

Application No: W 11 / 0572 LB

Town/Parish Council: Leamington Spa
Case Officer: Rob Young

Registration Date: 04/07/11

Expiry Date: 29/08/11

01926 456535 planning_east@warwickdc.gov.uk

144 Parade, Leamington Spa, CV32 4AG

Installation of non-illuminated fascia sign and non-illuminated signs behind shop window; installation of internal stud partition walls and counters; replacement of existing internal security grilles to rear windows; installation of security grille to roof light; refurbishment of existing suspended ceiling; installation of external security camera on rear elevation; and alteration to shopfront (part-retrospective application) FOR Mr A King

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

SUMMARY OF REPRESENTATIONS

Town Council: Object. The depth of the non-illuminated fascia sign is considered inappropriate and has an unsympathetic effect on a Listed Building in the Conservation Area. The sign also has a detrimental effect on the fenestration at first floor level.

Conservation Area Advisory Forum: Concerns were expressed that the fascia is very deep on this shopfront and that some form of border or other form of alteration to the fascia to reduce the apparent depth would be an improvement. It was felt that individual letters would be better than the metal plate proposed and also that the logo which forms part of the lettering should be removed. Concerns were expressed at the posters within the window and the fact that action could not be taken against these unless they were classed as permanent posters.

RELEVANT POLICIES

- DAP4 - Protection of Listed Buildings (Warwick District Local Plan 1996 - 2011)
- DAP7 - Restoration 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).

PLANNING HISTORY

There have been a number of recent planning applications relating to the change of use of the application property. The most recent of these was submitted earlier this year when Planning Committee granted planning permission for

"Change of use from a shop (Use Class A1) to financial and professional services (Use Class A2) (retrospective application)" (Ref. W12/0140).

KEY ISSUES

The Site and its Location

The application relates to the ground floor of a 4 storey Grade II Listed Building situated on the western side of Parade. The site is situated within a predominantly commercial part of the Leamington Spa Conservation Area. The existing signage on the application property is temporary and unauthorised. However, there is an established timber fascia panel behind the unauthorised signage.

Details of the Development

This is an application for listed building consent for the following works:

- installation of non-illuminated fascia sign and non-illuminated signs behind shop window;
- installation of internal stud partition walls and counters;
- replacement of existing internal security grilles to rear windows;
- installation of security grille to roof light;
- refurbishment of existing suspended ceiling;
- installation of external security camera on rear elevation; and
- alteration to shopfront

The internal alterations and the works to install security grilles and a security camera have already been carried out and therefore this is a part-retrospective application.

Assessment

The main issue relevant to the consideration of this application is the impact on the character and appearance of the Listed Building and the Conservation Area.

The application has been amended to address the concerns of the Council's Conservation Architect regarding the design of the signage and the impact of the internal alterations on the appearance of the shopfront. The amended fascia signage that is now proposed would accord with the Council's guidance for signage on Parade, with all logos and secondary text omitted and the lettering changed to a single colour and no more than 300mm high. Furthermore, the advertisements within the shop window have been reduced in size and repositioned. With regard to the concerns of the Town Council and the Conservation Area Advisory Forum about the depth of the fascia, this is an existing fascia and consequently there is no justification for insisting upon it being reduced in size. Nevertheless, the applicant has agreed to modify their proposals to include a smaller sub-fascia panel within the existing larger fascia. This will give the fascia sign more appropriate proportions and this represents the best solution that can be achieved given the fact that this large fascia is an existing feature. The proposed alterations to the shopfront to provide mullions to divide up the window will conceal the internal partition and provide an appropriate appearance for the shopfront. Overall it is considered that the amendments will ensure that the proposals preserve the character and appearance of the Conservation Area.

RECOMMENDATION

GRANT, subject to the conditions listed below.

CONDITIONS

- 1 The development hereby permitted shall be carried out strictly in accordance with the details shown on the application form, site location plan and the drawings of the internal alterations and alterations to the rear of the premises that were submitted on 3 May 2011 and the the approved drawings of the shopfront and signage that were submitted on 9 May 2012, 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.
- 2 The mullions shown on the approved drawing submitted on 1 May 2012 shall be installed no later than 22 July 2012, unless agreed otherwise in writing by the Local Planning Authority. **REASON** : For the avoidance of doubt, and to ensure a high standard of design and appearance for this Listed Building, and to satisfy Policy DAP4 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 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.
