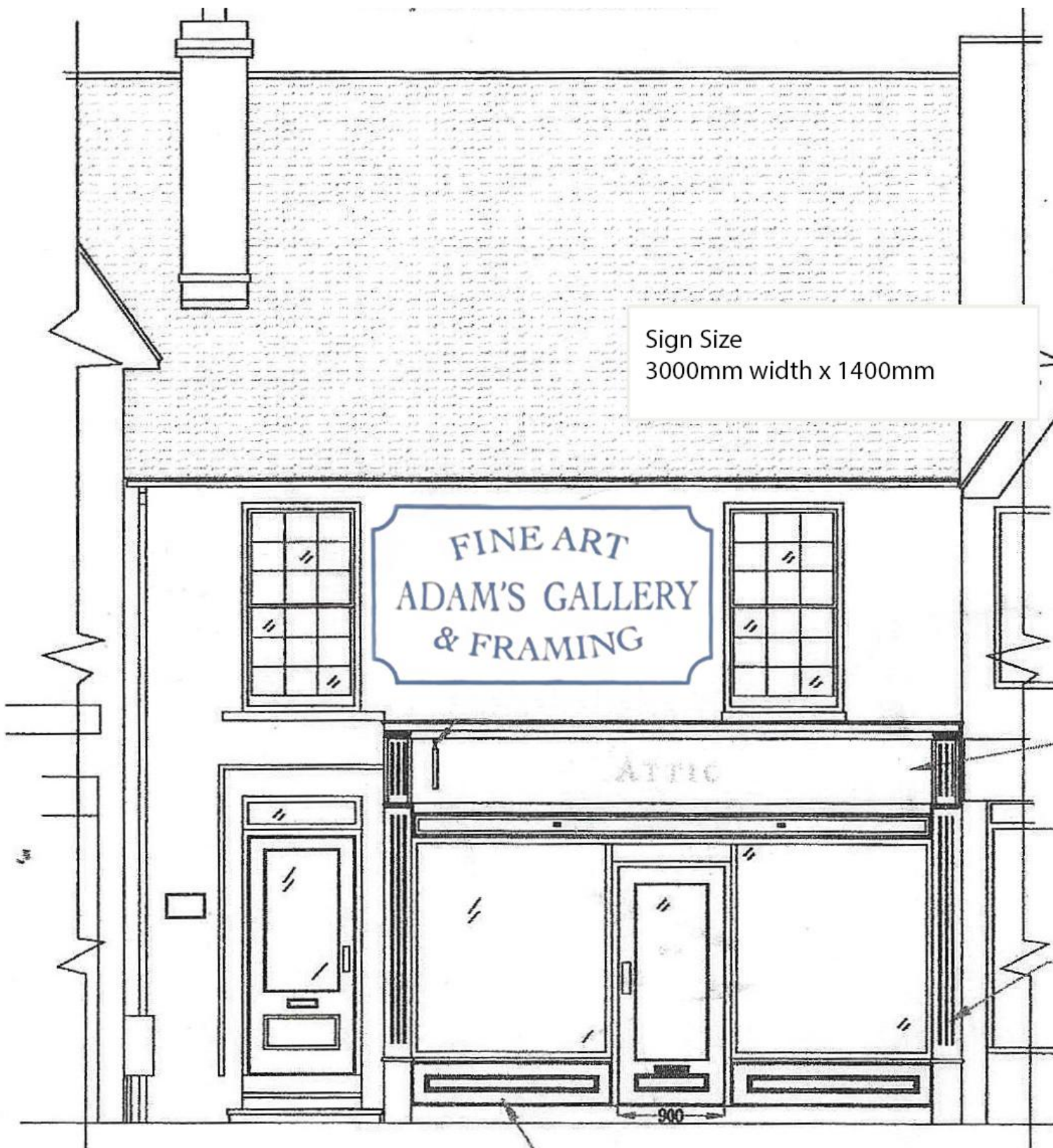
The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and whilst planning permission has been refused regard has been had to the presumption to approve sustainable development where possible, as set out within the National Planning Policy Framework.

**INFORMATIVES**

1. The applicant is advised to contact the Address and Gazetteer Officer should they wish to change the address. Full details of how to apply for addresses can be found here: [http://www.reigate-banstead.gov.uk/info/20277/street\\_naming\\_and\\_numbering](http://www.reigate-banstead.gov.uk/info/20277/street_naming_and_numbering)

26/00277/ADV & 26/00431/LBC - Daley Solicitors,  
42A High Street, Reigate





Sign Size  
3000mm width x 1400mm

FINE ART  
ADAM'S GALLERY  
& FRAMING

ATTIC

900