

Application No: W 11 / 1066 LB

Town/Parish Council: Kenilworth
Case Officer: Liz Galloway

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Registration Date: 31/08/11

Expiry Date: 26/10/11

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

Display of signage on front elevation of Listed Building FOR Mr Paul Murphy

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

- 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 issue relevant to the consideration of this application is the impact on the Listed Building.

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.

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.
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