

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/25/2186/0A1	
2.	Proposed Development:	APPLICATION FOR ADVERTISEMENT CONSENT FOR THE ERECTION OF FASCIA SIGNS AND TOTEM SIGNS	
3.	Location:	10/14 BRIDGE END INDUSTRIAL ESTATE, EGREMONT	
4.	Parish:	Egremont	
5.	Constraints:	ASC;Adverts - ASC;Adverts, Flood Area - Flood Zone 2, Coal - Off Coalfield - Data Subject To Change, Outer Consultation Zone - Sellafield 10KM, PROWs - Public Right of Way	
6.	Publicity Representations &Policy	Neighbour Notification Letter	Yes
		Site Notice	No
		Press Notice	No
		Consultation Responses	See Report
		Relevant Policies	See Report
7.	Report:		
	Site and Location		
		This application relates to existing Industrial Units 10 & 14 located within the southern portion of the Bridge End Industrial Estate. The Industrial Estate is located on the southern edge of Egremont and to the west of the A595.	

The site area covers an area of 0.86ha. Both units have been vacant since 2023.

Relevant Planning History

4/16/2058/0F1 – Alteration to commercial frontage and siting of portacabin – Approved.

4/24/2429/0F1 – Change of use of site to accommodate shop (trade counter), warehouse, offices and storage; & proposed two storey link extension to connect existing units 10 and 14, including recladding of unit 10 and formation of new openings to unit 10 and 14 and external works (part retrospective) – Approved.

Proposal

This application seeks Advertisement Consent for the display of fascia signs and totem signs at this site. These comprise the following:-

Advert F1 – Facia Sign – The proposed facia sign will be located on the front elevation and measures 4.5m x 4m x 0.2m, located 15.3m from ground level. The fascia sign will be finished in blue aluminium composite panel printed with white text/graphic. It is proposed that the sign will not benefit from any illumination.

Advert F2 – Facia Sign – The proposed facia sign will be located on the front elevation and measures 2.1m x 11m x 0.1m, located 4.06m from ground level. The fascia sign will be finished in blue aluminium composite panel printed with white and blue text/graphic. It is proposed that the sign will not benefit from any illumination.

Advert F3 – Facia Sign – The proposed facia sign will be located on the front elevation and measures 0.5m x 4m x 0.1m, located 3.1m from ground level. The fascia sign will be finished with a blue text aluminium printed graphic overlay. It is proposed that the sign will benefit from static illumination via a 4m horizontal light bar below the sign.

Advert B1 – Facia Sign – The proposed facia sign will be located on the rear elevation and measures 5.6m x 5m x 0.2m, located 15.2m from ground level. The fascia sign will be finished in blue aluminium composite panel printed with white text/graphic. It is proposed that the sign will not benefit from any illumination.

Advert B2 – Facia Sign – The proposed facia sign will be located on the rear elevation and measures 0.5m x 3m x 0.1m, located 3.6m from ground level. The fascia sign will be finished with a blue text aluminium printed graphic overlay. It is proposed that the sign will not benefit from any illumination.

Advert R1 – Facia Sign – The proposed facia sign will be located on the right side elevation and measures 2.1m x 11m x 0.2m, located 14m from ground level. The fascia sign will be finished in blue aluminium composite panel printed with white and blue text/graphic. It is



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proposed that the sign will benefit from halo style static illumination.

Advert R2 – Facia Sign – The proposed facia sign will be located on the right side elevation and measures 6.5m x 10m x 0.1m, located 6m from ground level. The fascia sign will be finished with a blue text aluminium printed graphic overlay. It is proposed that the sign will not benefit from any illumination.

Advert L1 – Facia Sign – The proposed facia sign will be located on the left side elevation and measures 2.1m x 11m x 0.2m, located 14.2m from ground level. The fascia sign will be finished in blue aluminium composite panel printed with white text/graphic. It is proposed that the sign will not benefit from any illumination.

Advert L2 – Facia Sign – The proposed facia sign will be located on the left side elevation and measures 0.5m x 2.6m x 0.1m, located 3.6m from ground level. The fascia sign will be finished in blue aluminium composite panel printed with white and text/graphic. It is proposed that the sign will not benefit from any illumination.

Advert L3 – Facia Sign – The proposed facia sign will be located on the left side elevation and measures 0.5m x 2.8m x 0.1m, located 2.8m from ground level. The fascia sign will be finished with a blue text aluminium printed graphic overlay. It is proposed that the sign will not benefit from any illumination.

Advert S1 – Totem Pole Sign – The proposed totem sign will be located at the site entrance and measures 0.85m x 1m x 0.1m, located 1m from ground level. The totem sign will be finished with a blue aluminium flat faced folded panel and powder coated finished with a white text/graphic. It is proposed that the sign will not benefit from any illumination.

