

Agenda Item A9	Committee Date 22 July 2019	Application Number 19/00786/ADV
Application Site Co-op Centenary House Regent Road Morecambe	Proposal Advertisement application for the display of 3 externally illuminated fascia signs, 1 externally illuminated hanging sign, 1 non-illuminated wall mounted sign and 1 non-illuminated fascia sign	
Name of Applicant The Co-operative Group	Name of Agent Miss Megan Burn	
Decision Target Date 14 August 2019	Reason For Delay None	
Case Officer	Mr Andrew Clement	
Departure	None	
Summary of Recommendation	Approval	

(i) Procedural Matters

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

1.0 The Site and its Surroundings

1.1 The application site is a large three-storey building, with part of the ground floor occupied by a convenience store. It is located at the corner of Clarendon Road and Regent Road in the West End of Morecambe. The site is outside the West End Conservation Area (which falls approximately 55 metres to the north).

2.0 The Proposal

2.1 This application seeks advertisement consent for the display of three externally illuminated fascia signs, an externally illuminated hanging sign, and a non-illuminated wall-mounted sign and non-illuminated fascia lettering. The proposed signage is to replace equivalent existing signs to the retail store, and forms part of a wider refurbishment and security improvement proposed through concurrent application 19/00645/FUL. The proposed fascia signs measure 65cm by 61.4cm, whilst the proposed hanging sign measures 50cm by 47.3cm, and wall-mounted sign measures 60cm by 60cm. Lettering to a non-illuminated section of the fascia sign is to be 19cm tall by 2.78 metres across the Clarendon Road West frontage.

3.0 Site History

3.1 The most relevant planning application and advertisement consents to the site are set out below:

Application Number	Proposal	Decision
03/00368/ADV	Erection of internally illuminated projecting sign and ATM surround	Permitted

03/00369/FUL	Installation of an ATM machine and a satellite dish	Permitted
03/00712/FUL	Construction of a disabled access ramp	Permitted
09/00238/ADV	Erection of various illuminated and non illuminated signs	Permitted
11/00991/FUL	Retrospective application for installation of new auto-sliding door to replace existing, replacement of existing shopfront and installation of condensing units	Permitted
19/00645/FUL	Installation of replacement plant equipment, installation of cladding to the side elevation and new fence panels to the side	Pending, concurrent application

4.0 Consultation Responses

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

Consultee	Response
Parish Council	No observations received
County Highways	No objection
Environmental Health	No observations received

5.0 Neighbour Representations

5.1 No observations received.

6.0 Principal National and Development Plan Policies

6.1 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 11). The following sections of the NPPF are relevant to the determination of this proposal:

Paragraphs 8 and 11 – Sustainable Development
 Section 12. Achieving well-designed places
 Section 16. Conserving and enhancing the historic environment

6.2 Development Management DPD

DM2: Retail Frontages
 DM6: Advertisements
 DM32: The Setting of Designated Heritage Assets
 DM35: Key Design Principles

6.3 Lancaster District Core Strategy and Local Plan – saved policies

SC5 – Achieving Quality in Design
 SPG7 – Advertisements and shop fronts design guide

6.4 Shopfronts and Advertisements SPD

6.5 Local Planning Policy Overview – Current Position

On 15 May 2018, and in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended), Lancaster City Council submitted the following documents to the Secretary of State (Planning Inspectorate) for examination:

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

The Examination Hearing Sessions commenced on 9 April 2019

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.

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.

Given the current stage of both DPDs, it is considered that significant weight can be attributed to the policies contained therein subject to the extent to which there are unresolved objections to the relevant policies and their consistency with the National Planning Policy Framework.

7.0 Comment and Analysis

7.1 The key considerations arising from the proposal are:

- Amenity and impact upon the setting of heritage assets; and
- Public and highway safety.

7.2 Amenity and impact upon the setting of heritage assets

7.2.1 The proposal seeks to display new signage as part of a refurbishment of an established convenience store within the local centre in the West End of Morecambe. The proposal originally sought internally illuminated fascia signs, which were altered to external illumination via trough lighting through the submission of amended plans to address concerns raised. Existing fascia signage is illuminated by a trough light wider than that proposed. Given the evening opening hours of the store, this is considered to be an acceptable approach to advertising the business and premises, and will be a slight improvement on the existing situation.

7.2.2 The proposed signage will match those of the retailer permitted elsewhere in the District. The design, scale and method of illumination is considered to be proportionate to the property and use, and will not detract from the amenity of the area. The site forms a gateway setting to the West End Conservation Area, but the proposal will cause no harm to the setting of this heritage asset. The proposal is compatible with policies DM2, DM6, DM32, DM35 and NPPF Section 12 and 16.

7.3 Public and highway safety

7.3.1 The proposal has raised no objection from County Highways, as they consider that there will be no impact upon the highway. The signage locations are either attached and parallel to the existing elevation, or 2.85 metres above the external pavement level. None of these signs will not impede pedestrian movements, thus have no adverse impact upon public safety, subject to a condition controlling luminance levels and screening of illumination methods.

8.0 Planning Obligations

8.1 There are no planning obligations to consider as part of this application.

9.0 Conclusions

9.1 The proposed signage has a sympathetic design and illumination method at a proportionate scale to the property and use. Forming part of a wider refurbishment of the site, these adverts 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 Planning Permission **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. No advertisement is to be displayed without the permission of the owner of the site
4. No advertisement shall be sited or displayed so as to obscure or hinder various transportation signs or signals
5. 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
6. 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
 7. 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
 8. Illumination levels and screening

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 made 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