

**Application No:** [W 24 / 0178](#)

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

**Registration Date:** 22/02/24  
**Expiry Date:** 18/04/24

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

Proposed site hoarding comprising 62no. panels (maximum height of 2.4m) in connection with refurbishment works being undertaken at the Town Hall (revision to previously approved W/23/1411). 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 authority be delegated to Officers to approve advertisement consent, subject to the conditions listed at the end of this report upon the expiry of the consultation period on 15 March 2024.

**DETAILS OF THE DEVELOPMENT**

Revised advertisement consent is sought for the erection of temporary site hoardings around the front of the Town Hall. The hoardings would comprise 62no. 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 only 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 historic planning records for the Town Hall, most refer to previous Listed Building Consents primarily concerned with internal works and refurbishment, but which are of no direct relevance to the proposals being considered here. Of more relevance are the two recent records from earlier in 2023 which gave approval for the works with which the hoarding is associated, and of most direct relevance is the previous advertisement consent approved in just the last three months, which this current submission seeks to slightly revise. These are summarised below:-

W/23/1411 - Proposed site hoarding comprising 54no. panels (maximum height of 2.4m) in connection with refurbishment works being undertaken at the Town Hall  
- Approved 15.12.2023

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:** To be confirmed via updates to committee

**WDC Conservation:** To be confirmed via updates to committee

**WCC Highways:** To be confirmed via updates to committee

Officer note - advertisement consent was only recently approved for the same principle of works and only a minor amendment is now proposed regarding the precise positioning of the proposed panels on site. In view of the legislative requirements for limited public consultation to be undertaken for this type of application it is Officers' view that the referral to committee should not be delayed due to the consultation expiry period.

## **ASSESSMENT**

### Background and Context for this application

Though summarised in the relevant history above it is important to note that this application serves as a revised proposal to an application for similar works approved within the last three months. As set out above, express consent is only required owing to the fact that some of the proposed panels include graphics and/or logos which constitute an advertisement. In considering this application and whether or not to approve consent, Officers would note that it is the panels themselves, i.e. their physical location, placement on the site and size for which approval is being sought and not the content and nature of the proposed graphics, text and logos. That being said Officers also note that the proposed graphics, text and logos illustrated on the submitted drawing is identical to the earlier consent approved in December 2023 and no changes are proposed in this regard. The only proposed change for which revised consent is now sought is to the precise position of some of the panels around the site's frontage, rendering the works, as a whole, in need of a revised consent.

### 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 where site levels necessitate it, 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 at either end, 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

In light of the above assessment, owing to the temporary nature of the hoardings and given advertisement consent has already been very recently approved in principle, no objection is raised by the Conservation Officer who is satisfied that the proposed works remain acceptable to the setting of the listed building as well as 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 reconsidered the revised proposal and it is noted that the hoardings would continue to be non-illuminated and temporary in nature. For these reasons, no concerns were raised in relation to the approved consent and at the time of writing this report verbal advice had been received suggesting that the revised application should continue to be acceptable, providing there is no resulting obstruction caused to pedestrians by reason of the revised position (in part) of the panels where they follow the site's frontage parallel to the pavement edge. The Highways Officer advised they would clarify and confirm the extent of the land within the control of the Highways Authority, bearing in mind the land in front of the Town Hall is in private ownership and not maintained by the Highways Authority, and moreover confirm the required width necessary for pedestrians to travel safely across the site's frontage. Based on a presumption that these matters continue to be acceptable, no objection is raised on highway safety grounds.

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.P03; 'Proposed Site Hoarding Graphics - Concept Drawing Rev.03' and 'Site Hoarding Concept Proposals Issue 03: February 2024' and specification contained therein, submitted on 09 February 2024. **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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