

COPELAND BOROUGH COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/21/2144/OA1					
2.	Proposed Development:	ADVERTISING CONSENT FOR FASCIA SIGN					
3.	Location:	74 HIGH STREET, CLEATOR MOOR					
4.	Parish:	Cleator Moor					
5.	Constraints:	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Coal - Development Referral Area - Data Subject to Change					
6.	Publicity Representations &Policy	Neighbour Notification Letter: YES Site Notice: YES Press Notice: NO Consultation Responses: See report Relevant Planning Policies: See report					
7.	Report SITE AND INTRODUCTION This application relates to 74 High Street, Cleator Moor. It is situated within the Cleator Moor Conservation Area. PROPOSAL Advertisement Consent is sought for the installation of a fascia sign to advertise the business name. This includes the following:						
	Number of signs	Type of sign	Function	Illumination?	Dimensions (H x W x D) millimetres(s)	Colours	Materials
	1	Fascia	Business	No	4.5m x 0.6m	White text on black	Aluminium

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 existing tattoo and new art gallery business 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 sets out the criteria against which advertisements shall be considered.

The main considerations raised by this application are the design of the signs in relation to the impact on the Conservation Area and any effect on highway safety.

Design and Siting

This application seeks approval for the signage associated with the business name. Policy DM 29 of 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 installed on the fascia board of the existing building and will not have any effect on the amenity of the area. It will be viewed in context with the building and is required to advertise the use of the property. Concerns were raised by the Conservation Officer with regards to the proposed illumination and it was considered that this would be inappropriate within the Conservation Area. The Applicant has subsequently agreed to remove the illumination to overcome these concerns. The level of signage is appropriate for a commercial site of this nature and it is accepted that it will improve the aesthetics of the building. The sign is appropriately sited and will not create clutter on the building,

Overall, it is considered that the proposed signage complies with Policies ENV4, DM27 and DM29 of the Copeland Local Plan and there is unlikely to be a significant impact on the character or appearance of the surrounding Conservation Area.

Illumination Levels and Highway Safety

Cumbria Highways were consulted on the application with relation to the potential impact of the signage on highway. Whilst no response was received the sign will be appropriately sited on the front of the building and the proposed illumination has now been removed from the proposal. This will limit its impact on highway safety.

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 of this building and will help to retain a new business in Cleator Moor, which is welcomed. It is

	<p>modest in scale and will not have any significant impacts on either the character or appearance of the Conservation Area or highway safety.</p> <p>Overall, this is considered to be an acceptable form of advertisement at this commercial site which accords with policies ST1, ENV 4, DM27 and DM29 of the Local Plan.</p>
8.	<p>Recommendation: Approve Advertisement Consent</p>
9.	<p>Conditions:</p> <ol style="list-style-type: none"> <p>The development hereby permitted shall be commenced before the expiration of three years from the date of this permission.</p> <p>Reason</p> <p>To comply with Section 91 of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.</p> <p>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: -</p> <p>Site Location Plan, scale 1:1250, received 31st March 2021; Details of Proposed Signage, received 26th May 2021; Building Elevation, received 26th May 2021.</p> <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>The signage hereby approved must not be illuminated by any means at any time.</p> <p>Reason</p> <p>In order to retain the character of the Conservation Area in accordance with Policy ENV4 and DM27 of the Copeland Local Plan.</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 advertisement</p>

	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 : 27/05/2021
Authorising Officer: N.J. Hayhurst		Date : 01/06/2021
Dedicated responses to:- N/A		