

Planning Committee: 11 January 2006 **Item Number:** 17

Application No: W 05 / 1893

Town/Parish Council: Warwick
Case Officer: Debbie Prince
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Registration Date: 17/11/05

Expiry Date: 12/01/06

17 Old Square, Warwick, CV34 5RU

Display of an illuminated projecting sign FOR Coventry Building Society

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

SUMMARY OF REPRESENTATIONS

Warwick Town Council: Object "*The Town Council considers that the signage is not in keeping with the street scene in this Conservation Area.*"

RELEVANT POLICIES

- (DW) ENV3 - Development Principles (Warwick District Local Plan 1995)
- (DW) ENV6 - Protection and Enhancement of Conservation Areas (Warwick District Local Plan 1995)
- (DW) ENV20 - Advertising Control (Warwick District Local Plan 1995)

PLANNING HISTORY

Permission was granted in 1994 for internal alterations to the building and the erection of a new shop front. This included the erection of a hanging sign in broadly the same location as that currently applied for. As this permission was implemented, apart from the hanging sign this element of the scheme could still be implemented.

KEY ISSUES

The Site and its Location

The application property is situated within a short row of approximately four buildings of varying size and style. The application building is two-storey with two large sash windows and rusticated quoins. Whilst others are smaller in scale including a two and a half storey and three storey buildings, both with narrow frontages.

Details of the Development

It is proposed to erect an illuminated hanging sign (800mm x 650mm) to the front elevation of the building, situated in the centre of the building between the two first floor windows. It would be hung on a wrought iron bracket, with the illumination via concealed single fluorescent tubes either side within the top housing.

Assessment

The positioning of the hanging sign is not considered to be inappropriate. Although it is located in a higher position than that which is normally considered acceptable, there is an extant permission for a non illuminated hanging sign. As the buildings

along Old Square are all of various periods and sizes, with different detailing, it is not considered that the provision of a hanging sign in the location proposed is inappropriate, especially as two other properties in the street already have similar signs.

It is considered that the form of illumination, being minimal and part of the sign is appropriate and would have a limited impact upon the frontage of the building or street scene in general. As such I cannot agree with the Town Council's objections that it is not in keeping.

RECOMMENDATION

GRANT, subject to the standard advert conditions and those listed below.

CONDITIONS

- 1 The development hereby permitted shall be carried out strictly in accordance with the details shown on the approved drawing 107/1, and specification contained therein, submitted on 17th November 2005 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 Local Plan Policy ENV3.
- 2 No development shall be carried out on the site which is the subject of this permission until large scale details of the signage and form of illumination have been submitted to and approved by the District Planning Authority. The development shall not be carried out otherwise than in full accordance with such approved details. **REASON** : To ensure an appropriate standard of design and appearance within the Conservation Area, and to satisfy Policy ENV8 of the Warwick District Local Plan.

INFORMATIVES

For the purposes of Article 22 of the Town and Country Planning (General Development Procedure) (England) (Amendment) Order 2003, the following reason(s) for the Council's decision are summarised below:

In the opinion of the District Planning Authority, the development is of an acceptable standard of design which is in keeping with the architectural and historic character of the Conservation Area within which the site is located. The proposal is therefore considered to comply with the policies listed.
