

Item
5(12)

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| Description: | Display of: 1) 1 No. large externally illuminated hand painted sign; 2) 1 No. internally illuminated menu case; 3) 2 No. internally illuminated projecting signs. AND Associated listed building consent for above signs. |
| Reason for consideration at Committee: | Objections |
| Recommendation: | Approve |
| Ward: | Mancroft |
| Contact Officer: | James Bonner Planner 01603 212542 |
| Valid Date: | 11 December 2012 |
| Applicant: | Mr Stephen Hutton |
| Agent: | Mrs Janine Ramsay |

The Site

1. Nos.11-15 Timberhill is situated roughly halfway up the western side of Timberhill and is attached to buildings on either side. The statutory listed building has most recently been used as a bar and restaurant and is currently being operating as 'Middletons Steakhouse & Grill' restaurant. It was originally built as a Baptist Church, the form of which can still be seen in the fabric of the building.
2. It should be noted that 4 signs have already been installed without the benefit of advertisement consent. These are the originally submitted signs (pre-amendments).

Constraints

3. The building is grade II listed and situated within the St. Stephens character area of the City Centre conservation area. The majority of the buildings along the west side of Timberhill (numbers 1-25) are statutory listed, as are the buildings on the opposite side towards the north end of Timberhill (numbers 2-8). The street itself is a semi-pedestrianised 'lane'-like area. In the City Centre conservation area appraisal the building is designated as being part of a positive frontage and the view southwards up Timberhill is identified as a 'positive vista'.

Topography

4. The street slopes relatively steeply downwards from south to north.

Planning History

04/00255/L - Installation of internally illuminated projecting sign and hand painted lettering. (APPR - 15/04/2004)

04/00270/A - Installation of internally illuminated projecting sign and hand painted lettering. (APPR - 15/04/2004)

05/00674/L - Installation of CCTV cameras, canopy and menu board. (REF - 01/09/2005)

06/00101/F - Installation of CCTV cameras. (APPR - 29/03/2006)

06/00140/L - Installation of CCTV cameras. (APPR - 06/04/2006)

12/01570/F - External alterations to front elevation to create new and altered doors openings. (APPR - 19/10/2012)

12/02366/D - Details of Condition 3: Glazed lobby and Condition 4: glazing to the balustrade of previous permission 12/01571/L 'External alterations to front elevation to create new and altered doors openings and internal alterations'. (Pending Consideration)

13/00166/D - Details of Condition 3a) glazed lobby and Condition 4 glazing to the balustrade (12/01571/L) (Just Received)

Equality and Diversity Issues

There are no significant equality or diversity issues.

The Proposal

5. The proposal is for 4 signs on the front elevation, the first of which is a hand painted sign showing the red restaurant logo and text 'Middletons Steakhouse & Grill' 3.5m above the ground, measuring 2.625m high and 2.4m wide with the logo at a maximum height of 185cm.
6. The second sign is an internally illuminated menu case which will be 1.2m from the ground and will measure 0.512m high by 0.395m wide and 0.05m deep. It is to be constructed of an aluminium frame and Perspex sign with the lettering at a maximum height of 10cm.
7. The third and fourth signs are externally illuminated projecting signs that both measure 0.73m high, 0.54m wide and 0.05m deep with a maximum lettering height of 50cm. As Timberhill is sloping in nature, the height to the bottom of the signs varies between approximately 2.5m and 3m. The white painted wooden signs will hang from iron brackets and both project 0.7m from the face of the building. They are illuminated

from above using linolites to a level of 220 candelas per square metre.

8. The signs have been amended substantially from their originally proposed form (and which can be seen on the building currently – these are unauthorised). The hand painted sign was 25% larger, measuring 3.2m by 3.2m before being reduced. The projecting signs were internally illuminated box signs constructed from aluminium and Perspex and measured 0.94m by 0.94m by 0.25m. They were considered to be too large and in design terms, out of keeping with the traditional look of Timberhill. The most recent amendment has changed the position of the projecting signs, bringing each one closer to the hand painted logo sign and away from each neighbouring property.