Advert S2 – Totem Pole Sign – The proposed totem sign will be located at the site entrance and measures 2.5m x 1.05m x 0.2m, located 0.1m from ground level. The totem sign will be finished with a blue aluminium flat faced folded panel and powder coated finished with a white text/graphic. It is proposed that the sign will not benefit from any illumination.

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.

The details provided for the internally illuminated signs are stated at 200cd/m² which is below

the maximum of 600cd/m2.

Cumberland Council – Environmental Health

There are no objections to this development from Environmental Health.

The proposed luminance level of 200 cd/m2 of the illuminated signage is acceptable to Environmental Health and is commensurate with the condition that was set on artificial external lighting within the initial planning approval for the overall development (ref 4/24/2429/0F1).

The higher level signage (sign R1) at 14m above ground level may be more visible to nearby dwellings at night, and it would be preferable that the lighting is switched off after closure of business hours to help avoid undue artificial light pollution.

Planning Policy

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

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 5th 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 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 application site is located within an existing Industrial Estate. The proposed adverts will be located on an existing industrial unit which has recently been granted planning permission (ref: 4/24/2429/0F1) to change the use of the site and alter and extend the unit to allow for a change of operator. The proposed signage will replace that which is already existing at the site. On this basis, the principle of signage at this site is acceptable given it will be located on an existing industrial unit.

The scale, siting and design of the proposed signs are considered acceptable in the context of the existing building and the wider context of the Industrial Estate.

	<p>It is proposed that two of the signs will benefit from illumination. The Council's Environmental Health Officer has offered no objections to the proposed luminance of the illuminated signs, however they have requested that Sign R1 be switched off at night to limit the impact on nearby dwellings. The agent has confirmed that the proposed lighting can be turned off outside of business hours, therefore this will be secured by an appropriately worded planning condition.</p> <p>On this basis, the proposed adverts are 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.</p> <p><u>Impact on Public Safety</u></p> <p>Policies BE6 of the Copeland Local Plan, section 12 of the NPPF, and the 2007 Advertisement Regulations seek to ensure proposals do not affect the street scene or public safety.</p> <p>The proposed adverts will be located on the main building at and at the entrance to the industrial unit. The sign will be set back from the adjacent footpath and the entrance to the car park entrance. In the proposed locations, the signs are unlikely to have any harm on public safety and will not appear obtrusive or dominant feature in the street scene.</p> <p>No objections have been received from the Highway Authority.</p> <p>On this basis, the signs are considered to comply with Policy BE6 of the Copeland Local Plan, section 12 of the NPPF, and the 2007 Advertisement Regulations.</p> <p><u>Planning Balance and Conclusion</u></p> <p>The proposed signage will replace existing signage on the building to enable a new business to operate from the redeveloped site. The principle of signage at this site is acceptable given it will be located on an existing industrial unit.</p> <p>The proposed signs are of an acceptable scale, siting, and design to maintain visual amenity and it is unlikely to harm public safety. A condition will be placed on the decision notice to limit the proposed illumination to avoid harm.</p> <p>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.</p>
8.	<p>Recommendation:</p> <p>Approve Advertisement Consent</p>



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9. Conditions:

Standard 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. 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:-
 - Application Form, received by the Local Planning Authority on the 2nd June 2025.
 - Site Location Plan, Scale 1:1250, Drawing Number: 23034-PL01, Revision: -, received by the Local Planning Authority on the 2nd June 2025.
 - Proposed Block Plan, Scale 1:1500, Drawing Number: 23034-PL20, Revision: A, received by the Local Planning Authority on the 2nd June 2025.
 - Proposed N. East & N. West Elevations, Scale 1:100, Drawing Number: 23034-PL21, Revision: A, received by the Local Planning Authority on the 2nd June 2025.
 - Proposed S. East & S. West Elevations, Scale 1:100, Drawing Number: 23034-PL22, Revision: A, received by the Local Planning Authority on the 2nd June 2025.
 - Egremont New Build Exterior Signage, received by the Local Planning Authority on the 2nd June 2025.

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.

Other Conditions:

3. The new signage hereby approved referenced R1 must not be illuminated outside the

	<p>operation hours of the building and must remain as such for the lifetime of the development.</p> <p>For the avoidance of doubt sign R1 must not be illuminated outside of the following hours:</p> <ul style="list-style-type: none"> - Monday to Friday 07.00 – 17.00 <p>The new signage hereby approved must be not be illuminated at any time on a Saturday, Sunday or Bank Holiday.</p> <p>Reason</p> <p>To safeguard the traditional appearance of the Heritage Asset in accordance with Policy BE1 and BE2 of the Copeland Local Plan.</p> <p>4. Standard Advertisement Conditions</p>	
Case Officer: C. Burns		Date : 16.07.2025
Authorising Officer: N.J. Hayhurst		Date : 18/07/2025
Dedicated responses to:- N/A		