

## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1 .	<b>Reference No:</b>	4/25/2037/0A1
2 .	<b>Proposed Development:</b>	INSTALLATION OF 1X NON-ILLUMINATED FASCIA SIGN AND 1X NON-ILLUMINATED PROJECTING SIGN
3 .	<b>Location:</b>	Cumberland Building Society, 46 Main Street, EGREMONT
4 .	<b>Parish:</b>	Egremont
5 .	<b>Constraints:</b>	ASC Adverts Conservation Area Listed Building Coal - Off Coalfield Outer Consultation Zone - Sellafield 10KM
6 .	<b>Publicity Representations &amp; Policy</b>	Neighbour Notification Letter: No  Site Notice: Yes  Press Notice: NO  Consultation Responses: See report  Relevant Planning Policies: See report
7 .	<b>Report:</b>  <b>SITE AND LOCATION</b>	

This application relates to a two storey building on Main Street that is used by the Cumberland building Society. Main Street is the main throughfare through Egremont. The building is set slightly back from the carriageway by a parking area and wide footpath. The site is bound by commercial properties and is within the main shopping area of the town.

The current site houses an existing ATM which occupies a small section of the window on the front elevation.

The site is located within the Conservation Area, being of a traditional rendered appearance with ground floor large shop front windows.

### **PROPOSAL**

The application seeks Advertisement Consent for the installation of new signage above the shop windows and a projecting sign above the door. The new vinyl around the ATM features a landscape scene and would not require advertisement consent.

The proposed signage would compromise the following:-

Number of signs	Type of sign	Function	Illumination	Dimension (H x W x D) millimeters	Colours	Materials
1	Flat panel	Business name	No	305 x 1750 x 40	Green background with white lettering	Powder coated Aluminum on timber fascia
2	Flat Projecting sign	Company logo	No	670 x 770 x 40	Green and White	Powder Coated Aluminum and Steel

### **RELEVANT PLANNING APPLICATION HISTORY**

No relevant recent site history.

### **CONSULTATION RESPONSES**

Town Council

Asks that the sign is in keeping with the building and conservation area

Highways Authority/LLFA

No objections

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 SPD

## **ASSESSMENT**

The key issues raised by this proposal are its scale and design in relation to the setting of the conservation area, public safety and the potential impacts on residential amenity.

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 is used in connection with the use of building as a building society and it is considered that there is a functional need for the advertisement in this location.

### Scale and Design

The proposed advertisement would be located above the shop front of existing banking facility and would be securely fixed to the fascia panel with the projecting sign located above this. The location is considered acceptable as a functional requirement to advertise the location of the banking facility available.

	<p>The scale of the proposed advertisement is considered proportionate with the provision of the facilities on site; plus, it is of a similar scale to what was previously installed. The signage is not considered to add to visual clutter to this area of the high street or setting of the Conservation Area.</p> <p>The projecting sign is of a modest scale and reflects a more traditional hanging sign.</p> <p>Neither the fascia nor projecting sign will be illuminated.</p> <p>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.</p> <p>Although the application site is adjoined by a listed building the signage is not considered to have any negative effects on the setting of the listed buildings and would be an improvement of the existing signage and would therefore be considered to improve the setting of the adjacent building.</p> <p><u>Visual Amenity</u></p> <p>DS4 of the Local Plan and Chapter 12 of the NPPF seek to safeguard good levels of residential amenity of the parent property or adjacent dwellings.</p> <p>Given the town centre location and no internal illumination is proposed, the development would not have any negative impacts on the visual amenity of the area.</p> <p><u>Public Safety</u></p> <p>It is considered that the sign would not cause any health and safety implications for pedestrians, nor would any highway safety issues be raised by the proposal. The Highway Authority has not raised any objections to the proposals.</p> <p><b>Planning Balance and Conclusion</b></p> <p>The proposed signage 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 or setting of the adjacent listed building arises from the proposal. The proposal is therefore considered to be in accordance with policies set out within the Copeland Local Plan.</p>
8	<p><b>Recommendation:</b></p> <ul style="list-style-type: none"> <li>· Approve advertisement consent.</li> </ul>
9	<p><b>Conditions:</b></p> <ul 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</li> </ul>

granted by the Local Planning Authority.

**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.

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: -

Application Form - received 4 February 2025;

Site Location Plan scale 1:1250, drawing reference PP-13659330v1 - received 4 February 2025

Proposed Elevations 1:25, Proposed Projecting Sign, Section and Elevation 1:5, Proposed Facia Sign Elevation and Section Scale 1:5, drawing reference 6894-21 – Rev A - amended plan received 1 April 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.

3. Standard Advertisement Conditions

**Case Officer: Sarah Smith**

**Date : 01/04/2025**

**Authorising Officer: N.J. Hayhurst**

**Date : 02/04/2025**

**Dedicated responses to:- N/A**