

**Planning Committee:** 17 January 2012

**Item Number:** 6

**Application No:** W 11 / 0801

**Town/Parish Council:** Old Milverton  
**Case Officer:** Sunita Burke

**Registration Date:** 05/08/11  
**Expiry Date:** 30/09/11

01926 456555 [planning\\_east@warwickdc.gov.uk](mailto:planning_east@warwickdc.gov.uk)

**Woodland Grange, Old Milverton Lane, Old Milverton, Leamington Spa,  
CV32 6RW**

Display of 3no. non-illuminated free-standing monolith entrance signs. FOR EEF  
Limited

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This application is being presented to Committee because the recommendation is contrary to an objection from the Parish Council.

### **SUMMARY OF REPRESENTATIONS**

#### **Old Milverton and Blackdown Joint Parish Council: Original comment:**

The Parish Council objects to this planning application on the grounds that the signs are too large and garish for this rural area in the Green Belt. The signs should be more modest on the lines of those outside the Nuffield Hospital opposite. The location of the property to Blackdown Roundabout is easy for visitors to identify without resorting to such megalithic signs.

The objection is illustrated on the 2 photographs which follow and are being sent separately to maximise screen image and to enable best quality for print or e-mail

#### **Old Milverton and Blackdown Joint Parish Council: Comment on Revised proposal, reconsulted on 13/12/11**

This Parish Council objects to this application. Any changes from the original proposal are small and it is still held that the signs are too large and garish for this rural area in the Green Belt. Even if the signs are "black and white" without the maroon surrounds, they are still garish and excessive if required to indicate the access to the premises. The function of these signs appears to be to advertise the existence of the Conference Centre rather than indicating its location.

All signage in this area should be no larger and no more garish than those erected by the Nuffield Hospital, and those for the Conference Centre should be fewer in number. The Hospital signage was the result of 'complying with planning requirements'. There is no reason why this retrospective application should be given more favourable treatment than the hospital which has a far more legitimate justification for signage to alert and direct patients and their visitors many of whom may be in a distressed if not in a highly emotional state.

At least one advertising sign and one of the large yellow warning signs should be removed. The corner location with its one large beautiful entrance takes little finding and requires only sufficient signage to confirm the site and welcome visitors. It should not be regarded an advertising platform.

### **RELEVANT POLICIES**

- DP1 - Layout and Design (Warwick District Local Plan 1996 - 2011)
- DP2 - Amenity (Warwick District Local Plan 1996 - 2011)

### **PLANNING HISTORY**

No relevant planning history for this application.

### **KEY ISSUES**

#### **The Site and its Location**

The application relates to a residential management training centre in a rural location within the Green Belt on the western side of the Kenilworth Road adjacent to its junction with Old Milverton Lane. It is called 'Woodland Grange', which is a substantial building that has previously been extended and converted to a training centre in 1968. The land to the north of Woodland Grange is presently a triangular shaped open field which is bounded to the west by the River Avon and to the east by a tree screen alongside the Kenilworth Road. The former signage at the entrance gate comprised of (painted) steel sign with letters painted on the panels. The site is accessed off Old Milverton Lane.

#### **Details of the Development**

The application is for advertisement consent for the following advertisements:

- Two monolith signs measuring 2.08 m x 1.2 m x 0.16 m stating 'Woodland Grange, Conference Centre', to replace the existing signs at the junction;
- One new monolith sign measuring 2.08 m x 0.8m x 0.16m states 'Welcome' with the address, located in front of the fence post;
- The signs would be made of stainless steel (satin) with enamelled caps and vinyl graphics; and
- The size of lettering would be 71mm and 97.5 respectively.

The following amendment has been made to the application:

- The location of the signs have been revised to its former location and moved the new sign behind the fence; and
- Amended the colour from illuminous pink to black.

#### **Assessment**

The key issue to be considered in the determination of this application is the effect of the proposed advertisement on the amenity of the area and public safety.

As amended, the proposed advertisements would preserve the character and appearance of the rural area in the Green Belt. The two monolith signs, which replace the existing signs are similar in the area used for advertising. The

proposed signs are narrow, but taller than the previous signs. Both the previous signs and the proposed signs are made of stainless steel. However, the previous signs were painted (pale yellow with a logo and letterings), where as the propose signs are monolith (not painted), but with a satin finish. Old Milverton Parish Council's concern that the signs are garish and excessive is noted. The proposed signs are for a large management training centre located opposite the Nuffield Hospital. The proposed signs although taller and with a satin finish are non illuminated and are located at the entrance where advertisements are normally located for such a business and are appropriate against the backdrop of the management centre. Further, as the new sign would be moved behind the fence post, this would overcome the concern of excessive signs at the entrance. Therefore, the proposed advertisements would be in keeping with the area and its surroundings.

Given that the size of the monolith signs is similar to the former signs, it is non-illuminated and located in the same positions as the previous signs, this proposal is not considered to adversely affect highway safety by displaying these adverts. The amendments have addressed the concerns of the Parish Council.

### **RECOMMENDATION**

GRANT with standard advertisement conditions as required by the Advert Regulations, and the following condition.

### **CONDITIONS**

- 6 The development hereby permitted shall be carried out strictly in accordance with the details shown on the application form, site location plan and approved drawings sbx/EEF/Venues/Woodland Grange - Planning Rev 4, Site Location Plan and specification contained therein, submitted on 13/12/2011 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.

### **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 development does not prejudice the openness and rural character of this green belt area and is considered to comply with the policies listed.

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