



CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/24/2062/0A1
2.	Proposed Development:	APPLICATION FOR ADVERTISEMENT CONSENT TO DISPLAY SHOW HOME AND SALES AREA SIGNAGE
3.	Location:	PHASE 4, EDGEHILL PARK, WHITEHAVEN
4.	Parish:	Whitehaven
5.	Constraints:	ASC;Adverts - ASC;Adverts, Safeguard Zone - Safeguard Zone, Coal - Standing Advice - Data Subject To Change, Coal - Development Referral Area - Data Subject to Change
6.	Publicity Representations &Policy	See report.
7.	Report:	<p>Site and Location:</p> <p>The Application Site comprises a parcel of agricultural grazing land located on the southern periphery of Whitehaven.</p> <p>Full Planning Application for 107 dwelling houses and associated infrastructure including landscaping, open space, access, highway and drainage has been approved under application ref. 4/22/2332/0F1.</p> <p>The Application Site comprises the location of the proposed show homes.</p> <p>Proposal:</p> <p>This application seeks advertisement consent for the erection of the following signage:</p> <ul style="list-style-type: none"> - Fence banner;

- Illuminated totem;
- Gable lettering;
- Flag pole; and,
- Various pole mounted signage – health and safety sign, visitor planning sign, show home HT sign and marketing suite monolith.

The submitted plans detail lighting and landscaping etc. that is proposed in connection with the use of the approved dwellings as show homes. This development falls beyond the scope of the current application for advertisement consent.

Advertisement consent is sought for the period to Summer 2027.

Consultee:	Nature of Response:
Town Council	None received.
Cumbria County Council – Highways and LLFA	No objection to the show home and sales area proposals as it is considered that it will not have a material effect on highway conditions nor will it adversely affect flood risk.
Cumberland Council – Countryside Access Officer	None received.
Neighbour Responses:	
No written representations have been received in respect of the proposals.	

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 2013-2028 (Adopted December 2013):



Cumberland Council

Core Strategy (CS):

Policy ST1 – Strategic Development Principles

Policy ENV5 – Protecting and Enhancing the Borough's Landscapes

Development Management Policies (DMP):

Policy DM29 – Advertisements

Emerging Copeland Local Plan 2017 - 2038 (ELP):

Cumberland Council are continuing the preparation and progression to adoption of the ELP.

The Local Plan Examination Hearing Sessions were completed in March 2023.

The appointed Planning Inspector issued their post hearing letter in June 2023, which identified the next steps for the examination.

The appointed Planning Inspector has now considered all representations and the discussions that took place during the Local Plan Examination Hearing Sessions in 2023 and has identified a number of amendments or 'modifications' that are required in order to ensure the ELP is sound i.e. positively prepared, justified, effective and consistent with national planning policy.

A six week public consultation seeking views on the proposed modifications to the ELP commenced on Wednesday 14th February 2024 and will close on the 28th March 2024.

As set out at Paragraph 48 of the National Planning Policy Framework (NPPF), Local Planning Authorities may give weight to relevant policies in emerging plans according to the stage of preparation of the emerging plan; the extent to which objections to relevant policies have been resolved; and the degree to which emerging policies are consistent with the NPPF.

Given the advanced stage of preparation of the ELP full weight can be attached to policies where no objections have been received or objections have been resolved. The consultation on the main modifications to the ELP is complete; therefore, significant weight can be afforded to the policies of the ELP where modifications are proposed.

Policy DS6PU - Design and Development Standards

Policy N6PU - Landscape Protection

Policy BE6PU: Advertisements

Other Material Planning Considerations

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (The Advertisement Regulations).

	<p>National Planning Policy Framework (NPPF).</p> <p>Assessment:</p> <p>The proposals raise the following planning issues:</p> <p><i>i. Amenity;</i></p> <p>The proposed comprise a number illuminated and non-illuminated advertisements of differing scales and forms.</p> <p>Whilst numerous, given their purposes and location etc. collectively, the proposed advertisements would not be prominent within the locality or street scene.</p> <p>The proposed advertisements would not be dominant in views from nearby dwellings.</p> <p><i>ii. Public Safety;</i></p> <p>Cumberland Council Highways and LLFA have been consulted and confirm no objection as it is considered that it will not have a material effect on highway conditions nor will it adversely affect flood risk.</p> <p>Given the location of the advertisements, the proposed would not impair or impede the adjacent highways including the visibility splays at the adjacent highway junction.</p> <p>Given the nature and location of the advertisement it would not pose a distraction risk to the users of the highway.</p> <p>Conclusion:</p> <p>Approve advertisement consent subject to planning conditions.</p> <p>Time limit for advertisement as per Applicants request.</p>
8.	<p>Recommendation:</p> <p>Approve Advertisement Consent</p>
9.	<p>Condition(s):</p> <p>1. The advertisements hereby granted express consent shall not be retained on the site after the 30th September 2027.</p> <p>Reason</p>



Cumberland Council

To ensure the advertisement is removed in the interests of the character and amenity of the area, in accordance with Policy DM29 of the Copeland Local Plan 2013-2028.

2. The development hereby permitted shall be carried out in accordance with the following approved plans and documents:

Application Form

Covering Letter dated 8th February 2024

Sales Location Plan - Drawing No. PLN.20095.90.9.SLP Rev. P1

Sales Arrangement - Drawing No. PLN.20095.90.9.SA Rev. P1

Sales Signage 1 - Drawing No. PLN.20095.90.9.SS1 Rev. P1

Sales Signage 2 - Drawing No. PLN.20095.90.9.SS2 Rev. P1

Sales Signage 3 - Drawing No. PLN.20095.90.9.SS3 Rev. P1

Grafix Signmakers - Job No. 61729 – Item 1 Draft 1

Grafix Signmakers - Job No. 61729 – Item 2 Draft 1

Grafix Signmakers - Job No. 61729 – Item 3 Draft 1

Grafix Signmakers - Job No. 61729 – Item 4 Draft 1

Grafix Signmakers - Job No. 61729 – Item 5 Draft 1

Grafix Signmakers - Job No. 61729 – Item 6 Draft 1

Grafix Signmakers - Job No. 61729 – Item 7 Draft 1

Grafix Signmakers - Job No. 61729 – Item 8 Draft 1

Grafix Signmakers - Job No. 61729 – Item 9 Draft 1

Grafix Signmakers - Job No. 61729 – Item 10 Draft 1

Grafix Signmakers - Job No. 61729 – Item 11 Draft 1

Grafix Signmakers - Job No. 61729 – Item 12 Draft 1

Edgehill Park, Phase 4, Whitehaven Details of Proposed Advertisements - February 2024

Reason

For the avoidance of doubt and in the interests of proper planning.

The Standard Conditions For Advertisements

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.

Reason

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

4. 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

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.

Informatives

Coal Mining

The proposed development lies within a coal mining area which may contain unrecorded coal mining related hazards. If any coal mining feature is encountered during development, this should be reported immediately to the Coal Authority on 0345 762 6848.



**Cumberland
Council**

	<p>Further information is also available on the Coal Authority website at: www.gov.uk/government/organisations/the-coal-authority Please read the accompanying notice</p>	
Case Officer: Chris Harrison	Date : 09.04.2024	
Authorising Officer: N.J. Hayhurst	Date : 11/04/2024	
Dedicated responses to:- N/A		