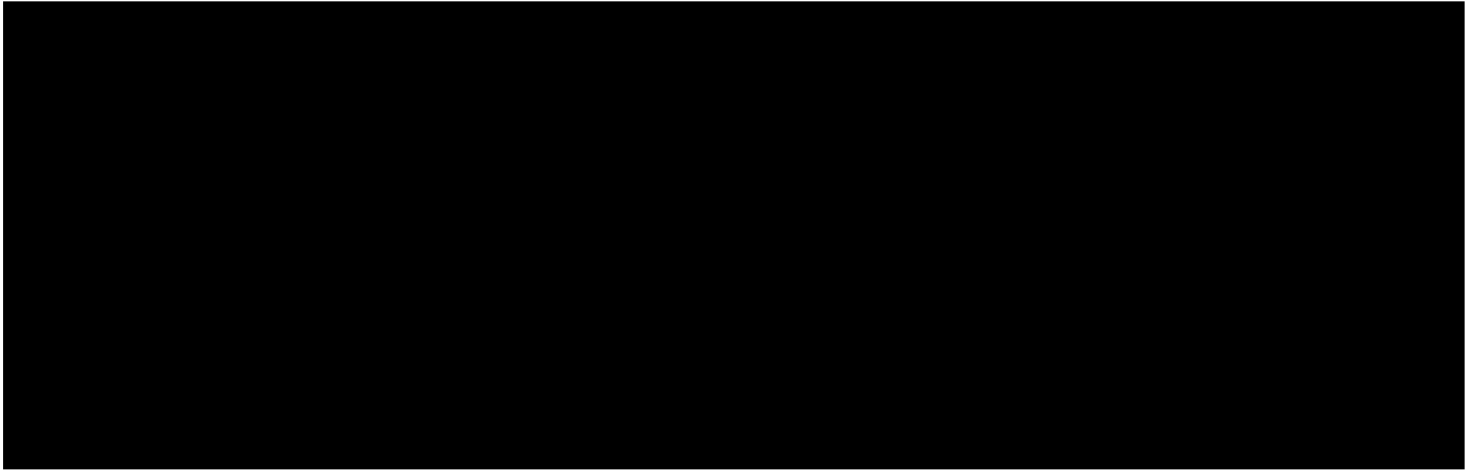



From: Martyn White
Sent: 08 May 2019 10:43
To: Zac Denton
Subject: LU/81/19/A

LU/81/19/A

The application is for a large sign formed of individual letters which form the name of the building. The signage is located on the principal elevation. Having undertaken a site visit, it is apparent that the works have been implemented.

The building is locally listed and is located within a conservation area. Further it is located in close proximity to two listed buildings; a farm house and a school building. However, the location of the signage is such that it is not directly related to these assets.

The special character and appearance of the conservation area largely derives from the great variety in age (although the majority of the buildings are Victorian and Edwardian), style, form, function and materials of the buildings within the area. Large formal buildings, such as Roland House and Winterton Lodge and the Manor House, contrast in scale and style with nearby domestic buildings often constructed in a vernacular style using local materials. The application site is one such domestic building

Whilst the concept of signage on the front elevation of the building is acceptable, the current proposal is considered to be problematical. The lettering is not considered to be of an appropriate scale and font; it is excessively large and dominates the front elevation of the building. This is in conflict with the established residential character of both the property and the local area.

The proposal is such that the impact can be described as causing less than substantial harm in accordance with paragraph 196 of the NPPF (2018). As such, you will also need to consider the public benefits that the development

may achieve as part of your assessment of the application, along with the contents of section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

For your information, the Planning Practice Guidance states that public benefits include:

- sustaining or enhancing the significance of a heritage asset and the contribution of its setting
- reducing or removing risks to a heritage asset
- securing the optimum viable use of a heritage asset in support of its long term conservation

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