

Name of Applicant Type of Certificate	Proposal	Map/Plan Policy	Plan. Ref Expiry Date
<b>The Laurel Pub Company 'A'</b>	Pavement barriers, 2 sets of letters, 2 poster cases and 1 retractable awning (Advertisement Consent) - 126-130 High Street, Bromsgrove	PSS CA TCZ LB	<b>B/2007/0594</b> 07.08.2007

**RECOMMENDATION:** that advertisement consent be **GRANTED**.

Consultations

WCC(HP)

Consulted - views received 24.07.2007

"Recommends that any permission which the Local Planning Authority may wish to give include the following conditions:-

CANOPIES / SIGNS / PROJECTIONS OVER HIGHWAY

H23

The underside of any projection, sign or canopy hereby approved shall be positioned not less than 2.4 metres above the level of the adjoining footway / verge.

H24a - ILLUMINATION OF SIGNS, CANOPIES AND FLOOD

All lights on the underside of the canopy hereby approved shall be fully recessed so that no part projects below the lower surface of the canopy. No such light source shall be visible from outside the extremities of the application site or produce more than 2 Lux horizontal or vertical illuminance at any adjacent property boundary (Note: 1 Lux if property is residential and has windows at boundary).

REASON: in the interests of highway safety."

Note to Planning Officer

Noting that the application is for a canopy, a standard condition is recommended. However, the drawings indicate a table and chair under the canopy which will require a licence under Section 115E of the Highway Act 1980. The granting of any consent does not permit the siting of tables and chairs in the Highway.

CO

Consulted 13.06.2007. View received 05.07.2007. Comments:

"I consider that the proposed colour scheme of brown with cream lettering is inappropriate for this building, as it is constructed in blue brick with decorative cream brick diaper work. The scheme would work better with a grey / blue background and cream lettering, or a cream background with dark grey lettering. Having had a quick look at the 'Slug and Lettuce' website, it would appear that other pubs have similar schemes to these.

CO (cont'd) I would prefer not to see internally illuminated letters on the fascia, as proposed, but maybe consideration could be given to some external lighting, as with a number of other buildings along the High Street.

I have no objection to the canopy and the external seating, again in a more appropriate colour scheme as suggested above."  
Publicity Site notice posted 12.07.2007 - expires 02.08.2007  
Press advert published 22.06.2007 - expires 13.07.2007

### The site and its surroundings

This application relates to a public house located on the main pedestrianised High Street in Bromsgrove Town Centre. The public house is currently known as the Hogs Head and is run by a national chain, The Laurel Pub Company. This application is in association with the transfer from a 'Hogshead' to a 'Slug and Lettuce.'

The building is Grade II Listed and within the Town Centre Conservation Area.

The building fronts directly onto the pedestrianised High Street which is brick paving surfacing. The shop front is made up predominately of glass and is of a modern design.

### Proposal

This application relates to the addition of Pavement Barriers, two sets of letters, two poster cases and one retractable awning to part of the front elevation of the building.

The main shop frontage is made up of three compositions of glass doors. The proposed pavement barriers are to be situated around the middle of the three sets of windows. They each measure 1.9 metres in length.

Above the area to be enclosed by the barriers, the applicant proposes to attach a canopy or awning to the building. The applicant states that this is retractable but no details have been submitted to confirm whether they will be retracted outside opening hours.

The canopy is in the same design as the banners on the barrier, brown background with cream coloured lettering. It measures 4 metres in length and will therefore cover the area enclosed by the proposed pavement barriers.

Also proposed are two main advertisement signs to replace the current wording "Hogs Head" with "The Slug and Lettuce". These two signs will be above the other two sets of glass doors, either side of the proposed canopy. The background of these signs will be brown, to match the pavement barriers and canopy and the lettering will be cream in colour. It is proposed that the individual letters will be internally illuminated.

Also proposed are two poster frames on pillars. These are to replace two existing poster cases currently situated on the building. In addition, all areas currently painted burgundy are to be repainted brown to match the proposed advertisements.

This application is for 'advertisement consent' only. An associated planning application for the proposed seating area, which will be created by the canopy and pavement

barriers, has been submitted under plan reference B/2007/0767 and there is an associated application for Listed Building Consent for the proposed canopy under plan reference B/2007/0768. Both of these applications are to be considered later at this meeting of the Committee.

