

**COPELAND BOROUGH COUNCIL  
DELEGATED PLANNING DECISION**

1.	<b>Reference No:</b>	4/21/2050/OA1
2.	<b>Proposed Development:</b>	TWO NEW ADVERTISING FASCIA SIGNS (TO REPLACE EXISTING)
3.	<b>Location:</b>	9 HIGH STREET, CLEATOR MOOR
4.	<b>Parish:</b>	Cleator Moor
5.	<b>Constraints:</b>	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Coal - Standing Advice - Data Subject To Change
6.	<b>Publicity Representations &amp;Policy</b>	<p>Neighbour Notification Letter: YES</p> <p>Site Notice: NO</p> <p>Press Notice: NO</p> <p>Consultation Responses: See report</p> <p>Relevant Planning Policies: See report</p>
7.	<b>Report:</b>	<p><b>SITE AND INTRODUCTION</b></p> <p>This application relates to 9 High Street in Cleator Moor which is to be converted into a gym known as Peak Health and Performance. It is situated within Whitehaven’s Conservation Area.</p>

**PROPOSAL**

Advertisement Consent is sought for the installation of 2 fascia signs to advertise the business name. These include the following:

Number of signs	Type of sign	Function	Illumination?	Dimensions (H x W x D) millimetres(s)	Colours	Materials
1	Fascia sign	Business name	No	1.25 x 6.1 x 0.05m	Blue text on black background	Aluminium
1	Fascia sign	Business name	No	1.25 x 2.7 x 0.05m	Blue text on black background	Aluminium

**RELEVANT PLANNING APPLICATION HISTORY**

Illuminated projecting sign, approved in May 1994 (application reference 4/94/0247/0 relates).

**CONSULTATION RESPONSES**

Cleator Moor Town Council – Members noted that the signs are already in place and wished the owners well for the project.

Cumbria Highways – No objections.

Conservation Officer – The signage is quite neatly designed and doesn't suffer from excessive colouring, however the lettering itself is really a bit too large for such a small building.

Generally speaking, the signs will neaten the appearance of the building, but I request the size of the lettering and logos be reduced so that they occupy something closer to 50% of the vertical height of the fascia.

Further to this request, the Applicant responded that the proposed signage will reflect the large fascias previously in situ and that there are similar designs in the surrounding area. The Conservation Officer responded with the following:

Given the current state of the building, the fascia will bring clear improvement by concealing the unattractive top section, and the lettering fits the fascia without leaving large amounts of empty space, which would be perhaps equally undesirable.

For these reasons, I would consider the harm to the conservation area and settings of nearby listed assets to be neutral, and believe the proposal is justified.

Local Lead Flood Authority – No objections.

Public Representation

The application has been advertised by way of neighbour notification letters issued to 2 no. properties.

1 letter of support has been received stating that the signs have already been installed.

**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

Policy ENV4 – Heritage Assets

Development Management Policies (DMP)

Policy DM27 – Built Heritage and Archaeology

Policy DM29 – Advertisements

**Other Material Planning Considerations**

National Planning Policy Framework 2019 (NPPF)

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

Conservation Area Design Guide SPD December 2017 (CADG)

Planning (Listed Buildings and Conservation Areas) Act 1990 (LBCA)

Emerging Copeland Local Plan

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.

## **ASSESSMENT**

### Principle of the development

The addition of new signage is required to provide advertisement for the new gym business that has been created on the premises. In principle, signage is acceptable in this location as it is a requirement for the business and will ensure that it can be functional. Policy DM 29 supports advertisements subject to compliance with a set of criteria.

The main considerations are the design of the signs in relation to the Conservation Area and any effect on the highways.

### Design and Siting

This application seeks approval for the signage associated with the business name. 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 on the two fascia boards of the existing building and will not have any effect on the amenity of the area. They will be viewed in context with the building and provide a functional identification for the business. Although concerns were raised by the Conservation Officer with regards to the scale of the lettering on the signage, following correspondence received from the Applicant explaining that it will reflect what was previously in situ and is similar to signage in the area, it was considered to be acceptable.

The level of signage is appropriate for a commercial site of this nature and it is accepted that it will improve the visual appearance of the building and the surrounding Conservtaion Area. The signs do not constitute clutter as they are to be located on the fascias of the property only.

Overall, it is considered that the proposed signage complies with Policies ENV4 and DM27 of the Copeland Local Plan and there is unlikely to be a negative effect on the Conservation Area.

### Illumination Levels and Highway Safety

Cumbria Highways were consulted on the application with relation to highway safety and any issues as a result of the signage – no objections were received. The signs will be sited in a location where they do not pose an issue to passing motorists or pedestrians, ensuring the safety of highway users.

It is considered that the proposal accords with Policies ST1 and DM29 of the Local Plan and protects the surrounding amenity.

### Conclusion and Planning Balance

No objections have been received to the application. On balance, the signage will improve the fascia

	<p>of this building and will help to retain a new business in Cleator Moor, which is welcomed.</p> <p>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.</p>
8.	<p><b>Recommendation:</b> Approve Advertisement Consent</p>
9.	<p><b>Conditions:</b></p> <ol style="list-style-type: none"> <li data-bbox="181 590 1507 699">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.</li> <li data-bbox="181 936 1507 1398">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 1:1250, received 9<sup>th</sup> February 2021; Block Plan, scale 1:200, received 9<sup>th</sup> February 2021; Signage and Window Graphics mock up, designed by PodSigns and Graphics, received 9<sup>th</sup> February 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.</li> </ol> <p><b>Statement</b></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 advertisement consent in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.</p>

<b>Case Officer: Sarah Papaleo</b>	<b>Date : 21/04/2021</b>
<b>Authorising Officer: N.J. Hayhurst</b>	<b>Date : 26/04/2021</b>
<b>Dedicated responses to:- N/A</b>	