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# Heritage Assessment

Premier Inn Leamington Spa

NOVEMBER 2023

**Walsingham Planning**

Brandon House

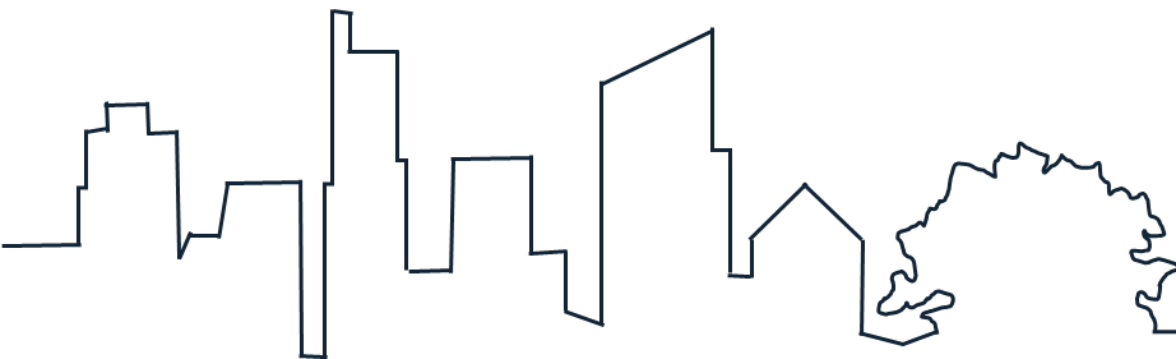
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**TO REMOVE BEFORE ISSUE**

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# I INTRODUCTION

- I.1 The Leamington Spa Town Centre Premier Inn forms part of the Grade II Listed 152-164 Parade and the whole site falls within the Leamington Spa Conservation Area. To comply with government guidance contained within the NPPF, as well as policies contained in the adopted Development Plan, it is necessary for the application to be supported by a heritage assessment that considers and assesses the impact of the proposed development on significance of the building and its setting; as well as the impacts on the conservation area. We consider the principle consideration to be the appropriateness of the proposed sign on the front elevation of the building, however the two directional signs on the rear elevations do require listed building consent.

## 2 LISTED BUILDING 152-164, PARADE

2.1 The official list entry for 152-164, Parade describes the building as follows:

*Terrace of 7 houses, now shops. Numbered right to left, described left to right. c1835 with later additions and alterations including mid C20 shop fronts and semi-circular portico to Regency Arcade and some rebuilding to rear. Brick with painted stucco facades and Welsh slate roof. EXTERIOR: 4 storeys, 14 first-floor windows, 2 to each dwelling, extensions to rear. Remains of ground floor channelled rustication. First floor: Corinthian pilasters to end and 2 between each dwelling through first and second floors, dentil frieze, acanthus modillion cornice. Further plain pilasters above, cornice, blocking course, copings. First floor: 8 tall 6/9 sashes, six 12-pane French windows, all in plain reveals and with tooled surrounds, frieze, cornice. Second floor: 6/6 sashes throughout in tooled surrounds and with sills. Third floor: 3/6 sashes throughout in moulded surrounds, interrupt band. Ground floor: glazed shop fronts and portico to Nos. 152, 154 and 156 (Regency Arcade). INTERIOR: not inspected. HISTORICAL NOTE: the Parade was so-named in 1860. Originally called Lillington Lane, it was renamed Union Row c1809. The lower section was laid out c1810-1814 and extended towards Dormer Place c1835. Built as houses, hotels and lodging-houses, by 1850 many had become shops. (Cave LF: Royal Leamington Spa Its History and Development: Chichester: 1988-: 33, 36-37; Manning JC*

2.2 It is necessary to assess the significance of the listed building in order to fully assess the harm inflicted upon it by the proposals. The NPPF defines significance as “*value of a heritage asset to this and future generations because of its heritage interest. This interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.*”. Taking account of this we have identified that the heritage significance of 152-164, Parade is derived from its architectural features as well as its setting with the conservation area

2.3 The original form of the building remains largely intact and despite the loss of the original residential use the 7no. former dwellings can still be clearly identified. The mid-20th century shopfronts with associated cornicing and facias remain intact with the semi-circular portico, directly adjacent to the proposed sign providing a focal point. The sills, cornicing and other significant architectural features noted in the listing remain intact, visible and well preserved. The preservation of these architectural and historic features contributes to the significance of this heritage asset.

- 2.4 The sign proposed for the front elevation will not cause any harm to the significance of this listed building, which is derived from its architectural features, as it fits well into the facias of the building and enhances this feature of the building by assisting in it achieving its optimal use. This proposed sign has been designed to fit with the architectural features of the unique host building as well as the surrounding conservation area - it reflects surrounding signage and is similar in design, scale and position.
- 2.5 The proposed signage complies with government guidance contained in Chapter 16 of the NPPF as well as local development plan policy as no harm is inflicted upon the significance of this heritage asset.

### **3 LEAMINGTON SPA CONSERVATION AREA**

- 3.1 The proposal site falls within the Leamington Spa Conservation Area, which covers the town centre and as such houses many commercial and business uses. The Premier Inn hotel falls within Area I5a of the conservation area, the Lower Prade, which contains the Town Hall and the Regent Hotel, both of which are Grade II listed buildings. The area appraisal notes that there is a need to maintain strong control over shopfronts and signage.
- 3.2 The significance of this conservation area is derived from its architectural character and as well as its historical background as a commercial and shopping district. The wide streets and rendered regency buildings all add to the significance of this attractive and unique town centre. The Parade is characterised by classic terraces as well as the contrast between the Town Hall and the Regent Hotel. Further significance is derived from the retained use of the parade as a busy throughfare of the town.
- 3.3 The area is not subject to an area of special advertisement control order however, the conservation area appraisal notes the importance of ‘restrained signage’. The design guide further notes that no logos will be permitted at fascia level and as such we do not propose one here, despite this being a standard part of the Premier Inn branding.
- 3.4 The proposed signage is entirely appropriate within the context of the surrounding conservation area, it mirrors surrounding signage and does not detract from the Regency architectural features of the host building nor does it adversely impact the features of the wider conservation area.
- 3.5 We consider that the installation of the proposed signage will not inflict harm on the significance of the conservation area and therefore the proposal is fully compliant with the tests set out within chapter 16 of the NPPF, specifically paragraph 202.

## 4 CONCLUSION

- 4.1 The proposed signs are proportionate in size and scale to the host building as well as the nature of Leamington Spa town centre. The individual letter sign will be located at fascia level and it not only fits well within the existing fascia and cornicing but the nature of the sign enhances this element of the building.
- 4.2 Noting the signage on surrounding buildings within the town centre it is clear that this has been heavily controlled by the Local Planning Authority and that the character of the Leamington Spa has been retained and enhanced as a result. The proposed signage is entirely fitting within this context and supports the enhancement of the heritage assets within this area.
- 4.3 Great care has been taken to design a proposal that complies with the very specific heritage policies and requirements of this historically sensitive location and as such this proposal fully complies with all relevant and applicable policy. The current signage has been in place since circa 2012 and is tired and in need of replacement, in this regard our client proposes a scheme that is historically sensitive yet within their branding principles.
- 4.4 This assessment demonstrates that the proposed signage is not detrimental to either local amenity or public safety and as such it accords with both local and national planning policy. Furthermore, the scheme is acceptable from a heritage perspective as it has been demonstrated that it will not cause harm to the significance of the listed building or conservation area.



