

Application No: W 10 / 1260

Registration Date: 27/09/10

Town/Parish Council: Warwick

Expiry Date: 22/11/10

Case Officer: Penny Butler

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Blackfriars House, 6 West Street, Warwick, CV34 6AN

Display of two timber sign boards FOR MPM Childcare

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

SUMMARY OF REPRESENTATIONS

Warwick Town Council: "LPA Policy states that development which adversely effects the special architectural or historic interest of a listed building will not be permitted. LPA Policy DAP also requires that development should preserve or enhance the special architectural and historic interest and appearance of the Conservation Area.

The application site is not only within the Conservation Area and the signage proposed is clearly visible and will adversely effect both the street scene and visual amenities of both the Conservation Area and the listed building, and because of their size and garish colours are totally unacceptable within the Conservation Area.

It is accepted that the nursery will wish to advertise its location but the sign need to be reduced in number, be sited more discretely and be of a more subdued appearance, with a single colour on a background, commensurable with the Conservation Area."

Warwick Society: These boards are advertisements not trade signs. Signage should be restricted to trade signs, appropriate to this Listed Building, at the front door and rear gated entrance. This site is surrounded by Listed Buildings, whose setting is protected from development which will adversely affect their setting by policy DAP4. Developments are also expected to respect the setting of the Conservation Area by Policy DAP8. Permission should be refused.

CAAF: Strongly object. The signs are too bright and a completely unacceptable design for the location of a Listed wall. There is no need for such a large sign and it would be better if placed on the gate as a brass plaque.

Note: All comments are on original application before it was amended.

RELEVANT POLICIES

- DP2 - Amenity (Warwick District Local Plan 1996 - 2011)
- DAP4 - Protection of Listed Buildings (Warwick District Local Plan 1996 - 2011)

- DAP8 - Protection of Conservation Areas (Warwick District Local Plan 1996 - 2011)
- DP1 - Layout and Design (Warwick District Local Plan 1996 - 2011)

PLANNING HISTORY

A change of use from residential to offices was approved in 1968. An extension to form a dining room and kitchen was approved in 1972, and a conservatory to provide a covered entrance in 1990. In 1999 consent was given to demolish part of the boundary wall to West Street to rebuild a buttress to accommodate a tree. Earlier this year consent was given to change the use of the property from offices to a children's day nursery for 72 children. The approval included the widening of the existing vehicular access onto Friars Street from 4.5m to 5m in accordance with the Highways Authority's recommendation. This necessitates the demolition of part of the stone boundary wall adjacent to 5 Friars Street, and the remodelling of the existing metal gates.

KEY ISSUES

The Site and its Location

This is a Grade Two Listed Georgian house, formerly St Paul's Vicarage, dating from the second quarter of the 19th century. The property is sited at the northern end of West Street opposite Westgate, St James' Chapel and the Almshouses. The building is three storeys and fronts onto West Street, with a secondary entrance door onto Bowling Green Street, and a gated vehicular access off Friars Street. The building adjoins the public footway on these three sides, and the residential property of 5 Friars Street, and the mixed use take-away/flat property at 8 West Street on the south-western side. Opposite on Friars Street is Westgate School, and further to the south on the West Street frontage is a small retail area. A tall boundary wall surrounds the property, faced with brick on the West Street elevation, and stone on the Friars Street elevation.

Details of the Development

It is proposed to install two identical sign boards, one on the Friars Street elevation adjacent to the widened gate way, and one on the West Street elevation, adjacent to an existing personnel gate at the side of the building. The boards would be timber with edging and painted white with black lettering.

Assessment

The proposed signage has been amended since being originally submitted. The original signage, on which comments have been received, was for boards measuring 1.9m by 0.8m, with a yellow back ground and red, black and grey lettering. The amended design reduces the size to 0.6m by 0.8m and omits the yellow background and some of the lettering.

The amended design is considered acceptable by the Conservation Officer and I am also satisfied that the signs are now of an appropriate design for this Listed Building and address the concerns raised. The size of the signs is modest and sited off the building which reduces the visual impact on the building itself. The display of signage on two of the three street frontages is considered acceptable as it is such a large building fronting two different roads. The proposed timber

sign boards with hand painted lettering and edging are considered to be of a sufficient quality for this Listed Building in the Conservation Area.

RECOMMENDATION

GRANT, subject to the following conditions.

CONDITIONS

- 1 The development hereby permitted must be begun not later than the expiration of three years from the date of this permission. **REASON** : To comply with Section 91 of the Town and Country Planning Act 1990, as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 The development hereby permitted shall be carried out strictly in accordance with the details shown on the approved drawing(s) (3998/sign/01A and 3998/04D received on 23 November 2010. Signage detail received on 11 November 2010), and specification contained therein, 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 Policies DP1 and DP2 of the Warwick District Local Plan 1996-2011.

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, is of an acceptable standard of design and detailing and preserves the character and appearance of the Conservation Area within which the property is situated. The proposal is therefore considered to comply with the policies listed.