Representations Received

9. Advertised on site and in the press. Adjacent and neighbouring properties have been notified in writing. Two letters of representation have been received citing the issues as summarised in the table below.
- 10.

| Issues Raised | Response |
|---|---|
| Specifically objecting to projecting signs as they are too large and obscures adjacent shop's sign. | The projecting sign has been moved (See paragraph 18). |
| The hand painted logo is oversized for building with simple elevation. | An amendment has reduced size of this sign by 25% (See paragraph 14). |
| Illuminated projecting sign is over-sized and out of scale with the general façade. | An amendment has changed projecting signs substantially in design and size (See paragraphs 16, 17). |

Consultation Responses

ASSESSMENT OF PLANNING CONSIDERATIONS

Relevant Planning Policies

National Planning Policy Framework:

Statement 7 – Requiring good design

Statement 12 – Conserving and enhancing the historic environment

Relevant policies of the adopted Joint Core Strategy for Broadland, Norwich and South Norfolk 2011

Policy 2 – Promoting good design

Policy 11 – Norwich City Centre

Relevant saved policies of the adopted City of Norwich Replacement Local Plan 2004

HBE8 – Development in conservation areas

Principle of Development

Policy Considerations

11. Saved Policy HBE8 of the City of Norwich Replacement Local Plan favours development in a conservation area that demonstrates a design that respects and is sympathetic to the form and character of the area's development. Policy HBE9 states alterations to a listed building will be considered in relation to the historical interest of the building and the significance of the development. In this case, with signage, an alteration inappropriate to the area and building can have a detrimental effect.
12. Local Plan Saved Policy EP22 states development will only be permitted if it provides a high standard of amenity for neighbours. In this case by not detracting from neighbouring amenity through artificial light.

Impact on Living Conditions

Artificial Light

13. The orientation of the illumination on the projecting signs is facing downwards and the level of illumination is not excessive on any of the illuminated signs. Accordingly, the proposals are not seen to adversely affect amenity.

Design

Form, Scale and Layout

14. The amended hand painted sign which has been reduced in size overall, whilst still large, does not project and is in keeping with the character of the building and the street and is considered acceptable.
15. The second sign – the menu case – is small and relatively unobtrusive and is acceptable.
16. Hanging and projecting signs are a typical feature in Timberhill and the proposed ones in their revised form use timber with an iron bracket, which is more in keeping with the historic traditional look of Timberhill.
17. The projecting signs have been amended to bring them closer to the hand painted logo and away from the neighbouring properties. This, alongside the change in design and size leads to them relating better with the character of the building and therefore the wider streetscene.
18. One projecting sign (right of the hand painted sign) was originally proposed very close to the projecting sign belonging to number 9 Timberhill. Its new position means they are competing less in visual terms and lessens the previous cumulative cluttering effect.

Listed Building and Conservation Area – Impact

19. The proposed signs are not considered to have an adversely negative effect on the grade II listed building itself, the surrounding statutory listed buildings, their setting in the streetscene or the character of the wider City Centre conservation area.
20. None of the proposed signs or their fittings would harm the historic fabric of the listed building.

Conclusions

21. The proposed signs have been amended to look more in keeping with the established

historic character of Timberhill. They are considered acceptable by virtue of their size, position and design and are not deemed to have a detrimental visual impact on the character or appearance of the statutory listed buildings, the streetscene or the wider City Centre conservation area.

22. The illumination will not have a significant effect on highway safety or the amenity of any neighbouring properties due to the location of the signs and the orientation and intensity of the lighting. None of the signs are considered to cause significant harm to the fabric of the listed building and they are not considered to provide a significantly detrimental visual effect on the building or its setting in the wider streetscene and City Centre conservation area. The proposals are therefore considered to meet the policy objectives of the National Planning Policy Framework, Policies 2 and 11 of the Joint Core Strategy for Broadland, Norwich and South Norfolk 2011 and saved policies HBE8, HBE9, HBE12 and EP22 of the City of Norwich Replacement Local Plan (Adopted Version November 2004).
- 23.

RECOMMENDATIONS

To approve:-

- (1) Application No 12/02017/A and grant advertisement consent, subject to the following conditions:-

Conditions 1 – 5: Standard Conditions

Condition 6: The development hereby approved shall be carried out in accordance with the application forms, plans, drawings and details as specified in this decision.

