

## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	<b>Reference No:</b>	4/25/2404/0A1	
2.	<b>Proposed Development:</b>	APPLICATION FOR CONSENT TO INSTALL 4 X FASCIA SIGNS & 7 X DIBOND SIGNS	
3.	<b>Location:</b>	TESCO STORES, LANCASHIRE ROAD, MILLOM	
4.	<b>Parish:</b>	Millom	
5.	<b>Constraints:</b>	ASC Adverts - ASC;Adverts, Conservation Area - Conservation Area, Coal - Off Coalfield - Data Subject To Change, Key Species - Potential areas for Natterjack Toads	
6.	<b>Publicity Representations &amp; Policy</b>	Neighbour Notification Letter	No
		Site Notice	No
		Press Notice	No
		Consultation Responses	See Report
		Relevant Policies	See Report
7.	<b>Report:</b>  <b>Site and Location</b>  This application relates to the existing Tesco Store, located off Lancashire Road within the centre of Millom. The store is set back from the highway at a slightly elevated position with its car park to the north east of the site and atm building in front of the store entrance. A separate car park is located to the south west of the building and railway line runs along the rear of the site.		

The site is located within the Millom Conservation Area.

### **Relevant Planning History**

4/94/0508/0 – Roof mounted satellite antenna – Approved.

4/96/0625/0 – Maintenance refit/refurbishment of premises/car park – Approved.

4/07/2201/0 – New refrigeration plant – Approved.

4/07/2222/0 – New fascia sign to store entrance and mini totem sign to car park – Approved.

4/09/2451/0 – Externally illuminated fascia sign to building window vinyl to main entrance, selection of car park signage – Approved.

4/09/2457/0 – Enhancements to external environment including provision of atm building; additional trolley bays; provision of 6 cycle stands & car park improvements – Approved.

4/21/2445/TPO – Works to sycamore & ash trees situated within a Conservation Area – Approved.

4/24/2276/0A1 – Application for consent to display various advertisements including internally illuminated fascia signs and an internally illuminated gantry sign – Withdrawn.

4/25/2294/0A1 – Application for consent to install advertisement signs – Withdrawn.

### **Proposal**

This application seeks Advertisement Consent for the installation of 4 x fascia signs and 7 x dibond signs at this site.

Advert 1 – Facia Sign – The proposed fascia sign will be located on the south west side elevation and measures 1.23m x 4.3m x 0.125m, located 5.75m from ground level. The fascia sign will be finished in aluminium fretcut letters 'Tesco' in opal, avery, red and blue. It is proposed that the sign will benefit from static external illumination.

Advert 2 – Facia Sign – The proposed fascia sign will be located on the store front entrance and measures 0.5m x 1.88m x 0.125m, located 3.77m from ground level. The fascia sign will be finished in aluminium fretcut letters 'Tesco' in opal, avery, red and blue. It is proposed that the sign will benefit from static external illumination.

Advert 3 – Facia Sign – The proposed fascia sign will be located on the north east side elevation and measures 1.2m x 4.3m x 0.125m, located 5m from ground level. The fascia sign will be finished in aluminium fretcut letters 'Tesco' in opal, avery, red and blue. It is proposed that the sign will benefit from static external illumination.

Advert 4 – Facia Sign – The proposed fascia sign will be located on the rear north west elevation and measures 1.2m x 4.3m x 0.125m, located 3.42m from ground level. The fascia



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sign will be finished in aluminium fretcut letters 'Tesco' in opal, avery, red and blue. It is proposed that the sign will benefit from static external illumination.

Advert 5 – Didond – The proposed dibond sign will be installed on the wall at the entrance to the store and will measure 1.5m x 0.75m x 0.01m, located 0.56m from ground level. It is proposed that the sign will not benefit from any illumination.

Advert 6 – Didond – The proposed dibond sign will be installed on the front of the existing ATM building and will measure 3m x 1.6m x 0.01m, located 2.43m from ground level. It is proposed that the sign will not benefit from any illumination.

Advert 7 – Didond – The proposed dibond sign will be installed on the side of the existing ATM building and will measure 0.5m x 2.95m x 0.01m, located 0m from ground level. It is proposed that the sign will not benefit from any illumination.

Advert 8 – Didond – The proposed dibond sign will be installed on the rear of the existing ATM building and will measure 0.5 x 1.6m x 0.01m, located 2.43m from ground level. It is proposed that the sign will not benefit from any illumination.

Advert 9 – Didond – The proposed dibond sign will be installed on the side of the existing ATM building and will measure 0.5m x 2.95m x 0.01m, located 2.43m from ground level. It is proposed that the sign will not benefit from any illumination.

Advert 10 – Didond – The proposed dibond sign to be replaced on the existing stainless steel pole at the entrance to the car park, measuring 1.25m x 1.25m x 0.01m. The overall height of the sign and pole will be 3.35m. It is proposed that the sign will not benefit from any illumination.

