

Design Brief for Development Proposals

The Britannia Works Site, Coleshill Road, Atherstone



**North Warwickshire
Borough Council**

September 2010

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1.0 Introduction

This site is identified by saved policy HSG 1 of the North Warwickshire Local Plan 2006, as being one suitable for residential use. This Brief describes the site and its setting before identifying the key principles that the Council will follow in the assessment of prospective development proposals, and then in the subsequent determination of planning applications.

2.0 The Site

This is 0.4 hectares of land on the east side of the Coleshill Road, about 800 metres from Atherstone town centre and immediately south of the Coventry Canal. It presently houses the industrial premises of the former hat making factory – Staffords – and has remained vacant for some time since that factory closed.

The site is in a residential area, bounded to the south by Richmond Road, a short cul-de-sac of terraced properties, and to the north, on the other side of the canal, by semi detached inter war housing. This is at a much lower level than the development site.

The site is highly developed with buildings set around a central yard, and wholly hard surfaced. The scale of the present built form is three storey and industrial in character

3.0 Background

The town became famous for its hatting industry and this was the last surviving working factory, until its closure in 1999. The site is made up of what was originally two separate mills – one fronting the Coleshill Road and the second fronting the canal with access off Richmond Road. The dates of the buildings vary across the site from the early 19th Century on the Coleshill Road frontage, to the early 20th Century within the bulk of the site to the rear.

The frontage building is included as a grade 2 building in the Schedule of Listed Buildings. This is due to its historical significance as part of the local traditional hatting industry, and because it reflects the appearance and character both internally and externally of an industrial building constructed in the early 19th Century.

The site is physically constrained by the canal; its sole vehicular access being from Richmond Road, and the amount of building currently on the site.

These features are illustrated in a series of illustrations at Appendices A to C.

4.0 Development Plan Background

The relevant part of the Development Plan to this site is the North Warwickshire Local Plan, adopted in 2006. The saved policies from this Plan that relevant to the site's redevelopment are attached at Appendix D.

The Plan seeks the residential redevelopment of the site, and a figure of 56 units is identified.

The Council will consider an alternative use for the main frontage Listed Building on the Coleshill Road if it can be shown to be a more sympathetic use to its retention and conversion. In particular the Council will seek reservation of part of this building as a local heritage centre accessed by the public.

The Council recognises that the provision of a minimum of 40% of the housing on the site being "affordable" dwellings will be challenging. The Council will consider a lower provision subject to the receipt of the appropriate robust evidence base in the form of a financial viability appraisal.

5.0 Key Principles

The overriding principle in the redevelopment of this site is to secure the future of the Listed Building and to create a high quality residential development which reflects the industrial heritage of the site and its canal side frontage.