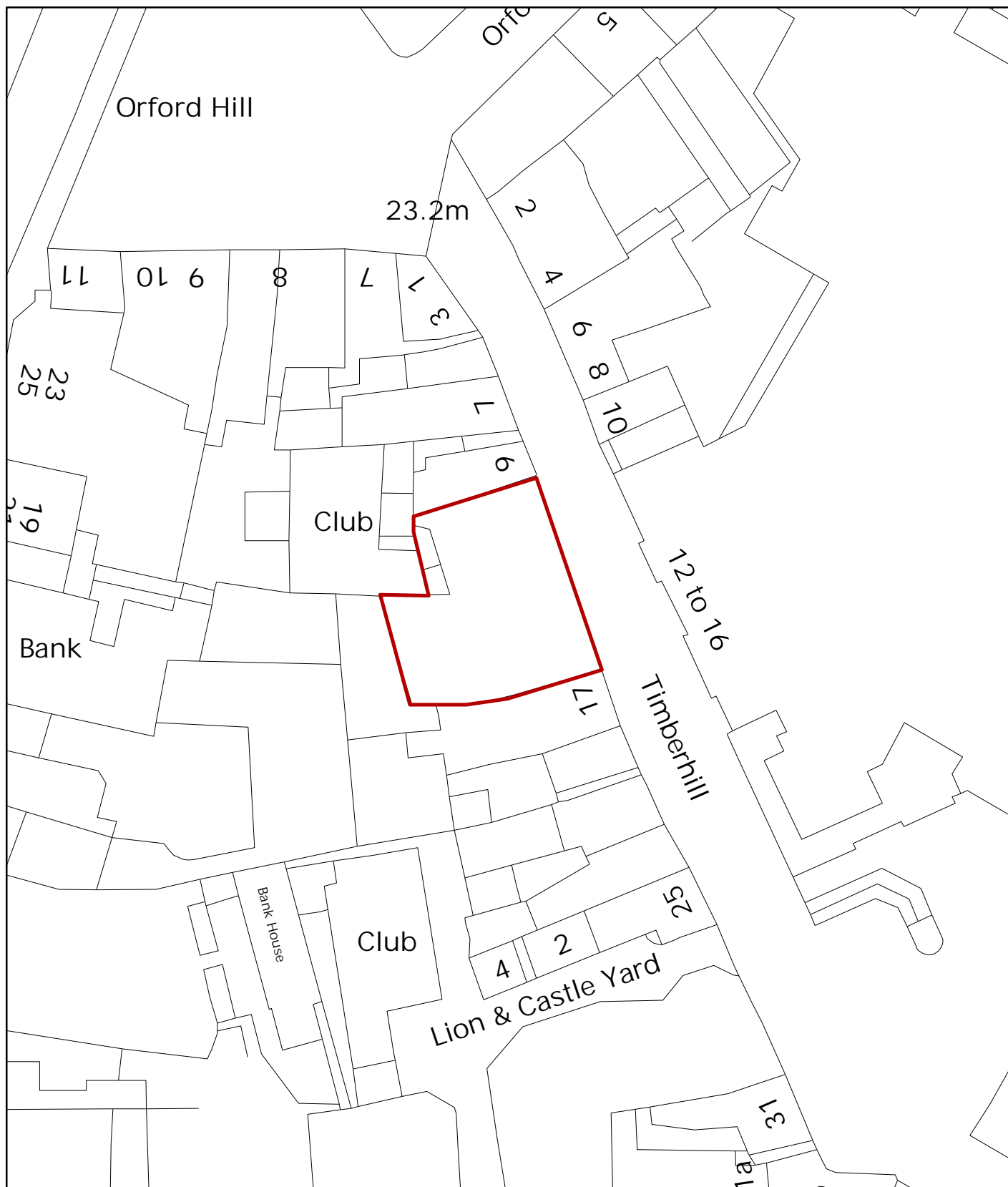
- (2) Application No 12/02210/L and grant listed building consent, subject to the following conditions:

Condition 1: Standard three year time limit

Condition 2: In accordance with the drawings and details as submitted.

Condition 3: Within 3 months of the completion of the works hereby permitted, any damage to the fabric of the Listed Building resulting from the carrying out of the works hereby permitted shall be made good in accordance with details first to be submitted and agreed in writing with the Local Planning Authority.

- (3) If the unauthorised and illegal signage is not removed within 2 months of the date of this consent then authority is given to prosecute in line with Regulation 30 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 as amended.



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Planning Application No 12/02210/L & 12/2017/A

Site Address 11 - 15 Timberhill

Scale 1:500



NORWICH
City Council

PLANNING SERVICES

