

## COPELAND BOROUGH COUNCIL DELEGATED PLANNING DECISION

1.	<b>Reference No:</b>	4/22/2342/OA1
2.	<b>Proposed Development:</b>	ERECTION OF 3 NO. ILLUMINATED FASCIA SIGNS
3.	<b>Location:</b>	HOME BARGAINS, PRESTON STREET, WHITEHAVEN
4.	<b>Parish:</b>	Whitehaven
5.	<b>Constraints:</b>	ASC;Adverts - ASC;Adverts, Flood Area - Flood Zone 2, Coal - Standing Advice - Data Subject To Change, Coal - Development Referral Area - Data Subject to Change
6.	<b>Publicity Representations &amp;Policy</b>	Neighbour Notification Letter: NO  Site Notice: YES  Press Notice: NO  Consultation Responses: See report  Relevant Planning Policies: See report
7.	<b>Report:</b>	<p><b>SITE AND INTRODUCTION</b></p> <p>This application relates to the retail store Home Bargains, a large-scale warehouse type building which is situated off Preston Street in Whitehaven.</p> <p>The store forms part of a complex of retail stores with associated car parking which are access off Preston Street which runs parallel to the western boundary of the site.</p> <p><b>PROPOSAL</b></p> <p>Advertisement Consent is sought for the display of three new signs on the building in accordance with the details below.</p>



## **CONSULTATION RESPONSES**

### Whitehaven Town Council

No objections.

### Cumbria County Highways and Local Lead Flood Authority

No comments.

## **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 DM10 – Achieving Quality of Place

Policy DM29 – Advertisements

### **Other Material Planning Considerations**

National Planning Policy Framework 2021 (NPPF)

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

### 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:

- Strategic Policy DS1PU: Presumption in favour of Sustainable Development
- Policy DS6PU: Design and Development Standards

- Policy BE6PU: Advertisements

## **ASSESSMENT**

### Principle of the development

Policy DM29 of the Core Strategy (CS) 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.

This guidance is repeated within Policy BE6PU of the emerging local plan (ELP).

Policy DM10 of the local plan requires good design.

The addition of new signage is required to advertise the new function of the retail stores Garden World facility. A further sign showing the Home Bargains logo will replace the existing one on the front elevation and will be a triangular in shape to better utilize the fascia.

In principle, signage is acceptable in this location as the building is situated within an existing retail park where there are many existing examples of signage 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.

### Design and Siting

This application seeks approval for the signage associated with the business name and part of its function as a garden centre.

The proposed signage will be located on the visible front, rear and side elevations of the building. It will be viewed in context with the building and provide a function in association with its use. Whilst the signage is considered to be large in scale it is accepted that the colours and images are used nationwide by the company and reflect their professional identity. The signage will be viewed in context with the existing signage within the retail estate and in this context it is unlikely that it will be obtrusive in this regard.

The signage is to be internally illuminated with a static illumination of 155 cd/m<sup>2</sup>. This is considered to be acceptable for the area where there is already illuminated signage in existence on the neighbouring Aldi and Iceland stores.

Overall, it is considered that the proposed signage complies with Policy DM29 of the CS and Policy

	<p>BE6PU of the ELP with respect to its design and siting.</p> <p><u>Public and 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. As the signage will be attached to the side of the building, no risk to public safety is posed.</p> <p>It is considered to be reasonable to include a planning condition to ensure that the illumination remains as static and at a suitable level in order to maintain the safety of road users.</p> <p>On this basis the proposal is considered to accord with Policies ST1 and DM29 of the Local Plan and protects the surrounding amenity.</p> <p><u>Planning Balance and Conclusion</u></p> <p>The proposed signage will be displayed on a large retain warehouse within an existing retail park. Although the proposed signage is large in scale it is considered to be acceptable in this context and will not have any significant harm to the visual amenity of the area. It will also allow the existing business to expand.</p> <p>Although internal illumination is proposed there are other internally illuminated signs within the retail park and the light levels proposed are within normal limits. A condition is proposed to limit the level of illumination.</p> <p>No objections have been received to the application</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 Copeland Local Plan.</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 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.</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 interests of amenity and public safety.</p> <ol style="list-style-type: none"> <li>2. 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: -</li> </ol>

	<p>Site Location Plan, scale 1:1250, received 17<sup>th</sup> August 2022;</p> <p>Existing and Proposed Elevations, scale 1:100, drawing number A306 111 A, received 17<sup>th</sup> August 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>3. The illuminated signage must remain as static illumination and must not exceed 155 cd/m<sup>2</sup> at any time.</p> <p>Reason</p> <p>In order to ensure that the signage is not intrusive or a danger to road users in accordance with Policy DM29 of the Copeland Local Plan.</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 advertisement 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 : 10/10/2022
Authorising Officer: N.J. Hayhurst		Date : 10/10/2022
Dedicated responses to:- N/A		