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03/2016/0584/LB

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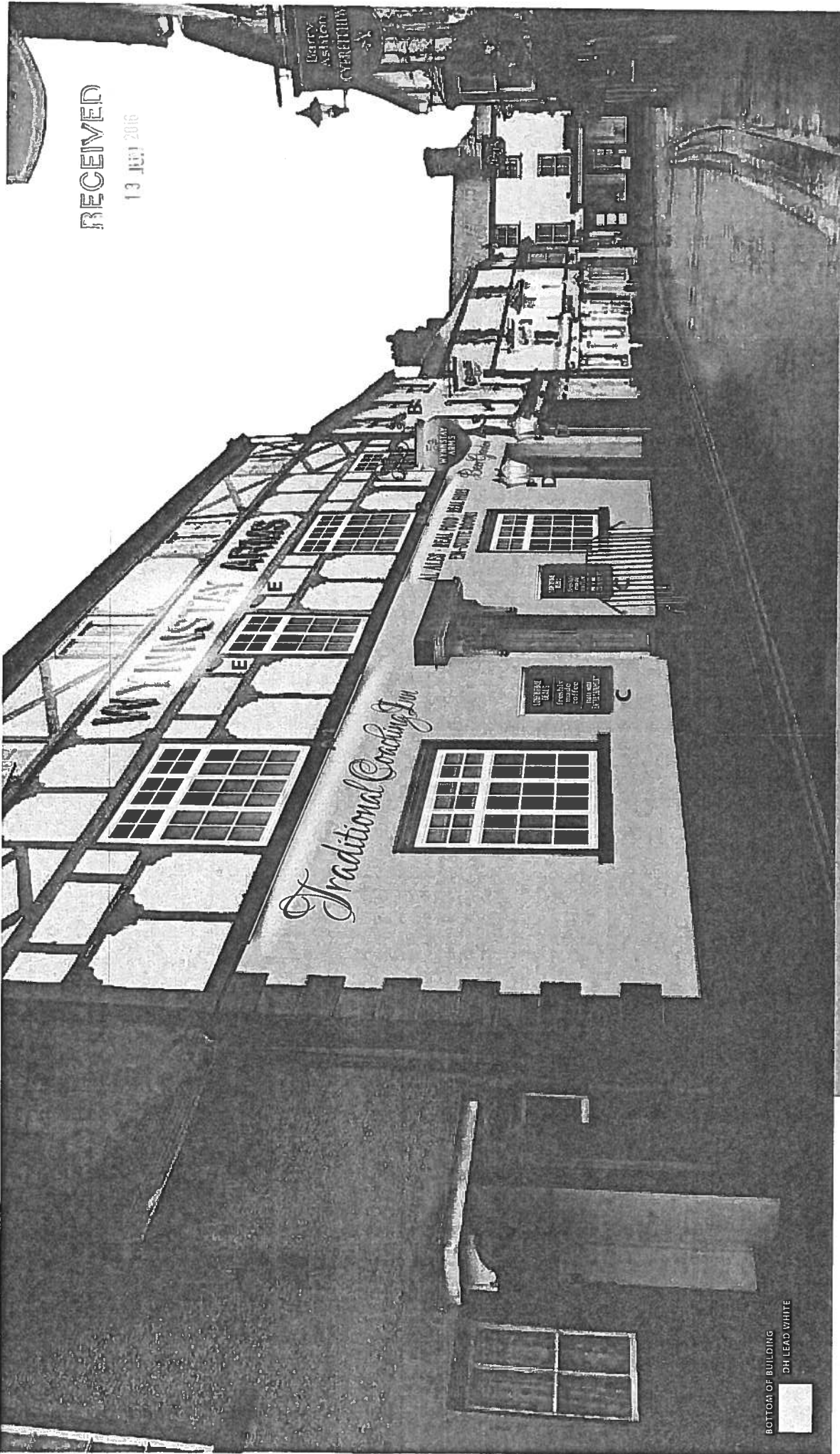


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03 2016 / 0584 / LB

SCHEME SIGNS NIGHTSHOT EXISTING

ELEVATION PLAN



RECEIVED

13 JULY 2016

BOTTOM OF BUILDING
DH LEAD WHITE

srsigns
Limited

WYNNSTAY ARMS, LLANGOLLEN, ENTERPRISE, 20.11.15, 7971-Scheme1JW(18.1.15)

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SH SIGNS LIMITED: 0143 2799266 sales@srsigns.co.uk

A1

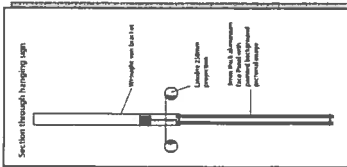
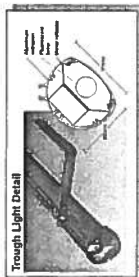
Traditional Coaching Inn

