

**Planning Committee:** 17 January 2012

**Item Number:** 9

**Application No:** W 11 / 1184

**Town/Parish Council:** Kenilworth

**Registration Date:** 28/09/11

**Case Officer:**

Erica Buchanan

**Expiry Date:** 23/11/11

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**The Queen and Castle, Castle Green, Kenilworth, CV8 1ND**

Retention of various signage FOR Mitchells & Butlers

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This application is being presented to Committee because the recommendation is contrary to the objection from the Town Council.

**SUMMARY OF REPRESENTATIONS**

**Kenilworth Town Council:** Objection signage font too large and incompatible with its situation, design and style is unsympathetic to this important building in the Conservation Area in close Proximity to the Ancient Monument.

**CAAF:** Objection proposed advertisement boards not appropriate on the building, individual letters more appropriate to enable building to be seen through the letters, concern of the loss of the Queen on the free standing post board.

**Conservation and Design:** Objection to original signs submitted and raises no objection to the amended scheme.

**RELEVANT POLICIES**

- DP1 - Layout and Design (Warwick District Local Plan 1996 - 2011)
- DP2 - Amenity (Warwick District Local Plan 1996 - 2011)

**PLANNING HISTORY**

There have been various applications relating to the use of the building as a Public House and Restaurant. The Public House has recently changed hands and has undergone a complete renovation with a recent application approved for internal and external works.

**KEY ISSUES**

**The Site and its Location**

The application property is a Grade II Listed Building that lies within the Kenilworth Conservation Area. The property lies on the North side of Castle Road and the junction with Castle Green. Opposite the site are the grounds to Kenilworth Castle. Castle Green comprises mainly terraced two storey dwellings set in a crescent form. Properties along Castle Road and Castle Hill are primarily commercial properties.

The application building is a detached two storey brick built building and is currently in use as a Public House/Restaurant. Adjacent to the site is a public car park and there is a rear garden area, which provides open air seating and a children's play area for the Public House.

It should be noted that the applicants are already displaying the advertisements the subject of this application. The application when submitted was not retrospective, however the applicants following the renovations of the public house have taken the risk of displaying them prior to any decision being made.

### **Details of the Development**

The application is for advertisement consent various external advertisements. The original application submitted were for signs on boards on the front and side elevations with a large painted sign on the gable end elevation facing Castle Green and the change of the free standing post sign, which would replace the Queens head. After discussions with the applicants amended plans were received for the adverts on the building to be individual letters only. There was not an issue with the post sign however with the request from the Town Council the applicants have submitted an amendment to the post sign to retain the Queens Head.

The advertisements on the front elevation comprise of individual painted letters on metal straps attached to the brickwork, the location of this advertisement is above the main entrance fronting Castle Road. The size of the individual letters are 500mm and the total size of the sign is 2.4m by 1.6m. The advertisement on the side elevation facing the entrance to the car park comprise painted individual letters on a metal strap attached to the brickwork on the chimney. The size of these letters are 200mm and the total size of the sign is 1.3m by 1m. The advertisement on the gable end elevation facing Castle Green comprise painted individual letters on a metal strap attached to the white painted wall. These letters are set in an arch with additional smaller lettering below. The main size of the letters are 300mm and the smaller lettering would be 120mm. The overall length of the arch is 3.6m.

### **Assessment**

The main issues for consideration for advertisement consent are amenity and public safety.

### **Amenity**

The main consideration is visual amenity. This includes the impact of the advertisements on the building and immediate neighbourhood, impact on the surroundings including scenic, historic, architectural or cultural features which contribute to the distinctive character of the locality. In the case of the application site the building is a Grade II Listed Building that lies within the Conservation Area in close proximity to Kenilworth Castle and therefore there is a strong historical and distinctive character of the area for which any advertisements should be in keeping and respect the area.

I considered that the original scheme submitted due to the size, materials and colours did not respect the character or historic amenity of the area and would have detracted from the visual amenity of the Conservation Area, the Listed

Building and Ancient Monument. The amended scheme which comprise individual letters on the building are more in keeping with the Listed Building and Conservation Area and are of a similar style to the advertisements they replace.

In terms of the font size I am of the opinion that the advertisements are proportionate to the size of the building.

The free standing post sign as originally submitted and as amended did not have a detrimental impact on the amenities of the area.

### **Public Safety**

In terms of public safety this consideration is not confined to road safety but also relates to crime prevention and detection, obstruction of highway surveillance cameras, speed cameras and security cameras. As the advertisements are on the wall of the building and are individual letters, I consider that there are no concerns in respect of public safety. The post sign would be a direct replacement to the existing sign and therefore there is no issue with public safety as a result of the post sign.

### **RECOMMENDATION**

GRANT with standard advertisement conditions as required by the Advert Regulations, and the following condition.

### **CONDITIONS**

- 1 The development hereby permitted relates strictly to the details shown on the application form and site location plan submitted on 28/09/11 and amended drawing(s) 16099 Rev2, 16099VerB submitted on 17/11/11 and the amended post sign submitted on 14/11/11 and specification contained therein, unless first agreed otherwise in writing by the District Planning Authority. **REASON** : For the avoidance of doubt and to secure a satisfactory form of development in accordance with Policies DP2 of the Warwick District Local Plan 1996-2011.

### **INFORMATIVES**

For the purposes of Article 31 of the Town and Country Planning (Development Management Procedure) (England) Order 2010, the following reason(s) for the Council's decision are summarised below:

In the opinion of the District Planning Authority, the proposals would not detract from the amenity of the area and would not be detrimental to public safety. The proposals are therefore considered to comply with the policies listed.

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