

## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	<b>Reference No:</b>	4/24/2124/0A1	
2.	<b>Proposed Development:</b>	ERECTION OF ILLUMINATED AND NON-ILLUMINATED SIGNS TO THE EXTERIOR OF THE BUILDING	
3.	<b>Location:</b>	MANOR HOUSE INN, 11-12 MAIN STREET, ST BEES	
4.	<b>Parish:</b>	St. Bees	
5.	<b>Constraints:</b>	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Listed Building - Listed Building, Coal - Standing Advice - Data Subject To Change, Outer Consultation Zone - Sellafield 10KM	
6.	<b>Publicity Representations &amp; Policy</b>	Neighbour Notification Letter Site Notice Press Notice Consultation Responses Relevant Policies	No No No See Report See Report
7.	<b>Report:</b>		
	<b>Site and Location</b>	This application relates to Manor House Inn, an existing Public House, which fronts onto Main Street within the centre of St Bees. The property is a Grade II List Building and is located within the St Bees Conservation area.	

### **Relevant Planning History**

4/13/2403/0F1 – Internal refurbishment of bar and dining areas and new portico entrance to rear – Approved.

4/13/2404/0L1 – Listed building consent for internal refurbishment of bar and dining areas and new portico entrance – Approved.

4/15/2294/0F1 – Change of use from storage to additional dining area; change of use from staff accommodation to 2 additional en-suite bedrooms and managers apartment – Approved.

4/15/2295/0L1 – Listed building consent for change of use from storage to additional dining area; change of use from staff accommodation to 2 additional en-suite bedrooms and managers apartment – Approved.

4/24/2123/0L1 – Listed building consent for the erection of illuminated and non-illuminated signs to the exterior of the building and redecorating of the exterior – Ongoing.

### **Proposal**

Advertisement Consent is sought for the installation of various illuminated and non-illuminated signs to the exterior of the building. These are as follows:

- Sign A – Two x new sets of individual house letters: To be located to the front elevation of the building, either side of the main entrance, 3.7m from ground level. The proposed sign will measure 3.3m x 0.25m x 0.02m and will be constructed from individual black acrylic letters on DH china white background. The advert will benefit from static externally illumination.
- Sign B – One x new pictorial to existing bracket and new linolites: To be located on the front elevation of the building of the secondary building, 3.9m from ground level. The proposed sign will measure 1.1m x 0.8m x 0.05m, and will be constructed from an aluminium face panel with a DH rosemary leaf background with black vinyl text and logo. The advert will benefit from static externally illumination.
- Sign C – One x new set of individual letters: To be located on the front elevation of the building of the secondary building, 3m from ground level. The proposed sign will measure 4.8m x 0.3m x 0.02m, and will be constructed individual black acrylic letters on DH china white background. The advert will benefit from static externally illumination.
- Sign D – Two x black lanterns: To be located on front elevation above main entrance door and secondary entrance door. Not subject to advertisement consent.
- Sign E – Five x new LED flood lights: To be located on front elevation between first floor



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windows within main and secondary building. Not subject to advertisement consent.

- Sign F – One x new signwritten amenity wording: To be located on side elevation of secondary building, 2m from ground level. The proposed sign will measure 3.2m x 1m x 0.01m, and will be constructed from DH china white background with black signwritten text and logo. The advert will not be illuminated.
- Sign G – One x new entrance sign fixed to existing posts: To be located to the rear of the site at the entrance to the existing car park, 0.5m from ground level. The proposed sign will measure 2.2m x 1m x 0.03m, and will be constructed from an aluminium face panel with a DH rosemary leaf background with black vinyl. The advert will not be illuminated.
- Sign H – One x new directional sign: To be located to the rear elevation of the building, 1.2m from ground level. The proposed sign will measure 1m x 0.6m x 0.03m, and will be constructed from an aluminium face panel with a DH rosemary leaf background with black vinyl. The advert will not be illuminated.
- Sign I – One x transom sign: One x new directional sign: To be located above the rear entrance to the building, 3.2m from ground level. The proposed sign will measure 2.2m x 0.8m x 0.03m, and will be constructed from an aluminium face panel with a DH rosemary leaf background with black vinyl. The advert will not be illuminated.

