

COPELAND BOROUGH COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/22/2101/OA1
2.	Proposed Development:	ERECTION OF TWO SIGNS
3.	Location:	CUMBRIA STEELSTOCK LTD, WILLIAM PIT ROAD, WHITEHAVEN
4.	Parish:	Whitehaven
5.	Constraints:	ASC;Adverts - ASC;Adverts, Coal - Standing Advice - Data Subject To Change, Key Species - POTENTIAL AREA for the Small Blue, Key Species - Known Site for the Small Blue
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 <p>This application relates to the existing Cumbria Steelstock building, a detached unit that is situated on William Pit Road, Whitehaven. The site has unoccupied ground to the north, south, east and west and the closest dwelling is situated roughly 65m to the north. The Whitehaven Conservation Area is situated 525m to the south and the west coast railway line lies approximately 20m to the west.</p> PROPOSAL <p>Advertisement Consent is sought for the installation of two signs as follows:</p> <ul style="list-style-type: none"> Sign on west elevation to show company name – RAICo1. 1834mm x 8325mm x 5mm. 	

Constructed from aluminium composite board and coloured purple and blue.

- Sign on south elevation to show company name – RAICo1. 1200mm x 5300mm x 5mm. Constructed from aluminium composite board and coloured purple and blue.

RELEVANT RECENT PLANNING APPLICATION HISTORY

Demolition of existing steel, stockholding/distribution unit and replaced with new larger unit, approved in March 1994 (application reference 4/974/0007/0 relates;

Allow flexible uses within classes B2 (general Industrial) and/or B8 (storage/distribution) and E(G(I and III) (commercial business and service).

CONSULTATION RESPONSES

Whitehaven Town Council

No objections.

Cumbria Highways

No response received.

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 DM10 – Achieving Quality of Place

Policy DM27 – Built Heritage and Archaeology

Policy DM29 – Advertisements

Other Material Planning Considerations

National Planning Policy Framework 2021 (NPPF)

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

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

Emerging Copeland Local Plan (ELP)

The emerging Copeland Local Plan 2017-2035 has recently been the subject of a Publication Draft Consultation. The Publication Draft Consultation builds upon the previously completed Issues and Options and Preferred Options consultations. Given the stage of preparation of the Copeland Local Plan 2017-2035 some weight can be attached to policies within the Publication Draft where no objections have been received. The Publication Draft 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

Planning Policy Position

Policy DM29 relating to Advertisements states that outside areas of Special Advertisement Control, advertisements will be granted consent if all of the following criteria are met:

- i) They would not be obtrusive or dominant features in the street scene;
- ii) They would not create clutter on a building or within the street scene;
- iii) They would not harm public safety;
- iv) Where attached to a building, they would respect its scale, proportions and architectural features.

Policies ENV4 and DM27 of the Copeland Local Plan relate to the protection and enhancement of the Conservation Area and seek to ensure that any alterations are in keeping and respect the existing character of the area. Policy DM10 of the local plan requires good design.

Section 72 of the LBCA requires that: *'special attention shall be paid to the desirability of preserving or enhancing the character or appearance'* of a conservation area.

Principle of the development

The addition of new signage is required to update the business logos for the new operators of the building. In principle, signage is acceptable in this location as the building is situated within an existing industrial estate and it is a functional requirement for the business in terms of identification.

The main considerations are the scale and design of the signage and any effect on the highways and

public safety.

Whilst the proposed signage is not located within the Conservation Area, it is likely to be visible within the long views from areas of the Conservation Area and therefore this has been considered.

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.

The proposed signage will not increase the level of signage on the existing building and includes only the business name on two sides of the building. It will be viewed in context with the building and provide a function in association with its use.

Concerns were raised with the Applicant's Agent with regards to the scale of the proposed sign on the west elevation of the building. As a result, the signage was reduced by 25% from 2400mm x 11000mm to 1834mm x 8325mm. Although the sign will still be large in scale, this is considered to be a satisfactory size and will respect the character and scale of the building it is to be displayed on.

Overall, it is considered that the proposed signage complies with Policy DM29 of the Copeland Local Plan with respect to its design and siting.

Public Safety

The signage will be erected where it does not pose an issue to passing motorists or pedestrians, ensuring the safety of highway users. One narrow road runs to the west of the building, leading only to a few dwellings to the north, therefore the signage is unlikely to create a distraction to road users, especially as it is to be unlit. As the signage will be attached to the side of the building, no risk to public safety is posed.

The Highway Authority did not respond to consultation on the application, therefore it is assumed that they have no concerns over the proposal.

It is considered that the proposal accords with Policies ST1 and DM29 of the Local Plan and protects the surrounding amenity.

Impact on the Conservation Area

Although the Conservation Area is located approximately 525m to the south of the building, the signage would be seen from the long views in the surrounding area. Policies ENV4 and DM27 seek to reduce the impact of any development on the Conservation Area and maintain the character of the area. Although the signage is large in scale it will be seen in the context of a large industrial building

	<p>and has a sufficient separation distance from the Conservation Area to ensure that it will not adversely affect its character or appearance.</p> <p><u>Planning Balance and Conclusion</u></p> <p>No objections have been received to the application. On balance, the amended scale and design of the proposed signage is considered to be appropriate for an industrial building of this scale. The separation distance with the Conservation Area provides appropriate mitigation to prevent any significant visual impact.</p> <p>Overall, this is considered to be an acceptable form of advertisement at this commercial site which accords with policies ST1, DM29, ENV4 and DM27 of the Copeland Local Plan.</p>
8.	<p>Recommendation: Approve Advertisement Consent</p>
9.	<p>Conditions:</p> <ol style="list-style-type: none"> <p>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> <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>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 2nd March 2022; Proposed elevations, received 21st April 2022.</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</p>

	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: Sarah Papaleo		Date : 25/04/2022
Authorising Officer: N.J. Hayhurst		Date : 26/04/2022
Dedicated responses to:- N/A		