

## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	<b>Reference No:</b>	4/25/2385/0A1
2.	<b>Proposed Development:</b>	ADVERTISEMENT CONSENT FOR THE DISPLAY OF 2 FASCIA SIGNS AND 5 GLAZING MANIFESTATIONS COMPRISING A MIX OF TEXT, ARTWORKS AND STAKEHOLDER LOGOS
3.	<b>Location:</b>	40-41 KING STREET, WHITEHAVEN
4.	<b>Parish:</b>	Whitehaven
5.	<b>Constraints:</b>	ASC Adverts - ASC;Adverts, Conservation Area - Conservation Area, Flood Area - Flood Zone 3, Coal - Standing Advice - Data Subject To Change
6.	<b>Publicity Representations &amp; Policy</b>	Neighbour Notification Letter: NO  Site Notice: YES  Press Notice: NO  Consultation Responses: See report  Relevant Planning Policies: See report
7.	<b>Report:</b>  <b>SITE AND INTRODUCTION</b>  This application relates to 40-41 King Street in Whitehaven. The building forms the end point of a terrace of buildings and fronts onto Market Place and Roper Street. There are retail properties surrounding the site.  The building is sited within the Whitehaven Conservation Area.  <b>PROPOSAL</b>  Advertisement Consent is sought for the display of a new non illuminated fascia signs on the	

front and side elevations in accordance with the details below. Furthermore, there will be various vinyl stickers attached to the display windows.

Advertisement type	Height, width and depth	Height from ground to base	Projection	Max height of individual letters	Materials and colour	Illumination
Fascia sign	0.75m x 11.3m x 0.05m	2.4m	0.1m	37cm	Powder coated metal and vinyl	No
Fascia sign	0.75m x 17.7m x 0.1m	2.4m	0.1m	37cm	Powder coated metal and vinyl	No

### RELEVANT RECENT PLANNING APPLICATION HISTORY

Fascia sign and one projecting sign, approved in April 1989 (application reference 4/89/0188/0 relates);

Illuminated fascia and projecting sign, approved in September 1994 (application reference 4/94/0591/0 relates);

Illuminated sign, approved in April 2003 (application reference 4/03/0148/0 relates);

2 no. new 680mm internally illuminated fascia signs; 1 no. new 400mm internally illuminated integrated projecting sign; 2 no. new internally illuminated signs, approved in April 2013 (application reference 4/13/2076/0A1 relates);

Application for the consent to display two building signs, approved in July 2025 (application reference 4/25/2204/0A1 relates).

### CONSULTATION RESPONSES

Whitehaven Town Council

No objections.



## Cumberland Council

### Conservation Officer

#### 1<sup>st</sup> Response

Description: This is a relatively modern building constructed on the plots of earlier buildings in the 1960s. It's appearance approximates that of the surroundings, although it is not a heritage asset.

Conclusion: Request design revision

Assessment:

- This building is not a heritage asset, and it has a neutral or very slightly negative impact on the character and appearance of the conservation area and settings of nearby heritage assets.
- The tenant will be a wellbeing charity offices and hub. •

The design of the fascia signage is simple and should have a neutral impact on the conservation area and settings of nearby heritage assets. I think the shade of pink shown is relatively muted, so do not object to its use to enliven the fascia.

- The design of the window manifestations appears rather chaotic and cluttered. I believe this will add visual clutter to this prominent two-sided corner in the middle of Whitehaven.
- There is a lot of glass here, and the impression given is a bit of a scattershot of different logos, shapes, angles, colours, text and sizes. I would question whether all of this is necessary.
- I recommend rationalising and simplifying the design. A simple horizontal divider with clear glass above and frosted vinyl below may suffice for some windows. Thought should be given to whether any text is needed on the windows, and if logos are needed, how they can be presented neatly. I think the wave-shaped edge of the frosted sections is contributing to the sense of visual busyness.

#### 2<sup>nd</sup> Response

Description: This is a relatively modern building constructed on the plots of earlier buildings in the 1960s. It's appearance approximates that of the surroundings, although it is not a heritage asset.

Conclusion: No objection

Assessment:

- Following discussion, the previous designs for window manifestations have been revised,

which has slightly reduced their complexity.

