



Cumberland Council
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**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007**

NOTICE OF EXPRESS CONSENT

Langlands
Pallet Hill
Penrith
CA11 0BY
FAO: Mr C Stanowski

APPLICATION REFERENCE: 4/25/2029/0A1

**APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS
FORMER CLEATOR MILLS SITE, CLEATOR**

Speedy Hire

The above application dated 14/01/2025 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. The advertisements hereby granted express consent shall not be retained on the site after the 10th December 2029

Reason

To ensure the advertisement is removed in the interests of the character and amenity of the area in accordance with the provisions of 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

Site Location Plan – Drawing No. 1701-EX-006

Document – Signage Proposal Cleator Mills 06/12/2024 – Revision E – Frodsham

Sign & Display – External Building Signage Only Approved.

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.

Informative

Document – Signage Proposal Cleator Mills 06/12/2024 – Revision E – Frodsham Sign & Display details a range of proposed internal signage and graphics and information signs located adjacent to the site entrance.

These advertisements either do not require advertisement consent or benefit from deemed advertisement consent under the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Please read the accompanying notice

17th March 2025



Nick Hayhurst
Head of Planning and Place
Inclusive Growth and Placemaking

ADVERTISEMENT APPROVAL

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.