This application is being considered alongside a Listed Building Consent application for this site, ref: 4/24/2123/0L1.

### Consultation Responses

#### St Bees Parish Council

No objections.

#### Cumberland Council – Highway Authority & LLFA

As this falls under our Service Level Agreement (SLA) with your Council, this application does not need to be submitted to the Local Highway Authority or Lead Local Flood Authority; subject to the highway and drainage aspects of such applications being considered in accordance with the Agreement.

The highway and drainage implications of this application would therefore have to be decided by the Local Planning Authority.

#### Cumberland Council – Conservation and Design Officer

Conclusion: No objection

Assessment:

- The existing signage and lighting appears outdated and does not best reveal the building's significance, or make a positive contribution to the character and appearance of the conservation area.
- The replacement signage appears to closely follow the sizing and positioning of the existing scheme.
- The replacement signage and improved lighting will be an improvement.
- When carrying out work, it is an opportunity to tidy up loose cables on the building's exterior and remove any cables/equipment that are redundant, and clear gutters and check brackets.

### **Planning Policy**

Planning law requires that 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.

### **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 ELP.

The Local Plan Examination Hearing Sessions were completed in March 2023.

The appointed Planning Inspector issued their post hearing letter in June 2023, which identified the next steps for the examination.

The appointed Planning Inspector has now considered all representations and the discussions that took place during the Local Plan Examination Hearing Sessions in 2023 and has identified a number of amendments or ‘modifications’ that are required in order to ensure the ELP is sound i.e. positively prepared, justified, effective and consistent with national planning policy.

A six week public consultation seeking views on the proposed modifications to the ELP commenced on Wednesday 14th February 2024 and closed on the 28<sup>th</sup> March 2024. The Planning Inspectors Report is 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 advanced stage of preparation of the ELP full weight can be attached to policies where no objections have been received or objections have been resolved. As the consultation on the main modifications to the ELP is now complete significant weight can also be afforded to the policies of the ELP where modifications are proposed.

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)

National Planning Practice Guidance (NPPG)

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

## **Assessment**

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

### Impact on Visual Amenity

Policy DM29 of the Copeland Local Plan 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 Copeland Local Plan also requires good design.

Policy BE6PU of the Emerging Local Plan states that applications for consent to display advertisements will be permitted where the proposal will not have an adverse effect on either amenity or public safety. Proposals for advertisements and signs in the Area of Special Control of Advertisements and those affecting Heritage Assets and their setting will only be granted consent where the following additional criteria are met: they preserve and enhance the special qualities and character appearance of the rural landscape, including designated landscapes; Conservation Areas; Listed Buildings; other heritage assets and their settings; proposals avoid the use of projecting box signs and instead reflect, re-interpret or complement traditional hanging sign styles; proposals at development entrances where possible advertise multiple businesses to avoid the proliferation of individual signs and clutter; and, where illumination is proposed it is considered necessary and is sensitively designed for its context, generally avoiding internal illumination methods.

The proposed signage will replace existing signage on the building as part of a wider refurbishment of the building. On this basis, the principle of signage at this site is acceptable given it will be located on an existing Public House.

The application site is not located in an area of Special Advertisement Control, however it is located within the St Bees Conservation Area and is designated as a Grade II Listed Building. Given the proposal will replace existing signage at this Public House, will mainly be sited at existing entrances to the property, and reflect the scale of the existing signage, the scale, siting and design of the proposal is considered to be acceptable. The proposed signage is also unlikely to cause amenity issues for surrounding properties, particularly as only the signage on the frontage of the building will be externally illuminated.

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 comply with Policies DM10 and DM29 of the Copeland Local Plan, Policy BE6PU of the Emerging Local Plan, and the provisions of the NPPF.

### Impact on Heritage Assets

The Planning (Listed Buildings and Conservation Areas) Act 1990 establishes a need “in considering whether to grant listed building consent for any works [for the Local Planning



Authority to] have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest” [Section 16(2)].

Section 72 of the 1990 Act states that “special attention shall be paid to the desirability of preserving or enhancing the character or appearance of [a conservation] area.”

NPPF para. 197 states that “In determining applications, local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation...”

