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| Agenda Item | A6 |
| Application Number | 25/00770/LB |
| Proposal | Listed building application for the installation of external branded signage, external redecoration and installation of a vinyl cover on the internal existing glass ceiling. |
| Application site | The Platform Marine Road Central Morecambe Lancashire |
| Applicant | Ms Alison Gardner, Lancaster City Council |
| Agent | None |
| Case Officer | Mr Patrick Hopwood |
| Departure | No |
| Summary of Recommendation | Approve, subject to conditions. |

(i) **Procedural Matters**

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

1.0 Application Site and Setting

1.1 The site for this listed building application is the former Promenade Station building, which now operates as *The Platform*, an events venue run by the City Council. The former station building is Grade II listed and lies within the Morecambe Conservation Area, opposite the Grade II* listed Midland Hotel and its Grade II listed walls and entrance piers. The Platform also falls within a Regeneration Priority Area and the Morecambe Area Action Plan (MAAP). It occupies a prominent corner position close to the junction of Marine Road Central and Central Drive, which are both classified roads and provide primary vehicular routes through the town.

2.0 Proposal

2.1 This application seeks Listed Building Consent for the installation of external branded signage, external redecoration works, and installation of a vinyl cover on the internal existing glass ceiling. The proposed signage to be affixed to the building includes the display of hanging signs, window poster holders and window graphics. The application has been submitted following a formal pre-application enquiry with the Local Planning Authority.

3.0 Site History

3.1 The property has an extensive planning history. The most recent applications include:

| Application Number | Proposal | Decision |
|--------------------|---|----------|
| 13/01105/FUL | Refurbishment of building including replacement roof plant and installation of two CCTV cameras | Approved |
| 13/01106/LB | Listed Building Application for the refurbishment of the building including installation of new heating system, works to the roof and rainwater goods, removal of some roof plant and installation of two new cameras | Approved |

4.0 Consultation Responses

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

| Consultee | Response |
|-------------------------------|--|
| Morecambe Town Council | No response received. |
| Historic England | No response received. |
| Conservation Team | No objection , subject to proposed amendments to redecoration colours and panel design above the main doorways. |

4.2 No responses have been received from members of the public in response to the publicity of the application.

5.0 Analysis

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

- Heritage

5.2 **Heritage NPPF Section 16 (Conserving and enhancing the historic environment); Policies SP7 (Maintaining Lancaster District's Unique Heritage) and DM37 (Development Affecting Listed Buildings).**

5.2.1 In accordance with the Planning (Listed Building and Conservation Areas) Act 1990, when considering any application that affects a Listed Building, Conservation Area or their setting the local planning authority must pay special attention to the desirability of persevering or enhancing the character or appearance of the heritage asset or its setting. This is reiterated by the heritage policies of the Local Plan.

5.2.2 The submitted application follows pre-application advice from the Local Planning Authority whereby signage previously proposed (at the pre-application stage) has been scaled down and improved in design to reduce the overall harm on the fabric, character and appearance of the listed building.

5.2.3 The signage proposed with this application is considered to be appropriate for the building. Where possible, the proposed signage replaces existing sign boards, and where new signs are proposed these have been sensitively designed and located. The proposed design is based on a modern interpretation of the building's history, and creates a consistent and distinct identity for the cultural venue. The installation of the signage has also been designed to be fully reversible. At the time of drafting this report, a minor design amendment is being made to the door header panels (item 10.C) following discussion between the Conservation Team and Applicant. Subject to this, overall the proposed signage would result in minor harm to the significance of the building, which is outweighed by enabling the continued viable use as an events venue through the rebranding and proposed advertising.

5.2.4 In addition to the proposed advertisements, the application proposes to repaint external joinery and metal columns which are currently painted blue in a very dark green. The Conservation Team consider that this colour is too dark and inappropriate for a former Midland Railway Station, which would result in harm to the significance of the Listed Building by diluting its aesthetic and illustrative value. However, the darker green proposed is suitable for the signage, and there is still scope to

repaint the external parts of the building in a suitable colour. Such a colour is being negotiated and can be agreed and controlled through a planning condition attached any consent granted.

5.2.5 It is proposed to install blackout adhesive vinyl to the roof lantern in what is now used as the primary events space. Event promoters require the ability to fully black out the internal space, and the current inability to do this deters some promoters from booking the venue. The vinyl would be white to the interior facing side, and barely discernible externally given that it would be applied internally to the existing roof glazing. While the visual effect on the interior of the Listed Building arising from this intervention would result in minor harm to its significance, the works have been clearly and convincingly justified in the submitted materials, and any harm is mitigated by the ease of reversibility of the proposal.

6.0 Conclusion and Planning Balance

6.1 The proposed signage, redecoration and black-out vinyl is required to enable the Listed Building to continue to function as a cultural arts events venue, an important building on Morecambe's seafront. Subject to conditions, the works are considered acceptable in terms of design and fixing and are also reversible. On balance, the proposal results in less than substantial harm to the significance of the Listed Building, which is outweighed by the public benefits identified.

Recommendation

That Listed Building Consent **BE GRANTED** subject to the following conditions:

| Condition no. | Description | Type |
|----------------------|---|--------------------------------|
| 1 | Standard Listed Building Timescale | Control |
| 2 | Amended Plans and Details | Control |
| 3 | Details of Paint Colour, Paint Type and Precise Areas to be Painted | Prior to External Redecoration |

Background Papers

None