

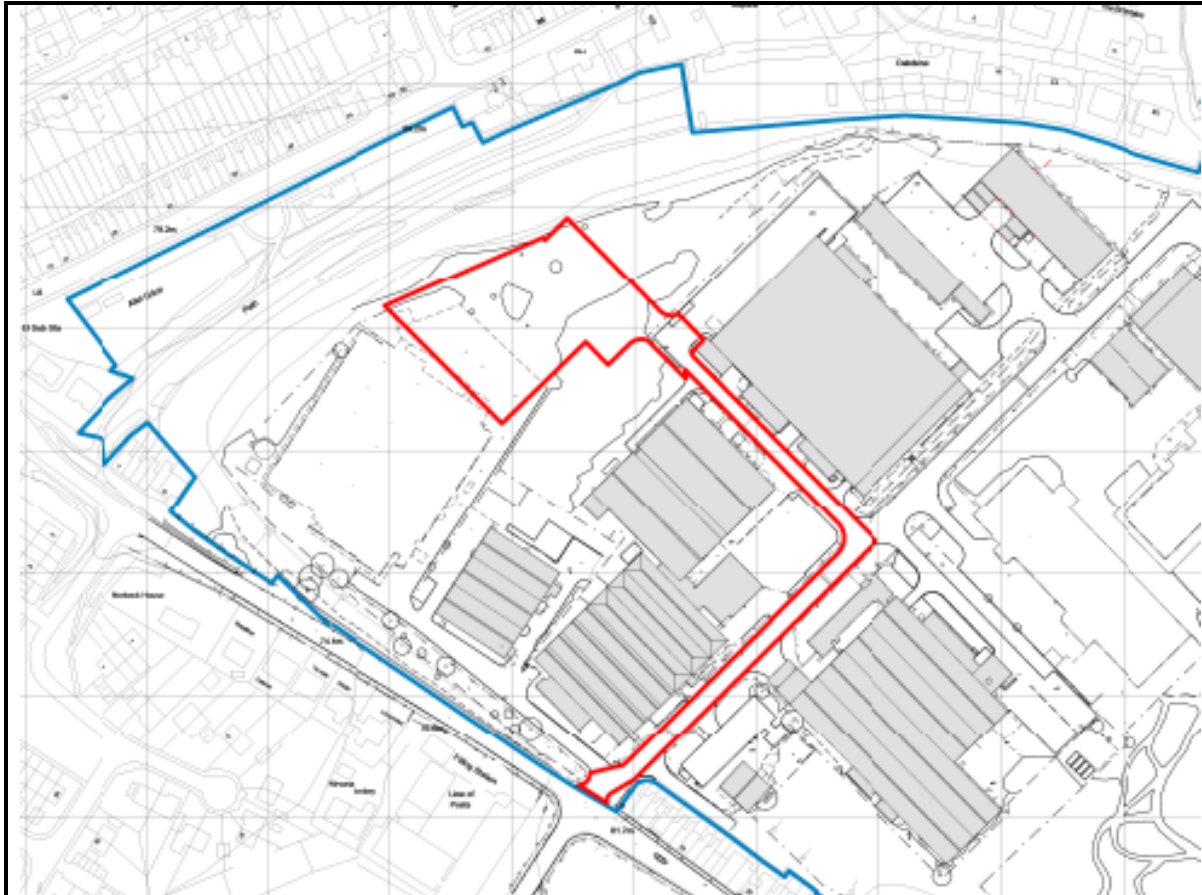


To: PLANNING PANEL

Development Management Section

Date of Meeting: 03/08/2022

Application Number:	4/22/2170/0A1
Application Type:	Advertisement Consent
Applicant:	Copeland Borough Council
Application Address:	LAND AT LECONFIELD INDUSTRIAL ESTATE, CLEATOR MOOR
Proposal	ADVERTISEMENT CONSENT FOR SINGLE TOTEM SIGN AT SITE ENTRANCE
Parish:	Cleator Moor
Recommendation Summary:	Approve



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Reason for Determination by Planning Panel

This application is brought for consideration by Members of the Planning Panel as the proposal relates to land which is under the ownership of the Council. This is a requirement of both the Councils Constitution and also under Regulation 3 of the Town and Country Planning General Regulations 1992.