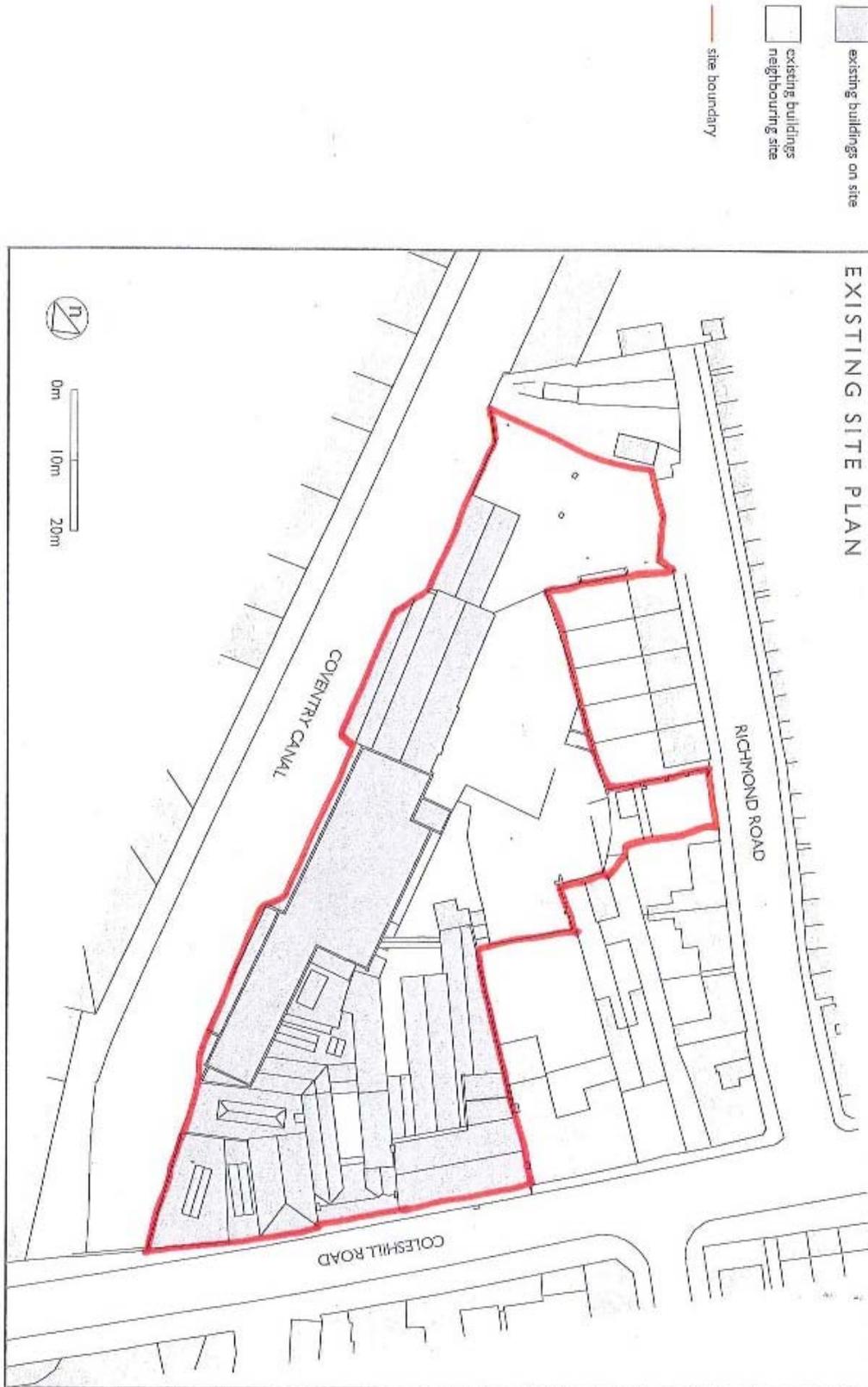
The whole site is taken to be the curtilage of the Listed Building. It is however recognised that demolitions will be appropriate and necessary in order to redevelop the site for its new use. In order to assist, this Brief suggests such buildings so as to provide a starting point for prospective developers. The plan at Appendix E illustrates these buildings.

The key principles for the site's redevelopment are:

