

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/25/2225/0A1	
2.	Proposed Development:	DIGITAL DISPLAY SCREEN POSITIONED INSIDE THE STORE ADVERTISING DEALS	
3.	Location:	CUMBRIAN COOPERATIVE SOCIETY LTD, 40 MAIN STREET, EGREMONT	
4.	Parish:	Egremont	
5.	Constraints:	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Coal - Off Coalfield - Data Subject To Change, Outer Consultation Zone - Sellafield 10KM	
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 relates to the existing Co-Operative Food Store, located on Main Street within the centre of Egremont. The site fronts onto the main highway through the town with car parking to the rear. The site is located within the Egremont Conservation Area.		

Relevant Planning History

4/08/2364/0 – Four illuminated fascia signs, one menu board & five face fixed panel signs – Approved advertisement consent.

4/16/2397/0F1 – Installation and replacement plant and air conditioning unit on roof, new trolley bay and enclosure, shopfront colour change, new edge protection on flat roof, replacement windows above shopfront and new delivery doors – Approved.

4/17/2031/0A1 – 1 x fascia only logo externally illuminated, 1 x externally illuminated projector, 3 x internally illuminated logos, 11 x non illuminated wall mount – Approved advertisement consent.

4/23/2019/0F1 – Installation of in post parcel locker – Approved.

Proposal

This application seeks Advertisement Consent for a digital display screen positioned inside the front window of the store and will be used to advertise deals.

The digital display screen will measure 1.8m x 0.556m x 0.076m, located 0.009m from ground level. The proposed screen will be finished with aluminium, perspex and glass, with a black background with a visual display board that will alternate different images. It is proposed that the sign will benefit from internal intermittent 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.

Cumberland Council – Conservation Officer

Conclusion: No objection

Assessment:

- We discourage use of internally illuminated signs in conservation areas. However, as the sign board is positioned internally, it appears likely to have only a minimal impact on the streetscape.
- I would view this level of harm as negligible on the character and appearance of the

conservation area. This harm is cumulative i.e. if installing advertisement screens in windows became a widespread trend, there would be an appreciable impact on the character and appearance of the conservation area.

- I would expect a negligible level of impact to this building, which could be considered a non-designated heritage asset, but at a low level of significance within that bracket.
- I note that the display is easily removable in future, should circumstances change.
- There will be some harm to the settings of the listed buildings opposite, as the screen will appear in the same streetscape in which the buildings are appreciated. However, I would view this level of harm as negligible
- I suggest that the period of time it's switched on be limited to the operating hours of the shop, so that when the shop is dark the screen is also dark.

Cumberland Council – Environmental Health

Environmental Health have not received complaints about this store in the past and, as such, there are no objections to this development.

Given that the site is within the Egremont Conservation Area, it would be preferable if the illuminated signage could be turned off at business closure to reduce possible impact on residential amenity and to reduce light pollution generally, even in a small way.

As the proposed signage is not externally sited, a formal condition on obtrusive lighting is not proposed.

The statutory nuisance provisions of the Environmental Protection Act 1990 provide for redress in the event that the signage causes nuisance to residents.

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

Strategic Policy BE1: Heritage Assets

Policy BE2: Designated Heritage Assets

Policy BE4: Non-Designated Heritage Assets

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

Planning (Listed Building and Conservation Areas) Act 1990

Conservation Area Design Guide SPD (Adopted December 2017)

Assessment

The key issues raised by this proposal are the potential impacts on visual amenity; impact on heritage assets; 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 in the Area of Special of Control of Advertisements and those affecting Heritage Assets and their setting will only be granted consent where the following additional criteria are met: they preserve and enhance the special qualities and character appearance of the rural landscape, including designated landscapes; Conservation Areas; Listed Buildings; other heritage assets and their settings;



Cumberland Council

proposals avoid the use of projecting box signs and instead reflect, re-interpret or complement traditional hanging sign styles; proposals at development entrances where possible advertise multiple businesses to avoid the proliferation of individual signs and clutter; and, where illumination is proposed it is demonstrably necessary and is sensitively designed for its context, generally avoiding internal illumination methods.

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 proposed digital display screen will be an addition to the existing advertisements at this site and will be located inside the existing shop within the front window. On this basis, the principle of signage at this site is acceptable given it will be located within an existing shop.

The application site is in an area of Special Advertisement Control and within the Egremont Conservation Area. Given the proposal will add to the existing signage on the existing shop front, and reflects the scale of the existing signage, the scale, siting and design of the proposal is considered acceptable.

