

## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	<b>Reference No:</b>	4/25/2099/OA1
2.	<b>Proposed Development:</b>	TRADE DEPOT FASCIA SIGN SHOWING COMPANY NAME AND LOGO
3.	<b>Location:</b>	UNIT 4C, SNECKYEAT ROAD INDUSTRIAL ESTATE, WHITEHAVEN
4.	<b>Parish:</b>	Whitehaven
5.	<b>Constraints:</b>	ASC;Adverts - ASC;Adverts, Coal - Standing Advice - Data Subject To Change
6.	<b>Publicity Representations &amp;Policy</b>	Neighbour Notification Letter: YES  Site Notice: NO  Press Notice: NO  Consultation Responses: See report  Relevant Planning Policies: See report
7.	<b>Report:</b>  <b>SITE AND INTRODUCTION</b>  This application relates to Unit 2, located at Sneckyeat Road Industrial Estate in Whitehaven. The unit is part of an existing complex of small industrial units and is adjoined by parking areas to the north west and north.  The unit is occupied by Howdens as a trade depot.  <b>PROPOSAL</b>  Advertisement Consent is sought for the display of three new fascia signs on the building in accordance with the details below.	

Advertiseme nt type	Height , width and depth	Height from groun d to base	Projection	Max height of individual letters	Materials and colour	Illuminatio n
Fascia sign	2.08m x 3.84m x 0.08m	4.59m	0.08m	650cm	Aluminium composite panel 'Di Bond' in white text with a red background.	Yes, externally, static, 299cd/m2.
Fascia sign	2.08m x 1.5m x 0.08m	4.59m	0.08m	650cm	Aluminium composite panel 'Di Bond' in white text with a red background	Yes, externally, static, 299cd/m2.
Fascia sign	2.08m x 3.8m x 0.08m	4.05m	0.08m	596cm	Aluminium composite panel 'Di Bond' in white text with a red background	Yes, externally, static, 299cd/m2.

#### RELEVANT RECENT PLANNING APPLICATION HISTORY

Workshops (B1, B2 and B8), approved in April 1992 (application reference 4/92/0243/0 relates);

Erection of 2.4m high security fence and gates, road widening demolition of 2 existing derelict, blocks, erection of CCTV towers, approved in January 2004 (application reference 4/03/1401/0 relates);

Erection of three business/industrial buildings to provide 12 self contained units (use classes B2, B8 and classes E(g)(i), E(g)(ii) and E(g)(iii), approved in October 2021 (application reference 4/21/2233/0F1 relates);

Erection of two business/industrial buildings to provide five self-contained units (for B2, B8 and classes E(g)(i), E(g)(ii) and E(g)(iii)), and car parking, approved in December 2023



## Cumberland Council

(application reference 4/23/2244/0F1 relates);

### **CONSULTATION RESPONSES**

#### Whitehaven Town Council

No objections.

#### Highways and Local Lead Flood Authority

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.

### **PLANNING POLICIES**

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 2021-2038 (LP):**

Cumberland Council continued the preparation of the LP as commenced by Copeland Borough Council.

The LP was adopted by Cumberland Council on the 5<sup>th</sup> of November 2024 replacing the Copeland Local Plan 2013-2028 and the saved policies of the Copeland Local Plan 2021-2016.

The policies relevant to this application are as follows:

- Strategic Policy DS1: Settlement Hierarchy
- Strategic Policy DS2: Settlement Boundaries
- Policy DS4: Design and Development Standards
- Policy BE6: Advertisements

#### **Other Material Planning Considerations**

National Planning Policy Framework (NPPF)

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

### **ASSESSMENT**

The key issues raised by this proposal are its scale and design, public safety and the potential impacts on residential amenity.

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

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 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.

Policy DS4 of the LP requires good design.

The addition of new signage is required to advertise the new function of the building as a Howdens store, following its construction. In principle, signage is acceptable in this location as the building is situated within an existing commercial industrial estate. Each building contains some element of advertising 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.

#### Scale and Design

This application seeks approval for the signage associated with the business name.

The proposed signage will be located on the on the side and front elevations of the building. They 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 of an appropriate design for this type of commercial building. It will be viewed in context with the existing signage within the industrial estate and it is unlikely that it will be obtrusive in this regard.

Overall, it is considered that the proposed signage complies with Policy BE4 of the LP with respect to its design and siting.

	<p><u>Visual Amenity</u></p> <p>Policy 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. Given the industrial location of the premises which is a distance from the nearest residential properties the development would not have any negative impacts on the visual amenity of the area.</p> <p><u>Public Safety</u></p> <p>The erection of the signage on the external elevations of the building within the industrial estate will not pose any issue to passing motorists or pedestrians, ensuring the safety of highway users.</p> <p>The signage is proposed to be externally lit. No objections were raised from the Highways department on the basis of highway safety.</p> <p>It is considered that the proposal accords with Policy BE6 of the LP and protects the surrounding amenity.</p> <p><u>Planning Balance and Conclusion</u></p> <p>The proposed signage is considered to be of an acceptable in terms of its scale and design for this commercial building. No safety issues are arising from the proposal.</p> <p>Overall, this is considered to be an acceptable form of advertisement at this commercial site which accords with Policy BE6 of the Local Plan.</p>
8.	<p><b>Recommendation:</b></p> <p>Approve Advertisement Consent</p>
9.	<p><b>Conditions:</b></p> <ol 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 granted by the Local Planning Authority.</li> </ol> <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"> <li>2. Permission shall relate to the following plans and documents as received on the</li> </ol>

	<p>respective dates and development shall be carried out in accordance with them: -</p> <p>Application form, received 19th March 2025;  Site Location Plan, scale 1:1250, received 19th March 2025;  Proposed Elevations and Signage, scale 1:100, drawing number DK29_ELEV01 A, received 19th March 2025.</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>						
3.	Standard Advertisement Conditions						
<table> <tr> <td><b>Case Officer: Sarah Papaleo</b></td><td><b>Date : 09/05/2025</b></td></tr> <tr> <td><b>Authorising Officer: N.J. Hayhurst</b></td><td><b>Date : 13/05/2025</b></td></tr> <tr> <td colspan="2"><b>Dedicated responses to:- N/A</b></td></tr> </table>		<b>Case Officer: Sarah Papaleo</b>	<b>Date : 09/05/2025</b>	<b>Authorising Officer: N.J. Hayhurst</b>	<b>Date : 13/05/2025</b>	<b>Dedicated responses to:- N/A</b>	
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