

<b>Agenda Item</b> A11	<b>Committee Date</b> 6 February 2017	<b>Application Number</b> 15/00825/ADV
<b>Application Site</b> Storey Institute Meeting House Lane Lancaster Lancashire		<b>Proposal</b> Advertisement application for the display of eleven non-illuminated signs
<b>Name of Applicant</b> Lancaster City Council		<b>Name of Agent</b>
<b>Decision Target Date</b> 4 November 2016		<b>Reason For Delay</b> Awaiting additional information and plans
<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, and the applicant is, 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 Storey Institute was designed by Paley and Austin and constructed between 1887 and 1891. The Institute, which is of significant architectural and historic merit, occupies a prominent corner position at the junction of Meeting House Lane and Castle Hill. The building dominates the approach to the Castle Hill Precinct and contributes significantly to the city's townscape. The building is constructed in sandstone ashlar with a slate roof, and is in Jacobean Revival style. It has façades on two fronts, with a turret on the corner, with a lead dome surmounted by a spirelet.
- 1.2 The building is used by a number of businesses and hosts a variety of events, including business conferences, seminars and networking, film, music and theatrical recitals, literacy performances, workshops and art exhibitions.
- 1.3 The Storey Institute is a Grade II Listed building. The site is located within the Lancaster Conservation Area.

**2.0 The Proposal**

- 2.1 The application seeks advertisement consent for the display of two banners, three menu boards, one projecting sign, two poster cabinets and three fascia signs. The signage is required to advertise the building and the services/uses that are available.

### **3.0 Site History**

3.1 There is a considerable amount of planning history which relates to the Storey Institute most of which seeks Listed Building Consent for minor internal and external alterations. However, the two applications listed below relate to the existing signage displayed:

<b>Application Number</b>	<b>Proposal</b>	<b>Decision</b>
<b>09/00516/ADV</b>	Erection of 2 fascia signs	Permitted
<b>09/00517/LB</b>	Listed building application for the erection of 2 external fascia signs, internal signage and window graphics	Permitted

### **4.0 Consultation Responses**

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

<b>Consultee</b>	<b>Response</b>
<b>Conservation Officer</b>	<b>No objection</b> subject to conditions requiring details of the brackets that the banners are fixed to including location, sample of the banner material, details of the projecting sign and the bracket.
<b>County Highways</b>	<b>No objection</b> 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.
<b>Property Services</b>	<b>No comments</b> at the time of compiling this report.

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

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

The National Planning Policy Framework indicates that the purpose of the planning system is to contribute to the achievement of sustainable development. At the heart of the NPPF is a presumption in favour of sustainable development (**paragraph 14**). The following paragraphs of the NPPF are relevant to the determination of this proposal:

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

**DM35** – Key Design Principles

### 5.4 Lancaster District Core Strategy – saved policies

**SC5** – Achieving Quality in Design

### 5.5 Other Material Considerations

**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 The two banners will be fixed to the west of the southern elevation. The larger banner of the two will be 0.75m in width and 6m in height and the smaller banner will be 0.6m in width and 2m in height. Two of the three menu boards will be fixed to either side of the entrance located on the southern elevation, with the third menu board being fixed to the south of the entrance located on the eastern elevation. The three menu boards will be 0.13m in width and 0.18m in height. The projecting sign will be installed to the south of the entrance located on the eastern elevation and will be 0.57m in width and 0.57m in height. The two poster cabinets will be installed to the south of the eastern elevation, under and in alignment with two windows serving the ground floor. The poster cabinets will be 1.02m in width and 0.72m in height respectively. The first fascia sign will be installed to the south eastern elevation, under the ground floor window. It will be 1.71m in width and 0.76m in height. The second fascia sign will be installed to the north of the entrance located on the eastern elevation. It will be 0.65m in width and 0.95m in height. The third fascia sign will be installed north western elevation and will be 1.66m in width and 0.83m in height. The large banner will be finished in RAL 3020 traffic red colour and the remainder of the signs will be finished in RAL 7024 graphite grey colour. This is with the exception of the smaller banner that will display exhibitions available at the Storey Institute and therefore the colours and information will vary.

6.2.2 Through negotiations with the applicant, a revised plan was received to show simpler designs, signs that are in keeping with the scale of the property, use of colours that complement the sandstone and additional details in relation to the brackets and fixings of the signs.

6.2.3 The Conservation Officer has raised no objections to the scheme, subject to conditions requiring details including the precise location of the brackets that the banners are to be fixed to, sample of the banner material, details of the projecting sign and the bracket. The applicant has provided additional information that the brackets of the banners and the projecting sign will be powder coated in RAL 7024 to match the majority of the signage with corrosion protection built in. A sample of the banner material will be conditioned to be provided. Likewise details of the framework, together with how the planks will be joined and the finish of the projecting sign will also be conditioned. It has been agreed that where possible all of the signs will be fixed into the masonry joints or existing holes will be reused, so as to prevent holes being created into the ashlar stone work.

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 paragraphs 131 to 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 considered that the proposed works will have a less than substantial harm on this Listed building. The signage will assist in adequately advertising the building and the uses provided within, which will in turn prolong the long term preservation of the building. It is therefore considered the less than substantial harm caused to the building fabric is offset by the public benefits.

### 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. County Highways has raised no objections to the proposal, 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, that advertises the building and the services/uses that are available. The works will preserve the setting of the Conservation Area, but result in less than substantial harm to the significance of the Listed building. However, harm to the building fabric is offset by the public benefits, and therefore is deemed to 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 Standard Condition Number 1
4. Advertisement Standard Condition Number 2
5. Advertisement Standard Condition Number 3
6. Advertisement Standard Condition Number 4
7. Advertisement Standard Condition Number 5
8. Sample of the banner material and details of the projecting sign framework and materials to be submitted, agreed and implemented as approved

## **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