Item: **07**

Reference: **10/00665/ADV**

Applicant: **Hinckley And Bosworth Borough Council**

Location: **Atkins Building Lower Bond Street Hinckley Leicestershire LE10 1QU**

Proposal: **ERECTION OF NON ILLUMINATED SIGNAGE**

Target Date: **15 November 2010**

Introduction:-

Advertisement Consent is sought for the display of signage at the Atkins Building. The signage is proposed to be erected on the northern elevation of the building.

Atkins Brothers (Hosiery) Factory also known as the Goddard Building is a Grade II Listed Building. The site previously consisted of a range of buildings used in the hosiery industry. The site is bounded by three roads; its principal frontage to Lower Bond Street, Baines Lane and Druid Street, with a public footpath linking Lower Bond Street to Druid Street. A mix of uses surround the site, of particular note adjacent to the site to the south east is the Unitarian Great Meeting Chapel, Grade II* listed; the Hollybush Public House to the north east, Grade II; the Museum, Grade II; and the Leicestershire County Council Social Services building to the north. The frameknitters cottages have been recognised as a nationally important building by English Heritage and has been listed Grade II.

The site is located within the settlement boundary of Hinckley and located within Hinckley Town Centres Conservation Area, and is also located within an employment site, as defined by Hinckley and Bosworth's Local Plan (2001).

The signage would be positioned on the northern elevation, 5311mm above the footway, above a new entrance opening and adjacent to 2 no. existing windows. The proposed signage effectively comprises two elements; the Atkins logo with the Atkins name positioned 248mm below. The logo measures 4253 mm in height and maximum of 2693 mm in length, with the name measuring 1188mm in height by 2693 mm in length. In accumulation the proposed sign will measure 5.688 metres in length by 2693 mm in length and will project a maximum of 120 mm from the elevation. The materials proposed are aluminium powdercoated in white.

The application is accompanied by a heritage statement, design and access statement and lighting statement which suggest that the design of the signage has been chosen to enhance the original features of the building using metal to reflect the buildings history within industry.

Initially the proposal included external illumination. However, following concerns that this would have a detrimental impact upon the character and appearance of the Listed Building, a statement removing the illumination has been submitted and the description of proposal has subsequently been amended to reflect this. Re consultation has been undertaken to clarify that external illumination no longer forms part of the application.

An application for Listed Building Consent (ref: 10/00666/LBC) has also recently been submitted for the display of signage and this application is subject to a separate report also on this committee agenda.

History:-

Listed Building Consent (ref: 07/01218/LBC) was granted by the Government Office for the East Midlands on 25 January 2008 for the demolition of the vacant post 1920's buildings. Those buildings have since been demolished. Subsequent permission has been granted (ref: 09/00141/DEEM) for the re-development of a new college building and the change of use and conversion (ref: 09/00142/LBC) of the existing Grade II Listed Goddard Building to facilitate use as a creative industries centre. The college building is currently under construction.

For a full history:-

10/00450/LBC	Amendments to Listed Building	Pending determination of Secretary of State Consent 09/00142/LBC	
10/00271/DEEM	Variation of condition No.2 of Planning Permission 09/00141/DEEM to allow minor material alterations	Permitted	11.06.10
10/00264/DEEM	Variation of condition No.2 of Listed Building Consent 09/00142/LBC to allow external alterations	Withdrawn	26.05.10
10/00221/CONDIT	Variation of condition No.24 of Planning Permission 09/00141/DEEM to allow a wind turbine on the roof of the building	Permitted	18.06.10
09/00142/LBC	Conversion and adaptation of the existing Grade II Listed Goddard building to facilitate use as a creative industries centre	Permitted	12.05.09
09/00141/DEEM	Re-development of the former Atkins factory site for a mixed use development comprising of a new college building and the change of use and conversion of the existing Goddard building for use as a creative industries centre, including associated car parking and public realm improvement	Permitted	04.09.09
09/00003/LBC	Works to windows/openings (including replacement), flat roof covering upgrade, lightning protection, brickwork and timber cleaning and removal of redundant building services	Permitted	30.03.09



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Consultations:-

Head of Community Services (Land Drainage) has no comment.

Prior to the removal of the external illumination Leicestershire County Council Highways had no objection subject to a condition on illumination which ensures that the light source shall not exceed 600 cd/m2.

At the time of writing the report, comments have not been received from:-

Leicestershire Archaeological and Historic Buildings Panel
Leicestershire County Councils Officer
Hinckley and Bosworth Borough Council's Conservation Officer
Hinckley and Bosworth Borough Council's Building Regulations
Neighbours.

Site notice and Press notice were displayed and neighbours notified.

The consultation period remains open at the time of writing and does not close until the 4 November 2010. Any further consultation response received before the closing date will be reported and appraised as a late item.

Policy:-

Central Government Guidance

Planning Policy Guidance Note 19 - Outdoor Advertisement Control indicates that in relation to outdoor advertisements due regard should be had to interests of amenity

and public safety. PPG19 also acknowledges that it is reasonable for more exacting standards to apply in relation to historic environments.

