

<b>Agenda Item</b>	A5
<b>Application Number</b>	24/00738/ADV
<b>Proposal</b>	Advertising application for the display of 7no. non-illuminated wall signs, 2no. non illuminated banners, 1no. internally illuminated projecting sign and 2no. vinyl wrap/artwork to doors
<b>Application site</b>	The Storey Meeting House Lane Lancaster Lancashire
<b>Applicant</b>	Lancaster City Council
<b>Agent</b>	N/A
<b>Case Officer</b>	Mr Sam Robinson
<b>Departure</b>	No
<b>Summary of Recommendation</b>	Approval, subject to conditions

**(i) Procedural Matters**

This form of development would normally be determined under the Council's Scheme of Delegation. However, the site is under the ownership of Lancaster City Council, and therefore, the application is referred to the Planning Regulatory Committee for determination.

**1.0 Application Site and Setting**

1.1 The Storey Institute is a grade II listed building located on Meeting House Lane which lies on the junction of Castle Hill and in the Lancaster Conservation Area. The building is also within the setting of various other listed buildings and non-designated heritage assets. The building occupies a prominent position within the street.

**2.0 Proposal**

2.1 This application seeks advertisement consent for the display of 7no. non-illuminated wall signs, 2no. non illuminated banners, 1no. internally illuminated projecting sign and 2no. vinyl wrap/artwork to doors to the front, side and rear elevations. The signs are proposed to match the rebranding of The Storey which has occurred within the building.

**3.0 Site History**

3.1 There are no planning applications that are relevant to this application.

**4.0 Consultation Responses**

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

Consultee	Response
Conservation Officer	<b>No response</b>
County Highways	<b>No objection</b> (Subject to conditions for a construction management plan and any illuminations should not impact on highway safety. Advice note to be attached.)

4.2 No responses have been received by members of the public.

## 5.0 Analysis

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

- Design and impact on designated heritage assets
- Residential amenity
- Highway safety

5.2 **Design and impact on designated heritage assets** (NPPF Section 12 and 16; Strategic Policies and Land Allocations DPD policy SP7; and Review of the Development Management DPD policies DM21, DM29, DM37, DM38 and DM39)

5.2.1 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.

5.2.2 Policy DM37 states that *'The significance of a Listed Building can be harmed or lost through alteration or destruction of those elements which contribute to its special architectural or historic interest or through development within its setting. Any harm (substantial or less than substantial) to such elements will only be permitted where this is clearly justified and outweighed by the public benefits of the proposal.'* In addition to this policy DM38 states *'Any development proposals and / or alterations to buildings, features and open spaces in Conservation Areas should preserve or enhance the character and appearance of the Conservation Areas.'* Finally, policy DM21 states that *'Advertisements should be well designed and appropriately sited in order to positively contribute to a safe and attractive environment.'*

5.2.3 Both national and local policy are clear inasmuch that any harm to the significance of a listed building or Conservation Area must be clearly justified and needs to be outweighed by the public benefits of the proposal. If no harm has been identified, this test is not engaged.

5.2.4 The proposal does include a relatively high number of signs but considering the size and scale of the building, it will appear proportionate in comparison. The signage will be largely replacing existing signage and has a simple but pleasant and inoffensive design that appears well suited to the building using muted colours throughout. The signage will match that of the internal signage and branding which will provide a coherent design throughout. The majority of the signage is non-illuminated which limits the impact in low light, the projecting sign is internally illuminated but this is just for a small section of wording within the sign, which is relatively small, and finished in a warm light. Levels of illumination can be condition to ensure that the signage does not appear obtrusive in this setting. Subject to securing acceptable light levels, it is considered that the proposal would have a neutral impact on the significance of the listed building and wider Conservation Area. The proposal is therefore considered to comply with the policies listed above.

5.3 **Residential amenity** (NPPF Section 12; and Review of the Development Management DPD policy DM29)

5.3.1 Policy DM29 states that the Council will expect development to *'Ensure there is no significant detrimental impact to amenity in relation to overshadowing, visual amenity, privacy, overlooking, massing and pollution.'*

- 5.3.2 Due to the nature of the works and separation distances to neighbouring properties, it is considered that the proposal would not result in any significant adverse impacts upon the amenity of the nearest properties.
- 5.4 **Highway safety** (NPPF Sections 8 and 12; and Review of the Development Management DPD policy DM29)
- 5.4.1 Policy DM29 states that the Council will expect development to *‘Ensure that highway safety and efficiency is maintained or improved.’*
- 5.4.2 The majority of the signs will be non-illuminated and therefore will not distract or dazzle passing motorists. The illuminated sign will be static with low levels of luminance to limit the impact. The sign will also be close to other forms of illumination on other businesses, streetlights etc. and as such will not cause result in an adverse impact on highway safety.
- 5.4.3 Lancashire County Highways have raised no objection to the application but have requested the submission of a construction management plan however, this is considered excessive given the scale of the proposed work. It is thought a standard advice note would be sufficient in this instance.

## **6.0 Conclusion and Planning Balance**

- 6.1 The proposal would aid in the rebranding of The Storey without resulting in any adverse impacts on the identified designated heritage assets, residential amenity or highway safety. As such, the seen to comply with the relevant local and national policies and is therefore recommended for approval.

### **Recommendation**

That Advertisement Consent BE GRANTED subject to the following conditions:

<b>Condition no.</b>	<b>Description</b>	<b>Type</b>
<b>1</b>	<b>Timescales</b>	<b>Standard</b>
<b>2</b>	<b>Adverts to accord with plans</b>	<b>Standard</b>
<b>3</b>	<b>Consent required</b>	<b>Standard</b>
<b>4</b>	<b>Safety measures</b>	<b>Standard</b>
<b>5</b>	<b>Adverts to be maintained</b>	<b>Standard</b>
<b>6</b>	<b>Public safety</b>	<b>Standard</b>
<b>7</b>	<b>Removal condition</b>	<b>Standard</b>
<b>8</b>	<b>Removal of existing adverts</b>	<b>Standard</b>
<b>9</b>	<b>Luminance of advert</b>	<b>Standard</b>

### **Background Papers**

None