

## SCHEDULE A: Applications with Recommendation

13/0599

Item No: 14

Date of Committee: 11/10/2013

**Appn Ref No:**  
13/0599

**Applicant:**  
The Co-operative Food  
Group

**Parish:**  
Wetheral

**Date of Receipt:**  
02/08/2013 13:00:28

**Agent:**  
Evolvegroup Ltd

**Ward:**  
Great Corby & Geltsdale

**Location:**

Co-operative Food Store, Warwick Bridge, Carlisle,  
CA4 8RL

**Proposal:** Display Of LED Internally Illuminated And Non-Illuminated Signs

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### REPORT

**Case Officer:** Richard Maunsell

#### 1. Recommendation

- 1.1 It is recommended that this application is approved with conditions.

#### 2. Main Issues

- 2.1 Whether The Siting And Design Of The Signage Is Appropriate To The Area  
2.2 The Impact On Highway Safety

#### 3. Application Details

##### The Site

- 3.1 The site of the former George P.H. is located on the southern side of the A69 opposite the junction with Waters Meet. The building is nearing completion of the redevelopment of the site providing a retail unit on the ground floor with flats above.
- 3.2 To the west there is Cairn Beck and its associated weir; a terrace of 3 dwellings in the form of Beck Grange, Burnside Cottage and Jasmine House; and, 2 semi-detached houses known as Cairn Cottage and Ivy Cottage. Beck Grange and Burnside Cottage are single storey properties constructed

externally with sandstone and rendered walling with slate roofs. A principal bedroom of Beck Grange has 4 windows facing east towards the site, although the same room is also served by a 3 pane opening on the north elevation. Jasmine House, Cairn Cottage and Ivy Cottage are 2 storey houses. On the opposite side of the road there are the 2 storey houses at Waters Meet and the 3 storey block of flats at Cairn Mill. To the east there is Mill Lane, which is also a public footpath, leading to the terraced houses at Low and High Buildings, Warwick Mill (Business Village) and Longhwaite Farm. The access to the aforementioned Lane also serves the neighbouring commercial properties which includes the Co-op shop.

## **The Proposal**

- 3.3 The application seeks advertisement consent for the display of advertisements on the main facades of the retail unit. The building was designed such that any advertisement could be recessed within the facade and to this end, there are 3 recessed areas to each frontage.
- 3.4 The larger sign would measure approximately 3.38 metres in width by 0.6 metres in height. The background would be green with blue and white translucent lettering that would be halo illuminated. The sign would display the words "The co-operative food".
- 3.5 A smaller sign measuring approximately 1.36 metres in width by 0.6 metres in height would display the words "Open every day 7.00am–10.00pm". A third sign of similar proportions would complete the fascia signage; however, this would be a blank green background. These latter 2 elements of the proposal would be non-illuminated.
- 3.6 Smaller information signage would be displayed within the site identifying areas such as parking areas for disabled persons, trolley areas etc.

## **4. Summary of Representations**

- 4.1 This application has been advertised by means of a site notice and direct notification to the occupiers of 10 of the neighbouring properties. No representations have been received.

## **5. Summary of Consultation Responses**

Cumbria County Council - (Econ. Dir. Highways & Transportation): - the submitted details are acceptable;

Clerk to Wetheral PC, Downgate Community Centre: - the Parish Council object to the size of the proposed illuminated signs. The Parish Council would like to see a restriction to the times when the signs may be illuminated i.e. during opening hours only.

## **6. Officer's Report**

## **Assessment**

- 6.1 The relevant planning policies against which the application is required to be assessed are Policies CP5 and EC17 of the Carlisle District Local Plan 2001-2016. The National Planning Policy Framework (NPPF) is also a material planning consideration in the determination of this application. The proposal raises the following planning issues.

