

**CUMBERLAND COUNCIL  
DELEGATED PLANNING DECISION**

1.	<b>Reference No:</b>	4/23/2262/0A1
2.	<b>Proposed Development:</b>	REPLACEMENT FASCIA SIGN WITH HALO ILLUMINATION AND DISPLAY OF TWO ILLUMINATED PROJECTING SIGNS
3.	<b>Location:</b>	6 MARKET SQUARE, MILLOM
4.	<b>Parish:</b>	Millom
5.	<b>Constraints:</b>	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Coal - Off Coalfield - Data Subject To Change, Key Species - Potential areas for Natterjack Toads
6.	<b>Publicity Representations &amp; Policy</b>	Neighbour Notification Letter: NO  Site Notice: NO  Press Notice: NO  Consultation Responses: See report  Relevant Planning Policies: See report
7.	<b>Report:</b>	<p><b>SITE AND LOCATION</b></p> <p>This application relates to 6 Market Square, a town centre property currently occupied by the Furness Building Society. Shopfronts within the vicinity are varied in their design and appearance.</p> <p>The site is also situated within Millom Conservation Area.</p> <p><b>PROPOSAL</b></p>

Advertisement Consent is sought for a replacement fascia sign at the premises which is to be lit by halo illumination and also the display of two illuminated projecting signs. The details are as follows:-

<b>Type of Sign</b>	<b>Illumination</b>	<b>Dimensions (H x W x D)</b>	<b>Projection from building</b>	<b>Height from Ground Level</b>	<b>Materials and Colours</b>	<b>Colours of Text and Background</b>
Backing Fascia	No	1.02m x 10.5m x 0.03m	0.03m	2.85m	Aluminum , Polyester powder coat pink, RAL 3015	N/A
Fascia with Halo Illuminated Badge	Yes, internally, static, 200 cd/m2	0.796m x 10.63m x 0.07m.	0.1m	2.95m	Aluminum , Timber effect vinyl background/ 050 opal acrylic push thru 'F' logo	White Vinyl Text and Halo Illuminated Pink 'F' Logo
Projecting Sign 1	Yes, internally, static, 200 cd/m2	0.54m x 0.54m x 0.12m	0.64m	2.85m	Aluminum , Timber effect vinyl background/ 050 opal acrylic	Pink 'F' logo, Halo Illuminated
Projecting Sign 2	Yes, internally, static, 200 cd/m2	0.54m x 0.54m x 0.12m	0.64m	3.3m	Aluminum , Timber effect vinyl background	Pink 'F' logo, Halo Illuminated



**Cumberland  
Council**

					nd/ 050 opal acrylic	
--	--	--	--	--	----------------------------	--

### **RELEVANT PLANNING APPLICATION HISTORY**

Planning Permission has previously been granted for alterations to create a new frontage/façade to front and side (ref: 4/10/2197/0F1).

Advertisement Consent has previously been granted for the replacement of existing signage and the erection of 1 no. externally illuminated projecting sign (ref: 4/10/2198/0A1).

### **CONSULTATION RESPONSES**

#### Millom Town Council

No objections.

#### Highway Authority

Standing advice.

#### Conservation and Design Officer

Initial concerns and requested additional information/design revisions.

Satisfied that the agent has answered the questions and considered the design carefully with the branch rebrand approach supporting letter.

### **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 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.

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

Core Strategy

Policy ST1 – Strategic Development Principles

Policy ST2 – Spatial Development Strategy

Policy ENV4 – Heritage Assets

Development Management Policies (DMP)

Policy DM10 – Achieving Quality of Place

Policy DM27 – Built Heritage and Archaeology

Policy DM29 - Advertisements

**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 BE1PU – Heritage Assets

Policy BE2PU – Designated Heritage Assets



## Cumberland Council

Policy BE6PU – 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

Planning (Listed Building and Conservation Areas) Act 1990 (LBCA)

Conservation Area Design Guide

Shop Front Design Guide

### **ASSESSMENT**

#### Principle of the Development

The new rebranded fascia sign and projecting signs will replace the existing signage on the Furness Building Society branch building. In principle, signage is acceptable in this location as it is a requirement for the functional business operation. Policy DM29 sets out the criteria for advertisements which are considered below.

The main considerations raised by this application are the design of the signs in relation to the impact on the Conservation Area and any effect on highway 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.

Policy ENV4 and DM27 seek to protect the built heritage and maximise the value. DM27 supports development proposals which protect, conserve and where possible enhance the historic and cultural architectural character of the Borough's historic sites and their settings.

