

PCMT

From: Sanger, Rose (Avison Young - UK) <Rose.Sanger@avisonyoung.com>
Sent: 19 May 2021 12:37
To: PCMT
Cc: Helena Obremski; Shirm, Bartholomew (Avison Young - UK)
Subject: Additional Details For Application - W/21/0547
Attachments: PP-09646304.zip; Specification and Indicative Images of Proposed Billboards.pdf; Invalidation.pdf

Dear Sir / Madam,

Thank you for your response regarding the status of application W/21/0547 which seeks express consent for the display of signage at Lidl's new foodstore on Emscote Road in Warwick.

In review of your reasons for invalidation, we have since received some additional information from the client. We have submitted revised and additional information to you this morning via the Planning Portal, including:

- A revised application form;
- A revised covering letter (dated 17th May);
- Signage Specification Drawing (ref. 180534 PL-14A); and
- Indicative Billboard Images.

The information listed above is attached to this email for reference.

Further to this, the purpose of this email is to address the three reasons why the application was considered invalid. The reasons why the application was considered invalid include:

- insufficient information was provided about the depth of the proposed signage;
- further details were required on how the proposed billboards are to be illuminated; and
- insufficient information was provided about the lighting of the site entrance directional sign.

The changes to the application and a response to these reasons is provided below.

Across the board, we would like to draw your attention to the updated Proposed Signage Details drawing (180534 PL-14A) which now replaces the previously submitted Proposed Signage Details (180534 PL-14). In the amended drawing, there are now depth profiles providing a depiction and accompanying measurement for the depth of the proposed signage types. We will address each sign in turn below.

Type S1 (Building Canopy) – the amended Proposed Signage Details (180534 PL-14A) outlines that sign type S1 has a depth of 385mm. In addition to this, the depth of the signs is depicted across each elevation provided in the Proposed Signage Elevations (180534 PL-13). The elevation drawings are drawn to scale and as such, the depth of the sign is represented in this perspective.

Type S2 (Totem Flag Pole) – a visual representation of depth for this sign is outlined in both the elevation drawings and the signage details plan which highlights that the depth of the sign will be 312mm.

Type S4 (Wall Mounted Billboard) – when considering the depth of this billboard, the amended Proposed Signage Details (180534 PL-14A) outlines that sign type S4 has a depth of 100mm, and when considering the overhead illumination, the total maximum depth is 218mm. In addition to this, the sign is depicted across each elevation provided in the Proposed Signage Elevations (180534 PL-13) which show the signs affixed to the façade.

Type S5 (Wall Mounted Billboard) – alike the above, when considering the depth of this signage type, the billboard will be affixed to the façade of the building and the amended Proposed Signage Details (180534 PL-14A) outlines that sign type S5 has a depth of 200mm, and when considering the overhead illumination, the total maximum depth is 800mm. In addition to this, the signs are depicted across each elevation provided in the Proposed Signage

Elevations (180534 PL-13) which show the signs affixed to the façade. Please find attached to this email a photo example of the billboard sign to address reason for invalidation 2 (Specification and Indicative Images of Proposed Billboards).

Type S6 (Directional Sign) – we have received correspondence from the client outlining that they have since updated their directional signage specification. The changes are as follows; the sign width has increased from 825mm to 1050mm and the sign height has decreased from 1500mm to 1300mm. It has also since been clarified that sign type S6 will not be illuminated, under the new specifications, therefore addressing the third reason for invalidation.

Reason two for invalidation outlines the need for clarity on how the billboard will be illuminated. For this point, we draw your attention to the Specification and Indicative Images of Proposed Billboards schedule. The schedule shows a long LED strip light positioned along the length of the top of billboard sign which is directed at the sign face.

In summary, we consider that the reasons why the application was considered invalid have been resolved. We kindly request that the Council validate the application as soon as possible.

If you should have any queries regarding the contents of this email or the application more generally, please do not hesitate to contact me using the details in my email footer.

Regards,

Rose

Rose Sanger

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