

## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	<b>Reference No:</b>	4/25/2204/0A1
2.	<b>Proposed Development:</b>	APPLICATION FOR CONSENT TO DISPLAY TWO BUILDING SIGNS
3.	<b>Location:</b>	40-41 KING STREET, WHITEHAVEN
4.	<b>Parish:</b>	Whitehaven
5.	<b>Constraints:</b>	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Flood Area - Flood Zone 2, Flood Area - Flood Zone 3, Coal - Standing Advice - Data Subject To Change
6.	<b>Publicity Representations &amp; Policy</b>	See report.
7.	<b>Report:</b>  <b>Site and Location:</b>  <p>The Application Site comprises the property known as 40-41 King Street, Whitehaven.</p> <p>The property comprises part of a national NHS England pilot project to provide early intervention and support in the heart of local communities to transform access to mental health and wellbeing support.</p> <p>Local residents have chosen the name 'Hope Haven' and the hub will bring together a range of services and staff under one roof. People will be able to access support for mental health experiences and help to identify what areas may trigger or drive their mental health distress. The service will be individually tailored around the person's needs and priorities.</p> <p>Support will be provided by local organisations working closely together, including Cumbria Health; Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust (CNTW); Everyturn</p>	

Mental Health; Home Group; iCan Wellbeing Group CIO; The Well Communities CIC; and Whitehaven Community Trust.

Designated and non-designated heritage assets are located within the wider locality.

The Application Site is located within the Whitehaven Town Centre Conservation Area.

**Proposal:**

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

Front Elevation:

- High level fascia signage. 0.4m high individual white coloured metal letters stating – HOPE HAVEN.

Side Elevation

- High level fascia signage. 0.4m high individual white coloured metal letters stating – HOPE HAVEN.

Advertisement consent is sought for the period to August 2050.

Consultee:	Nature of Response:
Town Council	No comments.
Cumberland Council - Highways and LLFA	As this falls under our Service Level Agreement (SLA), this application does not need to be submitted to the Local Highway Authority or Lead Local Flood Authority; subject to the highway and drainage aspects of such applications being considered in accordance with the Agreement. The highway and drainage implications of this application can therefore be decided by the Local Planning Authority.
Environmental Health	No objections.
Neighbour Responses:	
No representations have been received.	

**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 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 2001-2016.

Policy DS4: Design and Development Standards  
Strategic Policy BE1: Heritage Assets  
Policy BE2: Designated Heritage Assets  
Policy BE4: Non-Designated Heritage Assets  
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:

Amenity:

No illumination is proposed.

The proposed signage will be visible from the surrounding properties, public spaces and highways.

The proposed signage is located on the existing fascia, is commensurate with the scale of the building and incorporate high quality design and materials.

	<p>The proposed signage is not excessive or dominant and will not result in visual clutter.</p> <p>The proposed signage will not result in harm to the streetscape</p> <p>Direct adverse impacts and adverse impacts upon the setting of both the designated and non-designated heritage assets within the locality will not occur.</p> <p><u>Public Safety:</u></p> <p>Given its location, the proposed signage would not impair or impede the adjacent highways including the visibility splays at the access.</p> <p>The signage will not distract users of the highway.</p> <p><b>Time Limit</b></p> <p>The Applicant has requested a 25 year period of consent.</p> <p>This considerably exceeds the usual 5 years approved for advertisement consent.</p> <p>A planning condition is not proposed requiring removal of the advertisement following expiration of the consent.</p> <p>The advertisement can continue to be displayed beyond the 5 year period under Class 14.</p> <p><b>Conclusion:</b></p> <p>The Application Site is a commercial premises located within the town centre of Whitehaven.</p> <p>The proposed signage will not result in amenity harm.</p> <p>No issues are arising in relation to highway safety.</p> <p>Approve advertisement consent subject to standard planning conditions for advertisements.</p> <p>A planning condition is proposed approving advertisement consent for a period of 5 years.</p>
8.	<p><b>Recommendation:</b></p> <p>Approve Advertisement Consent</p>
9.	<p><b>Conditions:</b></p>

1. This consent is granted for a fixed period expiring **5 years** from the date of consent.

Reason

In the interests of the character and amenity of the area in accordance with the provisions of Policy BE6 of the Copeland Local Plan 2021 – 2039.

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

Application Form

Location Plan Ref. PP-14065734v1

Planning - Existing Elevations - Drawing No. 9840-PHP-01-ZZ-DR-A-8003\_A

Planning - Proposed Elevations – Drawing No. 9840-PHP-01-ZZ-DR-A-8004\_A

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**

Consent was sought for a period of 25 years. This considerably exceeds the standard period of 5 years.

A planning condition is not proposed requiring removal of the advertisement following expiration of the consent.

The advertisement can therefore continue to be displayed beyond the 5 year period under Class 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 unless a discontinuance notice is served by the local planning authority under



**Cumberland  
Council**

	Regulation 8 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.	
<b>Case Officer:</b> Chris Harrison		<b>Date :</b> 25.07.2025
<b>Authorising Officer:</b> N.J. Hayhurst		<b>Date :</b> 25/07/2025
<b>Dedicated responses to:-</b> N/A		