The Conservation Area Design Guide and the Shopfront Design Guide are material considerations in the determination of planning applications within Conservation Areas and affecting shopfronts. Both are therefore applicable to this application.

The Listed Building and Conservation Areas Act sets out a clear presumption that gives considerable importance and weight to the desirability of preserving a heritage asset and its setting.

Section 72 of the LBCA requires that in considering whether to grant planning permission for development which affects a conservation area, the Local Planning Authority shall pay

“special attention... to the desirability of preserving or enhancing the character of appearance” of the conservation area.

The application site is located in a prominent location within Millom Conservation Area and the proposed signage will be located on the visible front and side elevations of the building. The new signage will be viewed in the context of the existing building and the re-branding will create a simple fascia design to ensure that the proposal does not create clutter on the building.

Following queries raised by the Conservation Officer, the agent has confirmed that this is not generally seen as part of an application for consent to display advertisements, but the clients have been made aware of the concerns. Much of the cabling that can be seen are power cables to the current external trough lighting which is to be removed. On this basis, it is anticipated that the proposed works will reduce the clutter on the building.

The scale and design of the signs respects the proportions and architectural features of the building and the fascia is a like-for-like replacement in terms of size. The design has been suitably justified and the colours are considered to reflect the company’s corporate branding.

The signage will be internally illuminated with a static illumination of 200 cd/m<sup>2</sup>. Despite the Conservation Officer’s initial concerns regarding the lighting, the halo illumination is considered to be acceptable for the area and it will be an improvement, compared to the existing external lighting troughs which projects from above the shop front. The internal lighting will give a warm glow rather than a direct external illumination. This will ensure that the proposal is not obtrusive or dominant within the street-scene.

On this basis, the signs are unlikely to have any adverse impacts on the amenity of the locality and the character or appearance of the surrounding Conservation Area. The proposals are therefore considered to meet Policies, DM27, DM29 of the Copeland Local Plan.

#### Illumination Levels and 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 new fascia and projecting signs will replace the existing signs on the front and side of the building and will have a minimum height of 2.85m from ground level. They are not considered to interfere with highway visibility and are unlikely to pose an issue to passing motorists or pedestrians.

The internal halo illumination will also reduce the potential for direct rays of light and therefore they will not appear obtrusive. However, 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.



**Cumberland  
Council**

	<p>On this basis, the signs are considered to meet Policy DM29, the NPPF guidance and the 2007 Advertisement Regulations.</p> <p><u>Planning Balance and Conclusion</u></p> <p>The signage will replace and improve the existing fascia and projecting signs on a Furness Building Society branch building within Millom town centre. The signage proposed is suitable in scale and design and will not have any significant impacts on either the character or appearance of the Conservation Area, visual amenity or public safety.</p> <p>Overall, the proposed signage is considered to comply with Policies ST1, ST2, ENV4, DM10, DM27 and DM29, the NPPF guidance and the Advertisement Regulations.</p>
8.	<p><b>Recommendation:</b> Approve Advertisement Consent</p>
9.	<p><b>Conditions:</b></p> <ol style="list-style-type: none"><li data-bbox="161 1055 1453 1126">1. The development hereby permitted must commence before the expiration of three years from the date of this permission.  Reason  To comply with Section 91 of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.</li><li data-bbox="161 1384 1453 1933">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 20<sup>th</sup> September 2023; Site Location Plan, scale 1:1250, received 20<sup>th</sup> September 2023; Site Plan, scale 1:500, received 20<sup>th</sup> September 2023; Existing and Proposed Signage, received 20<sup>th</sup> September 2023; Proposed Fascia Details, scale 1:50, drawing no. 25432-A, received 20<sup>th</sup> September 2023; Proposed Projecting Sign Details, scale 1:10, drawing no. 25447-A, received 20<sup>th</sup> September 2023; Proposed Front Elevation Details, scale 1:100, drawing no. 25434-A Page 1 of 2, received 20<sup>th</sup> September 2023; Proposed Side Elevation Details, scale 1:100, drawing no. 25434-A Page 2 of 2, received 20<sup>th</sup> September 2023.  Reason</li></ol>

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.

3. The illumination of the signage hereby approved must remain as static illumination and must not exceed 200 cd/m<sup>2</sup> at any time.

Reason

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.

**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. Wootton**

**Date : 31/01/2024**

**Authorising Officer: N.J. Hayhurst**

**Date : 01/02/2024**

**Dedicated responses to:- N/A**