

Town and Country Planning (Control of Advertisements) Regulations 2007

NOTICE OF EXPRESS CONSENT

Mrs Deanne Shallcross
Whitehaven Harbour Commissioners
27 Lowther Street
Whitehaven
Cumbria
CA28 7DN

APPLICATION REFERENCE: 4/25/2357/0A1

APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS

**ADVERTISEMENT CONSENT FOR THE ERECTION OF 1 NO. FREE-STANDING
INTERNALLY ILLUMINATED SIGN AND 1 NO. FREE-STANDING NON-ILLUMINATED
SIGN**

THE EDGE, CUMBRIA'S COASTAL ACTIVITY CENTRE, WEST STRAND, WHITEHAVEN

The above application registered as valid on the 21st October 2025 has been considered by the Council in pursuance of its powers under the above Regulations and EXPRESS CONSENT HAS BEEN GRANTED subject to the planning conditions set out below:

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-14406075v1

Proposed Plan – Outside Signage – Drawing No. 210111 Rev. 3 Item A

Proposed Plan – Outside Signage – Drawing No. 210111 Rev. 3 Item B

Reason

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

3. The intensity of the illumination of the sign permitted by this consent shall be no greater than 0.54 cd/m².

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.

Informative

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.

Please read the accompanying notice.



Nick Hayhurst
Head of Planning and Place
Thriving Places

01st December 2025

Notice to Applicant of Rights of Appeal

Where consent has been refused for the display of an advertisement or has been granted subject to a condition or conditions with which you are dissatisfied, you have a right of appeal against the Council's decision.

Appeals must be made within 8 weeks of the receipt of the Council's decision against which you are appealing and are made to the Secretary of State, not the Local Planning Authority.

Appeal forms can be submitted electronically at - www.gov.uk/appeal-planning-decision
Alternatively they can be obtained from the following address: - The Planning Inspectorate
Customer Support Unit Temple Quay House 2 The Square Temple Quay BRISTOL BS1 6PN
Telephone: 0303 444 50 00

If you are unsure of what is required please contact the Development Management department of Cumberland Council and staff will endeavour to assist you.

The government website (www.gov.uk/planning-inspectorate) contains a range of planning-related guidance and services which are useful at both the application and appeal stage.