### **1. Whether The Siting And Design Of The Signage Is Appropriate To The Area**

- 6.2 Applications for advertisement consent can only be controlled in the interests of 'amenity' and 'public safety'.
- 6.3 The merits of the application must also be assessed under 'amenity' grounds. Advertisement proposals should have a positive impact on the appearance of the built and natural environment as required in paragraph 67 of the NPPF. The Framework also requires that planning decisions should limit the impact of light pollution from artificial light on local amenity.
- 6.4 The site is prominently located adjacent to the A69 centrally within Warwick Bridge. The scheme has been amended from the originally proposed externally mounted trough lit signs to recessed halo illuminated and non-illuminated signage. The illuminated signage will contribute colour, interest and vitality to one of the main thoroughfares leading into Carlisle City Centre. The signs would not form a discordant feature within its immediate surroundings. The incorporation of recessed signage would be in keeping with the facade and appearance of the building and the means of illumination is acceptable.

### **2. The Impact On Highway Safety**

- 6.5 The majority of the signs would be visible from the public highway and may attract the attention of drivers and pedestrians; however, given the scale and physical relationship with the junction, the proposal would not adversely affect users of the highway or public safety. The Highway Authority has submitted their observations and raised no objection.

### **3. Other Matters**

- 6.6 The Parish Council has raised the issue that the signs should be non-illuminate when the store is not trading. The applicant has agreed that this is acceptable and a condition is included within the decision notice to enforce this.

## **Conclusion**

- 6.7 In overall terms, the signage would be of a scale and design that would be appropriate to the building and the visual character of the area would not be adversely affected. In all aspects the proposals would be compliant with the

objectives of the relevant Local Plan policies.

## **7. Planning History**

- 7.1 In 1983, planning permission was given for an extension to the car park.
- 7.2 In 1990 and 1991, planning permission and advertisement consent were given for the erection of an extension to the public house and installation of signage.
- 7.3 In 1993 and 1994, advertisement consents were given for the installation of additional signage.
- 7.4 In 1996, planning permission was given for the enclosure of part of scrubland to form a beer garden and children's play area.
- 7.5 In 2008, planning consent was sought for mixed development comprising retail development with 24 apartments but was withdrawn prior to determination.
- 7.6 Planning permission was granted in 2009 for a revised scheme for a mixed development comprising retail development with 24 apartments.
- 7.7 In 2012, planning permission was refused for a mixed development comprising retail development for Co-Operative store with 18 houses and 10 apartments.
- 7.8 Later in 2012, planning permission was granted for a revised scheme for the provision of a mixed development comprising retail development for co-operative store with 18 houses and 10 apartments.
- 7.9 Earlier this year, planning permission was granted for the variation of condition 2 (approved documents) of the previously approved application 12/0383.

## **8. Recommendation: Grant Permission**

- 1. The consent now granted is limited to a period of five years from the date hereof.

**Reason:** To accord with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2. The approved documents for this Advertisement Consent comprise:
  - 1. the submitted Advertisement Application Form received 2nd August 2013;
  - 2. the Location Plan received 2nd August 2013 (Drawing no. 01);

3. the Block Plan received 2nd August 2013 (Drawing no. 02);
4. the Proposed Signage received 20th September 2013 (Drawing no. 26522 Rev C);
5. the North East Elevation received 20th September 2013 (Drawing no. 26522 Rev C);
6. the North West Elevation received 20th September 2013 (Drawing no. 26522 Rev C);
7. the Notice of Decision.

**Reason:** To define the permission.

3. 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:** To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. 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:** To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

**Reason:** To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. 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.

**Reason:** To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. No advertisement shall be sited or displayed so as to -
  - (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.