- The reasoning behind the various decision choices has also been explained to me more fully, and I'm satisfied with it.
- I therefore have no objection to this version, which provides benefit by supporting the new centre's ability to serve its local customers.

#### Highways and Local Lead 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.

### **PLANNING POLICIES**

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 2021-2038 (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> of November 2024 replacing the Copeland Local Plan 2013-2028 and the saved policies of the Copeland Local Plan 2021-2016.



## Cumberland Council

The policies relevant to this application are as follows:

- Policy DS4: Design and Development Standards
- Strategic Policy BE1 – Heritage Assets
- Policy BE2 – Designated Heritage Assets
- Policy BE6: Advertisements

### **Other Material Planning Considerations**

National Planning Policy Framework (NPPF)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### **ASSESSMENT**

#### Planning Policy Position

Policy BE6 of the Local Plan relating to Advertisements states that outside areas of Special Advertisement Control, advertisements will be granted consent if all of the following criteria are met:

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 will be granted consent where:

- a) they do not result in visual clutter in the local area;
- b) they are of a high quality design that is appropriate to their local context in terms of materials, size, positioning, styling and method of illumination;
- c) when attached to buildings they respect the building's scale, proportions and architectural features; and
- d) they do not result in unacceptable adverse impacts on public safety.

Policy DS4 of the LP requires good design.

#### Principle of the development

The proposed signage to the building is required as the building is being taken over by Hope Haven, a mental health charity founded within Copeland. In principle, signage is acceptable in this location as the building is situated within a shopping area where there are many existing examples of signage and it is a functional requirement for the business in terms of identification.

The main considerations are the scale and design of the signage and any effect on the highways and public safety.

#### Design and Impact on Visual Amenity within the Whitehaven Conservation Area

The building is located within the Whitehaven Conservation Area and the proposed signage will be visible from various public areas. Policies BE1 and BE2 of the LP seek to reduce the impact of any development on the Conservation Area and maintain the character of the area.

Policies within the LP seek to ensure that signage does not affect public safety, will not be obtrusive or create clutter and is of a reasonable scale and appearance.

This application seeks approval for the signage associated with the business name and function – including two fascia signs on the front and side of the building and window stickers on all windows.

The initial submission included a large number of very prominent window stickers, which were considered to be excessive and cluttered. The Conservation and Design Officer raised concerns that the proposals were inappropriate for the Conservation area and requested that the designs be rationalised.

The amended proposed signage will be included on the visible front and side elevations of the building. It will be viewed in context with the building and provide a function in association with its use. The signage is considered to be acceptable in design terms and will not have a detrimental impact on the visual amenity of the area which is located within the commercial heart of Whitehaven. The Conservation Officer is satisfied that the signage, as amended, will not have a detrimental impact on the Conservation Area.

Overall, it is considered that the proposed signage complies with Policies BE1, BE2 and BE4 of the LP with respect to its siting and design.

#### Public Safety

The signage is proposed to be non illuminated and is to be attached to the building. On this basis no risk to public safety is likely to result. No objections were raised by the Highway Authority.

With regards to public safety the proposal accords with Policy BE4 of the LP.

#### Planning Balance and Conclusion

Further to the submission of amended plans, no objections have been received to the

	<p>application.</p> <p>The proposed signage is considered to be acceptable in terms of its siting, scale and design and will not pose any risk to public safety.</p> <p>Overall, this is considered to be an acceptable form of advertisement for this commercial site which accords with Policy BE4 of the Local Plan.</p>
8.	<p><b>Recommendation:</b></p> <p>Approve Advertisement Consent</p>
9.	<p><b>Conditions:</b></p> <ol style="list-style-type: none"> <li> <p>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> <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> </li> <li> <p>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: -</p> <p>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.</p> <p>Reason</p> <p>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.</p> </li> <li> <p>Standard Advertisement Conditions.</p> </li> </ol>

<b>Case Officer: Sarah Papaleo</b>	<b>Date : 04/02/2026</b>
<b>Authorising Officer: N.J. Hayhurst</b>	<b>Date : 06/02/2026</b>
<b>Dedicated responses to:-</b>	