

Conservation Officer - Objection

It is of particular importance that signs in Conservation Areas are attractive and contribute to the character and interest of the area. Careful attention should be paid to the positioning, size, scale, colour and materials used in the advertisement to make sure it is in keeping with the character of the building and the area. Advice is set out in policy CS16 of the Local Plan and DM20 of the emerging Allocations Plan which gives more detail regarding the best practice for signs in conservation areas.

The fascia sign is of an inappropriate size and design for a building of this character. It is clear that this part of the building was never meant for fascia signs of this size meaning that it will clutter the appearance of this front façade. Its positioning and size will also hide some of the detailing of the building and will look out of place.

Illumination, particularly in historic centres, can detract from the overall appearance of a building or area. It is considered in this case that the type and amount of illumination proposed would be harmful to the character of host building and the conservation area.

It will therefore neither preserve nor enhance the character of the conservation area and should be refused.