



Report from the Head of Development Management to Development Control Committee

Application number: 7/2026/5170

Application type: Advertisement Consent Application

Applicant: Mr R Smith, Kymel Trading Limited

Location: Boatmans Cafe, Rectory Road, Bowness-on-Windermere, LA23 3HJ

Grid reference: 340145, 496596

Proposal: Signage fixed to face of building, menu boards fixed to face of building. directional signage fixed on site

Report prepared by: Chris Kempster, Planner

Report agreed by: Neil Henderson, Planning Manager

Recommendation: APPROVE with conditions

1 About this report

- 1.1 The case planner has prepared this report, assessment and recommendation taking into account our policies (known as the Development Plan), written representations we have received, and any other material considerations.
- 1.2 Material considerations are things that are relevant to our decision making and which we are able to take into account – for example site specific factors, or Government planning policy (the National Planning

Policy Framework) and Government planning guidance (the National Planning Practice Guidance).

- 1.3 The Development Control Committee will determine the application at its meeting having regard to the provisions of the Development Plan, representations we have received, and all other material considerations, following a verbal and visual summary of the application by the case planner and, where applicable, after hearing any verbal representations made in accordance with our Policy for Public Speaking at Meetings.
- 1.4 Most applications are decided under powers delegated to the Head of Development Management. A small number of significant or more contentious applications are considered by our Development Control Committee as set out in our Scheme of Delegation.

2 Background and proposals

- 2.1 Boatmans Café is a 19th Century former Victorian dwelling which lies outside, but on the boundary of, the Bowness Conservation Area. The property was previously used as a café, gift shop, and also as offices and a storage area for Windermere Lake Cruises. The building is now to be used as a fish and chip restaurant.
- 2.2 Advertisement consent is sought for the following advertisements:
 - Sign with trough light above on the south side elevation
 - Two fascia signs with trough light above on the front west elevation
 - Two A1 menu boards with internally illuminated lockable poster cases on the front west elevation
 - Two A3 menu boards with internally illuminated lockable poster cases on the front west elevation

- One stand-alone road sign facing downhill, illuminated by trough lighting (existing signage on the side elevation of the building stating 'coach parking' to remain)
- One stand-alone road sign facing uphill, illuminated by trough lighting (existing sign facing uphill which is attached to the building is to be removed)
- Multiple frosted window vinyls

2.3 Following discussions with the applicant's agent, the number of signs and menu boards have been reduced from the original submission.

3 Consultee responses

3.1 Windermere and Bowness Town Council – *Consultation response dated 29.04.26*

'Recommend refusal of the large free-standing Trenchers sign on the grounds that it is overly dominant and would be an incongruous feature which would spoil the uncluttered appearance of the new building and the first views down to the lake for drivers approaching Bowness. We recommend that the free-standing sign is not permitted.

The large quantity of illuminated menu display cases on the front elevation seems excessive and will detract from the sympathetic refurbishment of this traditional style building in the heart of a world heritage site.

The existing signage is inconsistent and somewhat untidy and will need updating to reflect the new use of the building. We have no objection to updating and relocating the sign for "coach park, group bookings and Trenchers" or replacing the coach park sign where it currently is with the updated version. The proposed wall-mounted signage is also acceptable'.

The Town Council were reconsulted on 01.07.26 on the amended plans. At the time of writing, we have received no response.

4 Representations

- 4.1 No representations have been received.

5 Development plan policies and other relevant guidance

Lake District National Park Local Plan 2020-2035

- Policy 01: National and international significance of the Lake District
- Policy 02: Spatial strategy
- Policy 05: Protecting the spectacular landscape
- Policy 06: Design and development
- Policy 07: Historic environment
- Policy 17: Retailing and town centres

- Cumbria Good Lighting Technical Advice Note.

The National Planning Policy Framework (NPPF) is a material consideration in the determination of planning applications.

6 Main issues and assessment

- 6.1 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (Part 1, Regulation 3) states that in exercising its powers under these regulations, local planning authorities shall do so in the interest of amenity and public safety.
- 6.2 The NPPF establishes clear requirements for the assessment of applications for advertisement consent with paragraph 141 stating that ‘Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts’.

