

43/2006/017A

BRITANNIA BUILDING SOCIETY

**DISPLAY OF INTERNALLY ILLUMINATED FASCIA AND PROJECTING SIGNS,  
BRISTOL AND WEST BUILDING SOCIETY, 5 - 7 SOUTH STREET,  
WELLINGTON**

13952/20591

ADVERTISEMENT

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## **PROPOSAL**

The proposal comprises the display of an internally illuminated fascia and projecting sign, with external trough lighting. The signs are constructed of acrylic and aluminium.

## **CONSULTATIONS AND REPRESENTATIONS**

COUNTY HIGHWAY AUTHORITY if permission granted a condition should be imposed:- the projecting sign should have a minimum clearance of 2.4 m above the level of the adjoining footway and shall not project closer than 450 mm to the carriageway edge.

CONSERVATION OFFICER the form and materials of this proposal are inappropriate and detrimental to the character of the listed building.

TOWN COUNCIL no objection.

## **POLICY CONTEXT**

Policy EC26 (advertisements) allows the display of outdoors advertisements provided certain criteria are met. The display of adverts will be permitted unless: their siting, appearance, proportion, design, materials, colour and any illumination cause disharmony with or detract from their surroundings, including the design, character, architectural features, fabric and finishes of any supporting building or structure; they intrude upon or harm views to and from the countryside, conservation areas, listed buildings, scheduled monuments or landmarks.

## **ASSESSMENT**

The site lies within the Conservation Area of Wellington, and the property is a grade II listed building. The use of modern materials and design is not considered appropriate and will be detrimental to the character and appearance of both the listed building and that of the Conservation Area. The proposal is therefore not considered acceptable.

## **RECOMMENDATION**

Permission be REFUSED due to materials out of keeping with character of listed

building having an adverse impact on street scene and Conservation Area at this point.

**In preparing this report the Planning Officer has considered fully the implications and requirements of the Human Rights Act 1998.**

**CONTACT OFFICER: 356463 MR D ADDICOTT**

NOTES: