



By Online Planning Register

Cambridge Past, Present & Future
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Dear Laurence

Response to 23/02597/ADV: Installation of internally illuminated signs at Lion House and St George House Lion Yard, Petty Cury Cambridge

Cambridge Past, Present & Future is Cambridge's largest civic society. We are a charity run by local people who are passionate about where they live. We operate in the greater Cambridge area and working with our members, supporters and volunteers we:

- Are dedicated to protecting and enhancing the green setting of Cambridge for people and nature.
- Care about Cambridge and are an independent voice for quality of life in the strategic planning of Greater Cambridge.
- Are working to protect, celebrate and improve the important built heritage of the Cambridge area.
- Own and care for green spaces and historic buildings in and around the city for people and nature, including Wandlebury Country Park, Coton Countryside Reserve, Cambridge Leper Chapel & Barnwell Meadows, Bourn Windmill and Hinxtton Watermill.

Cambridge Past, Present & Future object to the installation of these signs on the grounds that their size and number are inappropriate to their location in the Conservation Area and adjacent to listed buildings. We support the recommendations of the Conservation Officer in their response.

The building is located in the Historic Core of the Central Conservation Area. Policy 61 requires proposals to preserve or enhance the setting and the wider townscape and be of an appropriate scale and respect the character, appearance and setting of the locality.

The Premier Inn branding is brash and powerful and does not enhance or complement the modern building they are on or the surrounding historic buildings. By contract the existing 'Lion Yard' letter on the building is visually elegant and restrained. The proposed signage should follow its example and not over dominate the streetscape with its upper floor branding.

The Conservation Area Appraisal (Sidney Street) identified key positive views along Sidney Street. These views take in the north eastern elevation of the site. Signs E1, E3 and E4 would be visible in this view and in the setting of The Church of St Andrew the Great and its war memorial, Lloyd's Bank, and Christ's College. We consider that having 3 signs on this frontage introduces street clutter and harms the character of the Conservation Area.

The southern side of Petty Cury, although a modern development has a regular pattern of pillars forming a colonnade with uniform hanging signs which do not detract from the historic frontage opposite. The proposal introduces 2 panel signs (E4 and E3). These signs disrupt the current regular pattern of the façade and suggest a single sign would be less disruptive.

I trust that you will take our comments into consideration.

Yours sincerely
Sarah Nicholas
Principal Planning Officer