

Application Number:	P/LBC/2022/05238
Webpage:	https://planning.dorsetcouncil.gov.uk/
Site address:	116 The Esplanade Weymouth Dorset DT4 7EJ
Proposal:	Alterations to facilitate the installation of internal & external signage
Applicant name:	Mrs Theresa Jenkins-Teague
Case Officer:	Kelly Allingham
Ward Member(s):	Cllr Orrell

1.0 This application comes before Planning Committee because the building to which the application relates is owned by Dorset Council and let to the applicant.

2.0 Summary of recommendation:

Grant subject to conditions.

3.0 Reason for the recommendation:

- The proposed signage and lit illumination are in keeping with the character of the area and in accordance with other advertising found in this location.
- The Weymouth Town Centre Conservation Area is preserved. (Designated Heritage Asset).
- No harm to the Listed Building. (Designated Heritage Asset).

4.0 Key planning issues

Issue	Conclusion
Impact on heritage assets	Designated Heritage assets preserved with no harm to the listed building or the Conservation Area.

5.0 Description of Site

Grade II - BELVIDERE (TERRACE), 116-131, ESPLANADE

The quality of The Esplanade and its Bay has been recognised and appreciated since the start of noble and royal patronage of the Georgian resort and is widely recognised by several architectural writers.

Terrace of 16 houses. Begun 1818- completed 1855. Brick, many rendered, slate roof. Units generally in 2-room depth with dogleg stair to one side, and small rear service wing; all are under a double-ridge roof with central valley gutter.

The whole of The Esplanade forms one large group. There are weak points and modern intrusions, but the basic building blocks, and much of the detail, of the original Georgian conception remain.

The building covers 4 storeys with basement front yard area (with steps up to the pavement/esplanade) and arch ways extending underneath the Esplanade. Entrance to the property is at the front of the building up seven steps with a front facing period door on the front side through a covered hallway leading into the property along the side elevation of the property in Musgrave Place down to the rear elevation of the property in Crescent Street.

There is a rear entrance to the property and iron railings and an entrance gate to the front of the property. The building is painted cream currently and covers 4 floors.

The hotel also lies within the Weymouth Town Centre Conservation Area.

6.0 Description of Development

- Internal and External Signage

X1 Projecting Light Box

Double Sided, silver anodised aluminium with acrylic faces and vinyl gold graphics applied, complete with LED illumination and stand-off bracket for fitting.

The Lawrence of Arabia Hotel – Picture and telephone number.

X1 Exterior replacement bump top sign, with full colour laminated vinyl graphic applied to face. Blue background with gold graphics The Lawrence of Arabia Hotel.

Above Door Window Details (retain)

Mirror Gold exterior grade self-adhesive Vinyl Decal. Already in situ.

Acrylic Panel in Reception –polished acrylic panel, with vinyl lettering applied to the reverse and stainless-steel stand for fixings.

7.0 Relevant Planning History

No relevant history.

8.0 List of Constraints

- BELVIDERE (TERRACE) listed building grade G2. HE Reference: 1365868Grade: II Listed Building: Grade II listed building (statutory duty to preserve or enhance the significance of heritage assets under section 66 of the Planning (Listed Buildings & Conservation Areas) Act 1990)
- Weymouth Town Centre Conservation Area. (statutory duty to preserve or enhance the significance of heritage assets under section 72 of the Planning (Listed Buildings & Conservation Areas) Act 1990)

9.0 Consultations

All consultee responses can be viewed in full on the website.

Consultees

1. **Weymouth Town Council**

- The Council has no objection to the proposals

2. **Melcombe Regis Ward Member - Cllr Orrell**

- No comment received on this application

3. **Conservation Officers**

- The proposed external projecting signage is fine, given there are a number of the illuminated light boxed along the street.
- The location and size and design of signage on the facade is appropriate and matching existing illuminated signage along the street. I noticed from being on site that there are a number of holes in the render from previous signage to the corner of the facade. Please can the existing holes and timber battening be reused to fix the new signage to limit further damage.
- Given the panel will be fixed with on a stand, the panel can be removed without damage to surfaces.

Representations received

No representations received.