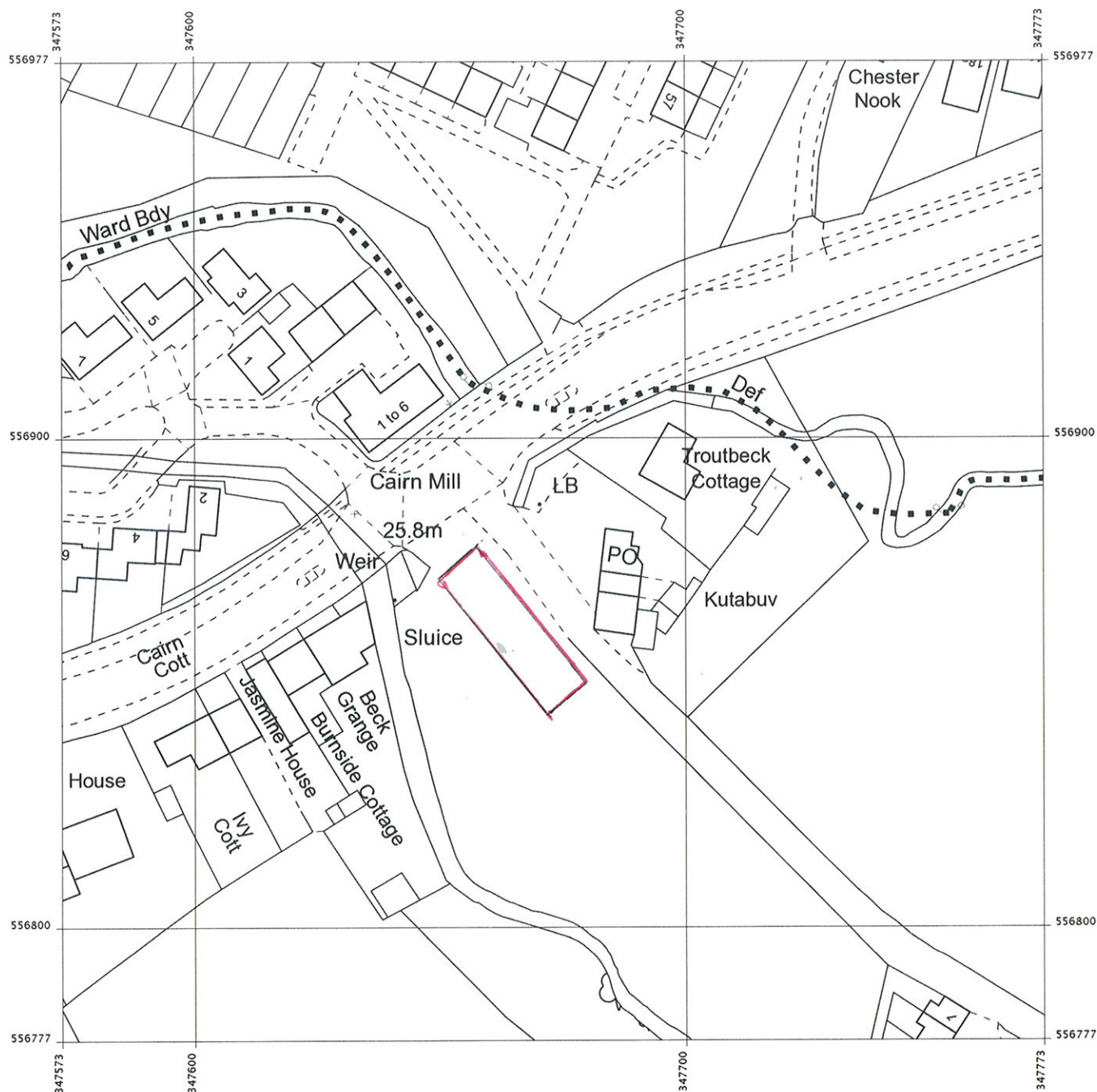
**Reason:** To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

8. The illumination for the signage hereby approved shall be turned off during

non-trading hours.

**Reason:** To ensure that the visual amenity of the area is not prejudiced by permanent illumination in accordance with Policy EC17 of the Carlisle District Local Plan 2001-2016.

