

Planning Committee: 16 March 2011
Application No: ENF 444/50/10

Item Number:

Case Officer: Phillip Hopkinson
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Trespass, 104 Parade, Leamington Spa, CV32 4AQ

Installed original signage not the amended scheme which was approved
Property Owner(s) Jacobs & Turner Ltd [Trespass]

This report is brought before Committee to request that enforcement action be authorised.

BACKGROUND

In August 2010 a Listed Building application [W10/1011LB] a Planning application W10/1012] and an Advertisement Consent application [W10/1013] were submitted for the display of new non-illuminated fascia signage, internal alterations and the painting of the window frames.

The proposal in relation to the signage was unacceptable and after negotiations was amended to omit the logo and sub text on the fascia and return together with a darker shade of blue.

On 8th December 2010 consent was granted under delegated powers for the internal alterations and for the non-illuminated fascia sign to the amended design. It was brought to the attention of the Enforcement Section, however, that signage had already been installed to the original not amended design.

Contact was made with the agents acting on behalf of the owners and assurance was given that the signage would be changed before the end of December.

The signage was not changed and further contact with the agent and 'Trespass' has not resolved the situation and the shop remains open for business.

RELEVANT POLICIES

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

PLANNING HISTORY

Planning and listed building consent were granted in 2008 for non-illuminated signage however this was never implemented (ref: W/08/1411 & W/08/1539LB).

W10/1011LB-Listed Building consent for the display of non-illuminated signage and internal alterations granted 8th December 2010.

W10/1012-Planning permission for the display of new fascia signage to read 'Trespass', painted fascia in blue [ral 5003], painting of window frames magnolia granted 8th December 2010.

W10/1013-Advertisement Consent for display of non-illuminated fascia signage granted 8th December 2010.

KEY ISSUES

The Site and its Location

The site relates to a Grade II Listed Building set within a row of shops on the Town's principal shopping street within the Town Centre. It is located on the west side of the road within the Conservation Area. It has a large projecting canopy which is matched on one side by a similar shopfront.

Assessment

The main issue is the impact on the character and appearance of the Listed Building and the Conservation Area.

The signage is located on the fascia of a Grade II Listed Building occupying a prominent position on Parade, the principal shopping street in the Leamington Spa Conservation Area. In this area, particular care is taken for the preservation and enhancement of the character and appearance of buildings and the streetscene generally by the exercise of controls over signage to protect the style of the buildings.

Advertisement and Listed Building consent were recently granted only after the proposed signage design was amended. The signage as installed is considered to be unacceptable and to jar with the particular character and appearance of this building. It conflicts with the simple uncluttered design of the signage on the adjacent buildings and the Conservation Area generally.

The signage does not conform to the Council's guidelines for signage within the Leamington Spa Conservation Area, is considerably larger than other fascia signs in the locality, and represents a form of signage that has been refused consent on other premises in the Conservation Area.

Justification for Enforcement Action

It is considered that formal action is now appropriate to permanently resolve this breach of planning control.

RECOMMENDATION

That appropriate enforcement action be authorised directed at the removal of the fascia sign with a compliance period of ONE month.