



www.warwickdc.gov.uk

Riverside House, Milverton Hill
Royal Leamington Spa, CV32 5HZ

Tel: 01926 456130

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Application for Consent to Display an Advertisement(s)

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

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

Northing (y)

Description

Applicant Details

Name/Company

Title

Mr

First name

Paul

Surname

Garrison

Company Name

Warwick District Council

Address

Address line 1

Riverside House

Address line 2

Milverton Hill

Address line 3

Town/City

Royal Leamington Spa

Country

United Kingdom

Postcode

CV32 5HZ

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The proposed new artwork, comprises 14 aluminium signage trays with 7 designs replicated on east and west internal elevations of the Leamington Station underpass. Cut aluminium lettering reading 'Leamington Colour Palette' to be installed on two overhead arches within the underpass facing north and south.

Each of the 14 boards will be sized 3600 x 1800mm with 50mm folded returns. The aluminium trays are to be powder coated white and wrapped with full colour printed graphics faced with anti-graffiti laminate, mounted on concealed aluminium fixing rails.

The maximum height of each individual letter for the Royal Leamington Spa Colour Palette lettering installation will be a maximum height of 150mm and the maximum projection of the letters would be 20mm. The total height of the lettering installation is expected to be c. 585mm and the total width is expected to be c. 1689mm. Fixings for the lettering will be M4 threaded studs welded to the rear of the letter and drilled/adhesive fixed to the wall.

The proposed artwork, which is inspired by artist colour swatches, is routed in 'place'. The artwork gives due consideration to the existing artwork and comments from the Conservation officer that supported the application which noted that artwork "relating to the history of Leamington is particularly appropriate" in this location. Each colour represents a person, building, landmark, or object synonymous with Royal Leamington Spa. Each of the 7 designs are based on a specific theme as detailed in supporting documents.

The block colour artwork is surrounded by a white border. The theme of each design is printed in black at the bottom centre of the piece. In the bottom third each colour block is wording in bold capital letters, contrasting black or white in colour, incorporating a local reference point and its associated colour. Below this is a CMYK colour model reference appropriate to the block off colour left-aligned in smaller black capitals.

Advertisement Type:

Hoarding

Height:

1.8 metres

Width:

3.6 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

0.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.053 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium wrapped in vinyl

The colour of text and background:

See attached document AP01 ARTS AND CULTURE

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

1.8 metres

Width:

3.6 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

0.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.053 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium wrapped in vinyl

The colour of text and background:

See attached document AP02 SPORT

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

1.8 metres

Width:

3.6 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

0.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.053 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium wrapped in vinyl

The colour of text and background:

See attached document AP03 ENTERTAINMENT

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

1.8 metres

Width:

3.6 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

0.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.053 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium wrapped in vinyl

The colour of text and background:

See attached document AP04 COMMUNITY

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

1.8 metres

Width:

3.6 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

0.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.053 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium wrapped in vinyl

The colour of text and background:

See attached document AP05 HISTORY

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

1.8 metres

Width:

3.6 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

0.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.053 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium wrapped vinyl

The colour of text and background:

See attached document AP06 NATURE

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

1.8 metres

Width:

3.6 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

0.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.053 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium wrapped in vinyl

The colour of text and background:

See attached document AP07 INNOVATION

Will the advertisement be illuminated?:

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes

No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

Yes

No

Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

See attached document EL-01 Existing Elevation

Will the proposed advertisement(s) project over a footpath or other public highway?

Yes

No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

31/05/2022

To Date

31/05/2027

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

Yes

No

If Yes, please provide details

Warwick District Council, with the support of Warwick District Creative Compact, worked with Network Rail and Warwickshire County Council to explore various suitable options for creative interventions for the pedestrian underpass at Leamington Spa Station.

Large wall mounted panels and anti-graffiti laminate was selected as the final solution as it provided not only a safe and clean surface on which to install artwork, but it could be re-used in the future for new pieces of work in the space (subject to planning consent).

Members of the public were invited to help shape the development of the Royal Leamington Spa Colour Palette artwork by making suggestions, via an online form and social media, on people, places, objects, and things residents and people who visit and work in the area associate with the town. The artist then turned suggestions into the final artwork.

Over 300 suggestions from members of the public and stakeholders were received during the month-long call-out (240 via the survey and over 60 via Social Media channels) between January and February 2022. The content that features is a combination of the most popular responses and responses chosen by the artist to make a more interesting piece of work.

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

Yes

No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

The agent

The applicant

Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

Yes

No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

First Name

Surname

Reference

Date (must be pre-application submission)

Details of the pre-application advice received

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

Yes

No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

Yes

No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

(a) a member of staff

(b) an elected member

(c) related to a member of staff

(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

Yes

No

If yes, please provide details of their name, role, and how they are related:

***** REDACTED *****

Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and accompanying plans/drawings and additional information. I / We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

I / We agree to the outlined declaration

Signed

Paul Garrison

Date

29/03/2022