It was proposed that the signs would benefit from intermittent internally illumination. The Council's Environmental Health Officer has offered no objections to the proposal however they have requested that the display screen is switched off at night to limit the impact on residential amenity, reduce light pollution and the impact on the Conservation Area. 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.

On this basis, the sign 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 Heritage Assets

Strategic Policy BE1 and BE2 of the Copeland Local Plan seek to protect or enhance heritage assets and their setting. Proposals that better reveal the significance of heritage assets will be supported in principle.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, states that "special attention shall be paid to the desirability of preserving or enhancing the character or appearance of [a conservation] area."

Paragraph 139 of the National Planning Policy Framework (NPPF) asserts that "Development that is not well designed should be refused".

NPPF para. 203 states that "In determining applications, local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage

assets and putting them to viable uses consistent with their conservation...”

NPPF para. 212 states, in the case of designated heritage assets, “great weight should be given to the asset’s conservation”, irrespective of whether potential harm is substantial, less-than-substantial, or total loss. Where harm to a designated heritage asset is less-than-substantial, it should be weighed against the public benefits of the proposal (para. 208).

Paragraph 216 of the National Planning Policy Framework (NPPF) states the effect on the significance of a non-designated heritage asset should be taken into account when making decisions.

Opportunities should be sought for new development within conservation areas and the settings of heritage assets that enhances or better reveals their significance. (para. 219).

The Council’s Conservation Officer has reviewed the application and has confirmed no objections to the proposal. The Officer has stated that internally illuminated sign are normally discouraged in Conservation Areas, however as the sign is positioned internally it will have a minimal impact on the streetscape. It is further confirmed that the development will have negligible harm on the character and appearance of the Conservation Area, however there will be some harm to the setting of the opposite Listed Building which again is viewed as negligible. The Officer has however suggested that the sign is switched off after operation hours of the shop. This has been agreed with the agent and will be secured by condition.

On this basis, the application is considered to preserve the existing Heritage Assets and therefore the proposal is considered to comply with Policies BE1 and BE2 of the Copeland Local Plan, the adopted Conservation Design Guide 2017 and provisions of the NPPF.

Impact on Public Safety

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.

The proposed sign is to be located within the existing shop front window and is therefore unlikely to pose an issue to passing motorists or pedestrians. The sign is in keeping with the character of the building and therefore it will not appear obtrusive or dominant features in the street scene. In this location, the signs are unlikely to have any harm on public safety.

No objections have been received from the Highway Authority.

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.

Planning Balance and Conclusion

The proposed signage will add to the existing signage at the site, therefore the principle of additional signage at this is acceptable given it will be located within the existing food store.

The proposed sign is of an acceptable scale, siting, and design to maintain visual amenity



Cumberland Council

	<p>and it is unlikely to harm public safety.</p> <p>No objections have been received from the Conservation Officer or Highway Authority.</p> <p>A condition will be utilised to ensure the sign non illuminated after the shop is closed to limit the impact on amenity and the Conservation Officer.</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>
9.	<p>Conditions:</p> <ol style="list-style-type: none">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. <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">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">- Application Form, received by the Local Planning Authority on the 27th June 2025.- Site Location Plan, Scale 1:1250, received by the Local Planning Authority on the 27th June 2025.- Proposed Signage, Location Inside Store Windows & Floor Plan, Scale 1:20 & 1:100, No. 31905v131, Issue: 01-26-06-25, Page 01 of 03, received by the Local Planning Authority on the 27th June 2025.- Existing & Proposed Elevation, Scale 1:100, No. 31905v131, Issue: 01-26-06-25, Page 02 of 03, received by the Local Planning Authority on the 27th June 2025.

- Site Location Plan, Scale 1:1250, No. 31905v131, Issue: 01-26-06-25, Page 03 of 03, received by the Local Planning Authority on the 27th 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.

3. The new digital display screen hereby approved must not be illuminated outside the operation hours of the building and must remain as such for the lifetime of the development.

For the avoidance of doubt the display screen must not be illuminated outside of the following hours:

- Monday to Friday - 06:00 – 22:00
- Saturday – 06:00 – 22:00
- Sunday – 10:00 – 16:00

Reason

To safeguard amenity and the traditional appearance of the Heritage Asset in accordance with Policy BE1 and BE2 of the Copeland Local Plan.

4. Standard Advertisement Conditions

Case Officer: C. Burns

Date : 30.07.2025

Authorising Officer: N.J. Hayhurst

Date : 04.08.2025

Dedicated responses to:- N/A