

Listed Buildings GMS Constraints: Grade 2; 6 And 7 Tower Street York YO1 1SG0960

Listed Buildings GMS Constraints: Grade 2; 2 Peckitt Street York 0962

2.2 Policies:

CYHE8

Advertisements in historic locations

CYHE4

Listed Buildings

3.0 CONSULTATIONS

INTERNAL

3.1 DESIGN, CONSERVATION AND SUSTAINABLE DEVELOPMENT - The proposed high-level signage would be intrusive in views, particularly of the Clifford's Tower and the associated monument. The signage would detract from the domestic, residential character of the listed buildings and would change the character of the area and detract from the historic quality of the setting of designated assets of the highest significance.

3.2 HIGHWAY NETWORK MANAGEMENT - No objections to the proposal.

EXTERNAL

3.3 CONSERVATION AREA ADVISORY PANEL - The panel felt this proposal was too obtrusive in this location. Whilst the panel were sympathetic to the need for signage, a more modest sign would be appropriate on this building of domestic character and suggest a brass plaque.

3.4 GUILDHALL PLANNING PANEL - No objections to the proposal.

3.5 PUBLICITY - The application was advertised by site notice, press advert and neighbour notification letter. No responses have been received.

4.0 APPRAISAL

4.1 KEY ISSUES

- Amenity
- Public Safety

POLICY CONTEXT

4.2 Planning Policy Guidance Note No. 19 "Outdoor Advertisement Control" state that the display of outdoor advertisements can only be controlled in the interests of "amenity" and "public safety", it is concerned with visual effect rather than the

content of the advertisement. Paragraphs 11 and 12 states that consideration has to be given to the amenity of the area the effect on the appearance of the building or on visual amenity in the immediate neighbourhood where it is to be displayed. Consideration is given to the local characteristics of the neighbourhood, including scenic, historic, architectural and cultural features which contribute to the distinctive character of the locality.

4.3 Planning Policy Statement 5 " Planning and the Historic Environment " seeks to ensure that the special characteristics of listed buildings and conservation areas are not adversely affected by inappropriate advertisements.

4.4 The relevant development plan is the City of York Council Draft Deposit Local Plan, which was placed on Deposit in 1998. Reflecting points made, two later sets of pre- inquiry changes (PICs) were published in 1999. The Public Local Inquiry started in 1999 but was suspended by the Inspector for further work to be done on the Green Belt. A Third Set of Changes addressing this further work was placed on deposit in 2003. Subsequently a fourth set of changes have been drafted and approved by Full Council on 12th April 2005 for the purpose of making Development Control Decisions, on the advice of the GOYH.

4.5 Policy HE4 states that consent will only be granted for development to a listed buildings where there is no adverse effect on the character and setting of the building. Supporting text of this policy further states that, it is important that extensions preserve and enhance the special architectural or historic character of conservation areas and complement the character of listed buildings. Alterations will be expected to be of an appropriate design, using traditional natural materials. The proposal should also be in scale with the original building and respect its character.

4.6 Policy HE8 states that within conservation areas, or on listed buildings, advertisements will consist of a design and scale that respects the character and appearance of the area; and good quality materials that are sympathetic to the surface to which they are attached.

AMENITY

4.7 The application seeks to display an individual lettering sign measuring 1200mm high and 2500mm wide with a depth of 25mm which will project 50mm from the face of the building. The sign will read "Richardson Gildener Solicitors" and will be constructed in MDF with 24ct gold leaf applied to the faces and returns of the lettering. It will be positioned in the centre of the two buildings on a prominent corner at first floor level. It is important to consider the context and location of the site as well as the historic importance of the building in question.

4.8 Signage in the vicinity is restrained, perhaps unsurprisingly as this area contributes in no small part to the setting of Clifford's Tower and the castle scheduled monument, and to a lesser degree, to that of the crown court. Where shop fronts have been added to houses, advertisements are generally restricted to traditional fascia signs with, in addition, some use of traditional hanging signs of modest scale. Where former domestic dwellings without shopfronts are in commercial use, signage

is restricted to small plaques, with some use of lettering within windows and in at least one instance a hanging sign, again of modest scale.

4.9 Taking the location and historic character of the buildings into consideration it is felt that the proposed high-level signage would be intrusive in views, particularly of the Clifford's Tower and the associated monument. No justification has been given for the requirement of such a sign in this location. It is also felt that the signage would detract from the domestic, residential character of the listed buildings and that, if the application were to be approved, it would be difficult to resist applications for similar signage on neighbouring buildings. This would change the character of the area and detract from the historic quality of the setting of designated assets of the highest significance.

4.10 A supporting statement has been submitted by Richard Parkin, Architect on behalf of the applicants who states that there are many similar examples of gold lettering in and around York city centre and gives the Cedar Court Grand Hotel as an example where gold lettering has been supported on a much larger scale. However, the hotel building is of a design and scale unrelated to this application. It was constructed as offices - it was always a commercial building, and consequently drawing attention to its current commercial use does not alter its commercial character. The signage, whilst clearly visible on the building, is not considered as intrusive in the street scene as the signage proposed at Clifford Street/Tower Street.

4.11 Whilst it is acknowledged that a town centre location for the business may be more sustainable than an out of town location, this does not outweigh the harm to the residential character of the host buildings, or the intrusion into the setting of other designated heritage assets, in particular, Clifford's tower. As such proposals do not comply with the requirements of PPS5, PPG9, or Local plan policies HE4, HE8.

PUBLIC SAFETY

4.12 There are no objections to the signs on the grounds of safety of surrounding occupants.

5.0 CONCLUSION

5.1 The proposed signage, by virtue of its scale and location will detract from the historic importance of the listed building. Refusal is recommended.

6.0 RECOMMENDATION: Refuse

1 Taking the location and historic character of the buildings into consideration it is felt that the proposed high-level signage would be intrusive in views, particularly of the Clifford's Tower and the associated monument. The scale and location of the signage will detract from the domestic, residential character of the listed buildings which will change the character of the area and detract from the historic quality of the setting of designated assets of the highest significance, contrary to Policies HE4,

HE8 and GP21 of the City of York Development Control Local Plan and national planning guidance contained in Planning Policy Statement 5 " Planning for the Historic Environment " and Planning Policy Guidance Note No.19 " Outdoor Advertisement Control. "

7.0 INFORMATIVES:

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