
**CUMBERLAND COUNCIL
DELEGATED PLANNING DECISION**

1.	Reference No:	4/23/2109/0A1
2.	Proposed Development:	PROPOSED ADVERTISEMENT
3.	Location:	44 SPRINGFIELD ROAD, BIGRIGG
4.	Parish:	Egremont
5.	Constraints:	ASC;Adverts - ASC;Adverts, Coal - Standing Advice - Data Subject To Change, Key Species - Potential Area for Great Crested Newts, Outer Consultation Zone - Sellafield 10KM
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:	<p>SITE AND LOCATION</p> <p>This application relates to 44 Springfield Road, an existing office building located within Bigrigg. The building relates to an end of terraced building and benefits from a car park to the side.</p> <p>PROPOSAL</p> <p>Advertisement Consent is sought for the installation of two replacement signs to reflect a</p>

change in the logo for the business.

Sign one is located on the front of the building. It will measure 750mm x 880mm with 3mm composite panels.

Sign two is located on the gable end elevation, adjacent to the car park. It will measure 1.5 metres in width and 1.08 metres in height. It will be fastened flat to the building.

RELEVANT PLANNING APPLICATION HISTORY

Advertisement Consent has previously been granted for the erection of a projecting and gable end sign, 3 lanterns, sodium, light and floodlighting to adjoining car park, end sign (ref: 4/98/0736/0).

Prior Notification has previously been granted for the change of use of first floor restaurant to commercial unit (ref: 4/14/2187/0F1).

CONSULTATION RESPONSES

Consultees

Egremont Parish Council – No objections.

Highway Authority – Standing advice.

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

On 1st April 2023, Copeland Borough Council ceased to exist and was replaced by Cumberland Council as part of the Local Government Reorganisation of Cumbria.

Cumberland Council inherited the local development plan documents of each of the sovereign Councils including Copeland Borough Council, which combine to form a Consolidated Planning Policy Framework for Cumberland.

The inherited the local development plan documents continue to apply to the geographic area of their sovereign Councils only.

The Consolidated Planning Policy Framework for Cumberland comprises the Development Plan for Cumberland Council until replaced by a new Cumberland Local Plan.



Cumberland Council

Copeland Local Plan 2013 – 2028 (Adopted December 2013):

Core Strategy

Policy ST1 – Strategic Development Principles

Policy ST2 – Spatial Development Strategy

Development Management Policies (DMP)

Policy DM10 – Achieving Quality of Place

Policy DM29 - Advertisements

Other Material Planning Considerations

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

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

Emerging Copeland Local Plan 2021-2038 (ELP):

Cumberland Council are continuing the preparation and progression to adoption of the emerging Copeland Local Plan 2017-2038.

The emerging Copeland Local Plan 2017-2038 comprising the Publication Draft (January 2022) and Addendum (July 2022) have recently been examined by the Planning Inspector and their report on the soundness of the plan currently remains awaited.

As set out at Paragraph 48 of the National Planning Policy Framework (NPPF), Local Planning Authorities may give weight to relevant policies in emerging plans according to the stage of preparation of the emerging plan; the extent to which objections to relevant policies have been resolved; and the degree to which emerging policies are consistent with the NPPF.

Given the stage of preparation of the emerging Copeland Local Plan 2017-2038 some weight can be attached to policies where no objections have been received or objections have been resolved. The Publication Draft (January 2022) and Addendum (July 2022) 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 NPPF.

The following policies are relevant to this proposal:

Policy DS1PU – Presumption in favour of Sustainable Development

Policy DS6PU – Design and Development Standards

Policy BE6PU – Advertisements

ASSESSMENT

The key issues raised by this proposal are the potential impacts on visual amenity and public safety.

Visual Amenity

Policy DM29 and section 12 of the NPPF seek to ensure that adverts are reasonable in scale and appearance, having regard to the nature and situation of the land or building to which it relates. Policy DM10 of the local plan also requires good design.

The signage will replace the existing signage on the building to reflect the new business logo. On this basis, the principle of signage is acceptable, and it will be located on an existing office building.

The application is situated in an Area of Special Advertisement Control, therefore significant consideration was given to the scale and appearance of the signs. Given the proposal will replace a previous business sign, it is considered to be an acceptable scale and design, in relation to the existing side elevation and it is unlikely to cause harmful amenity issues.

On this basis, the signs are unlikely to have any adverse impacts on the amenity of the locality and therefore, the proposals are considered to meet Policy DM29 and the NPPF guidance.

Public Safety

Policy ST1, Policy DM29, section 12 of the NPPF and the 2007 Advertisement Regulations seek to ensure proposals do not affect the street scene or public safety.

The signs are set back from the highway, attached to the side and front of the building and therefore it is unlikely to pose an issue to passing motorists or pedestrians. The signs are also considered to be in keeping with the character of the building and therefore they will not appear obtrusive or dominant features in the street scene. In this location, the signs are unlikely to have any harm on public safety.

On this basis, the signs are considered to meet Policy DM29, the NPPF guidance and the 2007 Advertisement Regulations.

Planning Balance and Conclusion

The signage will replace the existing signage on the building to reflect the new business. On this basis, the principle of signage is acceptable, and they will be located on an existing office building. They are considered to be of an acceptable scale and design to maintain visual amenity and it is unlikely to harm public safety.

Overall, the proposed signage is considered to comply with Policy DM29, the NPPF guidance



**Cumberland
Council**

	and the Advertisement Regulations and, as such, is recommended for approval.
8.	Recommendation: Approve Advertisement Consent
9.	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. 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: - Application Form, received 17 th April 2023; Site Location Plan, scale 1:1250, received 17 th April 2023; Proposed Signage Plan, received 17 th April 2023. 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 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.

Case Officer: C. Unsworth	Date : 02/06/2023
Authorising Officer: N.J. Hayhurst	Date : 13/06/2023
Dedicated responses to:- N/A	