

**COPELAND BOROUGH COUNCIL
DELEGATED PLANNING DECISION**

1.	Reference No:	4/20/2399/OA1	
2.	Proposed Development:	1 X FASCIA AT THE FRONT OF THE BUILDING READING SPAR, WHITEHAVEN AND 1 X FASCIA AT THE FRONT OF THE BUILDING READING CASH MACHINE	
3.	Location:	SPAR STORES, MAIN STREET, HENSINGHAM, WHITEHAVEN	
4.	Parish:	Whitehaven	
5.	Constraints:	ASC;Adverts - ASC;Adverts, Coal - Standing Advice - Data Subject To Change	
6.	Publicity Representations &Policy	Neighbour Notification Letter	Yes
		Site Notice	No
		Press Notice	No
		Consultation Responses	See Report
		Relevant Policies	See Report
7.	Report:		
	Site and Location		
	This application relates primarily to the site of the former G & M Suppliers unit at Ivy Mill, Main Street, Hensingham, Whitehaven. The site is currently vacant after the demolition of a single storey building which formally housed a catering and kitchen suppliers business. The site is accessed from Hensingham Main Street.		
	The application site also encompasses the existing Spar retail unit to the south of Ivy Mill, fronting onto Richmond Hill Road, and a smaller derelict site on the junction of Main Street and Richmond Hill, which formally sited two dwellings.		
	Planning History		
	4/20/2283/OB1 – S73 application to revise approved plans for a new retail store building and petrol station and the conversion of the former spar store into two no. retail units relating to revised		

elevations of the new store, car park layout, fuel station canopy height, plant area, retining wall, installation of roof mounted solar panels and variation of condition 16 for boundary treatment details – Approved

4/18/2545/0B1 – Variation of condition 10 of planning permission 4/18/2313/0F1 – Approved

4/18/2313/0F1 – Construction of new Spar Convenience store, petrol filling station and car parking etc – Approved

4/16/2167/0|F1 – Demolition of existing building to facilitate redevelopment of the site – Approved

Proposal

This application seeks advertisement consent for two signs to be attached to the new retail unit which is currently under construction at this site.

It is proposed to install a fascia advert at the front of the building reading 'SPAR, Whitehaven'. The proposed fascia sign will measure 0.58m x 23.355m, located 2.742m from ground level. The proposed sign will be 0.03m deep and internally illuminated. It will be constructed of vinyl which will display the corporate colours of the applicant (red, green, white and grey).

The application also seeks consent for a fascia sign at the front of the building reading 'Cash Machine'. The proposed sign will measure 0.58m x 2.632m, located 2.74m from ground level. The proposed sign will be 0.03m deep and internally illuminated. It will be constructed of vinyl which will display the corporate colours of the applicant (red, green, white and grey).

Consultation Responses

Whitehaven Town Council

No comments received.

Cumbria County Council – Cumbria Highways & Lead Local Flood Authority

In relation to the fascia signs only, the layout details shown on the submitted plans are considered satisfactory from a highway perspective, therefore there are no objections to the proposed development.

Public Representation

No comments have been received in relation to the statutory notification procedure.

Planning Policy

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

Development Plan

	<p>Copeland Local Plan 2013 – 2028 (Adopted December 2013)</p> <p><u>Core Strategy</u></p> <p>Policy ST1 – Strategic Development Principles</p> <p><u>Development Management Policies (DMP)</u></p> <p>Policy DM29 - Advertisements</p> <p>Other Material Planning Considerations</p> <p>National Planning Policy Framework (2019)</p> <p>The Town and County Planning (Control of Advertisement) (England) Regulations 2007</p> <p>Emerging Copeland Local Plan (ELP):</p> <p>The emerging Copeland Local Plan 2017-2035 is currently the subject of a Preferred Options Consultation. The Preferred Options Consultation builds upon the completed Issues and Options Consultation, which finished in January 2020. Given the stage of preparation, the emerging Copeland Local Plan 2017-2035 has only limited weight in decision making, but provides an indication of the direction of travel of the emerging planning policies, which themselves have been developed in accordance with the provisions of the National Planning Policy Framework.</p> <p>Assessment</p> <p>Policy DM29 of the Copeland Local Plan, and section 12 of the NPPF, seeks to ensure that advertisements are of a reasonable scale and appearance, having regard to the nature and situation of the land or building to which they relates, and also they would not harm public safety.</p> <p>Given that the proposed signs will be sited along the principal elevation of the retail unit, which is set back within the site behind a petrol station canopy, the signage is not considered to create a dominant feature or cause obstruction in the streetscene. The proposed signs are not considered to affect public safety. Cumbria Highways have raised no objection to the proposal in this location.</p> <p><u>Conclusion</u></p> <p>The proposal is considered compliant with the policies of the Copeland Local Plan and the provisions of the NPPF.</p>
8.	<p>Recommendation:</p> <p>Approve Advertisement Consent</p>
9.	<p>Condition(s):</p>

	<p>1. This consent will expire in 5 years from the date of this notice.</p> <p>Reason</p> <p>To accord with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and in the interest of amenity and public safety.</p> <p>2. The permission relates to the following plans and documents as received on the retrospective dates and development must be carried out in accordance with them:-</p> <ul style="list-style-type: none"> - Site Location Plan (Amended), Scale 1:1250, received by the Local Planning Authority on the 19th November 2020. - Artwork: Front Elevations, Scale 1:100, received by the Local Planning Authority on the 5th October 2020. - Arkwork: Signage Details, Scale 1:100, received by the Local Planning Authority on the 5th October 2020. - Proposed Setting Out Plan, Scale 1:100, Drawing No BR-103, Rev No T1, received by the Local Planning Authority on the 5th October 2020. - Free Standing Screen Details, Scale 1:50 & 1:100, Drawing No BR-108, Rev T1, received by the Local Planning Authority on the 5th October 2020. <p>Reason</p> <p>To conform with the requirement of Section 91 of the Town and Country Planning Act 1990, as amended by the Planning and Compulsory Purchase Act 2004.</p> <p>Statement:</p> <p>The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received, and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.</p>
Case Officer: C.Burns	Date : 23.11.2020
Authorising Officer: N.J. Hayhurst	Date : 23/11/2020
Dedicated responses to:- N/A	