Circular 03/2007 - Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Adopted Hinckley and Bosworth Local Plan (2001)

Policy BE1: Design and Siting of Development seeks to safeguard and enhance the existing environment and states that planning permission will be granted where the development: complements or enhances the character of the surrounding area with regard to scale, layout, mass, design, materials and architectural features; ensures adequate highway visibility for road users and adequate off street parking and manoeuvring facilities; is not adversely affected by activities within the vicinity of the site which are likely to cause a nuisance to the occupiers of the proposed development; does not adversely affect the occupiers of neighbouring properties.

Policy BE7: Development Within Conservation Areas states that primary planning policy will be the preservation or enhancement of their special character. Planning permission for proposals which would harm their special character or appearance will not be granted

Policy BE11: Advertisements in Conservation Areas seeks that where existing advertisements, signs and fascias make a positive contribution to the character of a conservation area, they should be retained. Replacement advertisements, signs, and fascias should be traditionally styled and carefully detailed.

Supplementary Planning Guidance/Documents

Shopping and Shop Fronts SPD sets out the desired design principles of replacement and new shop fronts and signs.

Appraisal:-

The main considerations in the determination of this application relate to visual amenity and highway safety.

Visual Amenity

The scale of the signage in comparison to the scale of the northern elevation on which it will be positioned, in addition to the backdrop of the western elevation ensures that the signage appears subservient and does not appear out of scale.

Traditional materials such as timber are usually sought for signage with Conservation Areas. The proposed sign is, however, of a modern design using modern materials. It is considered that the intention is to create a contrast in appearance between the old and new, using metal which would reflect the buildings history within industry.

By reason of design, scale, positioning and appearance, whilst the signage will stand out it is not considered visually prominent within the locality to detract from the character and appearance of the building or surrounding area. It is considered that the signage represents a modern addition, using modern materials which relate to the historic fabric of the Grade II Listed Building.

Highway Safety

Whilst the signage will be located in a prominent location within Hinckley Town Centre and be visible from the junction to the north of Lower Bond Street, it is now considered that the removal of the illumination would alleviate any concerns over the potential of the sign causing highway distractions.

In terms of pedestrian safety, the Highway Authority seek that signs (or part thereof) over a footway must have at least 2.4 metres clearance above the level of footway and 0.5 metres clearance from the edge of the carriage way. The proposed sign would be positioned at a height well above that of the height sought, and as such there are no impacts upon pedestrian safety.

Leicestershire County Council Highway Authority do not have an objection and as such it is concluded that the impact upon highway safety are negligible.

It is considered that by reason of scale and positioning and that the proposed signage would not significantly impact upon highway safety.

Impact upon the Setting of the Listed Building and Conservation Area

It is important to protect the architectural integrity of the building in which the signage will be displayed. By reason of scale and appearance it is not considered the signage will have a significant detrimental visual impact on the character of the building itself or surrounding area. In addition, the Atkins building has undergone numerous modern alterations and as such the proposed signage would not adversely impact upon the Grade II building over and above that of previous additions. In relation to the Hinckley Town Centre Conservation Area, whilst traditional materials are usually sought it is considered that the contrast of modern materials upon the traditional building would not be harmful to the character and appearance of the Conservation Area.

Conclusion

Although the proposed sign is not of a traditional design using traditional materials it is not considered that the proposed signage would detract from the historic nature of the building itself, or be harmful to the character and appearance of the Conservation Area or surrounding area. It is considered that proposal is acceptable in terms of visual amenity and highway safety. Accordingly, it is recommended that application be granted advertisement consent, subject to conditions.

RECOMMENDATION:- Subject to no significant material observations being received by the end of the consultation period expiring on the 4 November 2010, the Deputy Chief Executive (Community Direction) shall be granted delegated powers to grant consent to display advertisement for the development subject to the following conditions;

Summary of Reasons for Recommendation and Relevant Development Plan Policies:

Having regard to the pattern of existing development in the area, representations received and relevant provisions of the development plan, as summarised below, it is considered that subject to compliance with the conditions attached to this permission, the proposed development would be in accordance with the development plan as the

signage would not be harmful to visual amenity, public safety or impact adversely upon the setting of the Listed Building and Conservation Area.

Hinckley & Bosworth Borough Council Local Plan (2001):- BE1, BE7 and BE11

1 The advertisement hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the submitted drawings details: No.18305, Revision B entitled 'Main elevations final dimensions (proposed)' and No.18305 entitled 'Elevation sign section through letter' received by the Local Planning Authority on 20/09/2010 and written statement to amended the application received by the Local Planning Authority on 19/10/10.

2 Notwithstanding the information submitted and shown on the section plans the advertisement hereby permitted does not include illumination.

3 Any fixings to secure the signage shall be through mortar joints only and not through any brickwork structure of the building, unless otherwise agreed in writing with the Local Planning Authority.

4 The signage shall be Ral colour 9006 aluminium white as indicated on the submitted details unless otherwise agreed in writing by the Local Planning Authority and thereafter maintained as such.

Reasons:-

1&2 For the avoidance of doubt and in the interests of proper planning.

3&4 To enable the Local Planning Authority to retain control over this important detail in the interests of preserving the historic character of the building to accord with Policy BE1 and BE7 of the Hinckley and Bosworth Local Plan.

Notes to Applicant:-

1 You are reminded to comply with the conditions of Listed Building Consent ref: 10/000666/LBC.

Contact Officer:- Ebbony Mattley Ext 5691