

Case Officer: Catherine Harker **Recommendation:** Approve

Applicant: WH Brakspear and Sons Ltd

Proposal: Part Retrospective update/refresh of the existing signage for The Lion.
New external lighting fixed to the exterior of the building to replace brass
swan-neck lighting installed without LBC (new lighting to replace the
"swan necks" has not yet been installed)

Expiry Date: 28 August 2023

1. APPLICATION SITE AND SUMMARY OF SIGNIFICANCE

1.1. The application relates to a Grade II Listed Building listed under the name The Red Lion in the village of Wendlebury.

Listing Entry (1987)

1.2. *WENDLEBURY MAIN STREET SP51NE (East side) 3/139 The Red Lion Public House GV II Public house. Early/mid C18. Coursed limestone rubble with some ashlar dressings; Welsh-slate and Stonesfield-slate roofs with brick stacks. 3-unit range with rear outshut and subsidiary ranges. 2 storeys plus attic. 5-window main range has, to left, a symmetrical 3-window arrangement with a central door, flanking 3-light casements, and 2-light windows at first floor; 2-window section to right has similar windows and a blocked door. All openings have ashlar flat arches with projecting blocks. Roof has stacks to right of centre and on each gable, plus 3 hipped roof dormers. Slightly lower stone-slatted bays at each end have some flat-arched openings with, to right, an old plank door. Single-storey slatted 2-window range to extreme left is probably C19. Rear of main roof is stone-slatted and continues over a rear outshut.*

1.3. The pub fronts directly onto the village street, with no pavement between the building and the road, and timber signs and hanging baskets project out over the road at high level.

2. DESCRIPTION OF PROPOSED DEVELOPMENT

2.1. 6 signs have or are proposed to be installed on the pub with associated lighting.

- The cream front hanging sign has been replaced with a new sage green sign. The traditional metal bracket has been re-used
- The sign board on the south elevation has been replaced with a larger sign board
- The blocked off door on the south elevation is to be filled with a sign regarding Ales, beer garden etc

- The painted lion outline and lettering to the north elevation has been replaced with attached gold lettering. This will be illuminated by discrete LED lighting hidden in the eaves and pointed down at the lettering
- A small sign pointing to parking has been installed on the north elevation
- A menu box is to be installed beside the front entrance. This would be internally lit with LED string lighting
- The unlawful swan neck lighting is to be removed

3. RELEVANT PLANNING HISTORY

3.1. There is no planning history directly relevant to the proposal

4. PRE-APPLICATION DISCUSSIONS

4.1. No pre-application discussions have taken place with regard to this proposal

5. RESPONSE TO PUBLICITY

5.1. This application has been publicised by way of a Site Notice displayed near the site, expiring **4 August 2023**, by advertisement in the local newspaper expiring **3 August 2023** and by letters sent to properties adjoining the application site that the Council has been able to identify from its records. The overall final date for comments was **4 August 2023**.

5.2. No comments have been raised by third parties.

6. RESPONSE TO CONSULTATION

6.1. Below is a summary of the consultation responses received at the time of writing this report. Responses are available to view in full on the Council's website, via the online Planning Register.

PARISH/TOWN COUNCIL AND NEIGHBOURHOOD FORUMS

6.2. No objections

OTHER CONSULTEES

6.3. CDC Conservation – no comments received

6.4. OCC Highways – No objections

7. RELEVANT PLANNING POLICY AND GUIDANCE

7.1. Planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise.

7.2. The Cherwell Local Plan 2011-2031 - Part 1 (CLP 2015) was formally adopted by Cherwell District Council on 20th July 2015 and provides the strategic planning policy framework for the District to 2031. The CLP 2015 replaced a number of the 'saved' policies of the adopted Cherwell Local Plan 1996 though many of its policies

are retained and remain part of the development plan. The relevant planning policies of Cherwell District's statutory Development Plan are set out below:

CHERWELL LOCAL PLAN 2011 - 2031 PART 1 (CLP 2015)

- ESD15 - The Character of the Built and Historic Environment

CHERWELL LOCAL PLAN 1996 SAVED POLICIES (CLP 1996)

- C18 – Development proposals affecting a listed building

7.3. Other Material Planning Considerations

- National Planning Policy Framework (NPPF)
- Planning Practice Guidance (PPG)
- Managing Significance in Decision-Taking in the Historic Environment: Historic England Good Practice (2015)
- The Setting of Heritage Assets: Historic England Good Practice (2015)
- Cherwell Residential Design Guide (2018)
- Cherwell Council Home Extensions and Alterations Design Guide (2007)

8. APPRAISAL

8.1. The key issue for consideration in this case is the impact on the historic significance and setting of the listed building(s).

8.2. Section 16(2) of The Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) states that: *In considering whether to grant listed building consent for any works the local planning authority or the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.* Further, under Section 72(1) of the same Act the Local Planning Authority has a statutory duty to pay special attention to the desirability of preserving or enhancing the character or appearance of a Conservation Area.

8.3. Listed Buildings and Conservation Areas are designated heritage assets, and Paragraph 190 of the NPPF states that: *Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise.*

8.4. Paragraph 193 of the NPPF directs 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 (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.* Policy ESD15 of the CLP 2015 echoes this guidance.

8.5. The new timber signs are considered to be of an appropriate material and colouring for a listed building, in accordance with the CDC Design Guide for Shop Fronts and Advertisements: Historic Buildings and Conservation Areas (2013) and although one of the signs is larger than previously, and slightly competes with the interesting historic first floor loading door on the south end elevation of the pub, it is not so large or obtrusive as to be harmful.

8.6. The timber hanging sign to the front elevation utilises the historic bracket, which is welcomed.

- 8.7. The gold metal lettering on the north elevation is considered somewhat more brash than the previous black painted sign, but this style of sign is common on older pubs and is not considered harmful to the character of the building. The revised lighting proposed, with simple hidden LED lights in place of the obtrusive swan neck lights is considered acceptable and in keeping with the advice in the CDC Design Guide for Shop Fronts and Advertisements: Historic Buildings and Conservation Areas (2013) for lighting.
- 8.8. The new parking sign and Real Ale sign over the existing door to the south elevation are also considered acceptable.
- 8.9. The removal of the unlawful swan neck lights which appear overly twee and incongruous with the simple character of this country pub, is welcomed.
- 8.10. The new menu board is reasonably appropriate for the building, though the brass is a little bright, and would not result in harm to the significance of the listed building.
- 8.11. On balance, it is considered that the signs would not harm the historic significance of the listed building, particularly as they would all be easily reversible at a later date, and a positive recommendation is made.

9. RECOMMENDATION

That consent is granted, subject to the following conditions:

1. The works to which this consent relates shall be begun not later than the expiration of three years beginning with the date of this consent.

Reason - To comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

2. Except where otherwise stipulated by conditions attached to this permission, the development shall be carried out strictly in accordance with the information contained within the application form and the following approved plans: Location and block plan, proposed elevation AAN 23 869 1 and detail drawings entitled Brass case menu details, car park fascia details, fascia sign details, hanging sign details, information fascia sign details, lettering on rails and proposed menu board to front elevation.

Reason – For the avoidance of doubt, to ensure that the development is carried out only as approved by the Local Planning Authority and comply with Government guidance contained within the National Planning Policy Framework.

Case Officer: Catherine Harker

DATE: 22 August 2023

Checked By: Paul Ihringer

DATE: 24/8/23