

**Planning Committee:** 26 July 2011

**Item Number:**

**Application No:** ENF 334/37/10

**Case Officer:** Phillip Hopkinson  
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**The Clarendon Arms, 44 Castle Hill, Kenilworth, CV8 1NB**

Installation of illuminated fascia and gable signs.  
Property Owner(s)

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This report is brought before Committee to request that enforcement action be authorised.

**BACKGROUND**

In February 2011 a Listed Building application [W11/0153LB] and an Advertisement Consent application [W11/0152] were submitted for the retrospective display of new illuminated fascia and gable end signage.

The proposal in relation to the gable signage and the illumination of both was considered to be unacceptable.

On 23<sup>rd</sup> May 2011 consent was REFUSED under delegated powers for the following reasons: The proposed advertisements are located on a Listed Building in the Conservation Area. It is considered that the gable end board sign would be seriously injurious to both the appearance of the building and the visual amenities of the area by reason of its large size, illumination, and position adjoining the highway.

**RELEVANT POLICIES**

DAP4 - Protection of Listed Buildings (Warwick District Local Plan 1996 - 2011)  
DAP8 - Protection of Conservation Areas (Warwick District Local Plan 1996 - 2011)

**PLANNING HISTORY**

W85/0797, Planning permission GRANTED for demolition of outbuildings at the rear, erection of a single storey extension forming kitchen, store & w.c.s; internal alterations and alterations to elevations.

W85/1296, Planning permission GRANTED for demolition of internal walls erection of a single storey extension, installation of additional windows and rendering of side wall.

W86/0809, Listed Building and Advertisement consent GRANTED for non-illuminated fascia board; non-illuminated lettering on gable end and an externally illuminated pictorial hanging sign at first floor level.

W01/0360 & W01/0361LB, Planning permission and Listed Building consent GRANTED for erection of 2 storey and single storey rear extension.

W08/0795LB, Listed Building consent GRANTED for external re-decoration of premises (retrospective application).

W11/0152 & W11/0153LB, Advertisement consent and Listed Building consent REFUSED for display of illuminated fascia and gable end signs (partly retrospective application).

W11/0769 & W11/0770LB, Advertisement consent and Listed Building consent CURRENT applications for illumination of replacement fascia sign ( resubmission of applications W11/0152 & W11/0153LB.

## **KEY ISSUES**

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

The site relates to a Grade II Listed public house/restaurant set within the Kenilworth Conservation Area close to Kenilworth Castle.

### **Assessment**

The main issue is the impact of the unauthorized advertisement on the character and appearance of both the Listed Building and the Conservation Area.

The signage is prominently located on the fascia and gable end of the building and prominently viewed within the surrounding area.

By reason of its design and illumination, it conflicts with that character and appearance along with the visual amenities of this historically important part of Kenilworth.

The illumination of the signage does not conform to the Council's guidelines for signage within the Conservation Area.

### **Justification for Enforcement Action**

It is considered that formal action is now appropriate to permanently resolve this breach of planning control.

## **RECOMMENDATION**

That appropriate enforcement action be authorised directed at the removal of the illuminated gable end signage and the illumination of the fascia sign with a compliance period of ONE month.

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