

Planning Committee: 17 January 2012

Item Number: 10

Application No: W 11 / 1185 LB

Town/Parish Council: Kenilworth
Case Officer: Erica Buchanan

Registration Date: 28/09/11

Expiry Date: 23/11/11

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

Regularise the replacement of existing signage with new FOR Mitchells & Butlers

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

SUMMARY OF REPRESENTATIONS

Kenilworth Town Council: Objection signage font 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 proposed advertisement boards 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

Conservation and Design: Objection to original signs submitted and raises no objection to the amended scheme

RELEVANT POLICIES

- DP1 - Layout and Design (Warwick District Local Plan 1996 - 2011)
- DP2 - Amenity (Warwick District Local Plan 1996 - 2011)
- DAP4 - Protection of Listed Buildings (Warwick District Local Plan 1996 - 2011)
- DAP8 - Protection of Conservation Areas (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.

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 dwelling

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.

Details of the Development

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 decisions being made.

The application is for Listed Building Consent for the display of various external advertisements. The original application submitted were 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 adverts 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. 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. 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.

Assessment

The main consideration for this application is the impact of the advertisements on the Listed Building and the Conservation Area. Advertisements on Listed Buildings are considered an alteration to the building as special care is essential to ensure that any advertisement displayed on, or close to, a listed building or scheduled monument does not detract from the integrity of the building's design, historical character or structure, and does not spoil or compromise its setting.

I considered that the original scheme submitted due to the size, materials and colours detracted from the integrity of the Listed Building with signs that would be modern in appearance. They also would have detracted from the setting of the Conservation Area and Ancient Monument. The amended scheme which comprises of 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 and that the font size is proportionate to the

building and therefore would not detract from the historical character of the Listed Building or the setting of the Conservation area or ancient monument. The free standing post sign as originally submitted and as amended does not have a detrimental impact on the historical character of the area.

RECOMMENDATION

GRANT, subject to the condition listed below.

CONDITIONS

- 1 The development hereby permitted relates strictly to the details shown on the application form, site location plan and amended drawing(s) 16099 Rev2, 16099VerB and the amended post sign submitted on 14/11/11, and specification contained therein, submitted on 28/09/11 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 DP2 of the Warwick District Local Plan 1996-2011.

INFORMATIVES

For the purposes of Article 31 of the Town and Country Planning (Development Management Procedure) (England) Order 2010, 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.
