

**COPELAND BOROUGH COUNCIL
DELEGATED PLANNING DECISION**

1.	Reference No:	4/21/2016/OA1
2.	Proposed Development:	ADVERT CONSENT TO INSTALL 1 X LCD MEDIA SCREEN & 3 X FLAG POLE SIGNS
3.	Location:	TESCO SUPERMARKET, BRANSTY ROW, WHITEHAVEN
4.	Parish:	Whitehaven
5.	Constraints:	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Flood Area - Flood Zone 2, Coal - Standing Advice - Data Subject To Change
6.	Publicity Representations &Policy	Neighbour Notification Letter: NO Site Notice: NO Press Notice: NO Consultation Responses: See report Relevant Planning Policies: See report
7.	Report:	<p>SITE AND INTRODUCTION</p> <p>This application relates to the Tesco supermarket which is situated off Bransty Row in Whitehaven. The store is sited, with a large car park to the south and Whitehaven Station to the east.</p> <p>PROPOSAL</p> <p>Advertisement Consent is sought for the installation of various elements of signage in relation to the electric charging points sited in the northern section of the supermarket car park. These include the following:</p>

Number of signs	Type of sign	Function	Illumination?	Dimensions (H x W x D) metres(s)	Colours
1	Media Screen	Advertise electric charging points	Yes, internal and intermittent. 250 cd/m2	0.93 x 0.53 x 0	Various
3	Flag pole sign	Advertise electric charging points	No	0.19 x 2.611 x 0.023	White on grey

RELEVANT PLANNING APPLICATION HISTORY

Illuminated signage, approved in February 2003 (application reference 4/02/0885/0 relates);

2 no. additional building illuminated advert signs, approved in February 2003 (application reference 4/02/1359/0 relates);

Replacement signage, approved in July 2021 (application reference 4/12/2272/OA1 relates);

Signage to click and collect facility, approved in September 2015 (application reference 4/15/2319/OA1 relates).

CONSULTATION RESPONSES

Town Council – No objections

Cumbria Highways Authority – No objections.

Local Lead Flood Authority – No objections.

PLANNING POLICIES

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

Development Plan

Copeland Local Plan 2013 – 2028 (Adopted December 2013)

Core Strategy

Policy ST1 – Strategic Development Principles

Development Management Policies (DMP)

Policy DM29 – Advertisements

Other Material Planning Considerations

National Planning Policy Framework 2019 (NPPF)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

ASSESSMENT

Principle of the development

The addition of new signage is required to highlight the electric car charging facility within the car park of the store. In principle, signage is acceptable in this location as it is a requirement for a supermarket business and will ensure that the business is functional.

Design and Siting

This application seeks approval for the signage associated with the electric vehicle charging points for Tesco supermarket. There will be 3 pole signs and a media screen. Policies within the Copeland Local Plan seek to ensure that signage does not affect public safety, will not be obtrusive or create clutter and is of a reasonable scale and appearance.

The proposed signage will be erected within the confines of the car park and will not have an effect on the amenity value of the locality. They will be modest on scale and will be viewed in context with the existing supermarket, car park and associated existing signage. It is considered that the design of the signage is functional and suitable for this supermarket site. The level of signage is reasonable for a commercial site of this nature.

Illumination Levels and Highway Safety

Cumbria Highways have raised no objections to the application. The signage will be within the car park and away from the public highway therefore will not cause any harm to road users. The level of illumination for the media screen is considered to be acceptable and will face into the car park, which will provide some protection against glare to vehicles on South Row.

Conclusion and Planning Balance

No objections have been received to the application.

	Overall, this is considered to be an acceptable form of advertisement at this commercial site which accords with policies ST1 and DM29 of the Local Plan.
8.	Recommendation: Approve Advertisement Consent
9.	Condition(s): 1. This consent shall expire in 5 years from the date of this notice whereupon the signage shall be removed and any damage repaired unless further consent to display has been granted by the Local Planning Authority. Reason To accord with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and in the interests of amenity and public safety. 2. Permission shall relate to the following plans and documents as received on the respective dates and development shall be carried out in accordance with them: - Site Location Plan, scale 1:2500, received 13 th January 2021; Existing Site Plan, scale 1:500, drawing number 02_3394_2A, received 13 th January 2021; Proposed Site Plan, scale 1:500, drawing number 02_3394_2B, received 13 th January 2021; Proposed Part Site Plan, scale 1:50, drawing number 02_3394_2C, received 13 th January 2021; Media Charger with Screen Details, scale 1:50, received 13 th January 2021; Flag Details, scale 1:10 and 1:20, received 13 th January 2021; Pod Point Charger Details, received 13 th January 2021. Reason 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. Statement 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 advertisement consent in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.

Case Officer: Sarah Papaleo	Date : 18/02/2021
Authorising Officer: N.J. Hayhurst	Date : 08/03/2021
Dedicated responses to:- N/A	