

**COPELAND BOROUGH COUNCIL
DELEGATED PLANNING DECISION**

1.	Reference No:	4/21/2138/OA1	
2.	Proposed Development:	ADVERTISEMENT CONSENT FOR THE ERECTION OF TWO SIGNS ON EXISTING POST	
3.	Location:	PLAYING FIELD AT MILLOM SCHOOL, SALTHOUSE ROAD, MILLOM	
4.	Parish:	Millom	
5.	Constraints:	ASC;Adverts - ASC;Adverts, Flood Area - Flood Zone 2, Flood Area - Flood Zone 3, Coal - Off Coalfield - Data Subject To Change	
6.	Publicity Representations & Policy	Neighbour Notification Letter	No
		Site Notice	No
		Press Notice	No
		Consultation Response	See Report
		Relevant Policies	See Report
7.	Report:	<p>Site and Location</p> <p>This application relates to the existing playing fields located to the north of Millom School. The site is located off Salthouse Road, and is located within flood zones 2 & 3.</p> <p>Relevant Planning History</p> <p>4/20/2287/OF1 – Install a multi-purpose sports track around the perimeter of the school playing field – Withdrawn</p> <p>4/20/2390/OF1 – Install a multi-purpose sports track around the perimeter of Millom School playing field 1km length and 2.5m wide plus extra 4.82 x 130m sprint track (resubmission), disabled access and earth bund – Approved</p>	

4/21/2013/DOC – Discharge of conditions 7, 8 and 9 of planning approval 4/20/2390/0F1 – Approve Discharge of Conditions.

4/21/2125/DOC – Discharge of conditions 10 of planning approval 4/20/2390/0F1 – Approve Discharge of Conditions.

Proposal

In December 2020, planning permission (ref: 4/20/2390/0F1) was granted for the installation of a multi-purpose sports track around the perimeter of Millom School playing field, a sprint track, a disabled access and an earth bund.

This current application seeks advertisement consent for the erection of two signs on an existing post containing signage for Millom School:

- Sign 1: This sign will measure 2500mm x 1200mm, and will be located 1m from the ground.
- Sign 2: This sign will measure 2500mm x 1300mm, and will be located 1m from the ground. This sign will be attached to the back of sign 1.

The proposed signs will be constructed from aluminium, will not be illuminated, and will benefit from black writing on a white back ground.

Consultation Responses

Millom Town Council

No objections.

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

Copeland Local Plan 2013 – 2028 (Adopted December 2013)

Core Strategy

Policy ST1 – Strategic Development Principles

Development Management Policies (DMP)

Policy DM29 - Advertisements

	<p>Other Material Planning Considerations</p> <p>National Planning Policy Framework (2019)</p> <p>The Town and Country Planning (Control of Advertisement) (England) Regulations 2007</p> <p><u>Emerging Copeland Local Plan (ELP):</u></p> <p>The emerging Copeland Local Plan 2017-2035 was recently the subject of a Preferred Options Consultation which ended on 30 November 2020. 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 attached to the existing posts containing adverts for Millom school, the proposal is considered to be a reasonable scale and appearance, and is not considered to create dominant feature within the streetscene. In terms of safety the sign is set back from the public highway and is not considered to have an adverse impact on highway safety.</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>Conditions:</p> <ol style="list-style-type: none"> 1. This consent will expire in 5 years from the date of this notice. <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> <ol style="list-style-type: none"> 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:-

- Site Layout Plan, Scale 1:2500, received by the Local Planning Authority on the 30th March 2021.
- Block Plan, Scale 1:2500, received by the Local Planning Authority on the 30th March 2021.
- Estimate, received by the Local Planning Authority on the 30th March 2021.
- Sign 1, received by the Local Planning Authority on the 30th March 2021.
- Sign 2, received by the Local Planning Authority on the 30th March 2021.
- Sign 1: Dimensions, received by the Local Planning Authority on the 30th March 2021.
- Sign 2: Dimensions, received by the Local Planning Authority on the 13th April 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 planning permission in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.

Case Officer: C. Burns

Date : 18.05.2021

Authorising Officer: N.J. Hayhurst

Date : 18/05/2021

Dedicated responses to:-