

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/24/2422/0A1
2.	Proposed Development:	SCAFFOLDING BANNER
3.	Location:	6 DUKE STREET, WHITEHAVEN
4.	Parish:	Whitehaven
5.	Constraints:	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Listed Building - Listed Building, Coal - Standing Advice - Data Subject To Change
6.	Publicity Representations & Policy	None
7.	Report: Site and Location: This application site comprises the property known as 6-8 Duke Street, Whitehaven. The property comprises a four-storey building within the town centre of Whitehaven. The building is currently vacant but was formerly operated as a furniture store by Whittles. The building lies within a prominent location at the junction between Duke Street and Tangier Street and is visible from King Street, the main pedestrianised thoroughfare within the town centre. The building comprises a Grade II Listed Building. The listing entry for the building states the following:	

"It Dated 1889. Stuccoed, 3 storeys. Paired pilasters at ends, set in 3 tiers - Tuscan, Corinthian, and Tuscan. Ground floor has shop fronts. 1st floor has 5 windows (some 6-light cross type, others 2-light sashes, 3 with broken pediments). Top floor has 5 sashes with plain pediments. The 2nd bay is emphasised by a top dormer with scrolled pediment, pilasters and wings, and 1st floor by a swag on the pediment.

Nos 4, 5, the Co-operative Store, Whittle's Furniture Store, The Globe Hotel Nos 105 and 105A form a group."

The building is also situated within the Whitehaven Conservation Area.

Proposal:

This application seeks advertisement consent for the erection of the following signage:

- Banner to scaffold erected to south-west elevation – 14m in width and 6m in height.

The advertisement confirms the opening date for the 'Levels' which is being developed within the building.

Advertisement consent is sought for the period to December 2025.

Consultee:	Nature of Response:
Town Council	No comment.
Cumbria County Council – Highways and LLFA	No comments received.
Cumberland Council – Conservation Officer	Assessment: <ul style="list-style-type: none">• It is proposed to install a large sign advertising the upcoming Levels facility to be created at 6-8 Duke Street, coming late 2025.• I have no objection to the principle or the design of the banner, which will assist the public in understanding what is going on at the site, which has been a significant dilapidation within Whitehaven for many years, and will drum up support and interest in the project for when it opens.
Neighbour Responses:	
No written representations have been received in respect of the proposals.	



Cumberland Council

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.

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

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

Copeland Local Plan 2021 - 2039 (LP):

Policy DS4 - Design and Development Standards

Strategic Policy BE1: Heritage Assets

Policy BE2: Designated Heritage Asset

Policy BE6: Advertisements

Other Material Planning Considerations

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

National Planning Policy Framework (NPPF).

Assessment:

The proposals raise the following planning issues:

i. Amenity;

The proposed comprises a non-illuminated advertisement attached to temporary scaffolding, which will be in place for the duration of approved renovation works to the building.

Whilst large and visually prominent, the proposed advertisement will visually improve the

	<p>appearance of the temporary scaffolding, which itself will have a negative impact on the significance of the listed building and conservation area for the duration of its erection.</p> <p>The advertisement will assist public in understanding of the renovation works of what has been a significant dilapidation within Whitehaven for many years.</p> <p><i>ii. Public Safety;</i></p> <p>Cumberland Council Highways and LLFA have been consulted; however, no comments have been provided.</p> <p>Given the location of the advertisement in relation to the public highway and the low speeds of the highway in the vicinity of the application site, the proposed would not impair or impede the adjacent highways and 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 – As requested.</p>
8.	<p>Recommendation:</p> <p>Approve Advertisement Consent</p>
9.	<p>Conditions:</p> <p>1. The advertisements hereby granted express consent shall not be retained on the site after the 1st December 2025.</p> <p>Reason</p> <p>To ensure the advertisement is removed in the interests of the character and amenity of the area, in accordance with Policy BE6 of the Copeland Local Plan 2021-2039.</p> <p>2. The development hereby permitted shall be carried out in accordance with the following approved plans and documents:</p> <p>Application Form Location Plan - Site Address: 6, Duke Street, Whitehaven, CA28 7ER - Scale: 1:1250 @A4 Temporary Signage Proposal – Drawing No. DGHW-NOR-XX-ZZ-DR-A-99001 Rev. P01 Levels Scaffolding Banner - Image</p> <p>Reason</p>



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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.	
Case Officer: Chris Harrison		Date : 03.02.2025
Authorising Officer: N.J. Hayhurst		Date : 06.02.2025
Dedicated responses to:- N/A		