



Cumberland Council
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**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007**

NOTICE OF EXPRESS CONSENT

PH Partnership Architects
10 Lumley Court
Chester-le-Street
DH2 1AN
FAO: Mr Paul Morton

**ADVERTISEMENT CONSENT FOR THE DISPLAY OF 2 FASCIA SIGNS AND 5
GLAZING MANIFESTATIONS COMPRISING A MIX OF TEXT, ARTWORKS AND
STAKEHOLDER LOGOS**

40-41 KING STREET, WHITEHAVEN

Whitehaven Community Trust

The above application dated 17/11/2025 has been considered by the Council in pursuance of its powers under the above Regulations and EXPRESS CONSENT HAS BEEN GRANTED subject to the statutory conditions set out in the accompanying notice and the following additional conditions:

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.

Reason

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.

2. Permission shall relate to the following plans and documents as received on

the respective dates and development shall be carried out in accordance with them: -

Application form, received 17th November 2025;
Site Location Plan, scale 1:1250, received 17th November 2025;
Proposed Elevations, scale 1:50, drawing number 9840-PHP-01-ZZ-DR-A-8004_D, received 20th January 2026;
Proposed Exterior Details, received 20th January 2026.

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.

The Standard Advertisement Conditions

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.

8. Where an advertisement is required under these Regulations to be removed, 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

Please read the accompanying notice

06th February 2026



Nick Hayhurst
Head of Planning and Place
Thriving Places

ADVERTISEMENT APPROVAL

APPEALS TO THE SECRETARY OF STATE

- If you are aggrieved by the decision of your local planning authority to refuse consent or to grant it subject to conditions, then you can appeal to the Secretary of State.
- In the case of a decision to refuse express consent for the display of an advertisement, or grant it with conditions; if you want to appeal against this decision then you must do so within 8 weeks of the date of receipt of this notice.
- Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.
- The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.