

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/24/2348/OA1	
2.	Proposed Development:	APPLICATION FOR CONSENT FOR REMOVAL OF EXISTING SIGNAGE AND GRAPHICS AND REPLACING WITH NEW (RETROSPECTIVE)	
3.	Location:	33-35 LAPSTONE ROAD, MILLOM	
4.	Parish:	Millom	
5.	Constraints:	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Coal - Off Coalfield - Data Subject To Change, Key Species - Potential areas for Natterjack Toads	
6.	Publicity Representations &Policy	Neighbour Notification Letter	No
		Site Notice	No
		Press Notice	No
		Consultation Responses	See Report
		Relevant Policies	See Report
7.	Report: Site and Location	This application relates to 33-35 Lapstone Road, an existing commercial property located within the town centre of Millom. The property is located within the Millom Conservation Area. The site was formally operated as a Nisa Local, however the site is now a One Stop, hence the requirement for this application to amend the signage.	

Relevant Planning History

4/08/2045/0 – Advert consent for 1 fascia sign & 1 projecting sign – Approved.

4/08/2050/0 – New refrigeration plant to rear yard area, with 2.2m high weld mesh secure caging around – Approved.

4/17/2019/0F1 – Retail fit out of store to include new condenser unit; new steel stairs at rear; painting of render walls; replacement front windows; new trolley bay; new auto door and painting of door and shop front; new edge protection of lower flat roof and new push pad opening device to existing palisade fence – Approved.

Proposal

This application seeks retrospective advertisement consent for the removal of the existing signage and graphics at this site and the replacement with new. The details of the signs are as follows:

- Sign 1: Facia sign located along shop frontage. Proposed sign measures 9.45m x 1m x 0.005m, at a height of 2.598m from ground level. Advert constructed from Dibond panels in traffic matt red, blue acrylic one/stop pod white vinyl logo. The advert will benefit from external static illumination.
- Sign 2: Projecting or hanging sign located along shop frontage. Proposed sign measures 0.61m x 0.94m x 0.15m. Advert constructed from aluminium in red, with opal acrylic faces on both sides with face applied digitally printed graphics. The advert will not benefit from illumination.
- Sign 3: ACM/VW Panel located along shop frontage. Proposed sign measures 1.045m x 0.9m x 0.01m. Advert constructed aluminium composite panels with digitally printed vinyl image to face of the panel, full colour image with white text. The advert will not benefit from illumination.
- Sign 4: ACM Panel located along shop frontage. Proposed sign measures 1.535m x 0.845m x 0.01m. Advert constructed aluminium composite panels with digitally printed vinyl image to face of the panel, solid blue background with white text. The advert will not benefit from illumination.
- Sign 5: F/ACM Panel located along shop frontage. Proposed sign measures 2.085m x 1.795m x 0.01m. Advert constructed aluminium composite panels with digitally printed vinyl image to face of the panel, solid blue background with white text. The advert will not benefit from illumination.
- Sign 6: ATM T&C' Clip Frame located along shop frontage. Proposed sign measures 1.085m x 0.98m x 0.01m. Advert constructed aluminium composite panels with digitally printed vinyl image to face of the panel in solid blue. The advert will not benefit



Cumberland Council

from illumination.

- Sign 7: Window manifestation located along shop frontage. Proposed sign measures 1.085m x 0.98m x 0.01m. Advert constructed aluminium composite panels with digitally printed vinyl image to face of the panel in solid blue. The advert will not benefit from illumination.
- Sign 8: Poster Cases (Lockable poster cases) along front of store. Anodised silver, size: 580mm x 835mm.

Consultation Responses

Millom Town Council

No objections in principle to this application.

Cumberland Council – Highway Authority & Lead Local Flood Authority

22nd October 2024

Thank you for your consultation on 17 October 2024 regarding the above Planning Application.

The illuminance levels 250 cd/m² are acceptable.

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.

24th October 2024

I can confirm that the response made to the previous application 22/10/24 should still apply.

