

50 High Street Signage

USE

The current use of the building namely 50 High Street is for Estate Agency

AMOUNT

The proposal is only for the small logo named signage and no other element of work to the listed building constituting planning approval.

LAYOUT

N/A

SCALE

The proposed sign is proportionate to the existing shop front fenestration and is located on the original shop front fascia

LANDSCAPE

N/A

APPEARANCE

The signage is made from high quality acrylic lettering

The company logo and shop identity are both discreetly and professionally collated onto the small roundel sign mounted centrally above the shop entrance.

The existing fabric of the building and shopfront including the existing timber fascia all remain unaffected.

The overall visual appearance of the new design does not detract from the street scene of Tewkesbury High Street as it is mounted on the original fascia

ACCESS

There are no new access proposals for the shop premises.

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.

CONCLUSION

As highlighted previously, the proposal is to provide a lightweight sign across the existing rather than propose any structural or wholesale alterations.

The sign is required to reflect the new ownership and branding.

It is considered that the proposed sign will have no impact on the special architectural or historic interest of this listed building or the appearance and character of the conservation area.

The proposed signs will sit discretely above the entrance door and will not detract from the integrity of the building's design, historical character, structure or setting.

Furthermore, they are appropriate in type, colour and location to the character of the building and the surrounding area which has a mismatch of signage designs.

They are also of an appropriately high standard of design, materials and finish. As such they comply with the requirements of JCS Policy SD8 and saved Policy HEN8 of the Local Plan.

In line with Section 38(6) of the Planning and Compulsory Purchase Act 2004 and paragraph 196 of the National Planning Policy Framework, as these applications are in accordance with the development plan and there are no material considerations that indicate otherwise, the applications should be approved and listed building consent and advertisement consent granted.