A3

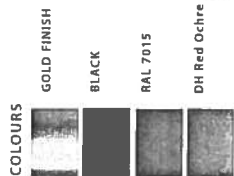
Beer Garden

A2

REAL ALES · REAL FOOD · REAL FIRES EN-SUITE ROOMS

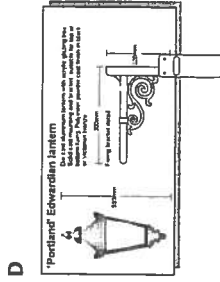
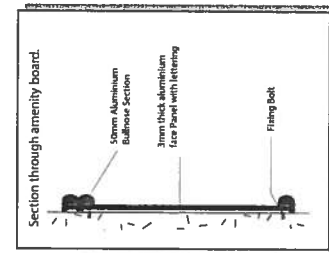


COAT OF ARMS OF
SIR WATKINS WILLIAMS WYNN



TYPEFACES
FHA COND
LOVERS QUARREL

srsigns
Limited



SIGNAGE

ITEM A: THREE x SETS OF LETTERS SIGNWRITTEN DIRECTLY ONTO BUILDING.

A1 SIZE 4000x700mm. HAG 4m

A2 SIZE 4000x400mm. HAG 4m

A3 SIZE 2400x 620mm. HAG 4m

TWO x TROUGH LIGHTS TO POSITIONS SHOWN.

ITEM B: ONE x DOUBLE SIDED HANGING PANEL & BRACKET. LINOLITES TO ILLUMINATE.

SIZE 800x1200mm. HAG 4.6m

ITEM C: TWO x CHALK BOARDS.

SIZE 600x950mm. HAG 1.5m

ITEM D: TWO x LANTERNS.

SIZE 300x580mm. HAG 2.7m

ITEM E: TWO x UPWARD FACING FLOODLIGHTS.

SIZE 225x185mm. HAG 6m

RECEIVED
13 JUN 2016

SCALE 1:20 @ A3

WARD : WD13 Llangollen

WARD MEMBERS: Councillor Stuart Davies (c)
Councillor Rhys Hughes (c)

APPLICATION NO: 03/2016/0584/LB

PROPOSAL: Erection of replacement signs to the exterior of the building and repainting of front render

LOCATION: Wynnstay Arms Hotel Bridge Street Llangollen

APPLICANT: Enterprise Inns

CONSTRAINTS: C2 Flood Zone
World Heritage Site Buffer
Listed Building
Conservation Area
AONB

PUBLICITY UNDERTAKEN: Site Notice – Yes
Press Notice – Yes
Neighbour letters - Yes

**REASON(S) APPLICATION REPORTED TO COMMITTEE:
Scheme of Delegation Part 2**

- Recommendation to grant / approve – Town / Community Council objection

CONSULTATION RESPONSES:

LLANGOLLEN TOWN COUNCIL:

“Members of the Planning Committee considered the above at their June meeting. Members noted that the scope of works as illustrated on the supporting documentation to this application showed additional signwriting and on the facade of the building which was not regarded as acceptable given the listed status of the property.”

CADW (WORLD HERITAGE SITE):

No objections

DENBIGHSHIRE COUNTY COUNCIL CONSULTEES –

Conservation Architect:

No response at time of writing.

RESPONSE TO PUBLICITY:

In objection

Representations received from:

Barry Ashton, 21 Bridge Street, Llangollen

Summary of planning based representations in objection:

The proposed signage and the loss of existing signage would not be in keeping with the character of the street, or the historic heritage of the building. The proposal does not respect the building listed status.

EXPIRY DATE OF APPLICATION: 7/8/16

REASONS FOR DELAY IN DECISION (where applicable):

- delay in receipt of key consultation response(s)
- awaiting consideration by Committee

PLANNING ASSESSMENT:

1. THE PROPOSAL:

1.1 Summary of proposals

- 1.1.1 Listed building consent is sought for the display of a range of signs on the Wynnstay Arms Inn. This includes 3 no. mural signs, 2 no. chalk amenity boards, 1 no. hanging sign, 2 no. up lights, and 2 no. wall mounted lanterns.
- 1.1.2 The 3 mural signs would feature the words 'Traditional Coaching Inn', Real Ales, Real Food, Real Fires, En-suite Rooms' and 'Beer Garden' and they would be located above the ground floor windows (4m above ground level). The lettering would be 700mm high, in a 'traditional' font.
- 1.1.3 The chalk amenity boards would be located either side of the main entrance and used to advertise menus etc. They would measure 600mm x 950mm and be 1.5m above ground level. There would be a 500mm bullnose aluminium surround to the signs.
- 1.1.4 The 2 up lights are situated 6m above ground level and would illuminate the pub name 'Wynnstay Arms'. The wall lanterns would be located either side of the beer garden entrance and would be 2.7 metres above ground level.
- 1.1.5 The plans and drawings at the front of the report show the proposed signage scheme.

