

## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	<b>Reference No:</b>	4/24/2186/0A1	
2.	<b>Proposed Development:</b>	APPLICATION FOR ADVERTISEMENT CONSENT FOR THE INSTALLATION OF AN INTERNALLY ILLUMINATED PYLON TO THE SITE ENTRANCE AND A REPLACEMENT SIGN	
3.	<b>Location:</b>	RUTHERFORD HOUSE, CROW PARK WAY, MOOR ROW	
4.	<b>Parish:</b>	Egremont	
5.	<b>Constraints:</b>	ASC;Adverts - ASC;Adverts, Coal - Standing Advice - Data Subject To Change	
6.	<b>Publicity Representations &amp;Policy</b>	Neighbour Notification Letter	No
		Site Notice	Yes
		Press Notice	No
		Consultation Responses	See Report
		Relevant Policies	See Report
7.	<b>Report:</b>	<p><b>Site and Location</b></p> <p>This application relates to Rutherford House, located off Crow Park Way within Westlakes Science Park to the north west of Moor Row. The commercial/office site serves Atkins Global.</p> <p><b>Relevant Planning History</b></p> <p>4/15/2156/0A1 – Erection of 2 non-illuminated external signs – Approved.</p> <p><b>Proposal</b></p> <p>Advertisement Consent is sought for the erection of an internally illuminated pylon to the site entrance and a replacement sign on the main building. The details of these signs are as</p>	

follows:

- Sign 1 – Pylon sign located at entrance to sites car park. Proposed sign measures 1.7m x 0.6m x 0.13m. Advert constructed from aluminium with opal acrylic letters and logo, with white text, dark grey background and purple graduating to pink sides. The advert will benefit from static internal illumination.
- Sign 2 – ‘AtkinsRealis’ sign located on main building and will replace old Atkins sign. To be located on the main/front elevation of the building, 5m from ground level. The proposed sign will measure 3m x 3m x 0.1m and will be constructed from aluminium light grey letters with opal acrylic between the side fins. The advert will benefit from static internal illumination.

## **Consultation Responses**

### Egremont Town Council

No objections.

### Cumberland Council – Highway Authority & Lead Local Flood Authority

The layout details shown on the submitted plan are considered satisfactory from a highway perspective and the illumination levels are below 600 cd/m<sup>2</sup>. I can therefore confirm that the Local Highway Authority has no objection to the proposed development.

### Public Representation

This application has been advertised by way of a site notice. No comments have been received in relation to the statutory notification procedure.

## **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

Development Management Policies (DMP)

Policy DM10 – Achieving Quality of Place

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

**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 impacts on visual amenity and 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 an existing sign on the building and will install a new pylon advert at the site entrance. The principle of the signage is acceptable given the location within Westlakes Science Park.

The application site is not located within an Area of Special Advertisement Control, however the scale, siting, and design of the proposal is considered acceptable. The proposed adverts are therefore not considered to have 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 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 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



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	<p>proposals do not affect the street scene or public safety.</p> <p>The replacement sign is attached to the front elevation of the building and is therefore set back from the highway and is therefore unlikely to pose an issue to passing motorist or pedestrians. The proposed pylon sign is to be located at the site entrance, the Highway Authority have however confirmed they have no objections to the application as the layout and illumination levels of the proposed advert are satisfactory. The proposed signs are therefore not considered to have an adverse impact on public safety.</p> <p>The signs are considered to be in keep with the character of the building and the overall setting within the Science Park, 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.</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 an existing sign on the building and will install a new pylon advert at the site entrance. The principle of the signage is acceptable given the location within Westlakes Science Park. 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.</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</li> </ol>

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

- Application Form, received by the Local Planning Authority on the 22<sup>nd</sup> May 2024.
- Signage Scope of Works Proposal, Prepared by MG Signs, Job No: 30862, Rev 1, received by the Local Planning Authority on the 22<sup>nd</sup> May 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.

#### The Standard Conditions for Advertisements

3. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason

Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. No advertisement shall be sited or displayed so as to: a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason

Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason

Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason



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	<p>Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</p> <p>7. Where an advertisement is required to be removed under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), the site shall be left in a condition that does not endanger the public or impair visual amenity.</p> <p>Reason</p> <p>Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</p>
<b>Case Officer:</b> C. Burns	<b>Date :</b> 09.07.2024
<b>Authorising Officer:</b> N.J. Hayhurst	<b>Date :</b> 16.07.2024
<b>Dedicated responses to:-</b> N/A	