

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/24/2349/0A1
2.	Proposed Development:	APPLICATION FOR CONSENT TO INSTALL A NEW FASCIA AND PROJECTING SIGNAGE
3.	Location:	53-54 HIGH STREET, CLEATOR MOOR
4.	Parish:	Cleator Moor
5.	Constraints:	Area of Special Control of Advertisements Conservation Area, Coal - Development Referral Area - Data Subject to Change
6.	Publicity Representations & Policy	See Report
7.	Report: SITE AND INTRODUCTION <p>This application relates to the retail unit at 53-54 High Street in Cleator Moor. It is situated within the main shopping area and within the Conservation Area.</p> <p>The unit is currently vacant.</p> PROPOSAL <p>Advertisement Consent is sought for a new fascia and projecting signage in order for the rebranding of the shop in association with the proposals for Greggs to relocate into the unit from elsewhere within the town centre.</p> <p>A separate planning application for the refurbishment of the premises to accommodate occupation by Greggs has been submitted under reference 4/24/2274/0F1.</p> <p>The details of the proposed advertisements are as follows:-</p>	

	Advertisement type	Height, width and depth	Height from ground to base	Projection	Max height of individual letters	Materials and colour	Illumination	
	Fascia Sign 1	0.5m x 2.15m x 0.1 m	2.495m	0.1m	28cm	Fascia panel slate grey to match RAL 7015. Badge box sign constructed from 10g aluminium, stove enamelled blue to RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. 'Greggs' lettering in fret cut opal perspex. Quattro dots fret cut perspex to Pantone 1235C, with non-illuminated 25 mm returns.	Yes, externally to 350cd/m2, static.	
	Fascia Sign 2	0.5m x 2.15m x 0.1	2.495m	0.1m	28cm	Fascia panel slate grey to match RAL	Yes, externally to 350cd/m2,	



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		m				7015. Badge box sign constructed from 10g aluminium, stove enamelled blue to RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. 'Greggs' lettering in fret cut opal perspex. Quattro dots fret cut perspex to Pantone 1235C, with non-illuminated 25 mm returns.	static.	
	Projecting sign	0.7m x 0.7m x 0.12m	3.135m	0.8m	7cm	Double sided projecting box sign constructed from 10g aluminium stove enamelled slate grey to RAL 7015.	Yes, externally to 350cd/m2, static.	

						Centre panel stove enamelled blue to RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. 'Greggs' lettering in fret cut opal Perspex. Quattro dots fret cut Perspex to Pantone 1235c.		
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RELEVANT RECENT PLANNING APPLICATION HISTORY

Formation of new access stair and conversion of first floor to staff facilities, approved in April 1990 (application reference 4/90/0131/0 relates);

Projecting sign, approved in May 1990 (application reference 4/90/1082/0 relates);

Change of use from hairdressers into extension of existing turf accountants, approved in July 2000 (application reference 4/00/0359/0 relates).

CONSULTATION RESPONSES

Cleator Moor 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



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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 is a single-story commercial premises within Cleator Moor conservation. It has some architectural merit but is in a poor condition and would benefit from refurbishment.

Assessment:

The building does not currently make a positive impression on the conservation area or the settings of nearby heritage assets. It is in a poor condition and has been left with a somewhat garish colour scheme from a previous use.

The more attractive colour scheme of the proposal, smarter appearance, and refurbishment of the façade will have a positive impact, as well as give the building a new use that appears suited to it.

I'd view the impact caused by the changing of the external HVAC plant and additional vent in the rear elevation as having neutral impact.

Overall, the impact of this proposal appears positive.

Conclusion: No objection

Environmental Health

There are no objections to this proposal from Environmental Health, subject to the conditions suggested below.

Given that this site is within the Cleator Moor Conservation Area, Environmental Health would prefer if external lighting on the store is turned off at the close of business hours.

Artificial Light (external)

Artificial lighting to the development must conform to requirements to meet the Obtrusive Light Limitations for Exterior Lighting Installations for environmental zone E3 contained within the Institute of Light Engineers Guidance Notes for the Reduction of Obtrusive Light, GN01/21 dated 2021.

Reason:

In order to safeguard the amenities of nearby residential occupiers.

PUBLIC CONSULTATION

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Act does not have a requirement for public consultation on applications for advertisement consent.

One letter has been received objecting to the proposal with concerns relating to antisocial parking creating safety issues for road users and pedestrians.

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

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

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.

The following policies are relevant to this proposal:

- Policy DS4: Design and Development Standards
- Policy BE6: Advertisements
- Strategic Policy BE1 – Heritage Assets
- Policy BE2 – 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)

ASSESSMENT

The proposals raise the issues of Amenity, Impact on the Conservation Area and public safety.