- 6.3 I consider that the main issues with this application are the impact on the amenity of the area and the setting of the Bowness Conservation Area, and public safety

Impact on the amenity of the area and the setting of the Bowness Conservation Area

- 6.4 For the purposes of advertisements, amenity relates to the effect of an advertisement on the appearance of an existing building and the area in which it can be seen. The proposal is clearly visible from public views from the road (A592) to the east of the restaurant, and from public views from the west along Rectory Road and from within the coach park for the Windermere Lake Cruisers.
- 6.5 The Planning (Listed Buildings and Conservation Areas) Act 1990 states that with respect to any buildings or other land in a conservation area in the exercise of any functions under the planning acts special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area (Section 72(1)). This is reflected in Local Plan Policy 07 which states that development proposals will seek to conserve and enhance the character, integrity and setting of the historic environment.
- 6.6 Boatmans Café is located in a prominent position on the corner of the A592 and Rectory Road on the edge of the Bowness Conservation Area. The area is characterised as a busy town centre location with recreational activities, such as the tennis courts and Windermere Cruisers, the Belsfield Hotel, and residential properties close by. The A592 is a busy road into Bowness, and the area is very well used by pedestrians.
- 6.7 The proposed signage and lighting would replace the existing signage and lighting on Boatman's Café. The proposed larger, free-standing

sign to the east of the building, would replace the large sign which was attached to the eastern elevation of the building. This new sign is of a similar size to the existing, but would be free-standing, and face uphill. There would also be a smaller free-standing sign to the north of the building facing downhill. A sign would also be positioned on the south elevation of the building.

- 6.8 Originally the signs were proposed to be lit by a trough lighting with a colour temperature of 6000 Kelvin (K). Through discussions with the agent, it was agreed to amend the colour temperature to 3000K in line with the recommendations of the Cumbria Good Lighting Technical Advice Note. The Advice Note states that commercial buildings should have external lighting of no more than 3000K as this produces a warmer less harsh lighting environment.
- 6.9 As the drawings and application form state 6000K, should consent be granted, I recommend a condition restricting colour temperature to 3000K.
- 6.10 The front (west) elevation would have a fascia sign above one of the doors, two A1 size menu boards, and two smaller A3 menu boards, which would be internally illuminated, and located by the two doors.
- 6.11 The signs would be seen within the context of the fish and chip restaurant and takeaway, and the wider Bowness Town Centre, characterised by restaurants, shops, pubs, bars and hotels. The immediate area is also lit with street lighting. Trough lights are typical on the frontages of restaurants, shops and pubs within the Bowness Conservation Area and the wider town centre, and the 3000k lighting would not be out of place in this context.
- 6.12 Subject to the suggested condition, the proposed advertisements would cause no harm to the amenity of the local area and would preserve the setting of the Bowness Conservation Area.

Public safety

- 6.13 The proposed free-standing sign to the east of the building, would be highly visible from the A592, and would replace the existing sign which is attached to the building. The new sign is of a similar scale to the one to be removed and would be lit by a 3000K trough light. There would also be a smaller free-standing sign facing down hill near the A592, which would also be trough lit.
- 6.14 These two signs would result in one additional sign next to the road. The lighting of the signage would be directed onto the signs and would be of a low level of brightness and therefore would not dazzle drivers. The addition of one sign would not be distracting to drivers, due to its modest size in a location where signage is to be expected within the town centre. The two new signs would not block the pavement and would therefore cause no safety issues for pedestrians.
- 6.15 The fascia signs on the west elevation and the sign on the south elevation would also be trough lit and visible from public views from Rectory Road. Again, they would not be distracting to drivers due to the low level of brightness and the distance set back from the road. The menu boards would be internally illuminated, however would be of a modest scale and with a low level of lighting. As these signs would not protrude, they would cause no safety harm to pedestrians.
- 6.16 I am satisfied that the proposed signage and illumination would be acceptable in terms of public safety.

7 Conclusion

- 7.1 Having regard to the provisions of the development plan, in particular Lake District National Park Local Plan Policies 01, 02, 05, 06, 07 and 17, and other material considerations (including the provisions of the

NPPF and the Cumbria Good Lighting Technical Advice Note), the advertisements proposed are considered to be acceptable, subject to the conditions recommended.

8 Conditions

- 8.1 Standard conditions are imposed on all advertisement consents through Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 8.2 In addition I recommend a condition requiring the development to be carried out in accordance with the plans and details which form part of the consent, and to restrict illumination colour temperature to no more than 3000K, to help preserve the amenity of the area.