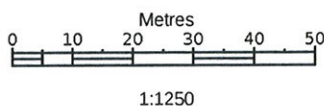
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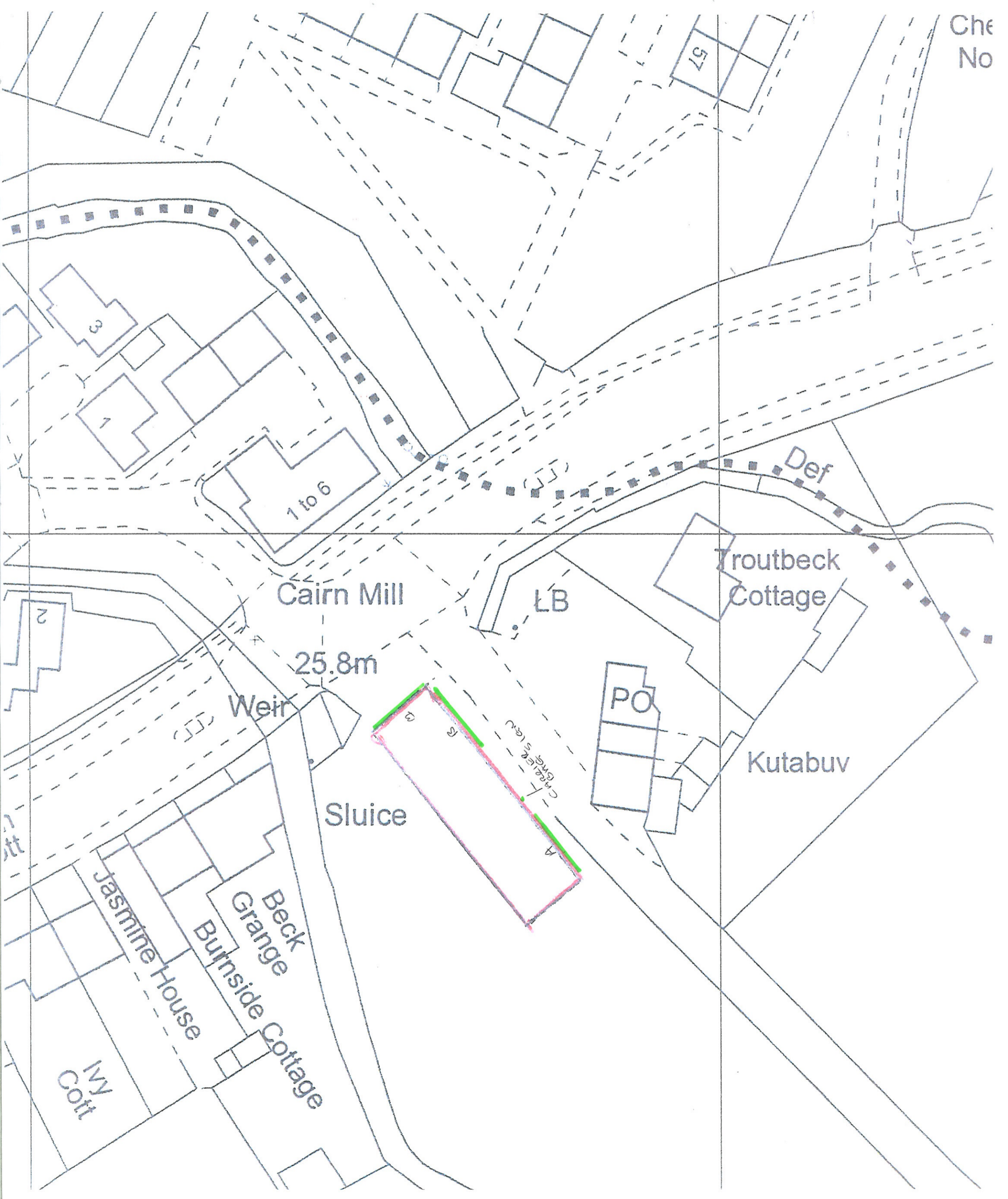
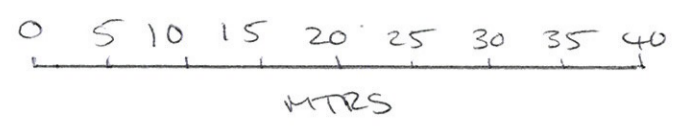
The representation of a road, track or path is no evidence of a right of way. The representation of features as lines is no evidence of a property boundary.



