



COPELAND BOROUGH COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/22/2363/OA1
2.	Proposed Development:	DISPLAY OF 3 INTERNALLY ILLUMINATED FASCIA SIGNS, DISPLAY OF 1 NON ILLUMINATED FASCIA SIGN, DISPLAY OF 1 INTERNALLY ILLUMINATED PYLON SIGN, DISPLAY OF 1 NON ILLUMINATED FREESTANDING MOVEABLE TOTEM AND 1 NON ILLUMINATED REPLACEMENT DECAL ONLY.
3.	Location:	DALESIDE GARAGE, ROWRAH ROAD, ROWRAH
4.	Parish:	Arlecdon and Frizington
5.	Constraints:	ASC;Adverts - ASC;Adverts, Coal - Off Coalfield - Data Subject To Change, Key Species - Bounds of Sensitive Area for Hen Harriers
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 Daleside Garage, currently utilized for car sales, situated off Rowrah Road in Rowrah.</p> <p>The garage is adjoined by residential properties to the north, west and east with open fields to the south. The site fronts onto the A5086 on its northern and northeastern boundaries. It lies within a designated Area of Special Advertisement Control.</p> PROPOSAL <p>Advertisement Consent is sought for the replacement of the existing signage on the building in</p>	

accordance with the details below.

Advertisement type	Height, width and depth	Height from ground to base	Projection	Max height of individual letters	Materials and colour	Illumination
Fascia sign	2.28m x 2m x 0.15m	3m	0.15m	152.4cm	Red 3D with white LEDs	Yes, internally, static, 350cd/m2
Fascia sign	1m x 1.38m x 0.65m	3.95m	0.065m	138cm	Silver ACM	No
Fascia sign	0.5m x 4.435m x 0.08m	4.23m	0.08m	50cm	3D letters, black and white with white LEDs	Yes, internally, static, 350cd/m2
Fascia sign	3.75m x 3.81m x 0.08m	4.292m	0.08m	38cm	3D letters, black and white with white LEDs	Yes, internally, static, 350cd/m2
Pillar sign	6.12m x 1.95m x 0.585m	0m	0m	74cm	Red and silver ACM with white LEDs.	Yes, internally, static, 350cd/m2
Totem sign	2.1m x 0.44m x 0.18m	0m	0m	8cm	Steel with a vinyl graphic, blue and white	No
Vinyl graphic	2.1m x 0.44m x 0.18m	0m	0m	5cm	Vinyl graphic, grey	No

RELEVANT RECENT PLANNING APPLICATION HISTORY

2 fascia signs, 1 totem sign, 3 pole signs and 1 facility sign, approved in July 1990, application reference 4/90/0389/0 relates;

External cladding of showroom and offices and removal of forecourt canopy, approved in January 1995, application reference 4/94/0926/0 relates;

Extension to front of showroom and extension over existing stores/reception, approved in January 2006, application reference 4/05/2854/0 relates;

Free standing and wall mounted internally illuminated sign, approved in July 2006, application reference 4/06/2390/0 relates;

Illuminated advert signs, approved in August 2006, application reference 4/06/2503/0 relates;

Extension to showroom, approved in September 2015, application reference 4/15/2361/0F1 relates.

CONSULTATION RESPONSES

Arlecdon and Frizington Parish Council

No response received

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

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.

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) permits Advertisements within areas of Special Advertisement Control subject to the following criteria:-

- i) There is no nearer location on a public road
- ii) The sign is of a standard design approved by the Council and serving to advertise one or more businesses in a nearby community
- iii) The sign is of a reasonable scale and appearance, having regard to the nature and situation of the land or building to which it relates

These requirements are repeated within Policy BE6PU of the emerging local plan (ELP).

Policy DM10 of the local plan requires good design.

The signage will replace the existing signage on the building that has been utilized as a car showroom for the Nissan brand for a number of years. The signage seeks to modernize the frontage of the building and update the Nissan logo. Ultimately, the replacement signage will be very similar to the existing provision. In principle, the signage is considered to be acceptable as it will be located on and

within the confines of an existing and successful business that lies within the built-up area of Rowrah. The main considerations are the scale and design of the signage and any effect on the highways and public safety.

Design and Siting

Policies within the CS and ELP 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 be located on the visible front 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 to be of a reasonable scale and red in colour it is accepted that the colours and images are used nationwide by the company and reflect their professional identity. Furthermore, the existing situation is similar in scale and design to that which already exists on the premises. The signage will be viewed in context with the large showroom and forecourt and it is unlikely that it will be obtrusive in this regard.

The signage is to be internally illuminated with a static illumination of 350 cd/m². Whilst this will be one of the only buildings with illuminated signage in the area, it has been in situ for a number of years and will not change the existing situation, which is considered to be acceptable on these commercial premises.

Overall, it is considered that the proposed signage complies with Policy DM29 of the CS and Policy BE6PU of the ELP 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. As the signage will be attached to the side of the building and on a totem sign in the forecourt no risk to public safety is posed.

As the majority of the proposed replacement signage is to be internally illuminated 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

The proposals are considered to accord with Policies ST1 and DM29 of the Local Plan and protects the surrounding amenity.

Planning Balance and Conclusion

The proposed replacement signage is consistent with the function of the commercial premises and will reflect the existing level of advertisement at the site. It will allow the existing business to

	<p>modernize its signage and reflect the corporate image of the brand.</p> <p>The Highway Authority has confirmed that they have no objections and the advertisement proposed is unlikely to affect the safety of pedestrians or highway users.</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>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 6th September 2022; Existing and proposed plans and visuals, scales 1:2000, 1:100 and 1:50, drawing number NIS120822_FLF01 B, received 6th September 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>The illuminated signage must remain as static illumination and must not exceed 155 cd/m2 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>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 : 20/10/2022</p>
<p>Authorising Officer: N.J. Hayhurst</p>	<p>Date : 21/10/2022</p>
<p>Dedicated responses to:-</p>	