

Heritage Statement

Advertisement Consent

CREAMS CAFE

16 Livery Street, Leamington Spa

Date Issued: July 2021

Revision: 1



Introduction

The proposal seeks to obtain Advertisement Consent for signage to the CREAMS shopfront fascia on Livery Street, Regents Court, Leamington Spa .

Proposal

The proposed signage is black aluminium opaque lettering with halo led lighting fixed back to the existing modern curtain walling fascia. Secondary proposed signage is a hanging sign attached to the Regent Court existing metal hanging rod.

The proposed lettering is 300mm high as prescribed in the WDC Historic Building Shopfront Guidance, and is fixed back to the existing fascia on aluminium stand-off spacers to provide an overall signage projection of 50mm from the shop fascia. The Halo led lighting is directed back towards the fascia and is cool white in colour.

Site Context

16 Livery Street is a retail premises in Regent Court within Royal Leamington Spa. The application relates to the fascia signage only. Regents Court is a modern development completed in 2004 that provides commercial property and a pedestrian link between The Parade and Regent Street.

16 Livery Street lies within The Royal Leamington Spa Conservation area 15a, whilst also providing pedestrian links to Conservation Area 16 (Regent Street). Conservation Area 15c shopfronts should be in accordance with Shopfront Design Guidance:



Proposed external shop front colour and signage

Impact on Heritage Asset

The proposed signage will have a positive impact on the setting by strictly following guidance set out by WDC and advice pre-planning sought from the conservation officer on the following:

- Lettering height (advice provided by WDC)
- Lettering style (advice provided by WDC)
- Stand-off projection distance (advice provided by WDC)
- Halo lighting colour (advice provided by WDC)



Impact on Heritage Asset

The proposed signage is similar to adjacent properties and improves upon them by strictly following WDC guidance, therefore it is argued that the proposal will not harm or affect the historical setting, and will add to the character and shopfront/signage improvements sought by WDC.

Conclusion

The proposed signage is designed sensitively and within WDC guidance to ensure there is only positive impact on the Conservation Area.