

Planning Committee: 16th October 2012

Item Number: 13

Investigation Number: ENF 407/40/12

Town/Parish Council: Warwick

Case Officer: Gary Fisher
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56 Smith Street, Warwick

Unauthorised alterations to the frontage of a Grade II Listed Building

RECOMMENDATION

That appropriate enforcement action be authorised directed at the removal of the unauthorised fascia advertisements, hanging sign and window graphics with a compliance period of 1 month.

BACKGROUND

Unauthorised development has been identified on the front elevation of this Grade II Listed Building comprising the installation of 2 fascia advertisements; a hanging sign and window graphics on each of the 2 main shop windows.

RELEVANT POLICIES

DP1: Layout and Design
DAP4: Protection of Listed Buildings
DAP8: Protection of Conservation Areas
Design Advice on Shopfronts and Advertisements in Warwick
National Planning Policy Framework

PLANNING HISTORY

W/12/0867/LB: repainting of front façade; display of fascia and hanging signs and of vinyl window motifs.

Listed Building consent was refused under delegated powers on 28 September 2012 because of the impact of the features in question on the character and appearance of the Listed Building and the Warwick Conservation Area by reason of the extent of lettering, proliferation of logos and the use of non traditional materials on the fascia and hanging signs contrary to the above listed policies and guidance.

KEY ISSUES

The Site and its Location

The site comprises a Grade II Listed Building located on Smith Street, a secondary shopping street within Warwick town centre and Conservation Area. It is a late 17th century property including twin gabled paint brick walls and plain fascias without cornices. Other properties in Smith Street have a mixture of small fascia signs and hanging signs predominantly of traditional materials and designs.

Assessment

The National Planning Policy Framework (paragraph 133) sets out that development causing substantial harm to heritage assets including Listed Buildings should be exceptional, and should be refused unless it can be demonstrated that the harm is necessary to achieve substantial public benefits that outweigh it.

Local Plan Policy DP1 requires that development will only be permitted which positively contributes to the character and quality of its environment through good layout and design whilst Policy DAP4 states that development will not be permitted which adversely impacts upon the setting of a Listed Building.

The District Council's Design Advice for Shopfronts and Advertisements in Warwick advises against the use of non-traditional materials and states that advertisements should be kept to a minimum.

This Listed Building is prominently located with Warwick Town Centre and Conservation Area where there is a concentration of Listed Buildings.

The unauthorised signage and window graphics by reason of their design, positioning, non-traditional "shiny" appearance and the proliferation of logos result in harmful visual clutter which detracts from the simple character of this Listed Building and the wider character of this part of the Conservation Area.

Justification for enforcement action

Following the recent decision to refuse to grant Listed Building consent for the features in question, in view of their continuing presence at the site, it is considered that the service of a Listed Building Enforcement Notice is required in order to remedy this situation.
