

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/24/2409/0A1
2.	Proposed Development:	APPLIATION FOR CONSENT TO DISPLAY NEW ATM TABLET SIGN
3.	Location:	29 MARKET PLACE, EGREMONT
4.	Parish:	Egremont
5.	Constraints:	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Coal - Off Coalfield - Data Subject To Change, Outer Consultation Zone - Sellafield 10KM
6.	Publicity Representations &Policy	See Report
7.	Report: SITE AND LOCATION <p>This application relates to 29 Market Place, which fronts onto the main throughfare through the town. The building which has a stone faced façade is set slightly back from the carriageway by a parking area and wide footpath. The site is bound by commercial properties and lies within the main shopping area of the town.</p> <p>The current site compromises a single storey building which has been converted from a former bank and now includes a hot food takeaway. The existing ATM occupies a small section of the former building.</p> <p>The site is located within the Conservation Area.</p> PROPOSAL <p>The application seeks Advertisement Consent for the installation of an additional sign above</p>	

the ATM which will be replaced. The proposed advert would be located on the front elevation of the property.

The signage would compromise the following signs:

Number of signs	Type of sign	Function	Illumination	Dimension (H x W x D) millimeters	Colours	Materials
1	ATM Tablet Panel	Business name	No	415 x 1000 x 44	Purple background, red logo NatWest logo and white lettering	Acrylic

RELEVANT PLANNING APPLICATION HISTORY

4/17/2188/0f1 - Existing window to be removed, alteration to the existing frontage, insertion of a security door and replacement atm. - Approved

4/16/2184/0a1 - Installation of an atm tablet sign - NatWest Bank, 29 Market Place, Egremont – Approved

CONSULTATION RESPONSES

Town Council

No objections

Highways Authority/LLFA

No objections

Environmental Health

No objections subject to a condition relating to construction noise and if artificial lighting is proposed a condition to ensure the lighting meets the obtrusive light limitations Guidance note GN01/21.

Conservation Officer

He adopted Conservation Area Design Guide urges avoidance of internally illuminated signage in conservation areas.

- The ATM Surround Details document is not easy to decipher, with heavy use of acronyms, a numbered list that starts at “2”, and detail pullouts that are low resolution and have been



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blown up, the first and third of which are labelled “B” and “D”. As this document is a matter of public record and the basis for determining the consent, I would highlight the importance of clarity. I also question whether a page of the document has been accidentally omitted, as it seems from the numbering and lettering that something is missing.

- The panel suggests that the “daisy wheel” and “Royal Bank of Scotland” illuminate. I presume the daisy wheel is the Natwest logo, however no lettering reading “Royal Bank of Scotland” is shown on the visualisation, which instead just reads “Natwest”. I also note that the section on the application form that asks whether the sign illuminates has been left blank.

- The proposal appears to entail the full replacement of the ATM, necessitating some adjustment to the façade of the building to account for the new control panel. If material is being removed, it would be helpful if this is clarified, and if new material needs adding, this should be red sandstone dressed and laid to match into the existing, if affecting the red sandstone parts of the façade. The application documents are not clear on whether the red sandstone is affected, or how alterations to the opening will be matched in. I appreciate there is some reference to these in the drawings, however they are just described as “minor external works”.

- Summary

- I request clarification on whether the sign is intended to illuminate;
- Clarification as to the lettering on the new sign (whether it reads “Natwest”, “Royal Bank of Scotland” or both);
- Information on what modifications to the masonry of the façade are required to accommodate the new ATM panel, and how it is proposed to detail these.

Public Representations

The application has been advertised by way of a site notice - No objections have been received as a result of this consultation process.

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 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:

The council has agreed to adopt the Local Plan on 5 November and full weight is given to the policies contained within.

The following policies are relevant to this proposal:

Policy DS4: Design and Development Standards

Strategic Policy BE1: Heritage Assets

Policy BE2: Designated Heritage Assets

Policy BE6: Advertisements

Other Material Planning Considerations

National Planning Policy Framework 2024 (NPPF)

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

Planning (Listed Buildings and Conservation Areas) Act 1990 (LBCA)

Conservation Area Design Guide

ASSESSMENT

The key issues raised by this proposal are its impact on visual amenity including the setting of the conservation area and on public safety.

Principle of Development

Policy BE6 outlines that “Proposals for advertisements and signs will be granted consent where:

- 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 in the Area of Special of Control of Advertisements

and those 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 demonstrably necessary and is sensitively designed for its context, generally avoiding internal illumination methods."

The application site was used in connection with the former use of the whole building as a bank and given the site, as a whole, benefited from advertisement on the main building; when the main part of the site was converted to a hot food takeaway the previous advertisement of the bank was removed and the remaining section does not benefit from advertising to indicate that the banking facility is still available. The principle of development is considered to be acceptable and there is considered to be a functional need for the advertisement in this location.

Impact on Visual Amenity

The proposed advertisement would be located above the existing banking facility and would be securely fixed to the external pane of glass on the window directly above the ATM. The location is considered to be acceptable as a functional requirement to advertise the location of the banking facility available.

The scale of the proposed advertisement is considered proportionate with the provision of the ATM on site; plus, other forms of advertisement in the locality are of a larger scale than that proposed. The addition of the sign is not considered to add significantly to visual clutter of this area of the high street or the setting of the conservation area.

The applicant has confirmed that the sign will not be internally illuminated, an existing external light is present on the building above the ATM and proposed location of the signage which is considered to provide an adequate source of illumination for the proposal.

Having regard to the requirements of S72 of the (LBCA) Act 1990, the colours and materials are not considered to detract from the conservation area or significantly affect its setting to warrant refusal of the application. The signage is of a sufficient distance from nearby listed buildings and is considered not to affect their setting.

Public Safety

It is considered that the sign would not cause any health and safety implications for

	<p>pedestrians, nor would any highway safety issues be raised by the proposal. The Highway Authority has confirmed that they have no objections.</p> <p><u>Other Matters</u></p> <p>Given the scale of the proposal and fixing methods of the signage it is not considered to be reasonable to impose a condition relating to noise. A condition regarding illumination is not required in this instance as no illumination is proposed.</p> <p><u>Planning Balance and Conclusion</u></p> <p>The proposed sign is considered to be of an acceptable scale and design with no safety issues arising from the proposal. No harm to the setting of the conservation area arises from the proposal.</p> <p>The proposal is considered to be in line with policies set out within the Copeland 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: 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. This permission relates to the following plans and documents as received on the respective dates and development must be carried out in accordance with them: - <p>Application Form - received 10 December 2024; Site Location Plan scale 1:1250, drawing reference 1206-16_22 L-01 - received 10 December 2024 Block Plan, scale 1:500, drawing reference 1206-16_22 D-04 - received 10 December 2024 Existing/Proposed Plans and Elevations Scale 1:20 drawing reference 5560-WKS-0009-022 - received 10 December 2024 ATM Surround Details – Scale 1:5 and 1:1 drawing reference 1206-16-D-01 – amended plan received 18 December 2024 Email dated 18 December 2024 confirming signage will not be illuminated – amended plan received 18 December 2024</p>



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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.

Informative Note

The consent solely relates to the tablet advertisement, alterations to the ATM and surround would require an application to be submitted to the Local Planning Authority for approval.

Case Officer: S. Smith

Date : 23/01/2025

Authorising Officer: N.J. Hayhurst

Date : 27/01/2025

Dedicated responses to:- N/A