

Application No: W 11 / 1465

Town/Parish Council: Warwick
Case Officer: Erica Buchanan

Registration Date: 08/12/11
Expiry Date: 02/02/12

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Lazy Cow Hotel, 10 Theatre Street, Warwick, CV34 4DP

Continued display in a modified form of advertisements consisting of two sets of individual lettering to be illuminated by stainless steel downlighters; one projecting hanging sign to be illuminated by trough light; one inset fascia sign; one fascia sign illuminated by stainless steel downlight FOR Urban & Country Leisure (Warwick)

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

SUMMARY OF REPRESENTATIONS

Warwick Town Council: - Objection

The Town Council does not consider that the small adaptation of the signage ensures that the development conforms to DAP4 relating to development within the Conservation Area.

There is an unnecessary profusion of signs, the lettering of which is too large and additionally the design lettering adopted is discordant with their listed building and seeks to reflect the livery of this hotel chain, rather than seek to be sympathetic to the listed building or its location in the Conservation Area. Additionally the projecting sign is not in accordance with the requirements of Policy DAP8.

CAAF: - Objection

It was felt that the current signage with the grass effect on was inappropriate on a listed building, and the circular signs were too large and inappropriately lit with the down lighters fixed on the building. Concerns were expressed that the roundle sign facing the Holloway, of which only half could be seen from the other side. Generally it was felt the signage was not effective as one could not read it at a distance, particularly the roundle signs. It was felt this needed to be rethought and traditional signage used on this building.

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)

PLANNING HISTORY

There have been a number of applications for various alterations and extensions to these commercial premises since 1957. Most recently the property has changed hands and undergone a complete renovation.

KEY ISSUES

The Site and its Location

The property is a two storey Grade II Listed Building with attic rooms and in commercial use as a Steakhouse and small hotel. The property is located within Warwick Town Centre on a corner plot at the junction of Theatre Street and Barrack Street. The main frontage faces Theatre Street, with the North side facing Barrack Street, and the east side and access point facing The Holloway. The property lies within the Warwick Conservation Area.

Details of the Development

The application is for advertisement consent for the display of various external advertisements and is retrospective. The advertisements are located on the northern and western elevations only. These comprise two externally illuminated signs attached to the building on the North and Eastern elevations and comprising of individual letters in an imitation grass effect and illuminated with individual spot lights. There is 1 externally illuminated round projecting sign with dark brown letters on a white background on the north elevation. On the eastern elevation is a round sign inset in the recess of the gable end which is non illuminated and a round sign attached to the building facing the Holloway and is illuminated by a single spot light.

Assessment

The main issues for consideration for advertisement consent are amenity and public safety.

Public Safety

In terms of public safety it is considered due to the positioning and location that there are no issues.

Amenity

This includes the impact of the advertisements on the building and immediate neighbourhood, impact on the surroundings including scenic, historic, architectural or cultural features which contribute to the distinctive character of the locality. In the case of the application site, the building is a Grade II Listed Building that lies within the Conservation Area and is in a prominent position.

The different elevations of the building have different characters, with the frontage to Theatre Street being of local sandstone and it is considered that this elevation is the most important, historically, and should be protected. The

applicants have previously displayed an externally illuminated round sign on this elevation however this is to be removed and does not form part of this application.

The north elevation has been rendered and advertisements have been displayed on it for very many years and therefore the location is acceptable. It is considered that the size of the signage and the unusual material are considered acceptable and that the spotlights are not overly intrusive. In terms of the font size it is considered that this is proportionate to the size of the building

The side walls facing towards the Holloway have also displayed advertisements on them in the same location as the current advertisements and in that context, it is considered that the advertisements are generally acceptable, the size of the lettering is similar to that previously displayed and the spotlights are also considered acceptable. The externally illuminated round advertisement attached to the building at a lower level than the other advertisements is considered to be unobtrusive in the streetscene and acceptable.

The use of imitation grass for the two main signs on the northern and western elevations, whilst unusual, is not considered so harmful as to detract from the character of the listed building to warrant a refusal and the material itself cannot properly be seen from ground level.

It is therefore considered that the advertisements do not harm the amenity of the Listed Building or the Conservation Area.

RECOMMENDATION

GRANT, subject to the standard advertisement conditions and condition one below.

CONDITIONS

- 1 The existing advertisements shall be modified in full accordance with the submitted application documents, and specification contained therein, no later than the 23rd July 2012 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 DP2, DAP4 and DAP8 of the Warwick District Local Plan 1996-2011.

INFORMATIVES

For the purposes of Article 31 of the Town and Country Planning (Development Management Procedure) (England) Order 2010, the following reason(s) for the Council's decision are summarised below:

In the opinion of the District Planning Authority, the proposals would not detract from the amenity of the area and would not be detrimental to public safety. The proposals are therefore considered to comply with the policies listed.