

COPELAND BOROUGH COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/21/2236/OA1
2.	Proposed Development:	ADVERTISEMENT CONSENT FOR NEW SIGNAGE ASSOCIATED WITH CHANGE FROM SANDWICH SHOP TO FORM A SINGLE UNIT OF PETROL FILLING STATION WITH "FOOD TO GO" OUTLET
3.	Location:	CROSSFIELD GARAGE, LECONFIELD STREET, CLEATOR MOOR
4.	Parish:	Cleator Moor
5.	Constraints:	ASC;Adverts - ASC;Adverts, 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: SITE AND INTRODUCTION This application relates to Crossfield Garage, a petrol filling station and shop located on Leconfield Street in Cleator Moor. PROPOSAL Advertisement Consent is sought for the installation of a fascia sign and a projecting sign. 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	Yes, static, internally illuminated, 600 cd/m2.	0.9m x 10.5m x 0.05m	White text on a blue background	Metal/UPVC
1	Projecting sign	Business name	Yes, static, internally illuminated, 10 cd/m2.	0.9m x 4.7m x 0.05m	Mixed	Metal/UPVC

This application has been submitted in tandem with planning permission for the change of use from a sandwich shop to a petrol filling station with “food to go” outlet, associated signage and external alterations (application reference 4/21/2235/0F1 relates).

RELEVANT RECENT PLANNING APPLICATION HISTORY

There have been no recent planning applications.

CONSULTATION RESPONSES

Cumbria County Council Highways

Noted within the application form illuminance levels for signage is 800cd/m2 which is above what the Highway Authority consider acceptable for signs adjacent to the highway. Projected sign height from the ground is 2.5m which is acceptable as this area is private, I would encourage your authority to secure this height with a suitable condition to safeguard passing pedestrians.

No objections, subject to a condition to ensure that illuminance levels do not exceed 600 cd/m2.

Local Lead Flood Authority

No objections.

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

Development Management Policies (DMP)

Policy DM29 – Advertisements

Other Material Planning Considerations

National Planning Policy Framework 2019 (NPPF)

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

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

Introduction

The addition of new signage is required to update the business logos for the improvements to the filling station and store. In principle, signage is acceptable in this location as the building is situated on a main road leading into and out of Cleator Moor and it is a requirement for the business and will ensure that it can be functional.

The main considerations are the design of the signs and any effect on the highways and public safety.

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.

	<p>The proposed signage will not increase the level of signage on the existing building and will not have any effect on the visual amenity of the area. It will be viewed in context with the building and provide a function in association with its use. The level of signage is expected for a commercial site of this nature, is functional and does not create a cluttered effect.</p> <p>Overall, it is considered that the proposed signage complies with Policy DM29 of the Copeland Local Plan with respect to its design and siting.</p> <p><u>Highway Safety</u></p> <p>The signage will be erected where it does not pose an issue to passing motorists or pedestrians, ensuring the safety of highway users. The Highways Authority have suggested a condition to ensure that the signage is placed 2.5m above the ground level in accordance with the plans, in order to ensure safety for the users of the filling station.</p> <p>The Highway Authority also raised concerns with regards to the proposed illumination levels and it was considered that this would not be acceptable for traffic safety. The Applicant agreed to reduce the illumination levels to 600 cd/m2 and this was considered to be satisfactory. This can be controlled by condition.</p> <p>It is considered that the proposal accords with Policies ST1 and DM29 of the Local Plan and protects the surrounding amenity.</p> <p><u>Planning Balance and Conclusion</u></p> <p>No objections have been received to the application.</p> <p>The proposals are considered to be acceptable for a commercial site and, subject to conditions, will not have an adverse impact on either highway safety or the visual amenity of the area.</p> <p>On balance, the signage will improve the fascia of this building and will help to retain an established service 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>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

	<p>be removed and any damage repaired unless further consent to display has been granted by the Local Planning Authority.</p> <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>
2.	<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 1:500, received 21st May 2021; Block Plan, scale 1:100, drawing number WDS-05-7030-303C, received 21st May 2021; Existing Elevations, scale 1:100, received 21st May 2021; Existing Floor Plan, scale 1:100, received 21st May 2021; Proposed Elevations, scale 1:100, drawing number WDS-05-6654-303C, received 21st May 2021; Proposed Floor Plan, scale 1:100, drawing number WDS-6654-303C, received 21st 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>
3.	<p>The illumination level must not exceed 600cd/m² at any time.</p> <p>Reason</p> <p>In order to ensure highway safety in accordance with the Policy DM29 of the Copeland Local Plan.</p>
4.	<p>The approved signage must be situated at least 2.5m above ground level at all times.</p> <p>Reason</p> <p>To ensure the safety of the filling station users in accordance with Policy DM29 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 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 : 14/07/2021</p>
<p>Authorising Officer: N.J. Hayhurst</p>	<p>Date : 15/07/2021</p>
<p>Dedicated responses to:- N/A</p>	