Recommendation: APPROVE with conditions

Conditions/Reasons

- 1 The advertisements hereby permitted shall not be carried out otherwise than in conformity with the following submitted plans and details received by the Local Planning Authority:

- Location Plan
- Proposed External Signage, Ref 48631, Rev 10, dated 24/06/2026
- Signage information sheet

REASON: For the avoidance of doubt.

- 2 Notwithstanding the submitted plans, none of the illuminated advertisements hereby permitted, shall be lit at a colour temperature exceeding 3000 Kelvin, either on first installation or thereafter.

REASON: In the interests of public amenity in accordance with Local Plan Policy 07 and the Cumbria Good Lighting Technical Advice Note.

NPPF decision notice requirements

Town and Country Planning (Development Management Procedure) (England) Order 2015 Article 35(2) statement.

The Local Planning Authority have worked with the applicant in a positive and proactive manner by seeking solutions to problems arising in relation to dealing with the application by reducing the number of advertisements on the building.

Background papers

Background papers are available for inspection on the planning application file unless otherwise specified on that file as confidential by reasons of financial/personal circumstances in accordance with the Local Government (Access to Information) Act 1985.

7/2026/5170

Boatman's Cafe, Rectory Road, Bowness-on-Windermere, LA23 3HJ

Signage fixed to face of building, menu boards fixed to face of building. Directional signage fixed on site.

Location Plan 7.2026.5170



Produced by Chris Kempster for Development Control Committee planning presentation only.

You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form.