WARWICK BRIDGE  
CARLISLE

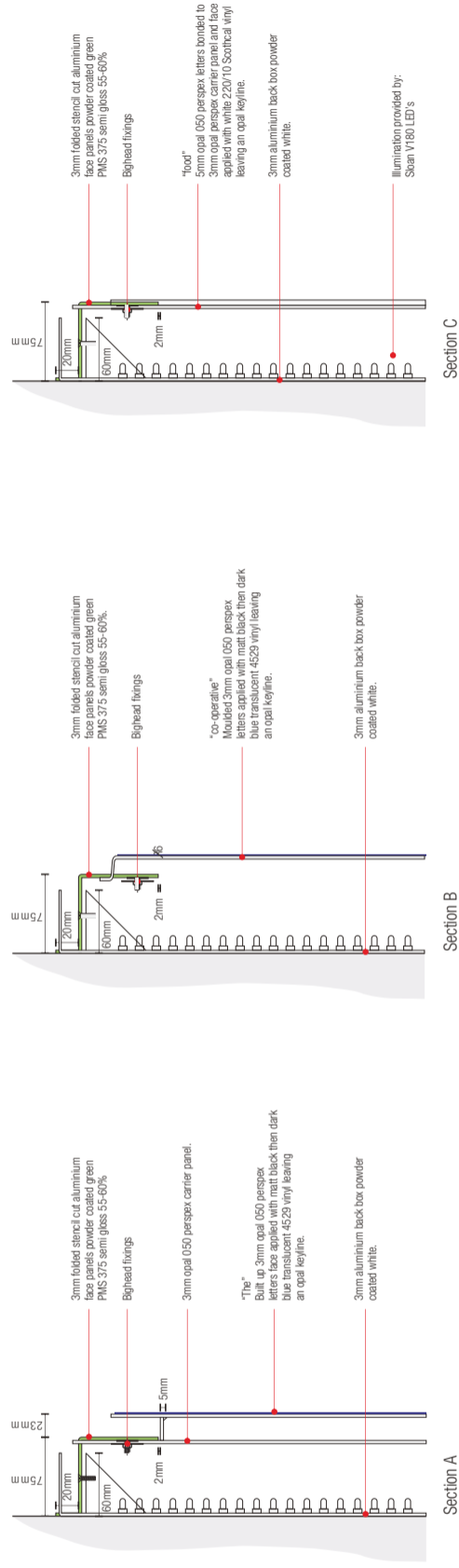
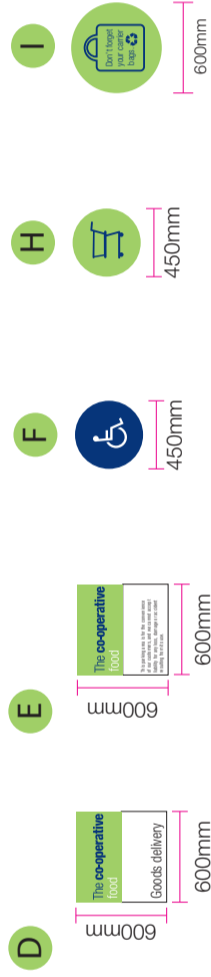
Supplied by: Latitude Mapping Ltd  
Reference: OI597405  
Centre coordinates: 347673 556877

Block Plan  
A3 1:500



# The co-operative food

Signage Proposal  
Warwick Bridge, **Carlisle**



Internally illuminated fascias - Sloan V180 LED

Travellers' guide to the world of

THE CO-OPERATIVE FOOD WARWICK BRIDGE	
Revision C	Date 12/09/13
Project Manager Steve Brown	
Drawing Number 24522	
Designer A. Butchard	
Scale @ A3 1:50	(please tick)
Approved for Print	
Pantones / RAL / CMYK	
All colours are for representational purpose only. Accurate colours can be gained using the appropriate colour chart.	
	Pantone 375c <input type="checkbox"/> Pantone <input type="checkbox"/>
	Pantone 2757c <input type="checkbox"/> Pantone <input type="checkbox"/>
	Pantone <input type="checkbox"/> Pantone <input type="checkbox"/>
Approved by _____ Date _____	
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Drawing to be viewed & printed @ A3	
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THE CO-OPERATIVE FOOD  
WARWICK BRIDGE

Revision **C** Date **12/09/13**

Project Manager Steve Brown  
Drawing Number 26522  
Designer A. Butchard  
Scale @ A3 N/A  
Approved for Print ☐ (please tick)

Pantones / RAL / CMYK  
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<input type="checkbox"/> Pantone 375c	<input type="checkbox"/> Pantone	<input type="checkbox"/> Pantone
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THE CO-OPERATIVE FOOD  
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Revision **C** Date **12/09/13**

Project Manager Steve Brown  
Drawing Number 26522  
Designer A. Butchard  
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