

Application No: W 23 / 1411

Town/Parish Council: Leamington Spa  
Case Officer: Lucy Hammond

Registration Date: 10/10/23  
Expiry Date: 05/12/23

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**Town Hall, Parade, Leamington Spa, CV32 4AT**

Proposed site hoarding comprising 54no. panels (maximum height of 2.4m) in connection with refurbishment works being undertaken at the Town Hall. FOR  
Warwick District Council

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This application is being presented to Committee because it is an application made by the District Council and relates to a District Council owned building.

**RECOMMENDATION**

That advertisement consent is approved subject to the conditions listed at the end of this report.

**DETAILS OF THE DEVELOPMENT**

Advertisement consent is sought for the erection of temporary site hoardings around the front of the Town Hall. The hoardings would comprise 54no. panels with a maximum height of 2.4m and some of the individual panels are proposed to display graphics relating to the wider Town Hall refurbishment project (previously approved under an earlier application). It is anticipated that the hoardings would be in place for the duration of the works being undertaken at the Town Hall.

It should be noted that this type of temporary hoarding needed during the construction period can often be erected under deemed consent in accordance with The Town & Country Planning (Control of Advertisements) (England) Regulations 2007, i.e. there is no requirement on the applicant to first obtain the express consent from the Local Planning Authority. In this instance however, owing to the scale and nature of the proposed hoarding, principally having regard to the proposed graphics, logos and so on, express consent is considered necessary for the works.

**THE SITE AND ITS LOCATION**

The Town Hall is an imposing Grade II listed municipal building dated 1882-1884, comprising a number of architectural details and flourishes and a clock tower which sits on the building's southern end.

The Town Hall is centrally placed in the town centre and is within the Royal Leamington Spa Conservation Area as well as the Creative Quarter. Its main entrance fronts Parade to the west; a further entrance sits on its southern

elevation fronting Regent Grove, to the north side is Livery Street, otherwise known as Regent Court, which is a pedestrianised route through to Regent Street to the north, characterised by restaurants and other dining facilities. At the rear of the Town Hall, there is an area for car parking which is accessed off Regent Grove to the south.

## **PLANNING HISTORY**

While there are several planning records for the Town Hall, over approximately the last thirty years, these are mostly Listed Building Consents which are primarily concerned with internal works and refurbishment, but which are of no direct relevance to the proposals being considered here. Of more direct relevance are the two recent records from earlier in 2023 which gave approval for the works with which the hoarding is associated and now proposed:-

W/23/0381 - Use of Town Hall as a 'creative hub', including new steps and ramps to the building's main entrance together with the demolition and reconstruction of an existing two storey structure at the rear to provide upgraded toilets and new lift - Approved 21.06.2023

W/23/0382/LB - Proposed new steps and ramps to the building's main entrance; adaptation of internal areas, corridor spaces, main staircase and reception; demolition and reconstruction of an existing two-storey structure at the rear - Approved 21.06.2023

## **RELEVANT POLICIES**

- National Planning Policy Framework
- Warwick District Local Plan 2011-2029
- BE1 - Layout and Design
- BE3 - Amenity
- HE1 - Protection of Statutory Heritage Assets
- TR1 - Access and Choice
- Royal Leamington Spa Neighbourhood Plan 2019-2029
- RLS3 - Conservation Area
- RLS17 - Royal Leamington Spa Creative Quarter

## **SUMMARY OF REPRESENTATIONS**

**Royal Leamington Spa Town Council:** Supportive of the proposals but would like to see an additional entry depicting the Town Council's establishment in 2002 and its occupation of the Town Hall since that time.

[Officer note - the plans have since been revised to include such an entry, thus satisfying the Town Council's request.]

**WDC Conservation:** No objection

**WCC Highways:** No objection

## **ASSESSMENT**

### **Impact on Local Amenity**

The National Planning Policy Framework (NPPF) places significant weight on ensuring good design which is a key aspect of sustainable development and should positively contribute towards making places better for people. Policies BE1 and BE3 of the Warwick District Local Plan 2011-2029 state that development will only be permitted which positively contributes to the character and quality of the environment through good layout and design. Furthermore, development will not be permitted which has an unacceptable adverse impact on the amenity of nearby uses and residents.

The proposed temporary hoarding is of a scale and nature in keeping with the setting of the Town Hall which will be the subject of refurbishment works for the duration the hoardings are in place. Each individual panel would measure no more than 2.4m in height, with some measuring less than that (1.8m), having regard to site levels, particularly on the southern return which wraps around the corner of Regent Grove and takes account of the steps in front of the building.

The front hoardings would display graphics which are intended to depict a timeline of key moments from the Town Hall's history as well as highlighting key figures who played a part in its evolution. The graphics would serve an informative purpose and provide additional details to members of the public regarding the works to be undertaken as part of the refurbishment project at the Town Hall. The side hoardings, facing onto both Livery Street and Regent Grove are to remain plain, with no graphics.

The proposed background colour together with the choice of colours for the text (where applicable) is not considered to cause any unacceptable visual harm. The temporary hoardings are considered to be of an acceptable design which would have minimal effect on the amenity of nearby uses and residents. The development is therefore considered to be in accordance with Local Plan Policies BE1 and BE3.

### **Impact on Heritage Assets**

For the same reasons as outlined above and owing to the temporary nature of the hoardings, no objection is raised by the Conservation Officer who is satisfied that the proposed works would not be detrimental to either the setting of the listed building or the character and appearance of the Royal Leamington Spa Conservation Area.

In making this assessment, Officers have had regard to the weight that should be given to the desirability of preserving the special interest and setting of the heritage assets.

### **Impact on Highway Safety**

The County Highways Officer has assessed the proposal and on the basis that the hoardings are non-illuminated and temporary in nature, no objection is raised on highway safety grounds, providing it is not deemed an obstruction to pedestrians

and not a distraction to drivers. Officers have considered these latter points and concluded that the position of the hoarding is such that there would remain ample space on the pedestrianised walkway that sits between the Town Hall's frontage and the carriageway. Insofar as the graphics present a potential distraction to drivers, Officers have considered the fact that the largest lettering on the panels are the years, which based on the height of the panels, would amount to approximately 25cm in height. The remaining text on each panel would be akin to a large font in an average word document so in view of the closest distance between the panels containing text and the east side of Parade on which motorists would be driving being in the region of 2m, widening to 9m, Officers are satisfied that the panels themselves would not be a visual distraction such to jeopardise motorists' safety. There are no other public safety issues associated with the proposal.

### **SUMMARY/CONCLUSIONS**

The proposed hoarding is necessary for the duration of the construction and refurbishment works at the Town Hall. Their scale, height, position and visual appearance is considered appropriate in terms of their impacts on the heritage assets, amenity and highway safety and as such the works are considered compliant with the relevant provisions of the Development Plan.

### **CONDITIONS**

The standard 5 conditions for advertisement consents, plus:

- 6 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawing 241990-PUR-00-XX-DR-A-9000 Rev.P02.01. and specification contained therein, submitted on 10 October 2023; and approved drawings 241990-PUR-00-SL-DR-A-0002 Rev.P04.01; 'Proposed Site Hoarding Graphics - Concept Drawing Rev.02' and 'Site Hoarding Concept Proposals Issue 02: Nov 2023' and specification contained therein, submitted on 17 November 2023. **Reason:** For the avoidance of doubt and to secure a satisfactory form of development in accordance with Policies BE1 and BE3 of the Warwick District Local Plan 2011-2029.

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