Lake District
National Park Authority

Location Plan



Proposed south elevation

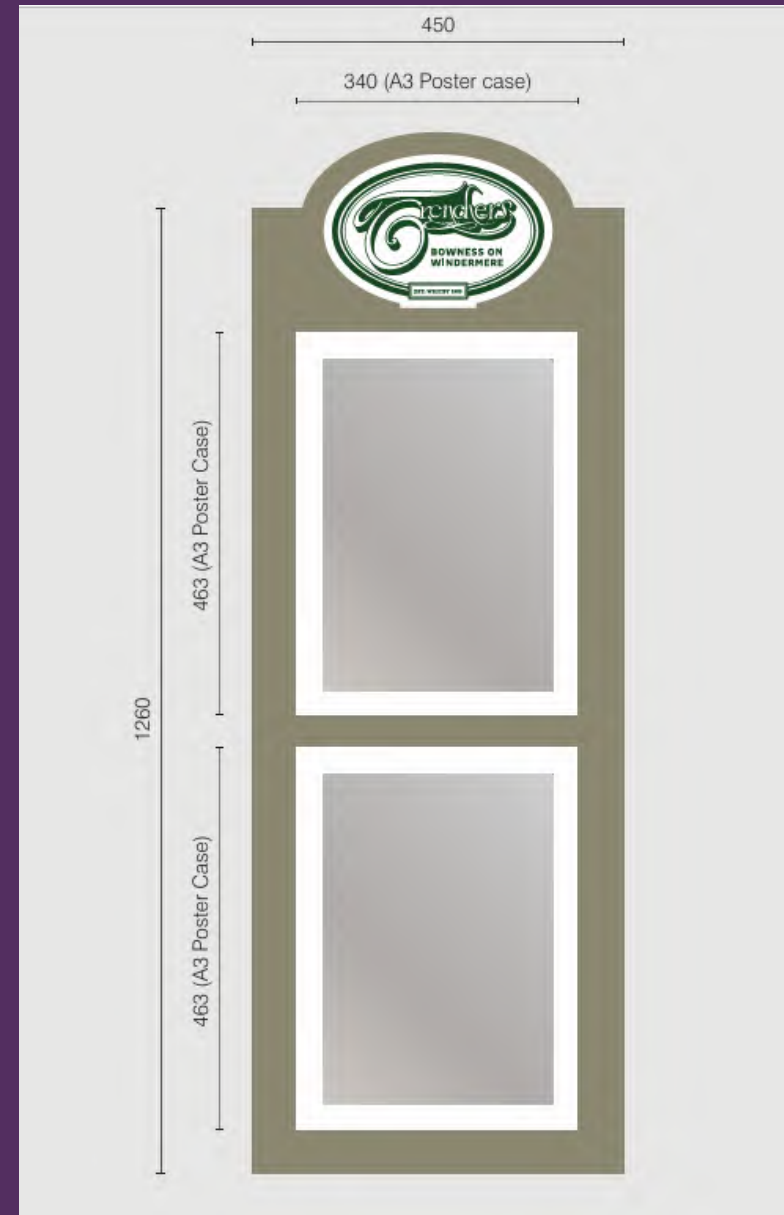
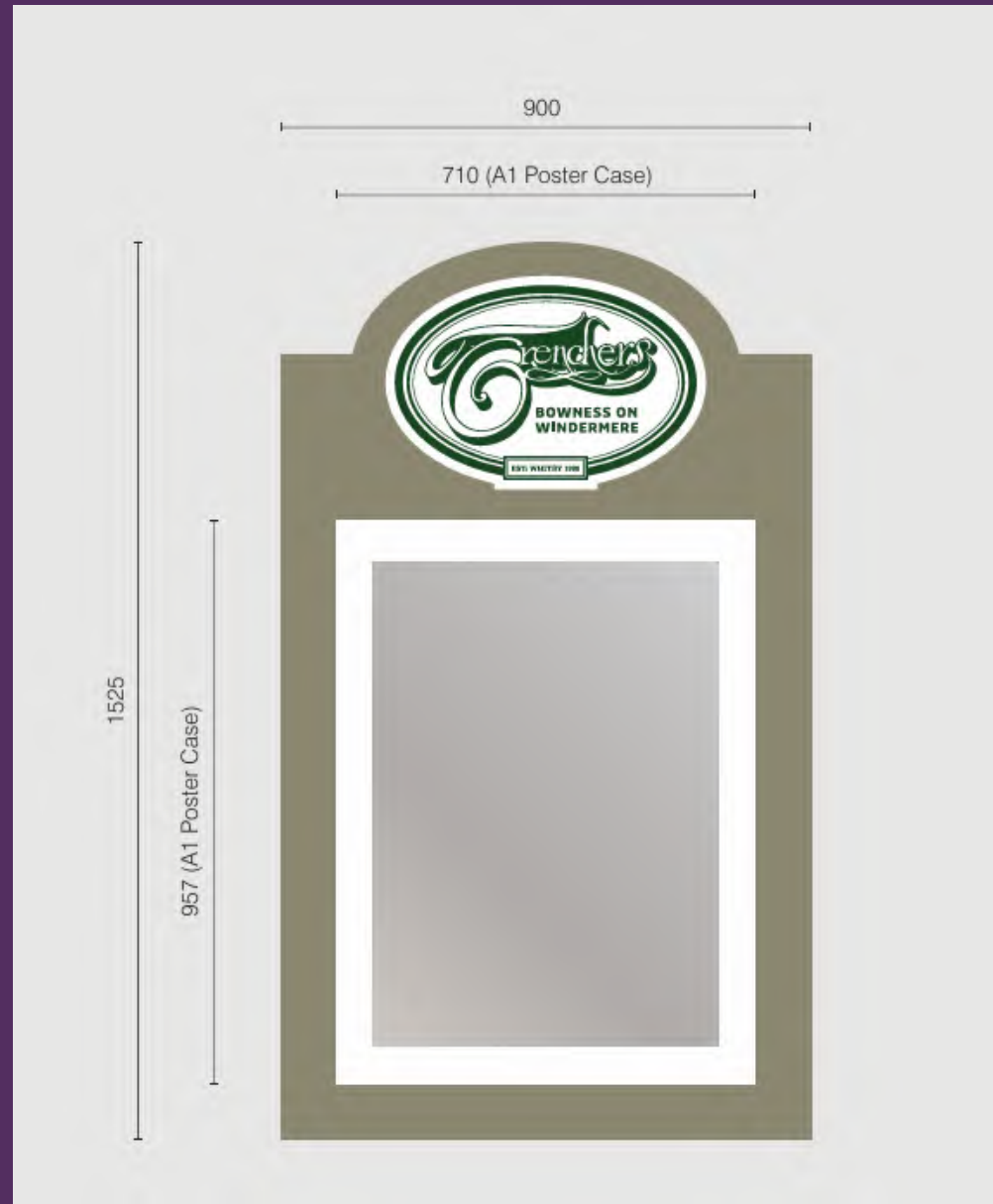