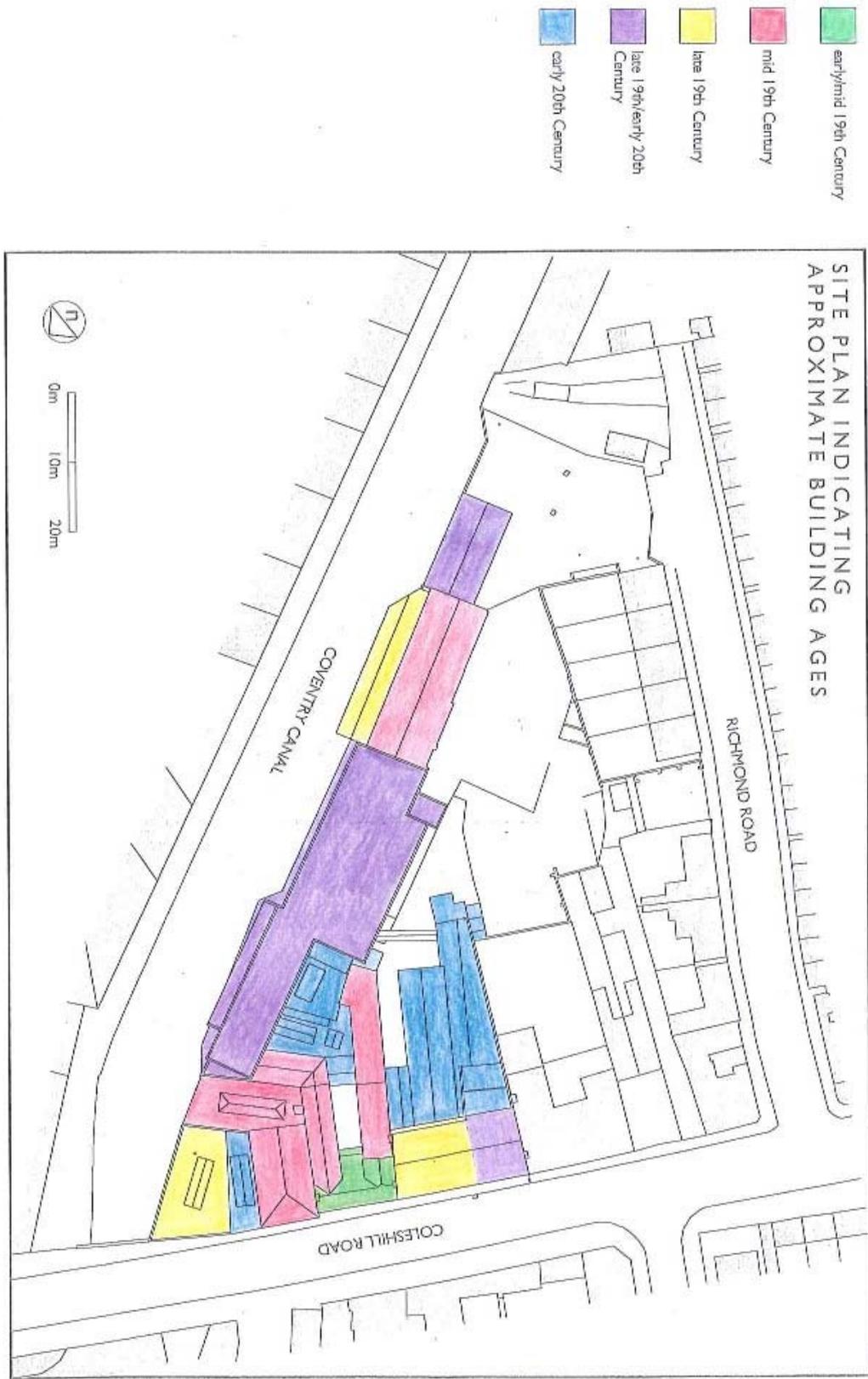
- The retention of the Listed Building on the Coleshill Road frontage.
- The repair and refurbishment of this Building will take place prior to occupation of any new build on the site.
- Demolition of the majority of the remaining buildings will be permitted
- Vehicular access will be from Richmond Road
- New built form shall retain a strong focus on developing a canal side frontage, with the scale reflecting the taller Listed Building at its western end reducing to two storey in scale at its eastern end
- The design and appearance of the new build shall reflect in part, the industrial background of the site.
- Public access to parts of the canal frontage will be expected.
- Public access to the Listed Building will be expected through retention of part of it as a local heritage centre.

6.0 Appendices

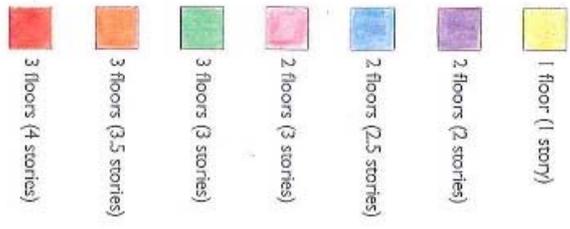
Appendix A – Existing Site Plan



Appendix B – Site Plan Indicating Approximate Building Ages



Appendix C – Site Plan Indicating Existing Building Heights



Appendix D – Saved Policies of the North Warwickshire Local Plan 2006

POLICY NUMBER	POLICY NAME
HSG1	HOUSING LAND ALLOCATIONS AND PROPOSALS
HSG 2	AFFORDABLE HOUSING
HSG4	DENSITIES
ENV6	LAND RESOURCES
ENV10	ENERGY GENERATION AND CONSERVATION
ENV11	NEIGHBOUR AMENITIES
ENV12	URBAN DESIGN
ENV13	BUILDING DESIGN
ENV14	ACCESS DESIGN
ENV16	LISTED BUILDINGS
TPT1	TRANSPORT CONSIDERATIONS
TPT6	PARKING REQUIREMENTS
ECON10	TOURISM

Appendix E – Site Plan Indicating Existing Buildings to be Demolished

