

**Planning Committee:** 22 May 2012

**Item Number:** 17

**Application No:** W 11 / 1466 LB

**Town/Parish Council:** Warwick  
**Case Officer:** Erica Buchanan  
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**Registration Date:** 08/12/11  
**Expiry Date:** 02/02/12

**Lazy Cow Hotel, Steak and Ale House, 10 Theatre Street, Warwick, CV34  
4DP**

Continued display in a modified form of advertisements consisting of two sets of individual lettering to be illuminated by stainless steel downlighters; one projecting hanging sign to be illuminated by trough light; one inset fascia sign; one fascia sign illuminated by stainless steel downlight FOR Urban & Country Leisure (Warwick)

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**SUMMARY OF REPRESENTATIONS**

**Warwick Town Council:** - Objection

The Town Council does not consider that the small adaptation of the signage ensures that the development conforms to DAP4 relating to development within the Conservation Area.

There is an unnecessary profusion of signs, the lettering of which is too large and additionally the design lettering adopted is discordant with their listed building and seeks to reflect the livery of this hotel chain, rather than seek to be sympathetic to the listed building or its location in the Conservation Area. Additionally the projecting sign is not in accordance with the requirements of Policy DAP8.

**CAAF:** Objection

It was felt that the current signage with the grass effect on was inappropriate on a listed building, and the circular signs were too large and inappropriately lit with the down lighters fixed on the building. Concerns were expressed that the roundle sign facing the Holloway, of which only half could be seen from the other side. Generally it was felt the signage was not effective as one could not read it at a distance, particularly the roundle signs. It was felt this needed to be rethought and traditional signage used on this building.

**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**

There have been a number of applications for various alterations and extensions to these commercial premises since 1957. Most recently the property has changed hands and undergone a complete renovation. There is also a current application for advertisement consent for the proposal.

## **KEY ISSUES**

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

The property is a two storey Grade II Listed Building with attic rooms and in commercial use as a Steakhouse and small hotel. The property is located within Warwick Town Centre on a corner plot at the junction of Theatre Street and Barrack Street. The main frontage faces Theatre Street with the North side facing Barrack Street with the east side and access point facing The Holloway. The property lies within the Warwick Conservation Area.

### **Details of the Development**

The application is for Listed Building Consent for the display of various external advertisements located on the northern and western elevations. The applicants are already displaying the advertisements the subject of this application. The advertisements comprise of two externally illuminated signs attached to the building on the North and Eastern elevations which are individual letters in an imitation grass effect and illuminated with individual spot lights. There is 1 externally illuminated round projecting sign with dark brown letters on a white background on the north elevation. On the eastern elevation is a round sign inset in the recess of the gable end with dark brown letters on a white background which is non illuminated and a round sign with dark brown letters on a white background attached to the building facing the Holloway and is illuminated by a single spot light.

### **Assessment**

The main consideration for this application is the impact of the advertisements on the Listed Building and the Conservation Area. Advertisements on Listed Buildings are considered an alteration to the building as special care is essential to ensure that any advertisement displayed on a listed building or conservation area does not detract from the integrity of the building's design, historical character or structure, and does not spoil or compromise its setting.

In the case of the application site the building is a Grade II Listed Building that lies within the Conservation Area and is in a prominent position. The different elevations of the building have different characters, with the frontage to Theatre Street being of local sandstone and it is considered that this elevation is the most important, historically, and should be fully protected.

The north elevation has been rendered and advertisements have been displayed on it for very many years and therefore historically the location is acceptable. It is considered that the size of the signage and the unusual material does not detract from the integrity of the building's design and that the spotlights are not overly intrusive. In terms of the font size it is considered that this is proportionate to the size of the building.

The side walls facing towards the Holloway have also displayed advertisements on them in the same location as the current advertisements and in that context,

it is considered that the advertisements are generally acceptable, the size of the lettering is similar to that previously displayed and the spotlights are also considered acceptable.

The externally illuminated round advertisement attached to the building at a lower level than the other advertisements is considered to be unobtrusive in the streetscene and acceptable.

The use of imitation grass for the two main signs on the northern and western elevations, whilst unusual, is not considered so harmful as to detract from the character of the listed building to warrant a refusal and the material itself cannot properly be seen from ground level.

It is considered that the advertisements are acceptable and do not detract from the historical character of the Listed Building or the setting of the Conservation area.

### **RECOMMENDATION**

GRANT, subject to the condition listed below.

### **CONDITIONS**

- 1 The existing advertisements shall be modified in full accordance with the submitted application documents, and specification contained therein, no later than the 23rd July 2012 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 DAP4 & DAP8 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.

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