

## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	<b>Reference No:</b>	4/25/2357/0A1
2.	<b>Proposed Development:</b>	ADVERTISEMENT CONSENT FOR THE ERECTION OF 1 NO. FREE-STANDING INTERNALLY ILLUMINATED SIGN AND 1 NO. FREE-STANDING NON-ILLUMINATED SIGN
3.	<b>Location:</b>	THE EDGE, CUMBRIA'S COASTAL ACTIVITY CENTRE, WEST STRAND, WHITEHAVEN
4.	<b>Parish:</b>	Whitehaven
5.	<b>Constraints:</b>	Ancient Monument - Ancient Monument, ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Flood Area - Flood Zone 2, Listed Building - Listed Building, Coal - Standing Advice - Data Subject To Change, Key Species - POTENTIAL AREA for the Small Blue
6.	<b>Publicity Representations &amp;Policy</b>	See Report
7.	<b>Report:</b>  <b>Site and Location:</b>  The Application Site comprises the property known as The Edge, West Strand, Whitehaven.  The property comprises a three storey coastal activity centre, café, a flexible multi use space for hire, office space and hotel accommodation. The property is located within the Whitehaven Town Centre Conservation Area and comprises part of the setting of various listed buildings.  <b>Proposal:</b>  This application seeks advertisement consent for the installation of the following signage:	

- One 2m x 1m free standing back lit pod sign located adjacent to the entrance to the building to the southwest elevation.
- One 2m x 1m high free standing non-illuminated sign located to the front of the building to the southeast elevation.

Advertisement consent is sought for the period to November 2030.

Consultee:	Nature of Response:
Town Council	None received.
Cumberland Council - Highways and LLFA	<p><u>Local Highway Authority response:</u> The road leading to the site is un-adopted highway / private with the proposed signs on private land. Luminance levels stated as 0.54cd/m2 these should not exceed 600cd/m2.</p> <p><u>Lead Local Flood Authority response:</u> The Lead Local Flood Authority (LLFA) have records of 'probably overland flow pathways' through the site and the check long term surface water flooding shows low chance between now and 2060, the applicant can view these details on the Environment Agency website <a href="https://check-long-term-flood-risk.service.gov.uk/map">https://check-long-term-flood-risk.service.gov.uk/map</a>. There will be no increase to the already impermeable area.</p> <p><u>Conclusion:</u> The details submitted plan are considered satisfactory from a highway perspective. I can therefore confirm that the Local Highway and Lead Local Flood Authority has no objection to the proposed development.</p>
Cumberland Council Conservation Officer	<p>Conclusion: No objection</p> <p>Assessment:</p> <ul style="list-style-type: none"> <li>• Although within the conservation area, this location is far from the gridiron streets of the town, and has a much looser and more informal post-industrial character.</li> <li>• The Edge dominates this location, establishing a strongly architectural presence on the harbour side that serves as an anchor visually and functionally.</li> <li>• The proposed signage is modern in appearance, but compliments the appearance of the Edge, which is itself largely responsible for establishing the architectural character of this location, which was to a</li> </ul>

great extent undefined and a kind of stylistic vacuum following the decline and clearance of industry here.

- I therefore view the proposed signage as appropriate to the building, which defines the architectural character of this area, and do not believe it will exert any appreciable influence beyond it to the broader harbour or town.
- I would view this as entailing neutral impact on the conservation area, justified by the benefit provided to the navigation and functionality of this key new piece of regeneration, which overall has had a strongly positive impact on the conservation area.

#### **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> 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;*

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 building and on approach to the existing building.

Although within the Whitehaven Town Centre Conservation Area, this location is far from the gridiron streets of the town, and has a much looser and more informal post-industrial character.

The Edge dominates this location, establishing a strongly architectural presence on the harbour side that serves as an anchor visually and functionally.

The proposed signage is modern in appearance, but compliments the appearance of the Edge.

The proposed signage is not excessive or dominant and will not result in visual clutter.

The signage will have a neutral impact upon significant of the Whitehaven Town Centre Conservation Area and setting of the nearby listed buildings.

The proposed illumination is limited and is reasonable given the discrete location of the main entrance and signage.

#### *Public Safety;*

Given its location, the proposed signage would not impair or impede the adjacent highways including forward visibility.

The signage will not distract users of the highway.

### **Time Limit**

	<p>The Applicant has requested a 5 year period of consent.</p> <p><b>Conclusion:</b></p> <p>The Application Site is a commercial premises located within Whitehaven Harbour.</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> <p>1. This consent is granted for a fixed period expiring <b>5 years</b> 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> <p>2. The development hereby permitted shall be carried out in accordance with the following approved plans and documents:</p> <p>Application Form Location Plan Ref. PP-14406075v1</p> <p>Proposed Plan – Outside Signage – Drawing No. 210111 Rev. 3 Item A Proposed Plan – Outside Signage – Drawing No. 210111 Rev. 3 Item B</p> <p>Reason</p> <p>For the avoidance of doubt and in the interests of proper planning.</p>

3. The intensity of the illumination of the sign permitted by this consent shall be no greater than 0.54 cd/m<sup>2</sup>.

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

<p>advertisements shall be maintained in a condition that does not endanger the public.</p> <p>Reason</p> <p>Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</p> <p>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.</p> <p>Reason</p> <p>Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</p> <p><b>Informative</b></p> <p>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.</p>	<p><b>Case Officer:</b> C. Harrison</p> <p><b>Date :</b> 01.12.2025</p>
<p><b>Authorising Officer:</b> N.J. Hayhurst</p>	<p><b>Date :</b> 01.12.2025</p>
<p><b>Dedicated responses to:-</b> N/A</p>	