

**Application No:**W13 / 0020

**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**

Installation of replacement non illuminated 300mm high letters FOR Poundland  
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**RECOMMENDATION**

Planning Committee are recommended to grant planning permission subject to additional condition 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'.

**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 Listed Building application (ref: W/13/0006/LB) has been submitted for the replacement signage and internal alteration.

**RELEVANT POLICIES**

- DP1 - Layout and Design (Warwick District Local Plan 1996 - 2011)
- 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)
- Design Advice on Shopfronts & Advertisements in Royal Leamington Spa (Supplementary Planning Guidance).

## **SUMMARY OF REPRESENTATIONS**

**Leamington Town Council:** no objection.

**Public response(s):** 17 letters of objection have been received on grounds that this sign will not be appropriate in the town.

## **ASSESSMENT**

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

- Impact on the amenity of the area, in particular the Conservation Area
- Impact on public and highway safety

### Impact on the amenity of the area

The Advertisement Regulations 2007 make it clear that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. In this case, the advertisement would be located on a Grade II Listed Building within the Conservation Area. It is considered that the amended signage which omits the gold laurel leaf logo is acceptable and meets the criteria set out in Policy DAP4 in the Local Plan and the advice contained in the Council's published guidance on Shopfronts and Advertisements in Leamington Spa. In terms of the impact on the Conservation Area and streetscene, it is considered that the proposal is acceptable and meets the criteria set out in Policy DAP8 in the Local Plan and is 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.

### Impact on public and highway safety

It is not considered that the proposal would result in harm to either public or highway safety and is therefore considered to comply with the objectives of Policy DP2 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.

## **SUMMARY/CONCLUSION**

In the opinion of the Local 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.

## **CONDITIONS**

- 1 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawing numbers 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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