

FS/EMO/BRS.3428

24 March 2021

Warwick District Council
Development Services
Riverside House
Leamington Spa
CV32 5HZ

Dear Sir/Madam

Town and Country Planning (Control of Advertisement) (England) Regulations 2007

Application for Advertisement Consent

Austin Heath Continuing Care Retirement Village, Heathcote, Warwick CV34 6NL
Planning Portal Ref. PP-09662016

Pegasus Group is instructed by Inspired Villages (the Applicant) to submit an application for Advertisement Consent for the installation of signage in connection with the Austin Heath Continuing Care Retirement Village in Heathcote, Warwick.

Outline planning permission was granted in 2013 (ref. W/13/0464 as amended by S73 application ref. W/14/1322) for the erection of a Continuing Care Retirement Village with landscaped grounds, internal highways and car parking on land at Earl Rivers Avenue, adjacent to Gallagher House, Gallagher Business Park, Warwick. Detailed permission for the development was subsequently granted through Reserved Matters for the three phases of development through application ref. W/14/1500 (Phase 1), W/15/0474 (Phase 2), and W/15/2163 (Phase 3). A revised full application for Phase 2 was granted in November 2016 (ref. W/16/1357). Phase 3 of the development is still under construction.

The signage which is the subject of this application is proposed to help to publicise the site during the marketing period for the development.

Advertisement Consent is sought for:

"4 no. externally illuminated fascia signs and 1 no. non-illuminated fascia sign to be installed on construction hoarding, and 3 no. flag advertisements."

The location and specification of the signs is shown on the plans submitted in support of the application. The following documents have been submitted online via the Planning Portal (ref. PP-09662016):

1. Completed application form;
2. Site Location Plan (drg. no. V0109-101);

Pegasus Group

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Pegasus Group is a trading name of Pegasus Planning Group Limited (07277000) registered in England and Wales Registered Office: Pegasus House, Querns Business Centre, Whitworth Road, Cirencester, Gloucestershire, GL7 1RT

3. Block Plan (drg. no. V0109-102);
4. Signage Elevations and Specifications (drg. no. V0109-103); and
5. Design and Access Statement.

Payment of the application fee (£462 + £25 Planning Portal fee) will be made by the applicant on submission.

The accompanying Design and Access Statement assesses the proposed signage against the site's context and the approved development and concludes that there will be no harmful impact on the visual amenity of the area, or on highway safety. This is in accordance with national and local planning policy, including the relevant requirements of Policy BE1 (layout and design) of the Warwick Local Plan 2011-2029.

It has therefore been demonstrated that the proposed signage is acceptable.

I trust that the above and enclosed are sufficient to enable the application to be registered as valid, and I look forward to receiving confirmation of this in due course. However, if you have any queries in the meantime, please do not hesitate to contact me.

Yours faithfully



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