APPENDIX 2: STATEMENT OF CONSULTATION ON CONSERVATION AREA APPRAISAL FOR THE ELDON SQUARE CONSERVATION AREA

February 2026

1. Summary of Consultation Measures

1.1 Consultation took place from 25th November 2025 to 20th January 2026.

1.2 This appraisal has been produced for Reading Borough Council by the Reading Conservation Area Advisory Committee, set up to advise Reading Borough Council in regards to conservation areas.

1.3 Consultation involved contacting all those on the Council's planning policy consultation list, which includes a mix of statutory consultees, businesses, voluntary and community organisations and interested individuals. The document was also available to view in the Central Library and in the Civic Offices. A letter was also sent to every address within the proposed extension (and those addresses outside the conservation area which adjoin the proposed extension) highlighting the proposal to extend the area and providing details of the conservation area.

2. Summary of Responses

2.1 A total of 14 responses were received. Of these, two responses opposed the proposed boundary extension, one had no opinion and 11 supported the proposed boundary.

2.2 Detailed summaries of each individual representation, as well as a response from the Council are included below:

Name	Representation	Council Response
Anonymous	How has the retro fit of existing buildings been considered with the CA in general to bring them to current standards? Has the climate emergency been considered with regards to expanding the CA?	It is recognised that there can be tensions between sustainability measures and heritage assets. There is existing Historic England guidance[1] on how these can be addressed in historic buildings, and it is not within the scope of the CAA to provide advice on this matter. The climate emergency has been considered in proposing the small extension to the CA, and this was

[1] Technical Guidance | Historic England

Name	Representation	Council Response
		set out in the 'Environmental and Climate Implications' section of the relevant committee report.
Anonymous	The content rightly references traffic and waste management as key subjects. Speeding, illegal vehicle exhaust noise decibels, and fly-tipping are regular in this and the connected areas, especially on London Road, and cause significant environmental damage. Speed cameras, vehicle noise cameras, cctv, and more regular police presence may add benefit.	The Council agrees that traffic impacts, noise and fly-tipping can harm the conservation area's amenity and setting. This issue is included within the actions for the management of the conservation area in the appraisal. However, matters such as speed and noise enforcement and CCTV it primarily with Highways/Thames Valley Police and are not within the scope of the Appraisal.
Anonymous	Please see my PDF Umbrella Representation emailed to you.	A separate e-mail was not received and no contact details for further enquiries.
Anonymous	Negative element to be included: Towards the end of 2024, new double yellow lines were painted on streets in Character Area 2. The lines have been poorly painted and are the wrong shade of yellow for a CA. They are an eyesore in the CA, severely detracting from the historic character and appearance of the CA. I believe this should be included in the appraisal as: a) a feature that has a negative impact on Character Area 2, b) an issue in 7.5 Street Furniture and Surfacing, and c) rectification of the lines should be a suggested action in Table 2. Also, Table 2 is incorrectly titled Actions for Christchurch Conservation Area.	Agreed. Street markings can adversely affect the appearance of the conservation area if poorly applied. This issue is partially noted within section 5.5.1. A change proposed to the action plan to ensure that road marking reflects the conservation area status. Title of Table 2 has been changed.
CAAC	**Substantive changes --** Second page - text can be removed re: Sip n'Spin. Updated in body of document Contents - Sections 4.3 & 4.4 do not appear in contents. Formatting to be updated for these headings in body of document. Page 9 - Fourth bullet replace 'former early nineteenth century residences' with 'nineteenth century properties'. Some were residences and still are but not all.	Changes proposed to correct errors or add points for clarification (all).

Name	Representation	Council Response
	Page 10 - SS2 third paragraph replace 'two public houses' by 'three public houses'. This change because Sip n'Spin now occupies the former Eldon Arms and later Weather Station premises. Page 20 - add a sentence before last sentence of bullet 'HE inspected the property in late 2025 and have consulted on proposed changes to the listing entry for this property or its removal from listing.' There will also be a linked listing correction for 7 Eldon Square. NB before this appraisal is finalised for adoption a decision on the listing may have been received. The consultation ended on 23 December 2025. Page 24 - penultimate paragraph, replace final sentence by 'The planters are sporadically maintained and add at least a token touch of green to the streetscape'. This change because shrubs outside the Lyndhurst Arms had been replaced by cyclamen in November 2025 (see photographic appendix) Page 34 - Sentence starting 'Of the many public houses...' reword 'Of the many public houses in the area, only The Retreat, The Lyndhurst and the Sip n'Spin (formerly the Eldon Arms) are still in business.' Page 35 - First bullet starting 'The Weather Station...' remove as now back in business as Sip n'Spin. Page 38 - final paragraph insert mention of benches including memorial bench. '... a public park with a lawn, flower beds, trees and benches including a memorial bench to Reading musician Robert John Rose (1956-2014).' Page 40 - Figure 28 replace 'Princes Lodge' by 'Princes House'. Page 41 - Add wording 'temporarily improved in late 2025 with the painting of a mural on the hoarding.' (image below not for inclusion in the appraisal).	

