

DELEGATED

AGENDA NO
PLANNING COMMITTEE

21 APRIL 2010

REPORT OF CORPORATE DIRECTOR,
DEVELOPMENT AND NEIGHBOURHOOD
SERVICES

10/0529/LBC

The Forum Theatre, Town Centre, Billingham

Listed Building Consent for the erection of non-illuminated 'THEATRE' sign

Expiry Date 11 May 2010

SUMMARY

1. The application seeks listed building consent for two external advertisement signs to be placed on the fly tower section of the Forum Theatre which is Grade II listed. The advertisement signs will display the word 'Theatre' and will be displayed vertically on the west and south elevation of the theatre fly tower.
2. Only the theatre section of the Forum theatre is included in the listing and a separate application has been received for advertisement consent (10/0533/ADV) for the additional proposed signage at the Forum.
3. English Heritage has no objection to the proposed works subject to the application being considered in accordance with national and local policy guidance.

RECOMMENDATION

That Members be minded to approve the application and it be referred to Government Office North East for determination subject to the following Conditions:-

- 01 *The development hereby approved shall be in accordance with the following approved plan(s); unless otherwise agreed in writing with the Local Planning Authority.***

<i>Plan Reference Number</i>	<i>Date on Plan</i>
<i>90-006 REV 002</i>	<i>12 March 2010</i>
<i>20-714 REV A</i>	<i>16 March 2010</i>
<i>20-713 REV A</i>	<i>16 March 2010</i>
<i>20-712 REV A</i>	<i>16 March 2010</i>
<i>20-711 REV D</i>	<i>16 March 2010</i>
<i>20-102 REV D</i>	<i>12 March 2010</i>
<i>91558V01</i>	<i>10 March 2010</i>

Reason: To define the consent.

02 Notwithstanding the submitted drawings, prior to the commencement of development a full schedule of works relating to the attachment of the signage to the listed building shall be submitted to and agreed in writing by the local planning authority; the development shall then be carried out in accordance with the agreed details and retained in the approved condition thereafter.

Reason- Because the precise details of materials have not been submitted as part of the application.

INFORMATIVES

The proposal has been considered in line with the Planning Listed Buildings and Conservation Areas Act 1990 and Planning Policy Statement 5.

It is considered that the scheme accords with the act and supplementary planning guidance and will not have an adverse impact on the character and appearance of the listed building and there are no other material planning considerations which indicate that a decision should be otherwise.

BACKGROUND

4. The external signage is part of the £15 million refurbishment which was approved in February 2007 by the Council Cabinet. The aim is to retain and enhance the existing facilities and improve the layout and appearance of the building.
5. The existing building has only one sign on the north elevation which was manufactured in the 1960's and is only visible from the car park and The Causeway.

PROPOSAL

6. The application seeks listed building consent for the two signs to be positioned vertically on the fly tower of the grade II listed Forum theatre.
7. Each 'Theatre' sign will be sited 11 metres from ground level and will be 8.8 metres high by 1.5 metres wide and will project 0.1 metres from the side of the building. The signage will be non-illuminated and will be white polyester powder coated aluminium with black edging.
8. The new theatre signage will form part of the overall advertisement signage at the Forum which has been designed to identify the separate areas of the building. Each sign has been designed to tie in with the different cladding colours chosen for each area.

CONSULTATIONS

9. The following Consultations were notified and any comments received are set out below:-

English Heritage

Our specialist staff has considered the information received and we do not wish to offer any comments on this occasion.

Recommendation; - This application should be determined in accordance with national and local policy guidance, and on the basis of your expert conservation advice.

PUBLICITY

10. Neighbours were notified by means of letter and a notice has been placed in the local paper and a site notice placed outside the premises and no comments were received.

PLANNING POLICY

11. Where an adopted or approved development plan contains relevant policies, Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that an application for planning permissions shall be determined in accordance with the Development Plan(s) for the area, unless material considerations indicate otherwise. In this case the relevant Development Plans is the adopted Core Strategy Development Plan Document, Stockton on Tees Local Plan (STLP) and the Regional Spatial Strategy (RRS).
12. As the application relates to a proposal for Listed Building Consent the scheme has been considered in line with Planning Listed Building and Conservation Area Act 1990 and Planning Policy Statement 5. Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that in considering whether to grant listed building consent for any works, special regard must be had to the desirability of preserving the building or its setting or any special architectural or historic interest which it possesses.
13. The following planning policies are considered to be relevant to the consideration of this application:-

Policy EN28 – Development which is likely to detract from the setting of a listed building will not be permitted

Planning Policy Statement 5 – Planning for the Historic Environment

SITE AND SURROUNDINGS

14. The Forum is located at the edge of Billingham Town Centre with The Causeway located to the north of the site and Kingsway located along the eastern boundary. A pedestrianised area is located at the front of the building to the west.
15. The building is owned by Stockton Borough Council with the leisure complex being managed by Tees Active Limited and the Theatre being managed by Riverside Leisure Limited.

MATERIAL PLANNING CONSIDERATIONS

16. The main considerations with this application relate to the impact on visual amenity and the character of the Listed Building and the impact on highway and public safety and whether it satisfies the requirements of Local Plan Policy and Government Guidance.

Impact on Visual Amenity and the Character of the Listed Building

17. PPS 5 states that any new development should be considered in terms of the positive contribution to the character and distinctiveness of the historic environment. Factors to consider include the scale, design, massing and materials of any new development.
18. The proposed advertisement signs have been positioned to be highly visible from the street scene. The vertical position of the signage makes it appear contemporary however the

overall design of the individual letters of the sign and the colour ensures that it retains the original character of the 1960's 'Forum' signage which existed when the Forum was built.

19. The size and scale of the signage has been kept to a minimum and their location along the edge of the fly tower ensures that the fly tower itself and not the signs remain the focal point of the building.
20. An overarching aim of PPS 5 is for a heritage asset to be put to an appropriate and viable use that is consistent with its conservation. At the moment there is no external advertisements for the theatre and the proposed signage is aimed at increasing the number of visitors. This complies with the overarching aim of PPS 5 in ensuring the theatres long term usability.
21. Therefore, in terms of the overall design and scale the advertisement is not considered to have a significant impact in terms of the visual amenity or character of the listed building.

Impact on Highway and Public Safety

22. The proposed signage will be located over 11 metres from ground level and will be affixed to the side of the building. The signage will be visible from the public highway but due to their location on the side of the building and their height from ground level it is not considered to have a significant impact in terms of highway or public safety.

CONCLUSION

23. It is considered that the position and size of the signage is satisfactory and will not have any significant impact on the visual amenity of the area or have a significant affect on highway and pedestrian safety.
24. It is therefore considered that the application is in line with saved policies EN28 of the Stockton on Tees Local Plan and with the guidance within PPS 5 and accordingly the proposal is recommended for approval with conditions.

**Corporate Director of Development and Neighbourhood Services
Contact Officer Miss Debra Moody Telephone No 01642 528714**

Financial Implications: None

Environmental Implications: None

Human Rights Implications:

The provisions of the European Convention of Human Rights 1950 have been taken into account in the preparation of this report

Community Safety Implications:

The provisions of Section 17 of the Crime and Disorder Act 1998 have been taken into account in the preparation of this report.

Background Papers: Application 10/0529/LBC

WARD AND WARD COUNCILLORS

**Ward Billingham Central
Ward Councillor Councillor B Woodhouse**

Ward Councillor Councillor Ann McCoy