

Application No: [W 25 / 0519 LB](#)

Town/Parish Council: Leamington Spa
Case Officer: Dan Charles
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Registration Date: 03/04/25
Expiry Date: 29/05/25

**Sheldon Bosley Knight, 28,29 & 34 Denby Buildings, Regent Grove,
Leamington Spa, CV32 4NY**

Listed building consent application for TV display screen and surrounding window vinyl FOR Sheldon Bosley Knight

This application is being presented to Committee due to the number of objections received.

RECOMMENDATION

That Listed Building Consent be GRANTED.

DETAILS OF THE DEVELOPMENT

The proposal seeks Listed Building Consent for the display of a digital screen advertisement and surrounding window vinyl with clear touch screen film feature. The proposal is a part-retrospective application.

THE SITE AND ITS LOCATION

The application site relates to a Grade II Listed Building situated on the north side of Regent Grove within the Royal Leamington Spa Conservation Area and the secondary retail area of the town centre. The premises forms part of Denby Buildings, which is a mid-nineteenth century terrace in a Scottish Baronial style. The site specifically relates to the ground floor retail unit, currently occupied by Sheldon Bosley Knight estate agents.

PLANNING HISTORY

There is various planning history relating to the Denby Buildings for signage as well as Listed Building works. None specifically relevant to this proposal.

RELEVANT POLICIES

- National Planning Policy Framework

Royal Leamington Spa Neighbourhood Plan 2019-2029

RLS3 - Conservation Area

Warwick District Local Plan 2011-2029

- HE1 - Protection of Statutory Heritage Assets

Guidance Documents

- Design Advice on Shopfronts & Advertisements in Royal Leamington Spa (Supplementary Planning Guidance).

Royal Leamington Spa Neighbourhood Plan 2019-2029

- RLS3 - Conservation Area

SUMMARY OF REPRESENTATIONS

Royal Leamington Spa Town Council: No comments to make on this application.

WDC Conservation: Objection - Volume of vinyl appears excessive and detracts from the architectural qualities of the Listed Building. The most harmful element is undoubtedly the touchscreen TV unit, which is physically attached to the external window via touch foil. The illuminated unit is bold, brash, dominant in the window display, disproportionate and adds yet more commercial character to the listed buildings, which is inherently harmful to their significance as designated heritage assets. It is also considered contrary to the principles contained within the Council's Shopfront and Advertisement guidance for Leamington Spa.

WDC Conservation comments on revised plans: In regard to this application, I would consider the proposal to have a neutral impact on the listed building and the wider conservation area. The proposal introduces a transparent touch screen cover to the external window with a corresponding free-standing display unit internally. It's considered that the transparent cover is a removable feature and the corresponding unit is a furnishing within the building and as such the impact on the historic fabric from the scheme is reduced. In regard to design of the free-standing unit, I would consider the dark overall colour, with lighter detailing, and streamlined surround of the unit also reduces any potential visual impact overall. It is also considered that the proposed single screen reduces the requirement for larger displays of printed details and that the proposal aligns with other electronic advertisements within Regent Grove, as the terrace consists of retail to the ground floors and there is a similar approved scheme within the row. I would potentially recommend restricting usage to be between 8am and 8pm to align with previous approvals however overall, I would consider the impact to be neutral and would have no further comments or concerns from a conservation perspective.

Leamington Society: Contrary to principles set out in legislation and local conservation policies. Additional of disproportionately bright display and vinyl surrounds is inappropriate in the listed building in such a prominent historic street.

Additional light pollution generated which is prominent in darker hours. May set an unwelcome precedent for further installations. Maintain comments on revised plan.

Public Response: 6 letters of objection received on original proposal and objectors have maintained objection on revised plans. Comments made;

- Causes harm to the architectural and historic character of the building.
- Size, colours, materials and brightness dominate and disfigure the whole block.
- Contrary to principles of heritage conservation.
- Detrimental to local character of historic street.
- Negative impact on setting and Conservation Area.
- Visual and Light Pollution.
- Illuminated signs compete for attention and this will exacerbate the problem.
- Harm to highway safety.
- Would set unwelcome precedent.
- Design contrary to local guidance.

ASSESSMENT

Impact on Heritage Assets

Section 66 of the Planning (Listed Buildings and Conservation Areas) 1990 imposes a duty to have special regard to the desirability of preserving a listed building or its setting when considering whether to grant a planning permission which affects a listed building or its setting.

Paragraph 212 of the NPPF states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. Paragraph 214 of the NPPF states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage assets, the harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

Policy HE1 of the Local Plan states that development will not be permitted if it would lead to harm to the significance of a designated heritage asset. Where the development would lead to less than substantial harm to the significance of a designated heritage asset, this harm will be weighed against the public benefits of the proposal.

The Royal Leamington Spa Neighbourhood Plan Policies RLS3 only permits proposals which respect the significance of listed buildings and non-designated heritage assets.

The Council has adopted Supplementary Planning Guidance on Shopfronts and Advertisements in Leamington Spa. The Council's maintenance of strict controls over the design of shopfronts within the core of the town centre has ensured that many are simplistic in appearance reflecting the restrained and elegant Regency character of Leamington Spa Conservation Area. It is the Council's aim to ensure

that the town remains an attractive shopping and commercial centre, recognising that part of the attraction stems from its special architectural qualities. The Council wishes to see that any new development enhances features which form part of the town's attraction, including the installation of associated advertising.

The proposal comprises a display screen set behind the glass window but not physically attached. On the window itself is a vinyl surround that is designed to wrap around the screen and provides a transparent touch film that controls the screen giving people the ability to control the screen from the outside to view properties for sale.

The proposal is part retrospective insofar as the screen and vinyl surround currently exist. However, following assessment, the current vinyl surround was considered to be overly dominant and harmful to the heritage asset. Conservation have been consulted and having reviewed the documents, consider that the impact on the listed building and the conservation area would be neutral with the revised vinyl design.

The key elements that have led to the impact being considered neutral are that the screen is set back from the glazing of the building and it is set on a free standing directional totem. As such, the impact on the historic fabric of the listed building, as this is a removable, free standing feature, and its visual impact on both the listed building and the wider conservation area are considered to be low.

All of the proposed works are reversable and will have no lasting impact on the fabric or character of the Heritage Asset.

The proposal is not considered harmful to the character of the Listed Building, and complies to the above detailed policies.

SUMMARY/CONCLUSION

It is considered that the proposed digital display and surround is acceptable in terms of its impact on the character and appearance of the Listed Building. The advertisement complies with the Council's adopted relevant design guidance and aforementioned policies, and results in an acceptable and appropriate signage on this historic building.

It is therefore recommended Listed Building consent is granted.

CONDITIONS

- 1 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawing(s) 24-90-06 Revision A, and specification contained therein, submitted on 2 October 2025.

Reason: For the avoidance of doubt and to secure a satisfactory form of development in accordance with Policies BE1 and BE3 of the Warwick District Local Plan 2011-2029.

- 2 Within 3 months from the date of this decision, the window vinyl shall be replaced with the details as shown on plan reference 24-90-06 Revision A received by the Local Planning Authority on 2 October 2025.

Reason: To ensure a high standard of design and appearance for this Listed Building, and to satisfy Policy HE1 of the Warwick District Local Plan 2011-2029.