Amenity

Policy BE6 of the Local Plan (LP) relating to Advertisements states that outside areas of Special Advertisement Control, advertisements will be granted consent if all of the following criteria are met:

- a) they do not result in visual clutter in the local area;
- b) they are of a high quality design that is appropriate to their local context in terms of materials, size, positioning, styling and method of illumination;
- c) when attached to buildings they respect the building's scale, proportions and architectural features; and
- d) they do not result in unacceptable adverse impacts on public safety.

Proposals for advertisements and signs affecting Heritage Assets and their setting will only be granted consent where the following additional criteria are met:

- i. 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;
- ii. proposals avoid the use of projecting box signs and instead reflect, re-interpret or complement traditional hanging sign styles;
- iii. proposals at development entrances where possible advertise multiple businesses to avoid the proliferation of individual signs and clutter; and,
- iv. where illumination is proposed it is considered necessary and is sensitively designed for its context, generally avoiding internal illumination methods.

The addition of new signage is required to advertise the proposed function of the building as a new Greggs store. This will relocate the store from its current unit on the opposite side of the road.

In principle, signage is acceptable in this location as the building is situated within the town centre where there are many existing examples of signage 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.

Impacts on Conservation Area

The signage will be located within the Cleator Moor Conservation Area and will be visible from various public areas. Policies BE1 and BE2 of the LP seek to reduce the impact of any development on the Conservation Area and maintain the character of the area.

Policy BE6 seeks 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 – the Greggs logo is recognised as branding for the national chain.

The proposed signage will be located on the building and will replace the existing blank fascia. 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 signage within the town centre and it is unlikely that it will be obtrusive in this regard. Furthermore, the signage will not materially change the existing situation and it is considered that it will result in an improvement in the appearance of the currently vacant building.

The Council's Conservation and Design Officer considers that the refurbishment will have a positive impact.

The signage is proposed to be illuminated. The Highways Officer has raised no objections to the proposal. The Environmental Health team requested a condition to ensure that the artificial lighting conforms to the requirements of the Obtrusive Light Limitations for Exterior Lighting Installations for environmental zone E3. It is considered prudent to include this condition in any approval to ensure that the lighting does not cause a nuisance.

Overall, it is considered that the proposed signage complies with Policy BE6 of the LP with respect to its design and siting and Policies BE1 and BE2 of the LP with respect to the surrounding Conservation Area.

Public Safety

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 building and a suitable height from the ground, no risk to public safety is posed. The Highways Officer has not raised any issues to the proposals.

It is considered that the proposal accords with Policy BE6 of the LP and protects public safety.

Received Objection

One objection has been received to the application from a member of the public. This relates to concerns around public parking and is not relevant to this application.



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	<p><u>Planning Balance and Conclusion</u></p> <p>The Application Site is a commercial building that is located within the town centre of Cleator Moor which comprises a number of commercial uses which include illuminated and non illuminated signage.</p> <p>Given this context the proposed signage is considered to be of a reasonable scale and appearance. The proposed illumination will be internal but will be restricted to a low level.</p> <p>The resultant benefits of the refurbishment and re-use of the empty unit that are linked to this application are considered to outweigh any harm.</p> <p>No issues are arising in relation to highway safety.</p> <p>Overall, this is considered to be an acceptable form of advertisement at this retail site which accords with Policy BE6 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 respective dates and development shall be carried out in accordance with them: - Application form, received 15th October 2024; Site Location Plan, scale 1:1250, received 15th October 2024; Proposed Floor Plans, scale 1:50, drawing number RNTH/S6653/02P, received 15th October 2024; Existing and Proposed Sections, scale 1:50, drawing number RNTH/S6653/03P, received 15th October 2024; Existing and Proposed Elevations, scale 1:50, drawing number RNTH/S6653/03P,

	<p>received 15th October 2024;</p> <p>Adverts Plan, scales 1:100, 1:50 and 1:10, drawing number RNTH/S6653/01A, received 15th October 2024;</p> <p>Biodiversity Net Gain Exemption Statement, received 15th October 2024;</p> <p>Design, Access and Heritage Statement, received 15th October 2024.</p> <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. Artificial lighting to the development must conform to requirements to meet the Obtrusive Light Limitations for Exterior Lighting Installations for environmental zone E3 contained within the Institute of Light Engineers Guidance Notes for the Reduction of Obtrusive Light, GN01/21 dated 2021.</p> <p>Reason</p> <p>In order to safeguard the amenities of nearby residential occupiers and in accordance with Policy BE6 of the Copeland Local Plan.</p> <p>4. Standard Advertisement Conditions</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 advertisement consent in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.</p>	
Case Officer: Sarah Papaleo		Date : 05/12/2024
Authorising Officer: N.J. Hayhurst		Date : 09/12/2024
Dedicated responses to:- N/A		