

## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/25/2156/0A1	
2.	Proposed Development:	ADVERTISEMENT CONSENT APPLICATION FOR A SALES BOARD FOR HOUSING DEVELOPMENT	
3.	Location:	LAND AT SCALEGILL ROAD, MOOR ROW	
4.	Parish:	Egremont	
5.	Constraints:	ASC;Adverts - ASC;Adverts, Coal - Standing Advice - Data Subject To Change, PROWs - Public Right of Way	
6.	Publicity Representations &Policy	Neighbour Notification Letter	No
		Site Notice	No
		Press Notice	No
		Consultation Responses	See Report
		Relevant Policies	See Report
7.	Report:		
	Site and Location		
	This application site relates to an area of agricultural land to the north of Scalegill Road to the west of Moor Row. The site covers an area of 1.50 hectares and lies to the east of the new residential estate of Rusper Drive. The northern boundary of the site abuts the embankment to the Whitehaven-Rowrah cycleway, the eastern boundary adjoins the recreation ground, and the Moor Row Social Club is located adjacent to the southern boundary which partially occupied the site frontage.		

### **Relevant Planning History**

4/21/2360/001 – Outline application for residential development with details of proposed access junction and all other matters reserved – Approved by Planning Panel subject to S106 agreement.

4/24/2050/0R1 – Application for reserved matters relating to appearance, landscaping, layout and scale pursuant to outline application 4/21/2360/001 – Outline application for residential development with details of proposed access junction and all other matters reserved – Approved.

4/25/2101/DOC – Discharge of conditions 4, 5, 6, 8, 9, 10, 11, 12, 13, 14 and 15 of planning application 4/21/2360/001 – Ongoing.

### **Proposal**

This application seeks advertisement consent for a sales board for the housing development previously approved at this site (ref: 4/21/2360/001 & 4/24/2050/0R1).

The proposed sales board will be located at the entrance to the site, adjacent to Scalegill Road. The proposed board will measure 3m x 2m and will be located 1m from ground level. The board will be constructed from aluminium/vinyl, and will include details of the housing development, along with sale advisor contact details. The sales board will not be illuminated.

### **Consultation Responses**

#### Egremont Town Council

No objections.

#### Cumberland Council – Highway Authority & Lead Local Flood Authority

The Local Highway Authority (LHA) and Lead Local Flood Authority (LLFA) can confirm that we have no objection to the proposed development as it is considered that it will not have a material effect on existing highway conditions nor will it increase the flood risk on the site or elsewhere.

#### Cumberland Council – Environmental Health

No comments received.

### **Planning Policy**

Planning law requires that applications for planning permission must be determined in accordance with the Development Plan unless material considerations indicate otherwise.



## 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 the 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 2021 - 2039 (LP):**

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

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

Strategic Policy DS1: Settlement Hierarchy

Strategic Policy DS2: Settlement Boundaries

Policy DS4: Design and Development Standards

Policy BE6: Advertisements

### **Other Material Planning Considerations**

National Planning Policy Framework (2024)

National Planning Practice Guidance (NPPG)

Cumbria Development Design Guide

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

### **Assessment**

The key issues raised by this proposal are the potential impacts on visual amenity and impact on public safety.

#### Impact on Visual Amenity

Policy BE6 of the Copeland Local Plan states that applications for consent to display

advertisements will be permitted where the proposal will not have an adverse effect on either amenity or public safety. Proposals for advertisements and signs will be granted consent where: they do not result in visual clutter in the local area; they are of a high quality design that is appropriate to their local context in terms of materials, size, positioning, styling and method of illumination; when attached to buildings they respect the building's scale, proportions and architectural features; and they do not result in unacceptable adverse impacts on public safety.

Paragraph 141 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The application site is not located in an area of Special Advertisement Control.

The proposed advert will be located at the site frontage, adjacent to Scalegill Road. The sales board will be sited to advertise the housing development previously approved at the site. The single sign is appropriate in terms of scale, siting and design, and will not be illuminated ensuring the development does not have a detrimental on visual amenity.

On this basis, the sale board is unlikely to have any adverse impacts on the amenity of the locality and therefore, the proposals are considered to comply with Policy BE6 of the Copeland Local Plan, and the provisions of the NPPF.

#### Impact on Public Safety

Policies BE6 of the Copeland Local Plan, section 12 of the NPPF seek to ensure that the proposals do not affect the street scene or public safety.

The proposed sales board will be located at the entrance to the proposed housing development. The sign will be set back from the adjacent footpath and the proposed access road serving the development. In this location, the sign is unlikely to have any harm on public safety and will not appear obtrusive or dominant feature in the street scene.

No objections have been received from the Highway Authority.

On this basis, the signs are considered to comply with Policy BE6PU of the Copeland Local Plan, section 12 of the NPPF, and the 2007 Advertisement Regulations.

#### Planning Balance and Conclusion

The proposed sales board is to be located to advertise the housing development previously approved at this site. The proposed sign is considered to be of an acceptable scale, siting, and design to maintain visual amenity and it is unlikely to harm public safety.

Overall, the proposed signage is considered to comply with Policies of the Copeland Local

	Plan, the provision of the NPPF, and the Advertisement Regulations and, as such, is recommended for approval.
8.	<p><b>Recommendation:</b></p> <p>Approve Advertisement Consent</p>
9.	<p><b>Conditions:</b></p> <ol style="list-style-type: none"> <li>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.</li> </ol> <p>Reason</p> <p>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.</p> <ol style="list-style-type: none"> <li>2. This permission relates to the following plans and documents as received on the respective dates and development shall be carried out in accordance with them:- <ul style="list-style-type: none"> <li>- Application Form, received by the Local Planning Authority on the 8<sup>th</sup> May 2025.</li> <li>- Location Plan, Scale 1:1250, received by the Local Planning Authority on the 8<sup>th</sup> May 2025.</li> <li>- As Proposed Site Signage, Scale 1:50, Dwg No: 07, Rev: A, received by the Local Planning Authority on the 8<sup>th</sup> May 2025.</li> </ul> </li> </ol> <p>Reason</p> <p>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.</p> <ol style="list-style-type: none"> <li>3. Standard Advertisement Conditions</li> </ol>

<b>Case Officer:</b> C. Burns	<b>Date :</b> 12.06.2025
<b>Authorising Officer:</b> N.J. Hayhurst	<b>Date :</b> 13.06.2025
<b>Dedicated responses to:-</b> N/A	