

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/25/2331/0A1
2.	Proposed Development:	APPLICATION FOR CONSENT TO DISPLAY ONE INTERNALLY ILLUMINATED FASCIA SIGN & ONE INTERNALLY ILLUMINATED TOTEM SIGN
3.	Location:	LAND AT PRESTON STREET, PRESTON STREET, WHITEHAVEN
4.	Parish:	Whitehaven
5.	Constraints:	ASC;Adverts - ASC;Adverts, Coal - Standing Advice - Data Subject To Change, Coal - Development Referral Area - Data Subject to Change
6.	Publicity Representations &Policy	None.
7.	Report: Site and Location: <p>The Application Site comprises Land at Preston Street, Whitehaven.</p> <p>Full Planning Permission has been approved for the erection of an Aldi Supermarket on the Application Site. The construction of the development is currently progressing.</p> <p>The Application Site is not located within a conservation area.</p> <p>There are no listed buildings on or directly adjacent to the Application Site.</p> <p>The Application Site is located in Flood Zone 1, which is the lowest category of flood risk.</p> <p>The Application Site is partially located within an area identified as having high risk in relation to coal mining.</p> <p>The Application Site is located within an area identified as potentially contaminated land.</p>	

United Utilities assets are located within the Application Site.

Proposal:

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

- One internally illuminated fascia sign located on the north elevation of the approved Aldi Supermarket.
- One internally illuminated totem sign measuring 2070mm in width and 6000mm in height located adjacent to Preston Street.

Advertisement consent is sought for the period to October 2030.

Consultee:	Nature of Response:
Town Council	None received.
Cumberland Council - Highways and LLFA	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	<p>The luminance levels of both signs is well within recommendations set out in 'Guidance Note GN01/21 The Reduction of Obtrusive Light' published by the Institute of Light Professionals for a suburban district of medium brightness (Zone E3).</p> <p>As such, there are no objections to this proposed development by Environmental Health.</p> <p>Whilst the site is outside of the Whitehaven Conservation Area, it would help to reduce overall artificial light pollution if the illuminated signs could be turned off at closure of business hours.</p>
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 5th 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

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;

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

The proposed signage is located adjacent to the entrance to the car park and on the principal elevation of the building.

The Application Site is located within a principally commercial area accommodating a range of large floor plan retail and commercial developments, which include both fascia and totem signage.

	<p>The context of the location, the proposed signage is not excessive or dominant and will not result in visual clutter.</p> <p>The proposed illumination is limited and will not be dominant or harm to the amenity of the area or the living conditions of the nearby dwellings. A planning conditions is proposed to limit the use of the illumination to the opening hours of the premises.</p> <p><i>Public Safety;</i></p> <p>Given its location, the proposed signage would not impair or impede the adjacent highways including forward visibility or visibility from the junction serving the development.</p> <p>The signage will not distract users of the highway.</p> <p>Time Limit</p> <p>The Applicant has requested a 5 year period of consent.</p> <p>A planning condition is proposed approving advertisement consent for a period of 5 years.</p> <p>Conclusion:</p> <p>The Application Site is a commercial premises located within a principally commercial area.</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.</p>
8.	<p>Recommendation:</p> <p>Approve Advertisement Consent</p>
9.	<p>Conditions:</p> <p>1. This consent is granted for a fixed period expiring 5 years from the date of consent.</p> <p>Reason</p> <p>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.</p>

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

Application Form

Location Plan – Drawing No. DA-0470 THPW 00 XX DR A 5006

Site Signage Plan – Drawing No. DA-0470 THPW 00 XX DR A 2014

Signage Details – Drawing No. DA-0470 THPW 00 XX ZZ DR A 2013 C01

Signage Specification - Aldi Standard Signage Luminance Levels (LED)

Reason

For the avoidance of doubt and in the interests of proper planning.

3. The signage permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates.

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.

The Standard Conditions For Advertisements

4. 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.

5. 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.

6. 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.

7. 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.

8. 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.

Informatives

The advertisements can 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 Regulation 8 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Development Low Risk Area - Standing Advice

The proposed development lies within a coal mining area which may contain unrecorded coal mining related hazards. If any coal mining feature is encountered during development, this



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should be reported immediately to the Mining Remediation Authority on 0345 762 6846 or if a hazard is encountered on site call the emergency line 0800 288 4242.

Further information is also available on the Mining Remediation Authority website at: [Mining Remediation Authority - GOV.UK](#)

Case Officer: C. Harrison

Date : 01.12.2025

Authorising Officer: N.J. Hayhurst

Date : 02.12.2025

Dedicated responses to:- N/A