

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/25/2029/0A1
2.	Proposed Development:	APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS
3.	Location:	FORMER CLEATOR MILLS SITE, CLEATOR
4.	Parish:	Cleator Moor
5.	Constraints:	ASC;Adverts - ASC;Adverts, Flood Area - Flood Zone 2, Flood Area - Flood Zone 3, SSSI - SSSI, Coal - Standing Advice - Data Subject To Change, Outer Consultation Zone - Sellafield 10KM
6.	Publicity Representations & Policy	See Report
7.	Report: Site and Location: <p>The Application Site comprises a new warehouse and office building currently being erected on the footprint of a demolished mill building on the former Cleator Mills site in Cleator.</p> <p>The Application Site is located within Flood Zone 2/3.</p> <p>The Application Site is located adjacent to the River Ehen Special Area of Conservation (SAC) and Site of Special Scientific Interest (SSSI).</p> <p>Designated and non-designated heritage assets are located within the wider locality.</p> <p>The Application Site is in an area of Special Advertisement Control.</p> Proposal: <p>This application seeks advertisement consent for the erection of the following signage:</p>	

Front Elevation (East):

- High level signage
- Signage to entrance doors
- Signage to ground floor windows

Rear Elevation (West):

- High level signage

Side Elevation (North):

- High level signage

Side Elevation (South):

- High level signage

The submission documents detail a range of proposed internal signage and graphics and information signs adjacent to the site entrance, which do not form part of the application and do not require advertisement consent or benefit from deemed advertisement consent.

The main elevation signage measures 12.5m x 1m in area.

Advertisement consent is sought for the period to December 2029.

Consultee:	Nature of Response:
Town Council	No consultation response received.
Cumbria County Council – Highways and LLFA	The Local Highway Authority (LHA) and Lead Local Flood Authority (LLFA) 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	Assessment: This application contains signage designs for the new building previously approved. Views the signage as having a neutral impact on the setting of the non-designated heritage assets nearby (Cleator Mill and chimney), and to be of a suitable design that suits the design of the building. Not in a position to comment on whether it will facilitate effective

wayfinding, but have no objection to it on visual design or heritage grounds.

Neighbour Responses:

Representations in objection have been received from three parties.

The material planning issues raised comprise the following:

Object to the large high level signs on the rear and side of the building.

These two large red high-level signs will look out of place and do not fit in with the surrounding rural setting. In addition, they will add a very prominent detail and significantly highlight the building with little or no advertising visibility.

No objection and can see the benefits to the signs to the front and side of the building facing the main road and the large Sellafield car park; however, placing these two signs on the rural sides of the building seems like signs for the sake of it.

The signs in question do not appear to meet the guidance for that Class of sign. In particular the two signs are not on the building frontage, the high-level position and the size of the signs.

If the two signs in question are approved, it is requested that confirmation be provided that decisions to allow has met the control of advertising rules in the town and country planning requirements as well as taking into consideration guidance for the particular class of advertisers' sign.

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 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 2001-2016.

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

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (The Advertisement Regulations).
National Planning Policy Framework (NPPF).

Assessment:

The proposed advertisements do not meet the requirements for deemed consent and it is for this reason that this application for express advertisement consent under the provisions of The Advertisement Regulations has been made.

The proposals raise the following planning issues:

Amenity;

It is agreed that the advertisement value of the signs on the rear and side of the building may be limited; however, this is not a material planning issue, with only the impact upon amenity and highway safety to be considered.

The immediate surroundings of the Application Site comprise a combination of residential properties, park and ride car park, dilapidated former mill building and other commercial premises. The proposed preserve the special qualities and character of the of the local landscape.

The designated heritage assets of the Church of St. Marys (Grade II) and The Flosh (Grade II) comprise part of the wider setting of the Application Site; however, these are located at

	<p>distance and/or screened/softened by vegetation. As such, adverse impacts upon the setting of these assets will not result.</p> <p>The non-designated heritage asset of Cleator Mill and Chimney comprise part of the immediate setting of the Application Site. The proposed signage is a suitable design that suits the design of the building and thus will have a neutral impact on the setting of the non-designated heritage assets.</p> <p>The proposed signage will be visible from the surrounding properties and highways.</p> <p>The proposed signage is large; however, is not excessive or dominant in the context of what is a large commercial premises in a commercially developed context and would not be overtly prominent within the locality or street scene.</p> <p>No illumination is proposed.</p> <p><i>i. Public Safety;</i></p> <p>Cumberland Council Highways and Highways England have been consulted and confirm no objection.</p> <p>Given its location, the proposed would not impair or impede the adjacent highways including the visibility splays at the access.</p> <p>Conclusion:</p> <p>The Application Site is located within an Area of Special Advertisement Control; however, it is a large commercial premises in a developed context.</p> <p>The proposed advertisements will not result in harm to the landscape or heritage assets and are not excessive or dominant in their context.</p> <p>No illumination is proposed,</p> <p>No issues are arising in relation to highway safety.</p> <p>Approve advertisement consent subject to standard planning conditions for advertisements.</p> <p>Time limit for advertisement as per Applicant request.</p>
8.	<p>Recommendation:</p> <p>Approve Advertisement Consent</p>

9.	<p>Conditions:</p> <p>1. The advertisements hereby granted express consent shall not be retained on the site after the 10th December 2029</p> <p>Reason</p> <p>To ensure the advertisement is removed in the interests of the character and amenity of the area in accordance with the provisions of Policy DM29 of the Copeland Local Plan 2013-2028.</p> <p>2. The development hereby permitted shall be carried out in accordance with the following approved plans and documents:</p> <p>Application Form Site Location Plan – Drawing No. 1701-EX-006 Document – Signage Proposal Cleator Mills 06/12/2024 – Revision E – Frodsham Sign & Display – External Building Signage Only Approved.</p> <p>Reason</p> <p>For the avoidance of doubt and in the interests of proper planning.</p> <p><i>The Standard Conditions For Advertisements</i></p> <p>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.</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> <p>4. No advertisement shall be sited or displayed so as to:</p> <ul style="list-style-type: none"> 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.
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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

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

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.

Reason

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

Please read the accompanying notice.

Informative

Document – Signage Proposal Cleator Mills 06/12/2024 – Revision E – Frodsham Sign & Display details a range of proposed internal signage and graphics and information signs located adjacent to the site entrance.

These advertisements either do not require advertisement consent or benefit from deemed advertisement consent under the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Case Officer: Chris Harrison	Date : 17.03.2025
Authorising Officer: N.J. Hayhurst	Date : 17.03.2025
Dedicated responses to:- Letter to objectors	