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L231013 SAV Cover Letter



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SUBMITTED VIA PLANNING PORTAL REFERENCE: PP-12521606 AND PP-12521594

Dear Sir or Madam

**THE TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED) AND PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990
APPLICATION FOR ADVERTISEMENT CONSENT AND ASSOCIATED APPLICATION FOR LISTED BUILDING CONSENT
UNITS 4 & 5 AT ST MARKS SHOPPING CENTRE, LINCOLN
APPLICATION BY STACK LINCOLN LIMITED**

Introduction

We write on behalf of our client, Stack Lincoln Limited, to apply for advertisement consent for signage associated to a new STACK facility that will be operated from St Marks in Lincoln City Centre. The facility was granted planning permission under Reference 2022/0504/FUL.

The application comprises Drawing Reference (2056) D which shows the signage and as the application has been submitted electronically via the Planning Portal website the relevant application fee of £132.00 has been made electronically.

In addition, as the application site comprises a Grade II Listed Building an accompanying application for Listed Building Consent has been submitted.

The Proposed Signage

The signage is shown on Drawing Reference (2056) D. There are nine types of signs described as follows:

Sign A (located at the entrances at Station Street and High Street) – Built-up internally illuminated halo lettering with an overall size of 2470 x 585mm. Lettering finished Anthracite grey with turquoise halo illumination onto white back tray contour. Lettering to be fixed onto existing stonework on spacer fixings.

Sign B (located on either side of the canopy entrance on High Street) – Built-up internally illuminated halo lettering with an overall size of 1890 x 445mm. Lettering finished Anthracite grey with turquoise halo illumination onto white back tray contour. Lettering to be fixed onto existing stonework on spacer fixings.

Sign C (located either side of the entrance on High Street) – Internally illuminated shaped logo box signs with illuminating lettering aperture cut into face.

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Sign D (located as a projecting hanging sign on Station Street and High Street) – Internally illuminated shaped projecting logo box signs with illuminating lettering aperture cut into face.

Sign E (located on corner unit on the High Street) – Internally illuminated roundel with four polished chrome poles.

Sign F (located above entrance on corner unit on the High Street) – Internally illuminated box sign with aperture cut details.

Sign G (located on the window on the corner unit on the High Street) – Vinyl lettering.

Sign H (located as a projecting hanging sign on Station Street and High Street) – Tenant projecting sign turquoise option (Turquoise being the dominant colour). Logo and all white areas are to illuminate, all other areas are solid paint with vinyl detail.

Sign I (located either side of the entrance on Station Street) – Internally illuminated aperture cut aluminium fascia signs finished Anthracite grey with opal illumination trough apertures.

The signage is consistent with STACK's corporate branding.

Assessment of Proposed Signage for Advertisement Consent

The National Planning Policy Framework ('NPPF') and The Town and Country Planning (Control of Advertisements) Regulations 2007 permit local authorities to only consider amenity and public safety matters when determining applications for Advertisement Consent.

Amenity

Issues of amenity tend to centre both on the harm of advertisements, as a result of their scale, location and illumination on the residential amenity of nearby residential dwellings. Other considerations may include whether the proposals cause visual clutter that is out of character with the host building or wider setting.

The application site is located within an established commercial area. The proposed signage is corporate branding consistent with the commercial function of the use. It is largely vinyl / printed signage flat onto the proposed containers that will form the elevations of the STACK facility.

The proposed signage will not have any negative effects on the amenity of the surrounding area.

Public Safety

The signage is to be located on commercial buildings fronting a pedestrianised street. There would therefore be no impact on highway or pedestrian safety arising from the proposed signage.

Assessment of Proposed Signage for Listed Building Consent

As set out above the application site comprises a Grade II Listed Building. Listed Building Consent is therefore required.

The signage proposed doesn't raise any amenity or public safety issues as raised above and is in corporate branding that is specifically required for the operation to be brought into use.

The signage doesn't affect the character of the building as a building of special architecture or historic interest. The majority of the building frontage is a new addition as part of the commercial complex redevelopment and the signage as is the 'tower' building. The signage is therefore sympathetic to the building both the new and

historic parts with the majority of the signage contained on features where you would anticipate signage, including on canopy entrances, and located flat against those entrances.

Where a sign is projecting, those that project on the southern part of the High Street elevation are on a new aspect of the building. In any event, signage poles exist in the four broad locations where that projecting signage is planned and so there is historic support for projecting signage in those locations on the High Street elevation.

We don't consider the proposal harms the Listed Building or the associated West Parade and Brayford Conservation Area, but were the Local Planning Authority to consider otherwise, that level of harm should only be considered to be less than substantial and at the very lower end of that scale. With that in mind, the public benefits of the proposal to introduce STACK into the area are considered to be significant as confirmed by the Authority in the grant of Permission Reference 2022/0504/FUL. They are:

1. The proposal ensures the vitality and viability of Lincoln City Centre. The proposal introduces a new social leisure and community hub concept into the City Centre that brings back into use prominent and large-scale long-term vacant floorspace. The proposal will act as a new destination location within the City Centre ensuring that the proposal enhances the vitality and viability of the City Centre. Increasing the attraction and footfall through the introduction of the new uses proposed will have spin-off benefits with other existing operations within the City and the proposal will contribute to both the day and night-time economy within it.
2. The proposal supports strong, vibrant and healthy communities. The proposal promotes social interaction and provides social, recreational and cultural facilities that will enhance the sustainability of communities.
3. The proposal secures sustainable economic growth. The proposal brings back vacant commercial floorspace in a key economic location of the City Centre back into viable use and it will make a meaningful contribution to employment and wage generation in a City that has above regional and national average levels of unemployment. The increase in wage generation in the City presents an opportunity to benefit surrounding businesses and the local economy.
4. The proposal promotes sustainable travel patterns. The Site is in a highly accessible and sustainable location that is well-placed to promote active travel and use of public transport modes. In addition, the introduction of the new uses present opportunities to create linked trips with surrounding land uses in the City Centre to the benefit of further promoting sustainable travel patterns.
5. The proposal is delivered exclusively through the use (or re-purposing) of an existing building in a highly sustainable and accessible City Centre location. It is well-established that the re-use of existing buildings supports planning objectives to address the challenge of climate change by minimising the impacts of development on the environment and ensuring that embodied carbon within existing buildings can be maintained.
6. The proposal will ensure that all of the long-term vacant floorspace is brought back into use and the proposed operation will ensure the long-term future vitality of the prominent building and conserve its heritage status by securing its optimum viable use.
7. The proposal secures sustainable development by delivering net gains in the economic, social and environmental objectives that underpin the delivery of sustainable development.

Summary

The application seeks advertisement consent and Listed Building Consent for signage on the elevations of a new STACK facility in Lincoln City Centre.



Neither signage style nor the entire proposal when taken as a whole will have a negative impact on public safety, or amenity. We don't consider the proposal will harm the Listed Building, but in any event the public benefits of the proposal are significant as already endorsed by the Local Planning Authority.

We trust the information provided above and within the enclosed documents are sufficient for the Council to register and approve the application. We will endeavour to contact you within the next few days to establish your timetable for decision making.

Should you require any clarification or additional information, please do not hesitate to contact Matthew Sobic or Amelia Robson at these offices.

Yours sincerely

A handwritten signature in black ink, appearing to read "Savills", written in a cursive style.

Savills (UK) Ltd
Planning

Enc.