

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/24/2086/0A1
2.	Proposed Development:	APPLICATION FOR CONSENT TO DISPLAY ALUMINIUM COMPOSITE SIGNS TO THE NORTH AND SOUTH FACE OF BUILDING
3.	Location:	THE OLD BANK, SWINGPUMP LANE, WHITEHAVEN
4.	Parish:	Whitehaven
5.	Constraints:	<p>ASC;Adverts - ASC;Adverts,</p> <p>Conservation Area - Conservation Area,</p> <p>Flood Area - Flood Zone 2, Flood Area - Flood Zone 3,</p> <p>Listed Building - Listed Building,</p> <p>Coal - Standing Advice - Data Subject To Change,</p> <p>Key Species - POTENTIAL AREA for the Small Blue</p>
6.	Publicity Representations &Policy	<p>Neighbour Notification Letter: YES</p> <p>Site Notice: YES</p> <p>Press Notice: NO</p> <p>Consultation Responses: See report</p> <p>Relevant Planning Policies: See report</p>
7.	<p>Report:</p> <p>SITE AND INTRODUCTION</p> <p>This application relates to a detached building, situated off Swingpump Lane in Whitehaven. It was previously in use as a Barclays Bank and is now utilised by the Cumberland Family Hub.</p>	

The building has a car park to the west and is flanked by an access road to the north, East Strand to the east and Swingpump Lane to the south.

PROPOSAL

Advertisement Consent is sought for the display of three new signs on the building in 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
Side elevation signage	1.22m x 1.85m x 0.01m	1.92m	0.003m	50cm	Black and white text over green, red, yellow, blue and black symbols over white background.	No
Side elevation signage	1.22m x 2.2m x 0.01m	2.17m	0.003m	50cm	Black and white text over green, red, yellow, blue and black symbols over white background.	No



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RELEVANT RECENT PLANNING APPLICATION HISTORY

Internally illuminated fascia and projecting sign, approved in October 2000 (application reference 4/00/0630/0 relates);

1 x internally illuminated fascia projecting sign and 2 x internally illuminated Barclays individual lettering, approved in October 2007 (application reference 4/07/2596/0 relates);

Erection of two illuminated fascia signs and one illuminated hanging sign, approved in August 2010 (application reference 4/10/2333/0A1 relates).

CONSULTATION RESPONSES

Whitehaven Town Council

No objections.

Cumbria County Highways and Local Lead Flood Authority

Cumberland Council as the Local Highway Authority (LHA) and Lead Local Flood

Authority (LLFA) has reviewed the above planning reference and I can confirm that we have no objection to the proposed development as it is considered that it will not have a material effect on existing highway conditions nor will it increase the flood risk on the site or elsewhere.

Conservation and Design Officer

Description: This building was built in 1980-81 and was formerly a Barclay's Bank. Though nothing remarkable, it makes a generally positive contribution to the character of the conservation area and is not without architectural merit.

Conclusion: No objection

Assessment:

This proposal is for two signs, one at each end of the single-storey element on the building's east side.

The signs are fairly simple and unobtrusive, and I would consider their impact on the character and appearance of the conservation area and adjacent listed building (Old Custom House) to be negligible and justified by contributing to bringing the building back into use as family hub.

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

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 (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
- Strategic Policy BE1PU – Heritage Assets
- Policy BE2PU – Designated Heritage Assets

Other Material Planning Considerations

National Planning Policy Framework 2023 (NPPF)

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

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



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ASSESSMENT

Planning Policy Issues

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 and DS6PU of the ELP require good design.

Principle of the development

The addition of new signage is required to advertise the new function of the building following its change of use. In principle, signage is acceptable in this location as the building is situated within the town centre 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 within the Conservation Area

The signage will be located within the Conservation Area and will be visible from various public areas. Policies ENV4 and DM27 of the CS and Policies BE1PU and BE2PU of the ELP seek to reduce the impact of any development on the Conservation Area and maintain the character of the area.

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.

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

The proposed signage will be located on the building on the visible side elevations. It will be viewed in context with the building and provide a function in association with its use. The signage is considered to be modest in scale and will not be intrusive. It will be viewed in context with the existing building and will not be obtrusive in this regard.

The Council's Conservation and Design Officer has raised no objections to the proposal, stating that the harm created by the signage will be negligible and clearly outweighed by the benefits of bringing the building back into use.

	<p>No illumination is proposed.</p> <p>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 and Policies ENV4 and DM27 of the CS and BE1PU and BE2PU of the ELP with respect to the impact on the surrounding Conservation Area.</p> <p><u>Public 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. The Highways Officer has raised no objections to the proposal.</p> <p>It is considered that the proposal accords with Policies ST1 and DM29 of the Local Plan and Policy BE6PU of the ELP and protects the surrounding amenity.</p> <p><u>Planning Balance and Conclusion</u></p> <p>Due to the scale and siting of the proposed signage any impact on the visual amenity of the area or the character and appearance of the Conservation Area is considered to be negligible and the positives of the continued use of the building are considered to outweigh this harm.</p> <p>There are no adverse impacts on public safety.</p> <p>Overall, this is considered to be an acceptable form of advertisement at this commercial site which accords with policies ST1, DM29, ENV4 and DM27 of the Copeland Local Plan and Policies BE1PU, BE2PU BE6PU of the emerging Local Plan.</p>
8.	<p>Recommendation:</p> <p>Approve Advertisement Consent</p>
9.	<p>Conditions:</p> <ol style="list-style-type: none"> 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. <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"> 2. Permission shall relate to the following plans and documents as received on the



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respective dates and development shall be carried out in accordance with them: -

Application form, received 14th March 2024;

Site Location Plan, scale 1:1250, drawing number 5861 01, received 14th March 2024;

Sign 3 details, received 14th March 2024;

Sign 4 details, received 14th March 2024.

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 advertisement consent in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.

Case Officer: Sarah Papaleo

Date : 13/05/2024

Authorising Officer: N.J. Hayhurst

Date : 15/05/2024

Dedicated responses to:- N/A