

APPLICATION NO.	P12/V2476/A & P12/V2477/LB
APPLICATION TYPE	ADVERTISEMENT & LISTED BUILDING
REGISTERED	4 December 2012
PARISH	ABINGDON
WARD MEMBER(S)	Marilyn Badcock, Mike Badcock
APPLICANT	Greene King Ltd
SITE	The White Horse 189 Ock Street Abingdon OX14 5DW
PROPOSAL	Replacement advertisements comprising 1 fascia sign, 1 projecting sign, 2 hoarding signs, 1 plaque sign, 2 car park disclaimers and 1 poster frame.
AMENDMENTS	None
GRID REFERENCE	448873/196980
OFFICER	Mark Doodes

1.0 **INTRODUCTION**

- 1.1 The application site is The White Horse public house, located on the corner of Ock Street and Spring Road. The building is locally well known and is a grade II listed building. It is mainly visible from Spring Road as the entrance from Ock Street enters onto a tarmaced car park.
- 1.2 The applications are for advertisement consent and listed building consent to display replacement signs. The site plan and **revised** application drawings are **attached** at appendix 1.
- 1.3 The applications come to committee because Abingdon Town Council objects.
- 1.4 These applications were deferred from the committee meeting on 28 February 2013 to negotiate amending the content of the projecting sign. Revised plans have been received, reflecting half the sign as a white horse logo and half as the corporate Greene King text.

2.0 **PROPOSAL**

- 2.1 The replacement signs are listed below and are all green and gold in colour and made from folded aluminium;
- One projecting sign which is LED illuminated by trough, (overhanging Ock Street),
 - One 2m x 1.8m aluminium fascia sign illuminated by LED trough light (located on the front of the building facing the car park),
 - One 20cm x 30cm plaque sign (located by the main entrance),
 - Two 40cm x 60cm car park disclaimers and one poster frame (located near the entrance to the car park).
 - Two 90cm x 1.2m aluminium car park signs located on Ock Street.

There is no new additional advertising proposed.

3.0 **SUMMARY OF CONSULTATIONS & REPRESENTATIONS**

- 3.1 Abingdon Town Council objects to the original signs: "...sign shown as item 01 on the plans – double sided folded aluminium panel – was out of character and in contrvention to Policy DC15..." Note – Policy DC15 expired in 2009.

3.2 One neighbour objection has been received which raises similar concerns as the town council to the original signs.

3.3 Conservation officer – “No objection to the general approach and welcome the use of the more discreet LED fittings. It is always a pity when the main hanging sign loses its traditional visuals (i.e. The White Horse in this case).” – Comments on the revised sign are to follow as an update to Councillors.

4.0 **RELEVANT PLANNING HISTORY**

4.1 [P11/V1371](#) - Approved (22/08/2011)

Replacement of existing circular steel flue to kitchen with new steel square section flue. Replacement of existing projecting steel grille on the south elevation with a steel grille flush to the wall. Removal of ceiling to kitchen, replacement of ceiling at higher level and internal refurbishment.

4.2 [P05/V1565/A](#) - Approved (12/05/2006)
Proposed new signage

4.3 [P89/V1843/LB](#) - Approved (23/08/1989)
Erection of advertisement signs and two directional signs.

5.0 **POLICY & GUIDANCE**

5.1 Vale of White Horse Local Plan 2011 policies:

DC1 - Design

DC16 - Illuminated advertisements

HE4 and HE5 – Works to or affecting the setting of a listed building

6.0 **PLANNING CONSIDERATIONS**

6.1 The starting point for considering advertisement applications are the The Town and Country Planning Control of Advertisements Regulations (2007), which confirm that decisions need to be made following consideration of only two issues – amenity and public safety. In this instance, as no new additional signage are proposed, there is not considered to be a risk to public safety. Based on the above assessment, the application is considered to satisfy the requirements of the regulations and local plan policy DC16. Local plan policy DC15 concerning outdoor advertisements is not a saved policy.

6.2 Turning to the heritage element of the assessment, the conservation officer raises no objections. It is noted that the objections from the town council and the nearby resident centre on the content of the adverts in being out of keeping with the area, however the revised drawings showing half the advertising space being dedicated to the traditional white horse logo are considered to be a significant improvement over the text-based scheme originally proposed.

6.3 The primary consideration the degree to which new advertising scheme harms the character, fabric or setting of the listed building. In this regard, the physical works are not considered unduly harmful, and the use of traditional colours and fonts is welcome, even though the more modern aluminium material proposed is a change to existing materials. The retention of a white horse logo is considered to be an improvement.

7.0 **CONCLUSION**

7.1 The proposed signs pose no threat to public safety or amenity, and do not detract from

the fabric, character or setting of the listed building. Therefore, it is recommended that advertisement consent and listed building consent are granted.

8.0 RECOMMENDATION

**8.1 Grant advertisement consent subject to the standard conditions 1 – 6 and:
7. Listing approved plans**

8.2 Grant listed building consent subject to the following condition:

- 1. TL4**
- 2. Listing approved plans**

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