

<b>Agenda Item</b>	A11
<b>Application Number</b>	22/01570/ADV
<b>Proposal</b>	Advertisement application for the display of a projecting hanging ring
<b>Application site</b>	Cunningham Jewellers 2 - 4 Damside Street Lancaster Lancashire
<b>Applicant</b>	K Smith
<b>Agent</b>	HPA Chartered Architects
<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 has been submitted by a member of staff as part of the on-going works within the Heritage Action Zone and, as such, the application is referred to the Planning Regulatory Committee.

**1.0 Application Site and Setting**

1.1 The application site is located on the north side of Damside Street within the city centre of Lancaster. The three-storey building is constructed of sandstone with a slate roof. The ground floor of the property is utilised as a jewellers, with the first and second floors used as a two bedroom apartment. The property has a double front with two centralised entrances to the ground floor Jewellers and has a traditional timber shop front. The site is situated within Lancaster Conservation Area.

1.2 The property has recently been granted planning permission for the restoration and refurbishment of the shopfront with replacement of inappropriate materials to the first and second floors that include windows, guttering and pointing. The application was determined under delegated powers as the application was not submitted by a member of staff and therefore did not need to be referred to the Planning Regulatory Committee.

**2.0 Proposal**

2.1 The proposal is seeking to install a non-illuminated projecting hanging ring. The proposed projecting hanging sign will be fixed to a traditional wrought iron hanger that will project from the front elevation by 0.7 metres and will be 0.3 metres in height. The hanging sign will project a maximum of 0.7 metres and will be of a height of 0.6 metres and will be made up of softwood and will be finished in a metallic gold paint. The projecting hanging sign will be fixed above the shopfront, in between two of the windows to the first floor and will fixed a maximum of 4.5m above ground level. The proposed projecting hanging sign will replace an image of a modern ring that is displayed in the fascia sign that

is displayed between the first and second floors.

### 3.0 Site History

3.1 A number of relevant applications relating to this site have previously been received by the Local Planning Authority. These include:

Application Number	Proposal	Decision
22/01374/FUL	Restoration and refurbishment of shopfront, repair and reinstatement of awnings, replacement of UPVC windows with timber windows, replacement of UVPC gutter with aluminium and replacement of pointing to front elevation	Permitted

### 4.0 Consultation Responses

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

Consultee	Response
Conservation Officer	No comments received at the time of compiling this report.
County Highways	No comments received at the time of compiling this report.

4.2 No comments have received from members of the public.

### 5.0 Analysis

5.1 The key considerations in the assessment of this application are:

- Amenity and Impact upon the setting of Heritage Assets
- Public and Highway Safety

5.2 Amenity and Impact upon the setting of Heritage Assets (NPPF Section 12: Achieving well-designed places, Section 16: Conserving and Enhancing the Historic Environment, Policies DM21: Advertisements and Shopfronts, DM29: Key Design Principles, DM38: Development Affecting Conservation Areas, SP7: Maintaining Lancaster District's Unique Heritage)

5.2.1 The proposal seeks to display new signage as part of a refurbishment of an established jewellers within the City Centre of Lancaster. The proposed signage is of a simple design that will be attached to the building with a simple traditional bracket. The design and scale of the proposed signage is considered to be proportionate to the property and use, and will not detract from the visual amenity of the area. The property is within a prominent position, sited at the junction of Damside Street and North Road, within Lancaster Conservation Area, but the proposal will cause no significant harm to the setting of the heritage asset.

5.2.2 The Conservation Area is considered to be a heritage asset as a whole and as such the impact of the proposal needs to be considered. The proposal will have a small impact upon the character of the Conservation Area, however, this impact is considered to amount to less than substantial harm. There is no public benefit to the proposal, however, the design is an improvement upon the existing signage. As such, the proposal is not considered to have a significant impact that would be contrary to the aims of Section 16 of the NPPF.

5.3 Public and Highway Safety (NPPF Section 12: Achieving well-designed places, Policies DM21: Advertisements and Shopfronts, DM29: Key Design Principles)

5.3.1 The proposed signage will have no impact upon the highway, due to no illumination and as it is to be fixed to the front elevation 4.5m above ground level. Nor will the proposed signage impede pedestrian movements, thus no adverse impact upon public safety.

## **6.0 Conclusion and Planning Balance**

- 6.1 The proposed signage has a sympathetic design that is proportionate in scale to the property and use. Forming part of a wider refurbishment of the property, the advertisement will have no detrimental impact upon the amenity or safety of the area, whilst causing no harm to the setting of the heritage asset.

### **Recommendation**

That Advertisement Consent BE GRANTED subject to the following conditions:

<b>Condition no.</b>	<b>Description</b>	<b>Type</b>
<b>1</b>	Standard 5 Year Timescale for Advertisements	Control
<b>2</b>	Development in accordance with approved plans	Control
<b>3</b>	No advertisement is to be displayed without the permission of the owner of the site	Standard Advertisement Condition
<b>4</b>	No advertisement shall be sited or displayed so as to obscure or hinder various transportation signs or signals	Standard Advertisement Condition
<b>5</b>	Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site	Standard Advertisement Condition
<b>6</b>	Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public	Standard Advertisement Condition
<b>7</b>	Where an advertisement is required under the Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity	Standard Advertisement Condition

### **Background Papers**

None