

<b>Agenda Item</b> A12	<b>Committee Date</b> 11 December 2017	<b>Application Number</b> 17/01366/ADV
<b>Application Site</b>  The Station Pub Marine Road Central Morecambe Lancashire	<b>Proposal</b>  Advertising application for the display of 3 externally illuminated fascia signs, 1 non-illuminated fascia sign, 1 externally illuminated double sided post mounted sign, 1 non-illuminated post mounted sign, 5 non-illuminated wall signs and 1 brass plaque	
<b>Name of Applicant</b>  Company Greene King	<b>Name of Agent</b>  Mrs Angela Lawson	
<b>Decision Target Date</b>  4 January 2018	<b>Reason For Delay</b>  N/A	
<b>Case Officer</b>	Mrs Kim Ireland	
<b>Departure</b>	No	
<b>Summary of Recommendation</b>	Approval	

**(i) Procedural Matters**

This form of development would normally be dealt with under the Scheme of Delegation. However, the application site is owned by Lancaster City Council, and as such the application must be determined by the Planning Committee.

**1.0 The Site and its Surroundings**

- 1.1 The Station Pub is situated within The Platform, which occupies a prominent corner position at the junction of Marine Road Central and Central Drive. The building was the Morecambe Promenade Railway station, until 1997 when it was changed into a mixed use venue that now provides The Station Pub, Morecambe Tourist Information Centre and KFC, with Morecambe Festival Market to the rear. The building is constructed in squared coursed sandstone with sandstone dressings and a slate roof.
- 1.2 There are various commercial properties within the surrounding area of the application property that include Morecambe Superbowl, Apollo Cinema and Morrisons.
- 1.3 The Station Pub is a Grade II Listed building. The site is located within the Morecambe Conservation Area.

**2.0 The Proposal**

- 2.1 The application seeks advertisement consent for the display of three externally illuminated fascia signs, one non-illuminated fascia sign, one externally illuminated double sided post mounted sign, one non-illuminated post mounted sign, five non-illuminated wall signs and one brass plaque.

**3.0 Site History**

- 3.1 There are a number of Advertisement and Listed Building consents which relate to The Station Pub, the most recent application is listed overleaf:

Application Number	Proposal	Decision
02/00157/ADV	Erection of a free standing illuminated tower sign.	Permitted

#### **4.0 Consultation Responses**

4.1 The following responses have been received from statutory and non-statutory consultees:

Consultee	Response
<b>Morecambe Town Council</b>	<b>No comments</b> at the time of compiling this report. Any comments received will be verbally reported.
<b>Conservation Officer</b>	<b>No objections</b> in principle to the replacement of signage. Amendments to the proposed first and second externally illuminated fascia signs are required.

#### **5.0 Principal National and Development Plan Policies**

##### **5.1 National Planning Policy Framework (NPPF)**

Paragraph 17 - 12 Core Principles

Paragraphs 67 and 68 – Requiring Good Design

Paragraphs 131 to 134 – Conserving and Enhancing the Historic Environment

##### **5.2 Local Planning Policy Overview – Current Position**

At the 14 December 2016 meeting of its' Full Council, the local authority resolved to undertake public consultation on:

- (i) The Strategic Policies and Land Allocations Development Plan Document (DPD); and,
- (ii) A Review of the Development Management DPD.

This will enable progress to be made on the preparation of a Local Plan for the Lancaster District. It is envisaged that the public consultation will commence on 27 January 2017 and conclude on 24 March 2017, after which (if the consultation is successful), the local authority will be in a position to make swift progress in moving towards the latter stages of; reviewing the draft documents to take account of consultation outcomes, formal publication and submission to Government, and, then independent Examination of the Local Plan. If an Inspector finds that the submitted DPDs have been soundly prepared they may be adopted by the Council, potentially in 2018.

The **Strategic Policies and Land Allocations DPD** will replace the remaining policies of the Lancaster District Core Strategy (2008) and the residual 'saved' land allocation policies from the 2004 District Local Plan. Following the Council resolution in December 2016, it is considered that the Strategic Policies and Land Allocations DPD is a material consideration in decision-making, although with limited weight. The weight attributed to this DPD will increase as the plan's preparation progresses through the stages described above.

The **Review of the Development Management DPD** updates the policies that are contained within the current document, which was adopted in December 2014. As it is part of the development plan the current document is already material in terms of decision-making. Where any policies in the draft 'Review' document are different from those adopted in 2014, and those policies materially affect the consideration of the planning application, then these will be taken into account during decision-making, although again with limited weight. The weight attributed to the revised policies in the 'Review' will increase as the plan's preparation progresses through the stages described above.

##### **5.3 Development Management DPD**

**DM6:** Advertisements

**DM30** – Development affecting Listed Buildings

**DM31** – Development affecting Conservation Areas

**5.4** Lancaster District Core Strategy – saved policies**SC5** (Achieving Quality in Design)**SPG7** (Advertisements and shop fronts design guide)**6.0** **Comment and Analysis****6.1** The key considerations arising from the advertisement proposal are:

- Design/Appearance
- Impacts upon the Conservation Area and Listed Building; and
- Highway safety.

**6.2** Design/Appearance**6.2.1** There are a range of signs being applied for, so as to assist with assessing the proposal the table below sets out the description, location and dimensions of each individual sign.

