

**S/2019/1592/ADV**

**1 Towcester Road Old Stratford MK19 6AN**

**2 X Externally lit fascia signs.**

The site lies within Old Stratford Conservation Area where proposals should seek to preserve or enhance the character or appearance of the area. The Character Appraisal identifies the key characteristics of the area as the distinctive linear plan form set around a central cross road, the strong line of historic buildings on the east side of Watling Street, the standardised use of materials and design features creating a sense of unity and the use of locally sourced limestone and clay tile roofs.

It is proposed to erect 2 externally illuminated signs on a recently approved single storey extension. The property is located centrally the village in a visually prominent position. The Design Guide offers helpful advice on the advertisements, Para 6.197 is clear signage should be kept to a minimum and signs on side walls will be refused. Para 6.202 – 4 goes onto provide additional guidance on colour and materials whilst para 6.220 states any external illumination should be as discreet as possible; approved policies in the Local Plan reinforce the Councils approach to advertisements.

The proposed aluminium signage which projects from the front of the building and located on that positioned in the gable with its bright red background and bold white writing and illumination is not considered to either preserve or enhance the conservation area. Indeed the signage by virtue of its position, materials, colour, design and illumination is considered to harm the significance of the area, the harm considered to be less than substantial should be weighed against the public benefit of the proposal. It is recognised that as a business advertising is desirable however the design and position of the signage should be reconsidered. The application should be withdrawn and alternate proposals subject to pre-application advise to achieve a more sensitive solution.

Mandy Lumb

Senior Conservation Officer

7 October 2019