
Appeal Decision

Site visit made on 9 September 2025

by **Samuel Watson BA (Hons) MSc MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 06 November 2025

Appeal Ref: APP/T3725/Z/25/3363387

Estate House, 4 Euston Place, Leamington Spa, Warwickshire CV32 4LN

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Mr David Hulme against the decision of Warwick District Council.
 - The application Ref is W/25/0112.
 - The advertisement proposed is for aluminium lettering 300mm high on stand off brackets (max 10mm total stand off including lettering from fascia). Text manifestation on glazing.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. I saw at my site visit that the signage at issue has already been installed.

Main Issue

3. The Council found the proposal would have no harmful effects on public safety and I agree with that. As such, the main issue in this case is the effect of the advertising on the amenity of the Grade II listed building¹ that it has been affixed to, and the surrounding Royal Leamington Spa Conservation Area (the CA)

Reasons

4. The appeal building forms part of a listed building that comprises the terrace along Euston Place. This terrace was originally built between 1832 and 35 but was later re-built following a fire in 1839. The terrace is predominantly characterised by its uniformity and symmetry of design although this has been somewhat reduced by later additions including additional floors and 20th century shop frontages. The terrace is finished in stucco presenting rusticated stonework on the ground floor and an ashlar effect on the upper floors. The modern shop frontages have, including at the appeal site, resulted in a significant loss of the rustication and the historic frontages. However, the listed building still presents a substantial amount of detailing and interest, especially on the upper floors. The listed building's significance stems in part from the age of the building and the extent to which its historic form and appearance is still legible. Significance also stems from the shop fronts themselves given the contribution to the story of development and changing needs within Leamington Spa.

¹ Agriculture House and attached railings numbers 1-13 and 13a and attached railings to numbers 6 and 12 and 13 and 13a (List entry number 1381282)

5. The appeal site is also located within a central portion of the CA. while I have not been provided with a conservation area appraisal, it is nevertheless clear that the CA covers a large portion of Leamington Spa and contains both residential and commercial areas. It is also characterised by a mixture of Regency, Victorian and Edwardian development. The part of the CA closest to the appeal site is that surrounding the Parade. The Parade is the principal shopping street and was the major focus of the original spa resort. While originally containing many residential buildings, these were converted to commercial uses to meet the changing needs of Leamington Spa. Later, shop frontages were also added to these buildings. I find it is, at least in part, through the legibility of these changes, as well as from the extent to which the historic buildings are still intact, that the CA's significance stems.
6. I am mindful that Euston Place sits back from the Parade and is separated from it by a green space containing mature trees. However, as a result of the listed building's appearance and its alignment with the Parade, it creates a visual and physical continuation of the Parade. Moreover, this sense of connection and continuation follows into the commercial uses provided by the listed building. In my considerations below I have therefore considered the advice provided by the Shopfronts and Advertisements Design Guide (the DG) in relation to The Parade.
7. As noted above, the advertising has already been put in place across the fascia and glazing. This includes the brand name, logo and contact information on the fascia and, on the glazing, services information and additional branding. I note that the Council are content with the vinyl lettering on the windows and the brand name on the fascia. Their concern instead lies with the presence of the brand logo and the sub-lettering on the fascia, and I have, therefore focused upon these elements.
8. In all, the shop front serving the appeal site is plain but traditional in its form, appearance and colour palette. In this way the frontage reflects the formal appearance of the listed building as whole. The exception to this is the brand logo on the fascia. This is a large D-shape formed of brightly coloured abstract shapes. The resultant appearance is incongruous with, and not appropriate for, a traditional shopfront and is thus harmful to the amenity of the listed building. Moreover, the logo is prominently positioned within the immediate street scene and is an incongruous feature within the CA, contrary to the guidance of the DG. Cumulatively the presence of modern logos within the wider street scene and the Parade erodes the formal and regular appearance of the area.
9. I am mindful that the DG sets out that sub-lettering is generally discouraged. However, in this case the sub-lettering on the fascia is simple, small and well-proportioned to the fascia as a whole. Although it uses some bright colouring similar to the logo, collectively its appearance is still more traditional and suitably in keeping with the host building and its surroundings. As such, the sub-lettering does not adversely affect the visual amenity of the listed building or CA.
10. During my site visit I noted that a number of units within the surrounding area, both along Euston Place and the Parade, displayed brand logos and sub-lettering on their fascia. I am, however, mindful that the Council submit these have not been granted consent and no substantive evidence to the contrary has been provided. These examples do not preclude me from finding harm or conflict with the relevant policies and guidance. I am also mindful that the Framework, under Paragraph

141, is clear that the quality and character of places can suffer when advertisements are poorly sited and designed.

11. The proposal would, by way of its provision of a brightly coloured logo, be detrimental to the amenity of the host building and its surroundings. I have been mindful of, and the proposal would conflict with LP Policies HE1 and BE1, and Policy RLS3 of the Royal Leamington Spa Neighbourhood Development Plan. These seek proposals to contribute to the character and quality of its surroundings and avoid harm to the significance of designated heritage assets. The proposal would also conflict with Chapter 12 of the Framework, including Paragraphs 135 and 141 and would not follow the guidance set out within the DG.

Conclusion

12. For the reasons given above, and having regard to all matters raised, the appeal is dismissed.

Samuel Watson

INSPECTOR