Advert 11 – Didond – The proposed dibond sign to be replaced on the existing stainless steel pole at the car park frontage, measuring 1.25m x 1.25m x 0.01m. The overall height of the sign and pole will be 3.35m. It is proposed that the sign will not benefit from any illumination.

### **Consultation Responses**

#### Millom Town Council

No objections in principle to this application.

#### Cumberland Council – Highway Authority & Lead Local 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.

#### Cumberland Council – Conservation and Design Officer

Conclusion: No objection

**Assessment:**

- This scheme closely follows an earlier one, which was withdrawn.
- On the east elevation, it is proposed to replace the large gable TESCO sign with a new version consisting of individual letters, top-lit (Sign 1)
- On the south elevation, a smaller version of the same is to be installed above the entrance (Sign 2), replacing a rectangular sign.
- On the west elevation, it is proposed to add a new sign similar to Sign 1. This replaces a rectangular sign.
- On the west elevation, it is proposed to add another TESCO sign of the same design as Signs 1-3 (Sign 4).
- To the right of the front entrance, it is proposed to add a dibond panel sign on the wall (Sign 5).
- Signs 6-9 are replacements of existing signage on the four sides of the external ATM kiosk located in front of the building.
- Within the car park, new dibond signs are to be affixed to existing stainless steel poles (Signs 10 & 11)

**Suggestion:**

Consider the colour and brightness of the sign illumination. Generally, lower and warmer light provides a more inviting appearance than brighter, colder light.

I would view this signage as reasonable and functional revision to the existing scheme, which should enhance its appearance without imposing harm on the conservation area.

**Cumberland Council – Environmental Health**

There are no objections to this development from Environmental Health.

The level of lighting to the illuminated signs is modest and sensitive to the setting within Millom Conservation Area.

We would additionally ask if the illuminated signs could be turned off after closure of business hours in order to generally reduce artificial light pollution to the area.

**Planning Policy**

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



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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 - 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> of November 2024 replacing the Copeland Local Plan 2013-2028 and the saved policies of the Copeland Local Plan 2001-2016.

Strategic Policy DS1: Settlement Hierarchy

Strategic Policy DS2: Settlement Boundaries

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**

National Planning Policy Framework (2024)

National Planning Practice Guidance (NPPG)

Cumbria Development Design Guide

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

Planning (Listed Building and Conservation Areas) Act 1990

Conservation Area Design Guide SPD (Adopted December 2017)

Cumbria Development Design Guide

### **Assessment**

The key issues raised by this proposal are the potential impacts on visual amenity; impact on heritage assets; and impact on public safety.

### Impact on Visual Amenity

Policy BE6 of the Copeland Local Plan states that 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 in the Area of Special Control of Advertisements and those affecting Heritage Assets and their setting will only be granted consent where the following additional criteria are met: they preserve and enhance the special qualities and character appearance of the rural landscape, including designated landscapes; Conservation Areas; Listed Buildings; other heritage assets and their settings; proposals avoid the use of projecting box signs and instead reflect, re-interpret or complement traditional hanging sign styles; proposals at development entrances where possible advertise multiple businesses to avoid the proliferation of individual signs and clutter; and, where illumination is proposed it is demonstrably necessary and is sensitively designed for its context, generally avoiding internal illumination methods.

Paragraph 141 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The proposed adverts will replace existing advertisements at the site, updating to a more modern branding for the existing retail store. On this basis, the principle of signage at this site is acceptable given its location on the existing retail store.

The application site is not located within an area of Special Advertisement Control, but it is located within the Millom Conservation Area. Given the proposed works will replace and add to the existing signage upon the existing retail store, and reflects the scale of the existing signage, the scale, siting and design of the proposed adverts are considered acceptable.

It was proposed that the proposed fascia signs will benefit from static external illumination, the other adverts have no illumination proposed. The Council's Environmental Health Officer has offered no objections to the proposal and has stated that the level of lighting to the illuminated signs is modest and sensitive to the setting within Millom Conservation Area. However, they have requested that the illuminated signs be turned off after closure of business hours in order to generally reduce artificial light pollution to the area. The agent has confirmed that the proposed lighting can be turned off outside of business hours, therefore this will be secured by an appropriately worded planning condition.

On this basis, the sign is unlikely to have any adverse impacts on the amenity of the locality and therefore, the proposals are considered to comply with Policy BE6 of the Copeland Local Plan, and the provisions of the NPPF.

### Impact on Heritage Assets

Strategic Policy BE1 and BE2 of the Copeland Local Plan seek to protect or enhance



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heritage assets and their setting. Proposals that better reveal the significance of heritage assets will be supported in principle.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, states that “special attention shall be paid to the desirability of preserving or enhancing the character or appearance of [a conservation] area.”

Paragraph 139 of the National Planning Policy Framework (NPPF) asserts that “Development that is not well designed should be refused”.

NPPF para. 210 states that “In determining applications, local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation...”