Proposed fascias and trough lighting



NOTE: This view shows a front elevation, the overhang is slightly lower than the top of the trenchers logo

Proposed menu boards





Proposed road signage
facing downhill



ROAD SIGNAGE - FACING UPHILL

NOTE: Existing sign to be removed



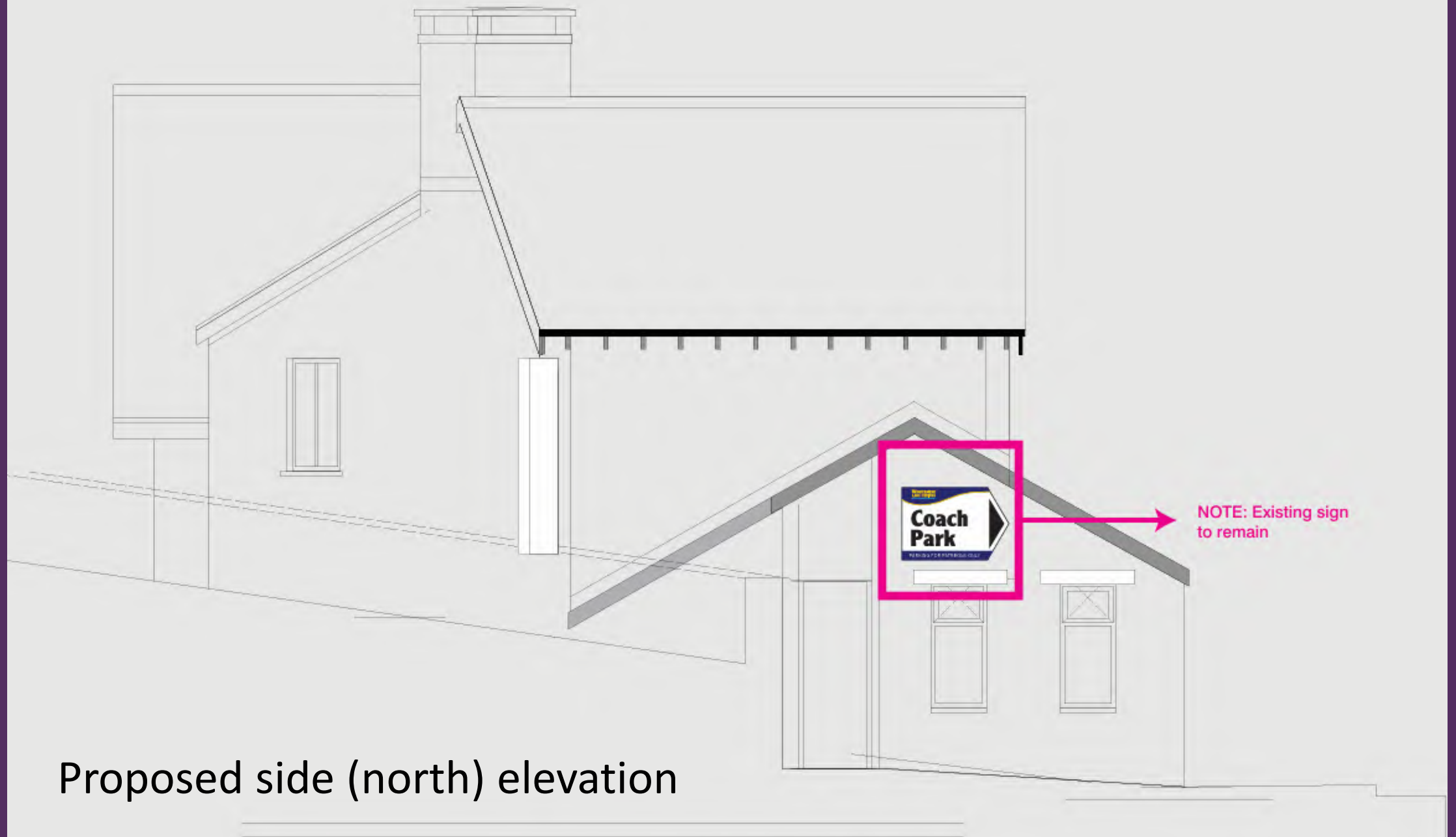
Proposed Sign Location



Proposed front (west) elevation



FRONT WEST ELEVATION



Proposed side (north) elevation







Rear elevation from adjacent pavement