Sign	Description	Location	Dimensions
<b>Sign 1</b>	Externally-illuminated (by trough light) fascia sign	Eastern elevation – above the three-light windows	3.2m (width) x 0.4m (height)
<b>Sign 2</b>	Externally-illuminated (by trough light) fascia sign	South eastern elevation – to the west of the chimney	2.4m (width) x 1.2m (height)
<b>Sign 3</b>	Externally-illuminated (by trough light) fascia sign	Western elevation	1.2m (width) x 0.6m (height)
<b>Sign 4</b>	Non-illuminated fascia sign	South eastern – above the main entrance	1.672m (width) x 0.28m (height)
<b>Sign 5</b>	Externally-illuminated (by spotlights) double sided post mounted sign	To the north west of the building	0.9m (width) x 1.2m (height) – fixed onto a 5.3m high pole
<b>Sign 6</b>	Non-illuminated post mounted sign	To the north west of the building – below sign 5	0.7m (width) x 0.793m (height)
<b>Sign 7</b>	Non-illuminated wall sign	Northern elevation	0.793m (width) x 1.046m (height)
<b>Sign 8</b>	Non-illuminated wall sign	Western elevation – below the proposed sign 3	0.793m (width) x 1.046m (height)
<b>Sign 9</b>	Non-illuminated wall sign	South eastern elevation – to the east of sign 2	0.793m (width) x 1.046m (height)
<b>Sign 10</b>	Non-illuminated wall sign	Eastern elevation – to the south of sign 1	0.793m (width) x 1.046m (height)
<b>Sign 11</b>	Non-illuminated wall sign	South eastern elevation – to the north west of sign 4	0.6m (width) x 0.4m (height)
<b>Sign 12</b>	Brass Plaque	South eastern elevation – to the north west of sign 4	0.325m (width) x 0.225m (height)

The four fascia signs will be made up of individual letters finished in RAL 9002 grey white colour with a RAL 6005 moss green background and the remainder of the signs will be made of RAL 9002 grey white coloured lettering with a RAL 6005 moss green background. This is with the exception of the brass plaque that will be installed onto a black plinth.

**6.2.2** Through negotiations with the applicant, a revised plan was received to show the first of the three externally illuminated fascia signs reduced to the width of the three light windows and the height reduced so that the sign does not impinge upon the architectural surround of the windows. The

second of the three externally illuminated signs to be fixed to the west of the chimney, so that the sign could be installed flush with the wall, as this could not be done in the original position and consequently the sign was reduced in size. The non-illuminated post mounted sign reduced in size, so that there is a 2.4m clearance head room, for public safety reasons as the sign is to be installed over a length of public highway.

6.2.3 The Conservation Officer has raised no objections to the principle of the scheme, subject to amendments to the first and second externally illuminated fascia signs, which have been negotiated and revised plans have been received and the existing signs are removed from the building.

6.2.4 The proposed signage is of a simple design, uses colours that complements the sandstone and are in keeping with scale of the property. Therefore the proposed signage will not result in any adverse visual impacts when viewed from within the street scene and is not thought to cause substantial harm to the visual amenity of the conservation area. The proposed signage is seen to comply with DM6, DM31, DM35 and NPPF paragraph 131 – 134.

### 6.3 Impacts upon the Conservation Area and Listed Building

6.3.1 In accordance with the Listed Building and Conservation Areas Act, when considering any application that affects a Listed building, a Conservation Area or their setting, the local planning authority must pay special attention to the desirability of preserving or enhancing the character or appearance of the heritage asset or its setting. This is reiterated by policies DM30 and DM31.

6.3.2 The proposed signs are of a simple design and scale and are thought to be in keeping with the visual context of the building and surrounding area. Therefore they are not seen to have significant visual impacts upon the historic setting of the Conservation Area or its wider heritage assets. Furthermore it is also acknowledged that the display of the signs are fully reversible and like all advertisements the consent expires following five years from the date of installation, in which case a further application would be required to be submitted, allowing due consideration to be given to the impacts which may or may not arise. It is therefore recommended that the application complies with the provisions set out in policies DM30, DM31 and DM6 which relates primarily to advertisements.

### 6.4 Highway Safety

6.4.1 When assessing advertisement applications, local planning authorities have to always consider the public safety implications arising from signage. The proposal will be subject to an advice note requiring a 2.4m clearance head room for any wall mounted hanging signs that are likely to project over/onto the surrounding lengths of the public highway.

## 7.0 Planning Obligations

7.1 Given the nature of the proposal there are no requirements for a legal obligation.

## 8.0 Conclusions

8.1 In conclusion, it is considered that the proposed signage is of a simple design and style that is in keeping with the scale of the property. The works will not adversely affect the character of the Conservation Area and the Listed building, and will comply with the requirements of Policies DM6, DM30 and DM31 of the Development Plan Document. Furthermore the scheme has been assessed against paragraph 134 of the NPPF and is considered to be acceptable.

## Recommendation

That Advertisement Consent **BE GRANTED** subject to the following conditions:

1. Standard Advertisement Timescale (5 years)
2. Advertisements to be carried out in accordance to amended approved plans
3. Advertisement not to be displayed without permission of the site's owner or any other person with an interest in the site
4. Advertisement not to be sited or displayed so as to endanger persons, obscure or hinder traffic signs/signals, hinder the operation of any device used for security or measuring vehicle speeds
5. Maintenance of site/sign so not to impair the visual amenity of the site
6. Structure of sign to be maintained so not to endanger the public

7. After the advertisement is removal the site shall be left in a condition so not to endanger the public or impair visual amenity

**Article 35. Town and Country Planning (Development Management Procedure) (England) Order 2015**

In accordance with the above legislation, Lancaster City Council has made the recommendation in a positive and proactive way to foster the delivery of sustainable development, working proactively with the applicant to secure development that improves the economic, social and environmental conditions of the area. The recommendation has been taken having had regard to the impact of development, and in particular to the relevant policies contained in the Development Plan, as presented in full in the officer report, and to all relevant material planning considerations, including the National Planning Policy Framework, National Planning Practice Guidance and relevant Supplementary Planning Documents/ Guidance.

**Background Papers**

None