

**Town and Country Planning (Control of Advertisements) Regulations 2007  
NOTICE OF EXPRESS CONSENT**

8th Floor Percy House  
Percy Street  
Newcastle Upon Tyne  
NE1 4PW  
FAO Mr Martin Clifford

**APPLICATION REFERENCE: 4/21/2097/0A1**

**ADVERTISEMENT CONSENT FOR 3 NO. ILLUMINATED BOX SIGNS; 3 NO.  
LABEL/DIRECTIONAL PLAQUES; 1 NO. MENU BOX; 1 NO. VINYL WINDOW GRAPHIC  
WHITEHAVEN BUZZ STATION, BRANSTY ROW, WHITEHAVEN**

**Energy Coast West Cumbria Ltd (trading as BEC)**

The above application dated 05/03/2021 has been considered by the Council in pursuance of its powers under the above Regulations and EXPRESS CONSENT HAS BEEN GRANTED subject to the statutory conditions set out in the accompanying notice and the following additional conditions:

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.

**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. Permission shall relate to the following plans and documents as received on the respective dates and development shall be carried out in accordance with them: -

Site Proposed Plan, scale 1:500, drawing number A10-00-01 02, received 5<sup>th</sup> March 2021;

CGI visuals and specification drawings, scales 1:25, 1:10 and 1:5, received 5<sup>th</sup> March 2021;

External signage fabrications document version 3, received on 07<sup>th</sup> April 2021

External signage design documentation document revision 2, received on 7<sup>th</sup> April 2021

**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. There must be a minimum clearance of 2.44m between the surface of the highway and the lowest part of the signage where it overhangs the highway (including the footway, footpath or verge).

**Reason**

In the interests of highway safety and to minimise possible danger to other highway users and in accordance with Policy DM29 of the Copeland Local Plan.

4. The luminance levels of the signage must not exceed 600cd/m<sup>2</sup> at any time.

**Reason**

In the interests of highway safety and in accordance with Policy DM29 of the Copeland Local Plan.

**Statement**

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received, and subsequently determining to grant advertisement consent in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.

Please read the accompanying notice



PP Pat Graham  
Chief Executive

12<sup>th</sup> April 2021

## **ADVERTISEMENT APPROVAL**

### **STANDARD CONDITIONS**

1. 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.
2. 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.
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.
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.
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.

### **APPEALS TO THE SECRETARY OF STATE**

- If you are aggrieved by the decision of your local planning authority to refuse consent or to grant it subject to conditions, then you can appeal to the Secretary of State.
- In the case of a decision to refuse express consent for the display of an advertisement, or grant it with conditions; if you want to appeal against this decision then you must do so within 8 weeks of the date of receipt of this notice.
- Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.
- The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.