

**Application No:** W 11 / 1065

**Town/Parish Council:** Kenilworth  
**Case Officer:** Liz Galloway

**Registration Date:** 31/08/11  
**Expiry Date:** 26/10/11

01926 456528 planning\_west@warwickdc.gov.uk

**V2 Wine Bar, 48 Station Road, Kenilworth, CV8 1JD**

Display of internally illuminated lettering in polished stainless steel (V2) and non- illuminated stainless steel letters (wine bar and bar & grill)  
FOR Mr Paul Murphy

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This application is being presented to Committee in order to request that enforcement action be taken.

**SUMMARY OF REPRESENTATIONS**

**Kenilworth Town Council :** Members were deeply concerned by the impact of these signs on a Listed Building and indicated an intention to OBJECT but deferred them for further scrutiny by the full Committee.

**Policy, Projects and Conservation:** Raises objection on the following grounds:

- We have had discussion in respect of signs at 48 Station Road previously (as per notes of 19th July - duly enclosed)
- The lettering on the building previously ('She Bar') had thinner central letters (that was halo illuminated) with letter either side smaller and upper case. This lettering was not illuminated. This is what we should see here.
- I would thus like to see the side lettering 180 - 250 max in height with the central 'V2' lettering perhaps thinner, but no more than 350mm in height. There should, and must not be any horizontal rail/conduct cover

**RELEVANT POLICIES**

- DP1 - Layout and Design (Warwick District Local Plan 1996 - 2011)
- DP2 - Amenity (Warwick District Local Plan 1996 - 2011)
- DAP4 - Protection of Listed Buildings (Warwick District Local Plan 1996 - 2011)

**PLANNING HISTORY**

W05/1762LB - Permission was granted in 2005 for the redevelopment of 29 The Square, to three ground floor commercial units (Class A1-A5) with nine residential flats above.

W07/1642 - Permission was granted for:-

- One projecting timber hanging sign to be hung from a black painted steel bracket, with overhead trough lighting
- Gold coloured raised lettering with red halo illumination positioned centrally, with non-illuminated gold coloured raised lettering each side
- One brass illuminated menu box
- Black coloured wall wash lights and griffin wall lanterns

W07/1665LB - Permission was granted for the installation of kitchen extract system air conditioning and condensing units; exterior signage and replacement entrance doors and internal alterations.

## **KEY ISSUES**

### **The Site and its Location**

Following the redevelopment of the commercial site in 2005, that was formerly the Listed Kings Arms Hotel (29 The Square), the application site has been subdivided off and renamed 48 Station Road. The building now known as 48 Station Road was moved to adjoin the Kings Arms Hotel many years ago, from another site in Kenilworth and is thought to be the old train station. Since the building was built within the curtilage of the Hotel before it was listed, it is treated as part of the Listed Building. The frontage of the building directly adjoins the narrow foot way on Station Road, to the side is the service access for the other businesses on this development, and above to the rear are new residential flats.

### **Details of the Development**

The applicant has sought permission for Advertisement and Listed Building Consent to display a 'wine bar V2 bar & grill' sign on the front elevation of this Listed Building. The sign is built up polished stainless steel letters fitted to the face of the stonework on stand off fixings, halo illuminated with red LED modules (V2) only.

The proposal differs from the existing signage on the building which is slightly larger and all illuminated. This signage is subject to an enforcement investigation.

### **Assessment**

The main issues relevant to the consideration of this application are as follows:

- The impact on the street scene
- The impact on the Listed Building and;
- The impact on the amenity of nearby dwellings/uses.

### **The impact on the street scene**

Station Road lies to the East of one of the main shopping areas known as The Square and within very close proximity to the main Warwick Road. Although the proposed signs will not be overly visible within the main shopping area, I consider that the proposed advertisement will be out of character with other signs within Station Road and due to their very prominent position, size and modern design, will have a serious detrimental impact on the street scene, contrary to Policy DP1 of the Local Plan.

### **The Impact on the Listed Building**

I do not consider that the proposed large V2 sign and smaller lower case letters would be acceptable in this instance, due to their size, design and position. As the application building is a Grade II Listed Building, I consider the characters are too large and do not respect the building's character, appearance or integrity. Furthermore, the high level lettering is of a non-traditional design and

has a 'stuck on' appearance which is not acceptable in its present form and will seriously overpower the existing features on this Listed Building, adversely affecting its special architectural character contrary to Policy DAP4 of the Local Plan.

**Impact on the amenity of nearby dwellings/uses**

Although it is felt that the proposed advertisement would not seriously impact on any neighbours light, outlook or privacy, I consider that the proposed sign would impact on the visual amenity of nearby residents/uses and, therefore, is contrary to Policy DP2 of the Local Plan.

**RECOMMENDATION**

REFUSE, subject to the refusal reasons listed below and authorise officers to take appropriate enforcement action to remove the existing advertisements on the building of similar design, size and illumination within 3 months.

**REFUSAL REASONS**

- 1 Policy DAP4 of the Warwick District Local Plan 1996-2011 states that development which adversely affects the special architectural or historic interest of listed buildings will not be permitted. The proposed advertisement is located on a Listed Building where particular care is taken for the preservation of the character and appearance of buildings. It is considered that the proposal would be seriously injurious to both the appearance of the building by reason of its size, position and illumination.

Policies DP1 and DP2 of the Warwick District Local Plan 1996-2011 state that development will only be permitted which positively contributes to the character and quality of the environment through good layout and design. Furthermore, development will not be permitted which has an unacceptable adverse impact on the amenity of nearby uses and residents. It is considered the signage will have an impact on the visual amenity of nearby residents and have a serious detrimental impact on the street scene.

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