

Planning Committee: 22 November 2006

Item Number:

Application No: W 06 / 1523

Registration Date: 10/10/06

Town/Parish Council: Kenilworth

Expiry Date: 05/12/06

Case Officer: Penny Butler

01926 456544 planning_west@warwickdc.gov.uk

Clarendon House, 6 High Street, Kenilworth, CV8 1LZ

Display of various signs at front and rear (retrospective) FOR GREENE KING
Plc

This application is being presented to Committee due to an objection from the Town Council having been received.

SUMMARY OF REPRESENTATIONS

Town Council: Object. "Members have no reservations regarding most elements of the application but OBJECTED to Sign 4. This sign was considered to be inconsistent with the area and placement of the building within the Conservation Area. It was also out of character with this important, Listed and ancient building, which was some 250 years older than the sign outwardly indicated. Members felt that a traditional inn sign in keeping with the age, character and location of the building should be fitted."

CAAF: The signs are generally acceptable with the exception of the hanging sign which is currently a standard Greene King sign. This should be a traditional painted sign possibly showing a picture of the Clarendon House as that previously on the building.

RELEVANT POLICIES

- (DW) ENV3 - Development Principles (Warwick District Local Plan 1995)
- (DW) ENV6 - Protection and Enhancement of Conservation Areas (Warwick District Local Plan 1995)
- (DW) ENV11 - Retention of Listed Buildings (Warwick District Local Plan 1995)
- (DW) ENV20 - Advertising Control (Warwick District Local Plan 1995)
- DP1 - Layout and Design (Warwick District Local Plan 1996 - 2011 Revised Deposit Version)
- DAP6 - Protection of Listed Buildings (Warwick District 1996 - 2011 Revised Deposit Version)
- DAP10 - Protection of Conservation Areas (Warwick District 1996 - 2011 Revised Deposit Version)

PLANNING HISTORY

The most recent applications for signage on the site were in 2003 (W03/1927 and W03/1928LB).

KEY ISSUES

The Site and its Location

Clarendon House is a Grade II Listed Building made up of three properties occupying a visually prominent site in the Conservation Area close to the cross roads of High Street and Bridge Street. The hotel occupies numbers 4, 6 and 8, where 6 and 8 are Grade II Listed Buildings, reputedly dating from 1539. There is an L-shaped yard used for parking to the rear which has access from Fieldgate Lane and Fancott Drive.

Details of the Development

This is a retrospective application to replace all the previously existing signage.

Assessment

The signage which previously existed including a traditional hanging sign, lettering above two doors at first floor level, menu boards, and various other signs including some in the rear car park. The proposed replacement lettering at first floor consists of gold relief lettering with black outline, with white coloured trough down lights. These are considered to be of an acceptable scale and style which would not detract from the quality of the Listed Building. The other signage includes black lettering above two front doors to mark the entrances, and other black amenity signs with gold and cream lettering. The amount of signage proposed is considered appropriate to this large building, and would not have an adverse impact on the character of the Listed Building or the Conservation Area.

The replacement hanging sign (sign 4) which is currently in place on the building shows a Greene King figure. The form and quality of the sign can be considered under advertisement regulations, but not the content. It is considered that the hanging sign is of an appropriate size and form, and as such the picture on it is not relevant to its affect on the amenity of the area.

RECOMMENDATION

GRANT, subject to the conditions listed below.

CONDITIONS

- 1 The development hereby permitted shall be carried out strictly in accordance with the details shown on the approved drawing(s) (Number CHCW0906), and specification contained therein, submitted on 10 October 2006 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 Local Plan Policy ENV3.

INFORMATIVES

For the purposes of Article 22 of the Town and Country Planning (General Development Procedure) (England) (Amendment) Order 2003, the following reason(s) for the Council's decision are summarised below:

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.