Cumberland Council – Conservation Officer

12th November 2024

Conclusion: Request design revision

Assessment:

This proposal appears mostly to have little to no impact on the conservation area, however, I note the inclusion of an internally illuminated box sign. These are identified in the Conservation Area Design Guide as a feature that will not be supported in conservation areas, so I'd suggest it be substituted with a non-illuminated sign, or one that is discreetly externally illuminated.

11th February 2025

Conclusion: No objection

Assessment:

In my previous consultation, I found no issue other than with the proposal to include an internally illuminated projecting sign. These are advised against in our Conservation Area Design Guide.

Updated information has now been received, clarifying that this sign will not be illuminated.

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 5th 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)

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 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 building to secure a change of branding for 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 not located in an area of Special Advertisement Control, however it is located within the Millom 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. The proposed

signage is also unlikely to cause amenity issues for surrounding properties, particularly as only the fascia signage 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 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 this application and initially raised concerns that the proposal included an internal illuminated box sign which does not comply with the Conservation Design Guide. As these features are not supported within a Conservation Area it was requested that this sign be amended to include a non-illumination or a discreet external illumination.

Following the submission of amended details for this application confirming the projecting sign will be non-illuminated, the Conservation Officer has confirmed no objections to the proposal.

A condition will be utilised to secure this detail.

The development is considered to enhance the heritage asset within the Conservation Area,



Cumberland Council

	<p>and is therefore considered to comply with Policies BE1 and BE2 of the Copeland Local Plan, and provisions of the NPPF.</p> <p><u>Impact on Public Safety</u></p> <p>Policies BE6PU 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.</p> <p>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 considered to be 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.</p> <p>No objections have been received from the Highway Authority.</p> <p>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.</p> <p><u>Planning Balance and Conclusion</u></p> <p>The proposed signage will replace existing signage on the building as part of a rebranding of the commercial property. The principle of replacement signage is acceptable given it will be located on an existing shop. The proposed signs are 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 following the amendment to the projecting sign to remove illumination.</p> <p>Overall, the proposed signage is considered to comply with Policies of the Copeland Local Plan, the provision of the NPPF, and the Advertisement Regulations and, as such, is recommended for approval.</p>
8.	<p>Recommendation:</p> <p>Approve Advertisement Consent</p>
9.	<p>Conditions:</p> <p><u>Standard Conditions:</u></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>

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.

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:-

- Application Form (Amended), received by the Local Planning Authority on the 14th February 2025.
- Location/Block Plan (Amended), Scale 1:500 & 1:1250, Drwg No: D, Rev: D, received by the Local Planning Authority on the 5th February 2025.
- Existing Store Signage (Amended), Drwg No: D, Rev: D, received by the Local Planning Authority on the 5th February 2025.
- Proposed Site Signage (Amended), Scale 1:50, Drwg No: D, Rev: D, received by the Local Planning Authority on the 5th February 2025.
- ATM Free Cash T&Cs Sign Specification (Amended), Drwg No: D, Rev: D, received by the Local Planning Authority on the 5th February 2025.
- Fascia Sign Specification (Amended), Scale 1:50, Drwg No: D, Rev: D, received by the Local Planning Authority on the 5th February 2025.
- Projection Sign Specification (Amended), Scale 1:10, Drwg No: D, Rev: D, received by the Local Planning Authority on the 5th February 2025.

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.

Other Condition:

3. The projecting sign hereby approved must be non-illuminated in accordance with the following approved plans:

- Proposed Site Signage (Amended), Scale 1:50, Drwg No: D, Rev: D, received by the Local Planning Authority on the 5th February 2025.
- Projection Sign Specification (Amended), Scale 1:10, Drwg No: D, Rev: D, received

	<p>by the Local Planning Authority on the 5th February 2025.</p> <p>The projecting sign must remain non-illuminated 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>Statement:</p> <p>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.</p>
Case Officer: C. Burns	Date : 14.02.2025
Authorising Officer: N.J. Hayhurst	Date : 17/02/2025
Dedicated responses to:- N/A	