

## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	<b>Reference No:</b>	4/24/2287/0A1	
2.	<b>Proposed Development:</b>	APPLICATION FOR CONSENT TO REPLACE EXISTING FASCIA PANEL WITH A NEW ALUMINIUM PANEL & TWO BADGE BOX SIGNS TO BE INSTALLED	
3.	<b>Location:</b>	50/52 MAIN STREET, EGREMONT	
4.	<b>Parish:</b>	Egremont	
5.	<b>Constraints:</b>	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Coal - Off Coalfield - Data Subject To Change, Outer Consultation Zone - Sellafield 10KM	
6.	<b>Publicity Representations &amp; Policy</b>	Neighbour Notification Letter	No
		Site Notice	No
		Press Notice	No
		Consultation Responses	See Report
		Relevant Policies	See Report
7.	<b>Report:</b> <b>Site and Location</b>	<p>This application relates to 50/52 Main Street, an existing commercial property located within the town centre of Egremont. The property is located within the Egremont Conservation Area. The site is currently occupied by Greggs.</p>	

### **Relevant Planning History**

4/24/2286/0F1 – New shopfront; replace window frames; replace existing entrance door with a window & replace one window with a new entrance door; new air conditioning condensers & extract grills – Ongoing.

### **Proposal**

This application seeks Advertisement Consent to replace the existing fascia panel with the following:

#### **Facia Sign:**

The proposed facia signs measures 2.58m x 0.6m x 0.1m, located 2.975m from ground level. The fascia sign will be finished in slate grey RAL7015. The box signs will be constructed from aluminium in blue RAL5019 with 'Greggs' lettering in fret cut opal perspex. It is proposed that the sign will not benefit from any illumination.

#### **Projecting/Hanging Sign:**

The proposed sign measures 0.7m x 0.7m x 0.17m, located 2.995m from ground level. The double sided sign will be constructed from aluminium and Perspex in slate grey RAL7015. A central panel will be finished in blue RAL5019 with 'Greggs' lettering in fret cut opal perspex. It is proposed that the sign will not benefit from any illumination.

### **Consultation Responses**

#### **Egremont Town Council**

No objection as long as the signage adheres to the rules relating to a conservation area.

The Town Council would further like to comment that it is delighted that a business has taken on these empty premises which, if left empty, would be another major eyesore in our town and to this end, we would also ask that if Greggs owns the shop that they will be vacating, do they have any plans for the building, if not, will they ensure that it is maintained? If they do not own the building what can be done to ensure the owner does not just neglect it?

There were some points which the Town Council would also like to highlight:

1. To the rear of the new premises there are residential dwellings and we want to ensure that any impacts are mitigated against where possible. To help with this, can we ensure that Greggs have locked waste receptacles for their waste (to be located to the rear of their property). The Main Street has seen an increase in vermin and we would ask that everything is done to reduce access to waste foods.
2. There is an access lane adjacent to the property, as said there are residential properties located to the rear of the property that require vehicular access therefore

this lane must not be blocked off at any time.

3. Can we place a condition to ensure that Greggs maintains the land to the rear of the property? Complaints have already been made with regards to overgrown trees on land at the rear of the store, it is imperative that this land is not allowed to become an even more overgrown area negatively impacting on the nearby residents.
4. The Council requests that Greggs provide two litter bins, one for either side of the shop to encourage people when leaving Greggs to deposit their litter in these bins and not drop litter on the ground – we would expect Greggs to be responsible for these bins and to ensure they are emptied on a regular basis and at least at the end of each day.
5. At the Greggs current store, cars used to continually pull up onto the pavement, to stop this the Town Council sited several flower planters close by so cars could not mount the pavement and it worked. We do not want the new store to suffer from the same issue therefore the Council would ask that (through planning conditions), Greggs are requested to provide similar planters or bollards to stop this happening and reducing the risk of cars hitting pedestrians.

On a similar issue there is concern over where delivery vehicles intend to park? Again, they have been known to use the pavement which risks accidents as well as damaging the pavement, which was not created to hold the weight of delivery vans. The provision of planters or bollards will ensure this does not happen. We would expect this to be done before the store opens and as said, as part of the planning conditions.

Egremont Town Council does welcome the relocation of Greggs but from previous experience, it is right we raise our concerns now so that they can be eradicated or minimised by preventative action. Due to the relocation of Greggs, we can presume that the need for this larger store is due to the number of customers and this will result in an increase in the number of cars and pedestrians, if we put something in place before the shop opens and can manage the drivers and safeguard the pedestrians, then it is the best outcome for all.

