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| Agenda Item | A7 |
| Application Number | 25/01347/ADV |
| Proposal | Advertisement application for the display of 2 hanging signs, 3 freestanding signs, window poster holders and window graphics. |
| 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 to which this application relates is the former Promenade station building, which houses the City Council-run events venue known as The Platform. The former station building is Grade II listed, and the site lies within the Morecambe Conservation Area, a Regeneration Priority Area, and the Morecambe Area Action Plan (MAAP). The site also lies opposite the Grade II* listed Midland Hotel and its Grade II listed walls and entrance piers. Marine Road Central and Central Drive are both classified roads.

2.0 Proposal

2.1 This application seeks advertisement consent for the display of 2 hanging signs, 3 freestanding signs, window poster holders and window graphics. One of the freestanding signs would be located within the Festival Market car park to the rear.

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 |
| Conservation Team | No objection , subject to proposed amendments to panel design above the main doorways. |
| County Highways | No objection |
| Cadent Gas | No objection |

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

5.0 Analysis

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

- Amenity
- Public Safety

5.2 **Amenity** NPPF Sections 12 (Achieving well-designed places) and 16 (Conserving and enhancing the historic environment); Policies SP7 (Maintaining Lancaster District's Unique Heritage), DM21 (Advertisements and Shopfronts), DM29 (Key Design Principles), DM37 (Development Affecting Listed Buildings), DM38 (Development Affecting Conservation Areas) DM39 (The Setting of Designated Heritage Assets), MAAP AS2 (Improve the Condition of Buildings and Encourage Beneficial Occupancy), MAAP AS8 (The Town Centre) and MAAP DO5 (Festival Market and Area)

5.2.1 This application submitted follows the pre-application advice received, with previously-proposed additional signage (which was considered to be harmful through its quantity, positioning and method of illumination) not forming part of the current proposals.

5.2.2 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 considered to be outweighed by enabling the continued viable use as an events venue through the rebranding and proposed advertisements.

5.2.3 The proposed freestanding signs are appropriately located and sized and would not have an adverse impact on the amenity of the area.

5.3 **Public Safety** NPPF Sections 9 (Promoting sustainable transport) and 12 (Achieving well designed places); Policies DM21 (Advertisements and Shopfronts), DM29 (Key Design Principles), DM60 (Enhancing Accessibility and Transport Linkages Policy), DM61 (Prioritising Walking and Cycling), T2 (Developing the Cycling and Walking Network) and MAAP AS3 (Improve Key Routes and Spaces for Pedestrians and Cyclists)

5.3.1 County Highways have assessed the application and consider that the proposal would have no impact on the safe use of the highway network and therefore have no objection. The hanging signage has been designed to ensure that it does not impede access by service and maintenance

vehicles. The proposal would also not conflict with cycle and pedestrian routes, nor users of the car park. Overall, the proposal raises no adverse concerns in terms of danger or distraction to the public.

6.0 Conclusion and Planning Balance

6.1 The proposal is acceptable in terms of both amenity and public safety, and is therefore recommended for approval.

Recommendation

That Advertisement Consent **BE GRANTED** subject to the following conditions:

| Condition no. | Description | Type |
|----------------------|--|-------------|
| 1 | Standard Advertisement Timescale | Control |
| 2 | Amended Plans | Control |
| 3 | Advertisement Standard Condition 1 (landowner permission) | Control |
| 4 | Advertisement Standard Condition 2 (public safety) | Control |
| 5 | Advertisement Standard Condition 3 (maintenance) | Control |
| 6 | Advertisement Standard Condition 4 (structure maintenance) | Control |
| 7 | Advertisement Standard Condition 5 (site restoration) | Control |

Background Papers

None