

**COPELAND BOROUGH COUNCIL  
DELEGATED PLANNING DECISION**

1.	<b>Reference No:</b>	4/22/2159/OA1	
2.	<b>Proposed Development:</b>	PERMISSION FOR AN ADVERTISING SIGN (RETROSPECTIVE)	
3.	<b>Location:</b>	THWAITES VILLAGE HALL, THE GREEN, MILLOM	
4.	<b>Parish:</b>	Millom Without	
5.	<b>Constraints:</b>	ASC;Adverts - ASC;Adverts, Coal - Off Coalfield - Data Subject To Change	
6.	<b>Publicity Representations &amp; Policy</b>	Neighbour Notification Letter	No
		Site Notice	No
		Press Notice	No
		Consultation Responses	See Report
		Relevant Policies	See Report
7.	<b>Report:</b>  <b>Site and Location</b>  This application relates to Thwaites Village Hall, which is located to the south of The Green and is accessed from the A5093. The site fronts onto the village and is surrounded by recreation ground to the rear.  <b>Relevant Planning History</b>  4/20/2274/0F1 – Installation of a children’s play area on playing field – Approved  <b>Proposal</b>  This application seeks retrospective advertisement consent for the retention of an advertising sign.  The sign is attached to the boundary wall of the site which is located to the north west of the village		

hall building at the junction with the A5093. It comprises of a green canvas sign measuring 3.05m x 0.91m and is located 0.91m from the ground. The sign is contained within a green painted timber frame and displays yellow letters which advertise the facilities available at the Village Hall site.

### **Consultation Responses**

#### Millom Without Parish Council

Support this application.

#### Cumbria County Council – Cumbria Highways & LLFA

As this falls under our Service Level Agreement (SLA) with your Council, this application does not need to be submitted to the Local Highway Authority or Lead Local Flood Authority; subject to the highway and drainage aspects of such applications being considered in accordance with the Agreement.

The highway and drainage implications of this application would therefore have to be decided by the Local Planning Authority.

If you have a particular aspect of this application you wish us to consider, please feel free to contact me direct.

### **Planning Policy**

Planning law requires that 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)

The Town and County Planning (Control of Advertisement) (England) Regulations 2007

##### Emerging Copeland Local Plan (ELP):

The emerging Copeland Local Plan 2017-2035 has recently been the subject of a Publication Draft

	<p>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.</p> <p>Strategic Policy DS1PU: Presumption in favour of Sustainable Development</p> <p>Policy BE6PU: Advertisements</p> <p><b>Assessment</b></p> <p>Policy DM29 of the Copeland Local Plan, and section 12 of the NPPF, seeks to ensure that advertisements are of a reasonable scale and appearance, having regard to the nature and situation of the land or building to which they relates, and also that they would not harm public safety.</p> <p>Although the sign is large in scale, it is attached to the existing boundary wall which is set back from the main road and is finished in muted colours. In this location the proposal is considered to be of a reasonable scale and appearance, and is not considered to create a dominant feature within the streetscene.</p> <p>In terms of safety the sign is set back from the public highway and is not considered to have an adverse impact on highway safety.</p> <p><u>Conclusion</u></p> <p>The proposal is considered compliant with the policies of the Copeland Local Plan and the provisions of the NPPF.</p>
8.	<p><b>Recommendation:</b></p> <p>Approve Advertisement Consent</p>
9.	<p><b>Conditions:</b></p> <ol style="list-style-type: none"> <li>1. This consent will expire in 5 years from the date of this notice.</li> </ol> <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 interest of amenity and public safety.</p> <ol style="list-style-type: none"> <li>2. The permission relates to the following plans and documents as received on the respective</li> </ol>

	<p>dates and development must be carried out in accordance with them:-</p> <ul style="list-style-type: none"> <li>- Site Plan, Block Plan, Section, Detail of Canvas Sign, View on Front, &amp; Frame Construction, Scale 1:10, 1:20, &amp; 1:1250, Drawing No 1749, received by the Local Planning Authority on the 5<sup>th</sup> April 2022.</li> </ul> <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><b>Statement</b></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 planning permission in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.</p>
<b>Case Officer:</b> C. Burns	<b>Date :</b> 23.05.2022
<b>Authorising Officer:</b> N.J. Hayhurst	<b>Date :</b> 23.05.2022
<b>Dedicated responses to:-</b> N/A	