



**COPELAND BOROUGH COUNCIL
DELEGATED PLANNING DECISION**

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| 1. | Reference No: | 4/21/2177/OL1 |
| 2. | Proposed Development: | LISTED BUILDING CONSENT FOR NEW EXTERNAL SIGNAGE AND BRANDING INTERNAL REDECORATION WORKS/FIT OUT AND NEW FURNITURE. 1NO NEW INTERNALLY ILLUMINATED FASCIA SIGN, 1NO INTERNALLY ILLUMINATED PROJECTING SIGN AND 2NO NEW ILLUMINATED ATM TABLET HEADER OVER THE EXISTING ATM |
| 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: YES Press Notice: YES Consultation Responses: See report Relevant Planning Policies: See report |
| 7. | Report: | <p>SITE AND LOCATION</p> <p>This application relates to 59 Lowther Street which lies within the town centre of Whitehaven. The building is situated within the Whitehaven Conservation Area and is Grade II Listed.</p> <p>The listing entry for the property states the following:</p> <p><i>LOWTHER STREET (North East Side) No 59 (Savings Bank)</i></p> <p><i>20.7.49.</i></p> <p><i>//</i></p> |

Incorporates No 42 New Street which forms return side elevation. Early C19, classical. Stuccoed. 2 storeys. Lowther Street elevation has shallow Doric portico with 4 partly fluted columns, plain entablature, and cast iron balustrade. 1st floor divided by flat Doric pilasters into 3 bays, with double pilasters at outer corners. Windows with moulded architraves and cornices. Entablature and Royal Arms over centre bay. New Street return elevation has 4 1st-floor bays with attic storey to 2 left-hand bays. 2 right-hand bays have banded rustication on ground floor with string course between ground and 1st floors. Ground floor has 4 sash windows with doorway to far left. 1st floor of 2 left-hand bays has 2 sash windows with half-height attic windows above. 1st floor of 2 right-hand bays has a sash window and a blind window, both with moulded architraves and cornices above.

PROPOSAL

Listed Building Consent is sought for new external signage and branding and internal redecoration works/fit out and new furniture.

| 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 4/19/2306/0F1 relates);

Listed Building Consent for installation of 1 no. CCTV dome camera to front elevation, approved in October 2019 (application reference 4/19/2307/0L1 relates).

CONSULTATION RESPONSES

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 a 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 the proposed illumination, remove the signage next to the doors and reduce the size of the tablet signs, no further objections were raised.

Public Representation

The application has been advertised by way of a site notice and press notice.

No consultation responses have been received as a result of this advertisement.

PLANNING POLICY

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

Other Material Planning Considerations

National Planning Policy Framework (NPPF)

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

Copeland Conservation Area Design Guide

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

Policy ENV4 and Policy DM27 seeks to protect, conserve and where possible enhance listed buildings and their settings.

The LBCA sets out a clear presumption that gives considerable importance and weight to the desirability of preserving a heritage asset and its setting.

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| | <p>Section 16.2 requires that: <i>'In considering whether to grant listed building consent for any works the local planning authority or the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses'.</i></p> <p>Paragraphs 184 – 202 of the NPPF in respect of heritage include a requirement that when considering the impact of development proposals on designated heritage assets such as listed buildings, great weight should be given to the conservation of the asset's significance; however, less than significant harm should be weighed against the public benefits of a development.</p> <p>Concerns were raised with the initial plans for the proposed signage as it was considered that the level of signage could constitute clutter, which is not appropriate within the Conservation Area or on the Grade II Listed Building. Furthermore, the proposal to illuminate the signage was considered to be contrary to planning policy and to the Conservation Area Design Guide. There was no justified need for the signage to be illuminated and therefore this was resisted. The Agent provided amended plans to show the removal of 2 of the signs, situated on either side of the front door and the removal of all illumination for the signage. This was considered to be acceptable and, on balance, when considered in comparison to the existing signage, it was considered to be appropriate and unlikely to create a detrimental impact on the character and appearance of the Listed Building or this part of the Conservation Area.</p> <p>The internal alterations are minimal with a refit to modernize the building. There will be no significant adverse impact on the historic fabric of the Listed Building and therefore these modest works are considered to be acceptable.</p> <p>As the works will result in betterment for the property, it is considered to be acceptable when considered against the tests within the NPPF and the LBCA.</p> <p><u>Conclusion and Planning Balance</u></p> <p>In applying the tests of the Copeland Local Plan 2013-2028, the LBCA and the NPPF, the proposal would preserve the heritage significance of the listed building and so is supported.</p> |
| 8. | <p>Recommendation:</p> <p>Approve Listed Building Consent (start within 3yr)</p> |
| 9. | <p>Conditions:</p> <ol style="list-style-type: none"> 1. The works hereby permitted shall be commenced before the expiration of three years from the date of this consent. <p>Reason</p> <p>To comply with Sections 18 and 74 of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended by the Planning and Compulsory Purchase Act 2004.</p> <ol style="list-style-type: none"> 2. Permission shall relate to the following plans and documents as received on the respective |

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| | <p>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;</p> <p>Projecting Sign general specification, scale 1:10, drawing number SS-TSB-ALN21992-1.3, received 19th April 2021;</p> <p>Existing External Photos, drawing number 3.0C, received 27th May 2021;</p> <p>Existing External Elevations, scale 1:50, drawing number 3.01C, received 27th May 2021;</p> <p>Proposed External Elevations, scale 1:50, drawing number 3.02F, received 27th May 2021;</p> <p>Existing GF photos, drawing number 4.0B, received 27th May 2021;</p> <p>Existing Internal Photos – Meeting Rooms, drawing number 4.01B, received 27th May 2021;</p> <p>Existing Basement photos, drawing number 4.02B, received 27th May 2021;</p> <p>Existing GF layout, drawing number 4.03B, received 27th May 2021;</p> <p>Existing FF photos, drawing number 4.05B, received 27th May 2021;</p> <p>FF Proposed works, drawing number 4.06B, received 27th May 2021;</p> <p>Proposed artwork and furniture, drawing number 4.04C, received 27th May 2021;</p> <p>Proposed money hub wall, drawing number 4.07B, received 27th May 2021;</p> <p>Proposed finishes, drawing number 4.08D, received 27th May 2021;</p> <p>Building Regulations, drawing number 5.0A, 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 Listed Building Consent in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.</p> |
| Case Officer: Sarah Papaleo | Date : 11/06/2021 |
| Authorising Officer: N.J. Hayhurst | Date : 15/06/2021 |
| Dedicated responses to:- N/A | |