Name	Representation	Council Response
	 Page 41 - section 6.2 first sentence replace 'two public houses' by 'three public houses'. Page 46 - remove stalled renovation bullet. As at 12 January 2026 work was taking place. Page 49 - Negative impact list. Remove 'Conversion of the Weather Station ...' bullet. As at 12 January 2026 the property was in use and had an improved appearance.' Page 70 - penultimate bullet. Replace '(later Weather Station)' with '(now Sip n'Spin)' Page 81 - 5 Eldon Square and 15 Eldon Road (adjoining) Replace '(Listing correction has been requested)' by 'HE inspected the property in late 2025 and have consulted on proposed changes to the listing entry for this property or its removal from listing.' NB before this appraisal is finalised for adoption a decision on the listing may have been received. The consultation ended on 23 December 2025. Page 124 - Planters on Watlington Street. replace by updated image of planters with cyclamen (below) and caption to read (image Evelyn Williams)	

Name	Representation	Council Response
	  Minor changes -- Front cover - Social media icons are out of date (X and Instagram) Throughout document - inconsistent use of Conservation Area, conservation area, CA, Conservation Area Appraisal, CAA, appraisal and Appraisal. This also impacts the contents page. See separate schedule of pages where updates required. Throughout document - inconsistent use of hyphens e.g. two storey to be replaced by two-storey. See separate schedule of pages where updates required. Throughout document - should semi-colons be used at end of each bullet and a full stop at the end of last bullet? Current lists inconsistent. Page 4 - final bullet insert 'for' between 'included' and 'listed'. Page 9 - Tenth bullet replace 'old lamp posts' by 'historic lamp posts'.	

Name	Representation	Council Response
	Page 9 - Penultimate bullet replace colon by semi-colon. Page 10 - SS2 second paragraph replace '173- 183' by '173-183'. Page 10 - Fourth paragraph replace 'main roads are' by 'main roads is' Page 12 - Paragraph below Figure 2 replace 'no adjustment' by 'no adjustments'. Page 15 - Third paragraph insert '(NPPF)' after 'Framework'. Page 15 - Last sentence replace 'plan' by 'Plan'. Page 16 - Public consultation replace 'Reading ...' by 'CAAC'. Page 18 - replace 'north/south or east/west' by ' north-south or east-west'. Page 23 - insert 'which' after '(1885-1934') in final paragraph. Page 25 - add image credit (image Evelyn Williams) Page 26 - third paragraph, second sentence, replace 'with a range of' by 'but included'. Page 26 - sixth paragraph, first sentence replace 'part north/south' with 'part of a north-south route'. Page 28 - Figure 18 replace 'Zoe' by 'Zöe'. Page 31 - Entry for 5 Eldon Square (and 15 Eldon Road adjoining) could be updated for HE listing entry change before appraisal adopted. Page 32 - Third para, third sentence remove comma after 'buildings'. Page 36 - section 5.5.2 insert comma after '64 Watlington Street'. Page 38 - second paragraph insert 'directed by' before Patrick Keillor. Page 39 - Figure 27 add to caption after '(right)' 'showing the former three-storey tower of 7 Eldon Square.'	

Name	Representation	Council Response
	Page 43 - penultimate para last line, insert 'a' before warehouse. Page 44 - para 2 first sentence, replace 'with this CA' by 'within this CA'. Page 48 - Character Area 3: Features that .... link title to list so that it appears at the top of the next page. Page 49 - last para, replace 'conservation' by 'CA'. Page 51 - Section 7.4 last para, replace 'trees' by 'tree' and 'is' by 'are'. Page 52 - last word replace 'roads' by 'streets'. Page 54 - 'insensitive development'. In the 'WHO' column replace 'Update as at May 2025....' by 'Update as at July 2025. This is partially covered in the guidance leaflet for householders that has been drafted by RBC, reviewed by CAAC. Page 55 - 'Reduction...'. In the 'ISSUE" column replace 'on' by 'in'. Page 56 - 'Busy main road...' In the 'WHO' column replace 'in' by 'on'. Appendix 1 - update for results of public consultation Page 65 - footnote. Reword to say after '...p2. Press report of contested votes at the 1837 general election when Hodges' vote was contested.' Page 66 - last paragraph. Replace 'Evangelists" by 'Evangelist'. Page 69 - penultimate paragraph. Remove 'the' before 'Reading's first...' Page 71 - first paragraph. Insert semi-colon after 'today'. Insert 'the' before 'Golden Lion'. Page 71 - last para. Replace '(Then DOE)' by '(then DOE)' Page 73 - fourth para. Insert apostrophe 'Lord Isaacs' widow'. Page 91 - 1 & 3 Eldon Road. Insert 'pair' between 'are a' and 'semi-detached'.	

Name	Representation	Council Response
	Page 94 - 1 Princes Street. Third sentence replace 'The double front houses' with 'The double fronted house'.	
Richard Bennett, Reading Civic Society	On behalf of Reading Civic Society Committee I wish to endorse this updated Conservation Area Appraisal and note the extensive work by committed volunteers over a number of years which brought it to this point. I am also a Trustee at Watlington House. I have minor points re elements around the Map of Listed buildings on P30 re Watlington House. In particular to the west of the Garden Hall (large red rectangle) is a small red square identified as a building being listed by curtilage. This small red square is a 1970s wooden hut. It should be removed. The GII* listed walls surrounding the garden of the house on South St and The Grove are not shown on the map, consideration should be given to doing so. Consideration should also be given to marking the listed railings on Eldon Square.	Agreed. Map changed as requested.