

DESIGN, ACCESS AND HERITAGE STATEMENT

FOR

Retention of Signage fascia Design

AT

50 HIGH STREET TEWKESBURY



THE BRIEF

O'Connell Property Agents wish to seek consent for the retention of the shop front Logo Sign.

THE SITE

The site is located within the High Street of Tewkesbury Town. The site is a Grade II listed building and lies within the Conservation Area. The Historic England listing details are as follows.

House in row. C17 with mid C18 front. Flemish bond brickwork, timber-framing, tile roof. Deep plan with side entry to hipped front block. 3 storeys, 3-windowed. 12-pane sashes in face boxes to wide-splayed rendered lintels with plain keystone, stone cills. Multi-pane shop front with glazed door, in painted brickwork, and full width fascia and drip mould. Coped parapet, roof hipped to the left. To the left is a rectangular opening to Clarks Alley, which is paved in stone flags in the throughway, but continues with brick paving the full length, to Red Lane at the back of the plot. The partition to right of the alley is in box framing with painted brick nogging. Coped parapet, roof hipped to left side. INTERIOR not inspected.

PLANNING HISTORY

Proposed planning for original signage that was refused due to the covering of the original fascia and some of the window. This has now been removed.

PROCESS

We are looking to get listed building consent for the logo signage that is on the original fascia



O'Connell Property Agents have signed a 5 year lease for the premises and given the property a new lease of life as well as a much-needed uplift, both internally and externally

NOW



THEN



PLANNING POLICY

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that, where the Development Plan contains relevant policies, applications for development which are in accordance with the Plan should be allowed unless material considerations indicate otherwise.

Sections 16 and 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 require that, when making decisions on listed building applications or planning applications that affect a listed building, special regard must be had to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that, when considering any planning application that affects a conservation area, special attention should be paid to the desirability of preserving or enhancing the character or appearance of that area.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 require that LPAs control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the Development Plan, in so far as they are material, and any other relevant factors.

In the case of these applications, the development plan comprises the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy 2011-2031 (JCS) which was adopted in December 2017 and the Tewkesbury Local Plan to 2011 (adopted March 2006). Material considerations include the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) and the Tewkesbury Conservation Area Appraisal.

Section 16 of the NPPF is concerned with the Historic Environment and highlights the importance of designated heritage assets. Paragraph 193 highlights how great weight should be given to conserving the heritage asset, whilst paragraph 196 highlights how where less than substantial harm is caused then this should be weighed against the public benefits.

Paragraph 132 of the NPPF notes how "the quality and character of places can suffer when advertisements are poorly sited and designed".

This application is for one replacement sign which will be sited in a similar position as the existing sign but with a contemporary design which is simple and subtle with the lettering content kept to a minimum.

Policy SD8 of the JCS relates to the Historic Environment and notes how designated and non-designated heritage assets and their settings will be conserved and enhanced as appropriate to their significance.

Local Plan Policy HEN8 relates to advertisements in conservation areas whilst Policy HEN17 is concerned with advertisements on listed buildings. Both policies require advertisements to be appropriately designed and not detract from the character or appearance of the heritage asset.