

Our Ref: RAlCo Signage Advertisement Consent

Your Ref: PP-11069395

24 February 2022

Copeland Borough Council
Market Hall,
Market Place,
Whitehaven,
CA28 7JG

devcontrol@copelandbc.gov.uk

Dear Sir / Madam

APPLICATION FOR THE CONSENT TO DISPLAY AN ADVERTISEMENT, COMPRISING TWO NON-ILLUMINATED FASCIA ADVERTISEMENTS ON THE SOUTHERN AND WESTERN ELEVATION OF A BUSINESS PREMISES AT THE FORMER CUMBRIA STEELSTOCK UNIT, WILLIAM PIT INDUSTRIAL ESTATE, WHITEHAVEN, CA28 6AU

On behalf of our client Sellafield Limited ('the applicant'), Avison Young are submitting this application for consent to display an advertisement at the former Cumbria Steelstock Unit, William Pit Industrial Estate, Whitehaven, CA28 6AU.

The Site

The application site (Figure 1) is situated at William Pitt Industrial Estate, Whitehaven, north of Whitehaven Marina and the town centre in a mixed-use area. Whitehaven train station is located approximately 250m to the south. The site is bound to the west by a railway line with the Irish Sea beyond and by a c.10m tall sheer crag immediately to the east.

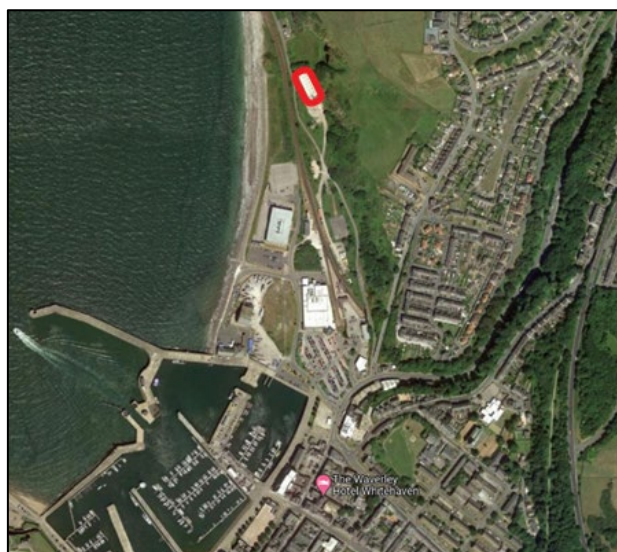


Figure 1: Site Location (indicative site location identified by red boundary)

The site was operated by a steel fabricator for c.20 years but is now occupied by RAI Co which is a company specialising in robotics and artificial intelligence. The application site was recently granted permission for B2, B8 and E (g (ii & iii)) uses and will provide a collaborative space to develop robotics and artificial intelligence projects in flight.



Figure 2: The Site as Existing

Planning History

An application for a flexible change of use was submitted in March 2021 to allow the use of the site for B2, B8 and E (g (ii & iii)) uses, which was granted permission in June 2021 (application reference 4/21/2160/0F1).

Proposals

Two non-illuminated advertisements are proposed. The advertisement on the western elevation is scaled to be 2400mm high with the overall length 11000mm. The cladding is 5.2m high and top of the letter 1400mm from the top of the cladding. The proposed smaller sign on southern elevation is 1200mm high x 5300mm.

Proposed materials are: 3mm aluminium composite cnc cut to the shape of the letters coloured with a 7-10-year laminated vinyl. The letters will be fixed to the cladding using self-drilling tec stitching screws which are used in the cladding industry. Upon fixing the letters, 3m vhb tape may be used if necessary due to wind in this location. The signage is proposed to be purple/blue and non-illuminated, please see photo montage and accompanying plans.



Figure 3: Photomontage of Proposed Signage on Southern Elevation



Figure 4: Photomontage of Proposed Signage on Western Elevation

Supporting Plans, Forms and Documents

- Application Forms;
- Covering Letter;

- Site Location Plan;
- Site Layout Plan;
- Elevations;
- Site Photographs;
- Photomontage of Proposed Signage.

Fee Payment

We calculate that the planning application fee would be £160 for the proposal, exclusive of service charge of £28 (including VAT). The associated application fee of has been made to the Planning Portal by the applicant via Bank Transfer.

Next Stages and Contact

We look forward to discussing the details of the proposals for the site the Council. In the meantime, should you have queries or wish to discuss any aspect of the application please contact me using the details provided below.

Yours Sincerely

Chris Johnson MRTPI
Senior Planner

For and on behalf of Avison Young (UK) Limited