

**Planning Committee:** 20 September 2006

**Item Number:** 7

**Application No:** W 06 / 0824 LB

**Registration Date:** 10/07/06

**Town/Parish Council:** Warwick

**Expiry Date:** 04/09/06

**Case Officer:** Debbie Prince

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**16 Smith Street, Warwick, CV34 4HS**

Display of a replacement external sign FOR Mr Charles Laird

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This application is being presented to Committee due to an objection from the Town Council having been received.

### **SUMMARY OF REPRESENTATIONS**

**Warwick Town Council** raises objection on the following grounds: The site of the property is within the Warwick Conservation Area and attention should be given to preserving or enhancing the character and appearance of the area and this sign does not accord with this intention, not being suitable in terms of size or design and will in fact detract from its character and appearance.

**Neighbours-** no views have been received.

**The Warwick Society-** Object to the proposal on the grounds that the sign is garish and strident and is detrimental to the character and appearance of the Conservation Area.

**CAAF-** comment that this was not felt to be acceptable in the Conservation Area, as it was a large vibrant sign on a timber framed building of significant character in this part of the street scene.

### **RELEVANT POLICIES**

- (DW) ENV11 - Retention of Listed Buildings (Warwick District Local Plan 1995)
- DAP6 - Protection of Listed Buildings (Warwick District 1996 - 2011 Revised Deposit Version)

### **PLANNING HISTORY**

W01/416/417LB. Consents for a non illuminated fascia sign to the front elevation and a non-illuminated board sign to the side elevation were granted in 2001 for Thai Classics.

## **KEY ISSUES**

### **The Site and its Location**

The application property is a Grade 2 Listed timber framed property with a shop front a ground floor level. The property is located within the Warwick Conservation Area at the top of Smith Street, on the corner of Gerrard Street and close to the East Gate.

### **Details of the Development**

This application for Listed Building consent has been made retrospectively for a board sign measuring 2.4m by 1.2m and which has been located on the side elevation of the property facing Gerrard Street. The sign has been painted on to the board left by the previous owners with black lettering on a white background.

### **Assessment**

Concern has been expressed about the impact of this sign on the Listed Building and Conservation Area in terms of its size and colour. Nevertheless, larger signs have been permitted in this location on the building in the past and historical photographs show that this has been the case for many years. Furthermore, I do not consider that the black and white chosen for the sign (which matches the other paint work on the building) significantly harms the integrity of the Listed Building or the Conservation Area sufficient to warrant refusal.

## **RECOMMENDATION**

GRANT, subject to the conditions listed below.

## **CONDITIONS**

- 1 The development hereby permitted shall be carried out strictly in accordance with the details shown on the approved drawing/photograph "Existing Sign", and specification contained therein, submitted on 22nd May 2006 unless first agreed otherwise in writing by the District Planning Authority. **REASON** : For the avoidance of doubt and to secure a satisfactory form of development in accordance with Local Plan Policy ENV3.

## **INFORMATIVES**

For the purposes of Article 22 of the Town and Country Planning (General Development Procedure) (England) (Amendment) Order 2003, the following reason(s) for the Council's decision are summarised below:

In the opinion of the District Planning Authority, the proposed development does not adversely affect the historic integrity, character or setting of the listed building and is of an acceptable standard of design and detailing. The proposal is therefore considered to comply with the policies listed.

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