

**COPELAND BOROUGH COUNCIL
DELEGATED PLANNING DECISION**

1.	Reference No:	4/21/2171/OA1
2.	Proposed Development:	ADVERT CONSENT FOR 1 FASCIA SIGN, 1 PROJECTING SIGN AND 1 ATM SIGN
3.	Location:	59 LOWTHER STREET, WHITEHAVEN
4.	Parish:	Whitehaven
5.	Constraints:	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Listed Building - Listed Building, 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 59 Lowther Street which is located on one of the main streets within the town centre of Whitehaven. The building is situated within the Whitehaven Conservation Area.</p> <p>PROPOSAL</p> <p>Advertisement Consent is sought for the installation of a fascia sign, projecting sign and 2 x ATM tablet headers to advertise the business name. These include the following:</p>

Number of signs	Type of sign	Function	Illumination?	Dimensions (H x W x D) millimetres(s)	Colours	Materials
1	Fascia sign	Business name	No	0.25m x 0.635m x 0.075m	White text on blue background	Aluminium and opal acrylic
1	Projecting sign	Business name	No	0.7m x 0.1m x 0.7m	White text on blue background	Aluminium fascia with opal acrylic logo
2	ATM tablet signs	Business name	No	0.2m x 0.5m x 0.02m	White text on blue background	Aluminium

RELEVANT RECENT PLANNING APPLICATION HISTORY

Advertisement Consent for 2 no. illuminated internal posterboxes, illuminated lightstrip and new window film, approved in March 2012 (application reference 4/12/2080/OA1 relates);

Listed Building Consent for making good badly damaged cornice on exterior of building, approved in March 2012 (application reference 4/12/2061/OL1 relates);

Replacement of existing fascia logo and projecting sign, approved in February 2013 (application reference 4/12/2535/OA1 relates);

Listed Building Consent for new branding to be installed above recently fitted ATM machines in the form of TSB branding tablets, approved in August 2015 (application reference 4/15/2284/OL1 relates);

Installation of 1 no. CCTV dome camera to front elevation, approved in October 2019 (application reference 4/19/2306/OF1 relates);

Listed Building Consent for installation of 1 no. CCTV dome camera to front elevation, approved in October 2019 (application reference 4/19/2307/OL1 relates).

CONSULTATION RESPONSES

Consultees

Conservation Officer

- The D&A statement contains an image on page 2 labelled "3D visuals of the new

shopfront”, but the application is not for a new shopfront and the image shows and completely different building, so this presumably needs updating.

- In the proposed signage document, containing elevation drawings and photos, the existing elevation drawings appear to have been mislabelled as proposed elevation drawings.
- Copeland’s Conservation Area Design Guide urges that projecting box signs should be avoided. It also notes that “Internally illuminated box signs and fascias are inappropriate in conservation areas and will not be permitted”.
 - I note that there is already a box sign in this location and that its installation predates the publication of the above guidance, however I do not think there’s a case for making it illuminated.
- The building is already verging on appearing cluttered at the front by the quantity of signage. This would appear to be a good moment to confirm whether all of it is really necessary or whether some could be removed or rationalised.
 - The number of signs on and around the main doors appears to be going from four to six – can a neater way of presenting any necessary information be found?
- Why do the signs over the ATMs need to be taller? This doesn’t appear well justified and the photo showing the ATMs and existing signage shows them neatly integrated. The proposed signs would appear to project up above the alcove in which the ATMs are located.
 - The existing signs do also not currently appear to be illuminated, and it is generally good practice to avoid sign lighting in the conservation area if possible. These ATMs face onto the main street and are also located almost directly underneath a lamp post, suggesting there is no need for extra illumination.
- Internally, I do not believe the proposals will have any impact on the significance of the building.

Further to the receipt of amended plans to remove illumination, remove the signage next to the doors and reduce the size of the tablet signs, no further objections were raised.

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 was recently 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 update the business logos for the Bank. In principle, signage is acceptable in this location as the building is situated on one of the main shopping streets within Whitehaven and it is a requirement for the business and will ensure that it can be functional.

Policy DM29 of the Local Plan sets out the criteria against which Advertisement Consent applications should be assessed.

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

	<p>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.</p> <p>The proposed signage will not increase the level of signage on the existing building and will not have any adverse effect on the amenity of the area. It will be viewed in context with the building and will provide a function in association with its commercial use. Concerns were raised by the Conservation Officer with regards to the proposed illumination and it was considered that this would not be acceptable within the Conservation Area. The Applicant agreed to remove the illumination and this was considered to be satisfactory. The level of signage proposed is reasonable for a commercial site of this nature and it is accepted that it will improve the aesthetics of the building. The Applicant has rationalized the signage following receipt of comments from the Conservation Officer, removing the proposed business logos on either side of the entrance door. This has helped to ensure that the signage is functional only and does not create a cluttered effect.</p> <p>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 detrimental impact on this part of the Conservation Area.</p> <p><u>Highway Safety</u></p> <p>The proposed signage will be displayed on the exterior of the building where it does not pose an issue to passing motorists or pedestrians, ensuring the safety of highway users.</p> <p>It is considered that the proposal accords with Policies ST1 and DM29 of the Local Plan in relation to highway safety.</p> <p><u>Planning Balance and Conclusion</u></p> <p>No objections have been received to the application. On balance, the signage will improve the fascia of this building and will form part of a corporate rebrand for a national bank.</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>Recommendation: Approve Advertisement Consent</p>
9.	<p>Conditions:</p> <ol style="list-style-type: none"> 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.

	<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 interests of amenity and public safety.</p> <p>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: -</p> <p>Site Location Plan and Site Block Plan, scales 1:1250 and 1:500, drawing number 0.0A, received 19th April 2021; Projecting Sign general specification, scale 1:10, drawing number SS-TSB-ALN21992-1.3, received 19th April 2021; Existing External Photos, drawing number 3.0C, received 27th May 2021; Existing External Elevations, scale 1:50, drawing number 3.01C, received 27th May 2021; Proposed External Elevations, scale 1:50, drawing number 3.02F, received 27th 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>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 consent in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.</p>	
<p>Case Officer: Sarah Papaleo</p>	<p>Date : 11/06/2021</p>	
<p>Authorising Officer: N.J. Hayhurst</p>	<p>Date : 14/06/2021</p>	
<p>Dedicated responses to:- N/A</p>		