

Application No:W13 / 0006LB

Town/Parish Council: Leamington Spa
Case Officer: Jo Hogarth

Registration Date:09/01/13

Expiry Date:06/03/13

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19-21 Parade, Leamington Spa, CV32 4DE

Proposed alterations to the internal layout and new goods lift to first floor together with replacement of the existing signage to the front elevation FOR Poundland

This application is being presented to Committee due to the number of objections received.

RECOMMENDATION

Planning Committee are recommended to grant Listed Building consent subject to the conditions listed.

DETAILS OF THE DEVELOPMENT

The purpose of this report is to consider the above application which proposes to replace the existing signage with two sets of 300mm high non-illuminated lettering to read 'Poundland' together with the installation of a new goods lift and internal layout.

THE SITE AND ITS LOCATION

The site relate to a Grade II Listed Building located on the east side of the road within the designated Conservation Area. It is situated on the Town's Principal shopping street, Parade and currently benefits from Class A1 (retail use) although it is currently vacant.

PLANNING HISTORY

In 2012 (ref: W/12/1242/LB) Listed Building Consent was granted for internal alterations which included partition walls and doors to be fitted. A further application (ref: W/12/1502/LB) was refused for the installation of canister style 3D logo advertisements for TSB.

A separate Advertisement Consent application (ref: W/13/0020) has been submitted for the replacement signage.

RELEVANT POLICIES

- DAP4 - Protection of Listed Buildings (Warwick District Local Plan 1996 - 2011)
- DAP8 - Protection of Conservation Areas (Warwick District Local Plan 1996 - 2011)

- Design Advice on Shopfronts & Advertisements in Royal Leamington Spa (Supplementary Planning Guidance).

SUMMARY OF REPRESENTATIONS

Leamington Spa Town Council: No objection.

Public response(s):

18 letters of objection have been received on grounds that Leamington Spa does not need another pound shop; lettering is too large.

2 letters of support on grounds that it will be a successful and valuable addition to the town as there are too many shops closing or sitting empty, it would bring more people into the town centre and encourage customers.

ASSESSMENT

It is considered that the main issues relating to this application to be as follows:

- Impact on the Grade II Listed Building and Conservation Area

Impact on the Grade II Listed Building and Conservation Area

In terms of the impact on this Grade II Listed Building, the application has been the subject of negotiations to omit the originally proposed gold laurel leaf logos, in line with the advice contained in the Council's published design guidance on Shopfronts and Advertisements within Leamington Town Centre, together with the advice received from the Council's Conservation Architect. The proposed letters would measure 300mm in height, again in accordance with the Council's guidance on advertisements, and it is therefore considered to be appropriate and acceptable on this important historic building. The lettering would 'sit' between the distinctive horizontal ashlar bands above the shopfront and would not be visually out of keeping or character with this traditional Regency building or terrace which it forms part of.

Vinyl is proposed to be applied internally to the fan lights above the entrance doors which has been accepted and indeed encouraged where shops require additional advertising, but not to be displayed on the main building. It is considered therefore that the amended application is acceptable and complies with the objectives of Policy and DAP4 in the Local Plan.

With regard to the impact on the Conservation Area and streetscene, it is considered that the proposal meets the criteria set out in Policy DAP8 in the Local Plan and therefore does not result in unacceptable harm to the character or visual appearance of the area such that a refusal on these grounds could be sustained.

Internally, the works involve the installation of a goods lift at ground floor level which would enable access to the first floor for stock. It is not considered that this alteration would result in unacceptable harm to the internal historic fabric of the building as this alteration would not encroach on any of the important historic internal features and therefore meets the objectives of Policy DAP4 in the Local Plan.

Other matters

The number of objections are noted; however many of the objections received do not expand to explain any details as to why they have been submitted other than to say objection, whilst others object to the opening of a Pound shop, which is not a material consideration when determining this Listed Building application.

SUMMARY/CONCLUSION

In the opinion of the Local 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.

CONDITIONS

- 1 The works hereby permitted shall begin not later than three years from the date of this consent. **REASON:** To comply with Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

 - 2 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawing numbers 06D, 08D and 07E, and specification contained therein, submitted on 9 January 2013 and 30 January 2013. **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.
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