

Agenda Item A13	Committee Date 11 December 2017	Application Number 17/01367/LB
Application Site The Station Pub Marine Road Central Morecambe Lancashire		Proposal Listed Building application for the fitting 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
Name of Applicant Company Greene King		Name of Agent Mrs Angela Lawson
Decision Target Date 4 January 2018		Reason For Delay N/A
Case Officer		Mrs Kim Ireland
Departure		No
Summary of Recommendation		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 listed building consent for the fixing 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 below:

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
Morecambe Town Council	No comments at the time of compiling this report. Any comments received will be verbally reported.
Conservation Officer	No objections 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

6.0 **Comment and Analysis**

- 6.1 The key issue to consider in determining this Listed Building application is whether the proposal is considered acceptable in terms of its impacts upon the historic fabric and architectural merit of the Grade II Listed Building.
- 6.2 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 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.
- 6.4 The Conservation Officer has raised no objections to the principle of the scheme, subject to amendments to the proposed first and second externally illuminated fascia signs, which have been negotiated and revised plans have been received and the existing signs and redundant hanging brackets are removed from the building.
- 6.5 The proposed works will clearly be visible on all elevations and this will of course impact on the appearance of the building as new materials will be replacing original or historic fabric. Paragraph 134 of the NPPF is therefore relevant and states that: *"Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use."*
- 6.6 It is considered that the proposed works will have a less than substantial harm on this Listed Building, as the proposed signage is thought to use colours and fonts that complement the sandstone of the listed building. The majority of the proposed signage is to replace the existing signage and therefore there is thought to be a minimal impact to the listed building with regards to additional holes being required. A condition is to be imposed to the decision that requires all existing signage to be removed. This will remove any existing signage that is not to be replaced, including two large wall signs to the eastern and south eastern elevations that are not thought to be in keeping with the listed building. There are a few proposed signs applied for that are new to the building, however they are not thought to harm the fabric of the building as they will not impact the architectural features of the building.

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, that advertises the public house. The works will not adversely affect the character of the conservation area and the Listed building, and will comply with the requirements of Policies 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 Listed Building Consent **BE GRANTED** subject to the following conditions:

1. Standard Listed Building time limit
2. Development to accord to approved plans

3. Removal of existing signs and redundant hanging brackets

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

In accordance with the above legislation, the City Council can confirm the following:

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