

## **OFFICER REPORT ON DELEGATED ITEMS**

**Applicant** - Mr. M Parkes

**Application No.** 12/00237/LBC

**Location** – Units 12A Lancaster Buildings, Newcastle

**Description** – New shop fascia sign

### **Policies and proposals in the Approved Development Plan relevant to this decision:**

#### West Midlands Regional Spatial Strategy 2008

Policy QE1: Conserving and Enhancing the Environment

Policy QE3: Creating a High Quality Built Environment for all

#### Staffordshire and Stoke-on-Trent Structure Plan 1996 – 2011

Policy NC18: Listed Buildings

#### Newcastle-under-Lyme Local Plan 2011

Policy B5: Control of Development Affecting the Setting of a Listed Building

Policy B6: Extension or Alteration of Listed Buildings

#### Newcastle under Lyme and Stoke on Trent Core Spatial Strategy 2006 - 2026 (Adopted 2009)

Policy CSP2: Historic Environment

### **Other Material Considerations include:**

#### National Planning Policy

National Planning Policy Framework (2012)

### **Supplementary Planning Guidance**

N/A

### **Planning History**

There have been a number of previous planning applications and listed building consent applications since the building was listed in October 2005. These have been for the refurbishment of the listed building - 08/00701/DEEM3 & 08/00702/LBC and later applications 09/00628/DEEM3 & 09/00629/LBC for internal alterations and new shop fronts.

There have also been a number of applications for signs above the shop windows of the retail units located on the ground floor of the building.

### **Views of Consultees**

The **Conservation Advisory Working Party** raised no objections provided that the lettering is standalone and is not placed upon a fascia board.

The **Conservation Officer** raises no objections because the letters would be individually applied.

### **Representations**

No representations received.

### **Applicants/ Agents submission**

The requisite application forms and plans were submitted as well as a statement of significance. A photomontage of the proposed sign has also been submitted.

### **Key Issues**

This application is for listed building consent for a proposed fascia sign on a ground floor unit to Lancaster Buildings which is a Grade II Listed Building. Advertisement consent is not required in this case (the sign being unilluminated) but the works do require listed building consent. The building is situated in Newcastle town centre within the “primary shopping frontage” and the Town Centre’s Conservation Area, as indicated on the Local Development Framework Proposals Map.

It is considered that the key issue in the determination of the application is:

- Does the sign preserve the special character and appearance of this Grade II Listed Building?

Paragraph 132 of the newly published NPPF details that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation.....substantial harm to or loss of a grade II listed building, park or garden should be exceptional.

The ground floor of the building is made up of a number of units which are predominantly occupied by retail businesses and it must be acknowledged that outdoor advertisement signs are commonplace on the exterior of buildings in town centre locations.

Unit 12A is in a row of five units in the north-west elevation of the building. The sign would be located above the display window facing Cheapside.

The proposed sign would have moss green (Ral 6005) perspex lettering with a green (Ral 6018) Perspex ‘Heart’ symbol incorporated into the lettering/ design. The proposed sign would be fitted to the marble frontage with adhesive tape. Therefore the actual impact on the fabric of the building in terms of physical fixing would be minor and indeed reversible. The design and appearance of the proposed sign would also match similar signs on the building. In this regard, local planning policy details that the impact of any alterations and additions should preserve the appearance of this Grade II Listed Building, as required by policy B6 of the Local plan and CSP2 of the CSS. It is considered that the proposed sign due to its size, design and appearance would not harm the special appearance of the building and the method of fixing would enable the sign to be removed without long lasting damage to the marble.

In consideration of the above the proposed sign would comply with the requirements and guidance of the NPPF whilst also being in accordance with local planning policy due to the proposal not result in a significant harm to the special character of the listed building.

### **Reason for the grant of listed building consent:**

It is considered that the advertisement sign by reason of its size, design and appearance would not harm the character or appearance of this Grade II Listed Building. The Local Planning Authority has therefore exercised its duty of having special regard to the desirability of preserving the building and any features of special architectural or historic interest which it possesses, as detailed in section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990. Furthermore the development complies with policies in the development plan indicated in the decision notice and national guidance on works to Listed Buildings.

### **Recommendation**

#### **Grant consent subject to the following conditions;**

1. **BESPOKE** - The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason. To comply with the provisions of Section 18(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2. **BESPOKE** - This permission for development relates to the following submitted drawings and information, except where such details are not in compliance with a condition of this consent:-

- Drawing title – Signage proposal for maximum health – Newcastle-under-Lyme, date stamped received by the Local Planning Authority on 02 July 2012
- Photograph of shop frontage, date stamped received by the Local Planning Authority on 02 July 2012
- Statement of significance & impact, date stamped received by the Local Planning Authority on 02 July 2012

Reason: To clarify the permission and for the avoidance of doubt.

3. The material of the approved works shall be Perspex and shall be carried out in strict accordance with the details specified on the approved plans and supporting information detailed in condition no. 2 above unless different materials are first agreed in writing with the Local Planning Authority. Development shall be carried out in accordance with the approved details.

Reason: To protect and safeguard the historic fabric and appearance of the listed building in accordance with the requirements of Policy NC18 of the Staffordshire and Stoke-on-Trent Structure Plan 1996-2011, Policy B6 of the Newcastle-under-Lyme Local Plan 2011 and the requirements of the NPPF.

4. The works hereby permitted are individually applied letters of the dimension indicated on the approved drawing referred to in condition 2. Consent is not hereby granted for a fascia board sign of any form.

Reason : For the avoidance of any doubt and to define the scope of this consent, and having regard to information provided by the applicant to an officer of the Local Planning Authority on 17<sup>th</sup> July 2012

Performance Checks	Date		Date
Consultee/ Publicity Period	<b>27.07.2012</b>	Decision Sent Out	
Case Officer Recommendation	<b>23.08.2012</b>	8 Week Determination	<b>27.08.2012</b>
Report checked by Back Office			
Management check	<b>GRB 24.8</b>		