10.0 Relevant Policies

Adopted West Dorset and Weymouth & Portland Local Plan:

The following policies are considered to be relevant to this proposal:

ENV4 - Heritage assets

Neighbourhood Plans

Weymouth Neighbourhood Plan - In preparation – limited weight applied to decision making.

Other Material Considerations

Weymouth & Portland Listed Buildings and Conservation Areas (2002)

Weymouth & Portland Urban Design (2002)

Conservation Area Appraisals:

Weymouth – Town Centre Conservation Area Appraisal adopted December 2012

Other Material considerations

National Planning Policy Framework (NPPF)

In determining the proposals due consideration has been given to Section 16 Paragraphs 192,199,194,195,197, of the NPPF.

Section(s) 66/72 of the Planning (Listed Buildings & Conservation Areas) Act 1990

11.0 Human rights

Article 6 - Right to a fair trial.

Article 8 - Right to respect for private and family life and home.

The first protocol of Article 1 Protection of property.

This recommendation is based on adopted Development Plan policies, the application of which does not prejudice the Human Rights of the applicant or any third party.

12.0 Public Sector Equalities Duty

As set out in the Equalities Act 2010, all public bodies, in discharging their functions must have “due regard” to this duty. There are 3 main aims:-

- Removing or minimising disadvantages suffered by people due to their protected characteristics
- Taking steps to meet the needs of people with certain protected characteristics where these are different from the needs of other people
- Encouraging people with certain protected characteristics to participate in public life or in other activities where participation is disproportionately low.

Whilst there is no absolute requirement to fully remove any disadvantage the Duty is to have “regard to” and remove or minimise disadvantage and in considering the merits of this planning application the planning authority has taken into consideration the requirements of the Public Sector Equalities Duty. This proposal is not considered to impact upon persons with protected characteristics.

13.0 Financial benefits

What	Amount / value
Material Considerations – N/A	

Non Material Considerations – N/A	

14.0 Environmental Implications

None

15.0 Planning Assessment

Impact on character and appearance of Conservation Area and Listed Building

15.1. The property lies within the Weymouth Town Centre Conservation Area and is a Grade II Listed Building.

15.2. The location, size and design of the signage proposed on the facade is appropriate and matches existing illuminated signage along the street. There are a number of holes in the render from previous signage to the corner of the façade, demonstrating similar signage has existed in this location. Neighbouring properties in close proximity (117 and 120) have similar styles, to which the applicant has commissioned the same sign company to ensure continuity. As such the proposed signage and lit illumination is in keeping with the character of the area and in accordance with other advertising found in this location, which are compatible with and considered to respect the building and its surroundings.

15.3. The applied vinyl lettering to the over light is subtle, of quality and already in place.

15.4. Existing cabling is to be used for the external illuminated light box, existing holes and timber battening is to be re-used to fix the signage, protecting the historic fabric of the listing building and it will be conditioned as such.

15.5. The Conservation Officer has no objection to the scheme which is considered to preserve the character or appearance of the Weymouth Conservation area and that the development would not result in any harm to the listed building.

15.6 The conservation advice is agreed with by the planning officer.

16.0 Conclusion

Subject to conditions, the development is considered to preserve the character and appearance of the Weymouth Conservation Area and it is considered that the development would not result in any harm to the listed building. This conclusion has been reached having regard to: (1) section 72(1) and (2) section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 that requires special regard to be paid to the desirability of preserving the building or its setting and preserving or enhancing the character or appearance of a conservation area; (3) Local plan policies ENV4, of the West Dorset, Weymouth & Portland Local Plan (2015) and Section 16 of the NPPF (2021).

17.0 Recommendation

Grant subject to conditions:

1. The works hereby permitted shall be carried out in accordance with the following approved plans:

Location plan
Hotel Signage
Hotel Signage
Hotel Signage

Reason: To preserve the architectural and historical qualities of the building.

2. The work to which this listed building consent relates must be begun not later than the expiration of three years beginning with the date on which the consent is granted.

Reason: This condition is required to be imposed by reason of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

3. Existing cabling is to be used for the external illuminated light box along with existing holes and timber battening to be re-used to affix the signage.

Reason: To safeguard the significance of the heritage asset and its setting and to protect historic fabric.