Site and Location

The application site is located within Leconfield, an established industrial estate some 600m to the north-west of Cleator Moor town centre. Accessed via a mini roundabout off the B5295 /Leconfield Street this forms the main part of the southern boundary, with the C2C cycle route forming the boundary to the North. To the west and east the Estate is flanked by predominantly residential areas and community uses.

The estate currently accommodates some 20 industrial and warehouse units of varying sizes of standard commercial construction, including brick, profiled metal cladding and prefabricated steel frames, a number of which are vacant. There are also a number of

vacant / cleared plots. This established industrial estate has been in use since the 1940's and more recently suffered from a period of decline.

The site the subject of this application will comprise a new grass verge situated on the outside of the perimeter fence by the entrance to the proposed new storage and distribution yard for BOC. The Yard itself is to be relocated along the western edge of the industrial estate. It will be surrounded by industrial units to the east and to the north, with a vacant plot to the south. The nearest residential properties are located some 100m to the west along Bowthorn Road, which are physically separated from the site by intervening allotments and dense scrub to the west.

Proposal

This application seeks Advertisement Consent for a single non- illuminated totem sign which is to be sited immediately adjacent to the site entrance to the proposed new BOC distribution and storage yard. It accompanies an application to use a vacant industrial plot on the western edge of the estate to relocate the existing yard from the eastern end. The planning application for this proposal is included as a separate item on the agenda under reference 4/22/2161/0F1.

In terms of size, the sign will measure some 1.5m in height, 1.0m in width and 55mm in depth, with the overall height from ground level not exceeding 4.4m. It will depict the BOC business logo in a mixture of red, white and black lettering and design on double sided fabricated aluminium panels (3mm) with an internal steel framework attached to a single steel pole. It will be secured to the ground via a concrete pad.

Consultation Responses

Cleator Moor Town Council

No concerns raised.

CCC Highways and LLFA

No comments.

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

Development Management Policies (DMP)

Policy DM29 – Advertisements

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.

The following policies are relevant to this proposal:

DS1PU: Presumption in favour of Sustainable Development

Policy BE6PU Advertisements

Other Material Considerations

National Planning Policy 2021 (NPPF)

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

Assessment

Design and Siting

Policy DM29 of the Copeland Local Plan, and section 12 of the NPPF seek 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.

The sign is to be located on a grass verge in front of the access to a proposed storage and distribution yard on an existing industrial estate. It's location adjacent to both existing industrial buildings and a vacant plot and it's relatively small scale design is such that it will not be visually prominent and will only be seen in the context of its immediate surroundings.

The level of signage for a proposed commercial site of this nature, is therefore considered to be functional, does not cause any undue visual harm and accords with relevant CLP Policies.

Highway Safety

The sign is to be located on a grass verge adjacent to the main entrance to the Yard which is outside the adjacent highway limits. In this location it will have minimal impact on highway and pedestrian safety. It is also proposed to be non-illuminated.

In this context the proposed sign satisfies the requirements of CLP Policies ST1 and DM29.

Planning Balance and Conclusion

Taking into account the above, the proposed design, scale and location of the totem sign is considered to be acceptable for a commercial site on an existing industrial estate. As demonstrated, it is unlikely to have an adverse effect on highway safety or cause visual harm to the amenity of the area and therefore accords with the relevant local and national planning policies.

Recommendation:

Approve Advertisement Consent subject to the following conditions:-

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.

Reason

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.

2. This permission relates to the following plans and documents as received on the respective dates and development shall be carried out in accordance with them:

Documents

Design and Access Statement, by NORR, ref. CMIQ-NOR-BOC-XX-RP-A-00001_DESIGN & ACCESS STATEMENT, dated 8 March 2022.

Plans & Drawings

Location Plan, drawing no. CMIQ-NOR-BOC-00-DR-A-90000 - SITE - LOCATION PLAN_P06, dated 21/12/2021.

Elevation, drawing no. CMIQ-NOR-BOC-ZZ-DR-A-90005_ELEVATION - SITE SIGNAGE, dated 8/4/2022.

Proposed Plan, drawing no. CMIQ-NOR-BOC-00-DR-A-90002 - SITE - PROPOSED PLAN_P07, dated 21/12/2021.

Existing Plan, drawing no. CMIQ-NOR-BOC-00-DR-A-90001 - SITE - EXISTING
PLAN_P06, dated 21/12/2021.

Reason

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.

Statement

The Local Planning Authority has acted positively and proactively in determining this application for advertisement consent 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.