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

#### Cumberland Council – Conservation Officer

*12<sup>th</sup> September 2024*

Conclusion: Request design revision

Assessment:

- Although the proposal does not precisely follow the Shopfront Design Guide, it is an enhancement in most respects over the preceding scheme.
- To achieve the best enhancement of the frontage, which has been seriously eroded over the years, the guidance in the above document should be followed. This would suggest the instatement of a full new shopfront constructed of durable timber, in bays that correspond to the bays of the building façade, with pilasters to divide up the bays, stallrisers and a fascia used as framing devices for the entrance and windows. However, given the existing appearance of the shop, that would have to be undertaken voluntarily, although I also draw attention to the fact that there is currently a grant scheme running with support for both bringing empty properties back into use and facelifting properties.
- Use of internally illuminated box signage is discouraged in our Conservation Area Design Guide, so I request that these be substituted for a design that is more sensitive. The Domino's on the corner of Tangier Street and the Subway on Lowther Street in Whitehaven both provide examples of how corporate branding can be adapted.
- Also to note, the CA Design Guide urges caution on the use of window graphics. Individual lettering and hand-painted graphics can look attractive, however care should be taken not to overwhelm the appearance of the shopfront. Details are indicated here as TBC, however I would urge avoidance of large areas of full colour photographs of food or products. These never look attractive and obscure the interior.
- The proposals to the north and west elevations will have a neutral impact on the conservation area.

#### Summary

- I request the use of different main signage, avoiding internally illuminated box signs.
- Though largely in the mould of its predecessor, I would highlight the size of the opportunity that currently presents itself to improve the appearance of this very conspicuous building. Given that there is currently a grant scheme running, I'd urge consideration of whether a more ambitious shopfront replacement is feasible.

*27<sup>th</sup> May 2025*

Conclusion: No objection

Assessment:

- I previously requested the use of different main signage, avoiding internally illuminated box signs.
  - Signage details have been updated; no longer internally illuminated.
- Although not an example of best practice, this overhaul will be serviceable and an



## Cumberland Council

improvement on the previous appearance of the building.

### Cumberland Council – Environmental Health

*17<sup>th</sup> September 2024*

There are no objections from Environmental Health to this proposal.

The internally illuminated signs could potentially cast glare to the residential flats above the proposed ground floor Greggs store.

Given that this site is also within the Egremont Conservation Area, Environmental Health would prefer if the internally illuminated signs are turned off at close of business hours.

The glare and illumination of the signs should also conform to the following condition: Artificial Light (external).

*23<sup>rd</sup> May 2024*

Environmental Health has no objections to this amended development.

Given that the proposed signage is now to be non-illuminated, the previous EH comments dated 17.09.24 on the illuminated signage will no longer be applicable.

### **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 2021 - 2039 (LP):

Cumberland Council continued the preparation of the LP as commenced by Copeland Borough Council.

The LP was adopted by Cumberland Council on the 5<sup>th</sup> of November 2024 replacing the Copeland Local Plan 2013-2028 and the saved policies of the Copeland Local Plan 2021-

2016.

Strategic Policy DS1: Settlement Hierarchy

Strategic Policy DS2: Settlement Boundaries

Policy DS4: Design and Development Standards

Strategic Policy BE1: Heritage Assets

Policy BE2: Designated Heritage Assets

Policy BE4: Non-Designated Heritage Assets

Policy BE6: Advertisements

### **Other Material Planning Considerations**

National Planning Policy Framework (2024)

National Planning Practice Guidance (NPPG)

Cumbria Development Design Guide

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

Planning (Listed Building and Conservation Areas) Act 1990

Conservation Area Design Guide SPD (Adopted December 2017)

Cumbria Development Design Guide

### **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 BE6 of the Copeland 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 demonstrably necessary and is sensitively designed

for its context, generally avoiding internal illumination methods.

Paragraph 141 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The proposed signage will replace existing signage on the dilapidated building to secure a new business operating from the commercial property. On this basis, the principle of signage at this site is acceptable given it will be located on an existing shop.

The application site is within an area of Special Advertisement Control and within the Egremont Conservation Area. Given the proposal will replace existing signage at this shop, will be sited along the shop frontage, and reflects the scale of the existing signage, the scale, siting and design of the proposal is considered acceptable.

It was proposed that the signs would be internally illuminated. The Council's Environmental Health Officer stated that the signs may cast a glare on the residential flats above the proposed store. Due to this and its location within the Conservation Area, the officer has requested that the internally illuminated sign be turned off at close of business hours. Based on these concerns the agent amended the application to remove the proposed illumination from all the proposed signs. Based on these amendments no objections have been received from consultees.

