

Application No: W 11 / 1184

Town/Parish Council: Kenilworth

Registration Date: 28/09/11

Case Officer: Erica Buchanan

Expiry Date: 23/11/11

01926 456529 planning_west@warwickdc.gov.uk

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

Continued display of various signage FOR Mitchells & Butlers

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

This application was deferred at Planning Committee on the 17 January 2012, as concern was raised to the existing external illumination of the signs. Following consultations with the applicant the lighting has been amended.

SUMMARY OF REPRESENTATIONS

Kenilworth Town Council: Objection raised as the signage font is 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 raised as the proposed advertisement boards are 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.

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 for various external advertisements. The original application submitted was 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 advertisements 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. This sign is illuminated by individual spotlights.

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. This sign would be illuminated by a small downward facing strip light painted black and would replace the existing larger strip light. This strip light would be the same width as the letters.

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. This sign would be illuminated by two downward facing spot lights on either end of the curve which would replace the larger strip.

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.

It is 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, it is considered that the advertisements are proportionate to the size of the building.

The proposed amendments to the external illumination of the signs is considered to respect the Listed Building and the Conservation Area by the use of smaller strip lights and more sympathetic spot lights.

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.

CONCLUSION/SUMMARY OF DECISION

In the opinion of the District Planning Authority, the proposed development does not adversely affect the historic integrity, character or setting of the listed building, is of an acceptable standard of design and detailing and preserves the character and appearance of the Conservation Area within which the property is situated. The proposal is therefore considered to comply with the policies listed.

RECOMMENDATION

GRANT subject to standard advertisement conditions and the following condition.

CONDITIONS

- 1 Within one month of the date of this decision the modification to the lighting hereby approved should be carried out in accordance with the details submitted on 17/05/12, and shall not be removed or modified, 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 DAP4 of the Warwick District Local Plan 1996-2011.