### Relevant Policies

WMSS    QE1  
WCSP    CTC.19, CTC.20  
BDLP    S35A, S39, BROM22  
Others   PPG15, PPS6

### Relevant Planning History

B/2007/0515    Provide new canopy and tables and seating to front of building - Listed Building Consent. Application withdrawn.  
B/2007/0514    Provide new canopy and tables and seating to front of building. Application withdrawn.  
B/2004/1111    Tables and chairs on pavement. Refused 01.11.2004.  
  
B/2004/0192    Decorations to front ground floor. Listed Building Consent granted 08.04.2004.  
B/2004/0164    Projecting sign. Granted 06.04.2004.  
  
B/2002/1017    Proposed external seating with bollards. Listed Building Consent Permitted Development 07.10.2002.  
B/2002/1016    Proposed external seating with bollards. Refused 28.10.2002.  
  
B/2000/0741    Listed Building Consent - change of use of units from A1 / residential to A3, including demolition of extension to rear and erection of replacement extension to rear. Creation of service access to rear (as amended by plans received 09.08.2000 and 04.09.2000 and letter received 23.10.2000). Granted 20.11.2000.  
B/2000/0739    Advertisement Consent - Fascia and projecting signs (as augmented by drawings received 09.08.00). Granted 20.11.2000.  
B/2000/0738    Change of use from A1 / residential to A3, including demolition of extension to rear and erection of replacement extension to rear. Creation of service access to rear (as amended and augmented by plans received 09.08.2000 and 04.09.2000). Granted 20.11.2000.

### Notes

The two main considerations for this application will be the impact on the special character of the Town Centre Conservation Area and the impact on the character of this historic building, for which I will draw on the guidance contained within Planning Policy Guidance Note 15.

Although illumination may be considered unacceptable within Conservation Areas, the illumination proposed in this instance is minimal in relation to the size of the overall signs. In addition, the lettering proposed is a light cream colour on a dark brown background, which will lessen the effect of the illumination. Supplementary Planning Guidance Note 2 "Shopfront and Advertisement Design Guidance" Paragraph 4.6 states that where fascias or projecting signs require illumination, individual lettering illumination may be appropriate, as proposed in this instance.

In relation to the new shopfront as a whole, the guidance set out in Supplementary Planning Guidance Note 2 "Shopfront and Advertisement Design Guidance" Paragraph 2.4 states that "good design need not necessarily be traditional and there are many locations where a well designed modern shopfront will be acceptable, but it should be sympathetic to the building above."

In this instance, the building above this shopfront is of a particularly attractive and unusual historic design. The current shopfront is particularly harmful to this Listed Building and has an intrusive impact on the Town Centre Conservation Area. I am therefore of the view that although a modern design is proposed in this instance, it is more in-keeping with the building above and the colour scheme is more sympathetic to the Town Centre conservation Area.

Looking at the guidance contained in Planning Policy Guidance Note 15, which states that the Local Planning Authority must seek to preserve and enhance buildings within the Conservation Area, I am of the view these new advertisements are of a more sympathetic design to the Listed Building than the existing ones currently in place. Therefore, to grant permission will enhance the current character of the Listed Building and be in line with the guidance set out in Planning Policy Guidance Note 15. In addition, I believe the adverts will not have an intrusive or harmful impact on the Town Centre Conservation Area.

**RECOMMENDATION:** that advertisement consent be **GRANTED**.

1. The underside of any projection, sign or canopy hereby approved shall be positioned not less than 2.4 metres above the level of the adjoining footway / verge.
2. All lights on the underside of the canopy hereby approved shall be fully recessed so that no part projects below the lower surface of the canopy. No such light source shall be visible from outside the extremities of the application site or produce more than 2 Lux horizontal or vertical illuminance at any adjacent property boundary. (N.B. 1 Lux if property is residential and has windows at boundary.)

Reasons:

1. - 2. In the interests of highway safety.

Notes

This decision has been taken having regard to the policies within the Worcestershire County Structure Plan (WCSP) June 2001 and the Bromsgrove District Local Plan January 2004 (BDLP) and other material considerations as summarised below:

**B/2007/0594-SMcN** - Pavement barriers, 2 sets of letters, 2 poster cases and 1 retractable awning (Advertisement Consent) - 126-130 High Street, Bromsgrove - The Laurel Pub Company

WMSS    QE1  
WCSP    CTC.19, CTC.20  
BDLP    S35A, S39, BROM22  
Others   PPG15, PPS6

It is the Council's view that the proposed development complies with the provisions of the development plan and that, on balance, there are no justifiable reasons to refuse planning permission.