1.2 Description of site and surroundings

- 1.2.1 The Wynnstay Arms is located in Bridge Street, within the heart of the Llangollen Conservation area. Similar to most properties in this area, its front wall is on the back of the footway and there are a set of steps leading up to the main front entrance.

1.3 Relevant planning constraints/considerations

- 1.3.1 The building is a Grade II Listed Building, located within the Llangollen Town Conservation Area.

1.4 Relevant planning history

- 1.4.1 None

1.5 Developments/changes since the original submission

- 1.5.1 None

1.6 Other relevant background information

- 1.6.1 None

2. DETAILS OF PLANNING HISTORY:

- 2.1 None

3. RELEVANT POLICIES AND GUIDANCE:

The main planning policies and guidance are considered to be:
Denbighshire Local Development Plan (adopted 4th June 2013)
Policy RD1 – Sustainable development and good standard design
Policy VOE1 - Key areas of importance

3.1 Supplementary Planning Guidance
Conservation Areas
Listed Buildings

3.2 Government Policy / Guidance
Planning Policy Wales Edition 8 January 2016
WO Circular 61/96

3.3 Other material considerations

4. MAIN PLANNING CONSIDERATIONS:

In terms of general guidance on matters relevant to the consideration of a planning application, Planning Policy Wales Edition 8, January 2016 (PPW) confirms the requirement that planning applications 'should be determined in accordance with the approved or adopted development plan for the area, unless material considerations indicate otherwise' (Section 3.1.2). PPW advises that material considerations must be relevant to the regulation of the development and use of land in the public interest, and fairly and reasonably relate to the development concerned., and that these can include the number, size, layout, design and appearance of buildings, the means of access, landscaping, service availability and the impact on the neighbourhood and on the environment (Sections 3.1.3 and 3.1.4).

The following paragraphs in Section 4 of the report therefore refer to the policies of the Denbighshire Local Development Plan, and to the material planning considerations which are considered to be of relevance to the proposal.

4.1 The main land use planning issues in relation to the application are considered to be:

- 4.1.1 Principle
- 4.1.2 Impact on Listed Building
- 4.1.3 Impact on Conservation Area including setting

4.2 In relation to the main planning considerations:

- 4.2.1 Principle
Policy VOE1 allows for the alterations to listed buildings where it is demonstrated that the architectural or historic character of the building will not be detrimentally harmed. This reflects advice contained in W/O Circular 61/96 which emphasises the requirement for Local Planning Authorities to "have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses".

W/O Circular 61/96 also suggests that consideration should be given to the importance of the building (including any inherent architectural or historic merit), particular physical features of the building (such as building features specifically referred to in the list description), the setting of the building (including its contribution to the local scene, and, any substantial benefits (economic for example) which the works may bring to the community.

It is considered therefore, that the display of signs in connection with a commercial property in a main town is acceptable in principle, the key tests being the specific impacts on the building and the surrounding area.

- 4.2.2 Impact on Listed Building

The Wynnstay Arms Public House is a Grade II listed building.

The proposals involve the removal of existing signage depicting an eagle (a reference to the history of the building), and the removal of an existing amenity board, projecting sign and lanterns.

Whilst comments on the application including the relevance of an existing sign to the building's history are noted, this sign itself is not considered to have any significant merit in terms of the architectural significance of the building. Having due regard to the nature and detailing of the proposed signage scheme, it is not considered this would unacceptably affect the historic character of the building, or the historic fabric of the building in a permanent manner; indeed, in Officers' opinion, this would represent an improvement on the current signage on the front elevation.

The proposal is therefore considered acceptable in terms of the tests of Policy VOE1 and WO Circular 61/96.

4.2.3 Impact on Conservation Area including setting

The site is located within the Llangollen Conservation Area, where the Local Planning Authority has a duty to protect the historic character of the area.

With respect to the comments of the Town Council and the individual objector, it is not considered that the proposed signage and lighting would have an unacceptable impact upon the character of the Conservation Area. The area is characterised by signs of a similar nature which

5. SUMMARY AND CONCLUSIONS:

5.1 Having regard to the detailing of the scheme of advertisement proposed, it is considered that it would not have any adverse impact on the character or appearance of the listed building or the Conservation Area.

5.2 The recommendation is subject to referral of the application to CADW and confirmation that the Local Planning Authority can issue the Listed Building Consent.

RECOMMENDATION: GRANT- subject to the following conditions:-

1. The works hereby permitted shall be begun before the expiration of five years from the date of this consent.
2. The signage hereby permitted shall be in strict accordance with the details shown on the following submitted plans and documents unless specified as otherwise within any other condition attached to this consent:
 - (i) Elevation and details of sign plan received 13 June 2016
 - (ii) Signs specification details received 13 June 2016
 - (iii) Block plan received 13 June 2016
 - (iv) Location plan received 13 June 2016

The reason(s) for the condition(s) is(are):-

1. To comply with the provisions of the 1990 Listed Buildings Act
2. For the avoidance of doubt.