NPPF para. 199 states, in the case of designated heritage assets, “great weight should be given to the asset’s conservation”, irrespective of whether potential harm is substantial, less-than-substantial, or total loss. Where harm to a designated heritage asset is less-than-substantial, it should be weighed against the public benefits of the proposal (para. 202).

Paragraph 203 of the National Planning Policy Framework (NPPF) states the effect on the significance of a non-designated heritage asset should be taken into account when making decisions.

Opportunities should be sought for new development within conservation areas and the settings of heritage assets that enhances or better reveals their significance. (para. 206)

Referring to assets in a conservation area, NPPF para. 207 states that loss of an element that makes a positive contribution to a conservation area should be treated as either substantial (under para. 201) or less-than-substantial harm (under paragraph 202).

The Council’s Conservation Officer has confirmed that he has no objections to the proposed replacement signage as it will be an improvement to the existing signage to be replaced which appears outdated and does not best reveal the building’s significance or make a positive contribution to the character and appearance of the conservation area.

The application also includes details of external lighting including, flood lights and lanterns, and the repainting of the exterior of the building, these however cannot be considered as part of this advertisement consent and will be considered as part of the Listed Building Consent (ref: 4/24/2123/0L1) which is being considered alongside this application.

On this basis, the application is considered to enhance the existing Heritage Assets and therefore the proposal is considered to comply with Policies ST1, ENV4, DM27 of the Copeland Local Plan, Policy BE1PU and BE2PU of the Emerging Local Plan, and provisions of the NPPF.

#### Impact on Public Safety

Policy ST1 and Policy DM29 of the Copeland Local Plan, Policy BE6PU of the Emerging Local Plan, section 12 of the NPPF, and the 2007 Advertisement Regulations seek to ensure proposals do not affect the street scene or public safety.

The majority of the proposed signs are set back from the highway, attached to the front and

	<p>rear elevations of the building, and therefore are unlikely to pose an issue to passing motorists or pedestrians. The proposed sign located within the entrance to the rear car park is located in the same position as the existing signage, and is therefore not considered to have an adverse impact on public safety.</p> <p>On this basis, the signs are considered to comply with Policies ST1 and DM29 of the Copeland Local Plan, Policy BE6PU of the Emerging Local Plan, section 12 of the NPPF, and the 2007 Advertisement Regulations.</p> <p><u>Planning Balance and Conclusion</u></p> <p>The proposed signage will replace existing signage on the building as part of a wider refurbishment of the building. The principle of replacement signage is acceptable given it will be located on an existing Public House. The proposed signage is considered to be of an acceptable scale, siting, and design to maintain visual amenity and it is unlikely to harm public safety. The replacement signs are considered to enhance the appearance of the Heritage Asset and the surrounding Conservation Area.</p> <p>Overall, the proposed signage is considered to comply with Policies of the Copeland Local Plan, Emerging Local Plan, the provision of the NPPF, and the Advertisement Regulations and, as such, is recommended for approval.</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. This permission relates to the following plans and documents as received on the respective dates and development shall be carried out in accordance with them:- <ul style="list-style-type: none"> <li>- Application Form, received by the Local Planning Authority on the 12<sup>th</sup> April 2024.</li> <li>- Location Plan, Scale 1:1250, received by the Local Planning Authority on the 12<sup>th</sup></li> </ul> </li> </ol>





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	<p>April 2024.</p> <ul style="list-style-type: none"><li>- Proposed Signage, Scale 1:20, received by the Local Planning Authority on the 12<sup>th</sup> April 2024.</li><li>- Scaled Elevation, Scale 1:100, received by the Local Planning Authority on the 12<sup>th</sup> April 2024.</li><li>- Proposed Elevation, received by the Local Planning Authority on the 12<sup>th</sup> April 2024.</li><li>- Existing Elevation, received by the Local Planning Authority on the 12<sup>th</sup> April 2024.</li></ul> <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. Standard Advertiement Conditions and Reasons.</p>
<b>Case Officer:</b> C. Burns	<b>Date :</b> 04.06.2024
<b>Authorising Officer:</b> N.J. Hayhurst	<b>Date :</b> 06.06.2024
<b>Dedicated responses to:-</b> N/A	