NPPF para. 212 states, in the case of designated heritage assets, “great weight should be given to the asset’s conservation”, irrespective of whether potential harm is substantial, less-than-substantial, or total loss. Where harm to a designated heritage asset is less-than-substantial, it should be weighed against the public benefits of the proposal (para. 208).

Paragraph 216 of the National Planning Policy Framework (NPPF) states the effect on the significance of a non-designated heritage asset should be taken into account when making decisions.

Opportunities should be sought for new development within conservation areas and the settings of heritage assets that enhances or better reveals their significance. (para. 219).

Referring to assets in a conservation area, NPPF para. 220 states that loss of an element that makes a positive contribution to a conservation area should be treated as either substantial (under para. 213-14) or less-than-substantial harm (under paragraph 215).

The Council’s Conservation Officer has reviewed the application and has confirmed no objections to the proposal. The Officer has confirmed that the signage is a reasonable and functional revision to the existing scheme, which should enhance its appearance without imposing harm on the Conservation Area. The Officer has however requested that consideration be given to the colour and brightness of the sign illumination. This has been discussed with the agent who has confirmed that they agree to this suggestion and as the illumination details haven’t been specified the submitted drawings, however this will be addressed during the actual site work. The Conservation Officer has agreed that this is acceptable.

On this basis, the application is considered to preserve the existing Heritage Assets and therefore the proposal is considered to comply with Policies BE1 and BE2 of the Copeland Local Plan, the adopted Conservation Design Guide 2017 and provisions of the NPPF.

#### Impact on Public Safety

Policies BE6 of the Copeland Local Plan, section 12 of the NPPF, and the 2007 Advertisement Regulations seek to ensure proposals do not affect the street scene or public

	<p>safety.</p> <p>The proposed adverts will be located on the main building, on the ATM building and within the car park replacing existing signs. The proposed adverts within the car park will be set back from the entrance to the car park and will be placed on existing poles within existing landscaped areas. In the proposed locations, the signs are unlikely to have any harm on public safety and will not appear obtrusive or dominant feature in the street scene.</p> <p>No objections have been received from the Highway Authority.</p> <p>On this basis, the signs are considered to comply with Policy BE6 of the Copeland Local Plan, section 12 of the NPPF, and the 2007 Advertisement Regulations.</p> <p><u>Planning Balance and Conclusion</u></p> <p>The proposed advertisements will replace and add to the existing signage at this site, updating to a more modern branding for the existing retail store. The principle of signage at this site is acceptable given its location on the existing retail store.</p> <p>The proposed signs are of an acceptable scale, siting, and design to maintain visual amenity and it is unlikely to harm public safety.</p> <p>No objections have been received from the Conservation Officer, Environmental Health, or Highway Authority.</p> <p>A condition will be utilised to ensure the sign non illuminated after the shop is closed to limit the impact on amenity and the Conservation Area at the request of Environmental Health.</p> <p>Overall, the proposed signage is considered to comply with Policies of the Copeland Local Plan, the provision of the NPPF, and the Advertisement Regulations and, as such, is recommended for approval.</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>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.</li> </ol> <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>



2. This permission relates 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 by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Site Location Plan, Scale 1:1250, received by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Existing Site Plan, Scale 1:200, Drawing No: 02\_6134\_02E, received by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Proposed Site Plan, Scale 1:200, Drawing No: 02\_6134\_02G, received by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Existing Plan, Scale 1:100, Drawing No: 02\_6134\_02F, received by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Proposed Site Plan, Scale 1:100, Drawing No: 02\_6134\_02D, received by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Existing Elevation 1, Scale 1:200, Drawing No: 03\_6134\_03D, received by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Existing Elevation 2, Scale 1:200, Drawing No: 03\_6134\_03E, received by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Proposed Elevation 1, Scale 1:200, Drawing No: 03\_6134\_03F, received by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Proposed Elevation 2, Scale 1:200, Drawing No: 03\_6134\_03H, received by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Proposed Site Signage, Scale 1:50, Drawing No: 03\_6134\_03J, received by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Fret Cut Letters on Timber Panel External Illumination, Scale 1:2 & 1:10, received by the Local Planning Authority on the 28<sup>th</sup> November 2025.
- Planning Statement (Amended), received by the Local Planning Authority on the 15<sup>th</sup> December 2025.

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.

3. The adverts hereby approved must not be illuminated outside the operation hours of the building and must remain as such for the lifetime of the development.

For the avoidance of doubt the adverts must not be illuminated outside of the following hours:

- Monday to Saturday - 07:00 – 23:00
- Sunday – 10:00 – 16:00

Reason

To safeguard amenity and the traditional appearance of the Heritage Asset in accordance with Policy BE1 and BE2 of the Copeland Local Plan.

4. Standard Advertisement Condition

**Case Officer:** C. Burns

**Date :** 20.01.2026

**Authorising Officer:** N.J. Hayhurst

**Date :** 20.01.2026

**Dedicated responses to:-** N/A