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 Policy BE6 of the Copeland Local Plan, and the provisions of the NPPF.

#### Impact on Heritage Assets

Strategic Policy BE1 and BE2 of the Copeland Local Plan seek to protect or enhance heritage assets and their setting. Proposals that better reveal the significance of heritage assets will be supported in principle.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, states that "special attention shall be paid to the desirability of preserving or enhancing the character or appearance of [a conservation] area."

Paragraph 139 of the National Planning Policy Framework (NPPF) asserts that "Development that is not well designed should be refused".

NPPF para. 203 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. 212 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. 208).

Paragraph 216 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. 219).

The Council's Conservation Officer has reviewed the application and has confirmed that although the proposal does not precisely follow the Shopfront Design Guide, it is an enhancement in most respects over the preceding scheme. However, the Officer has requested a design revision as the use of internally illuminated box signs are not permitted by the Council's Conservation Area Design Guide. Based on these concerns the agent amended the application to remove the proposed illumination from all the proposed signs. The Officer has confirmed no objections to the revised proposal and has confirmed that although not an example of best practice, this overhaul will be serviceable and an improvement on the previous appearance of the building.

Based on the amended scheme the proposal would be considered to enhance a dilapidated building within the Conservation Area and will therefore comply with Policies BE1 and BE2 of the Copeland Local Plan, the adopted Conservation Design Guide 2017 and provisions of the NPPF.

#### Impact on Public Safety

Policies BE6 of the Copeland 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 proposed signs are to be located on the shop frontage, replacing existing signs, and are therefore unlikely to pose an issue to passing motorists or pedestrians. The signs are 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.

No objections have been received from the Highway Authority.

On this basis, the signs are considered to comply with Policy BE6PU of the Copeland Local Plan, section 12 of the NPPF, and the 2007 Advertisement Regulations.

#### Planning Balance and Conclusion

The proposed signage will replace existing signage on the building to enable a new business to operate from the dilapidated commercial property. The principle of replacement signage is acceptable given it will be located on an existing shop. The proposed signs are of an acceptable scale, siting, and design to maintain visual amenity and it is unlikely to harm



	<p>public safety.</p> <p>It was originally proposed that the signs will be internally illuminated, however this was not supported by the Council's Conservation Officer or the adopted Conservation Area Design Guide. The application has therefore been amended to remove the illumination to ensure the development does not have a detrimental impact on the Conservation Area. Whilst it has been confirmed the scheme could have gone further comply with the Shopfront Design Guide, the proposal is an enhancement to the existing dilapidated building and previous shop front.</p> <p>Based on the amended scheme, the proposed signage is considered to comply with Policies of the Copeland Local Plan, the adopted Conservation Area Design Guide, 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 (Amended), received by the Local Planning Authority on the 8<sup>th</sup> May 2025.</li> <li>- Site Location Plan, Scale 1:1250, received by the Local Planning Authority on the 20<sup>th</sup> August 2024.</li> <li>- Design, Access &amp; Heritage Statement (Amended), received by the Local Planning Authority on the 12<sup>th</sup> May 2025.</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>- Adverts: Existing &amp; Proposed Elevations, Projecting Sign Detail, Existing &amp; Proposed Sections, and Reference Plan, Scale 1:10 &amp; 1:50, Drawing No: RNTH/S6540/1A, Rev: C, received by the Local Planning Authority on the 27<sup>th</sup> May 2025.</li> <li>- Planning – Shopfront: Existing &amp; Proposed East Elevation &amp; Projecting Sign Detail, Scale 1:10 &amp; 1:50, Drawing No: RNTH/S6540/04P, Rev: A, received by the Local Planning Authority on the 12<sup>th</sup> May 2025.</li> <li>- Odour Impact Assessment, Prepared by Accon UK Environmental Consultants, received by the Local Planning Authority on the 20<sup>th</sup> August 2024.</li> <li>- Photographs, received by the Local Planning Authority on the 8<sup>th</sup> May 2025.</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. The new signage hereby approved must be non-illuminated and must remain as such for the lifetime of the development.</p> <p>Reason</p> <p>To safeguard the traditional appearance of the Heritage Asset in accordance with Policy BE1 and BE2 of the Copeland Local Plan.</p> <p>4. Standard Advertisement Conditions</p>
<b>Case Officer:</b> C. Burns	<b>Date :</b> 29.05.2025
<b>Authorising Officer:</b> N.J. Hayhurst	<b>Date :</b> 29.05.2025
<b>Dedicated responses to:-</b> N/A	