



## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	<b>Reference No:</b>	4/26/2031/0A1
2.	<b>Proposed Development:</b>	ADVERTISEMENT CONSENT FOR A FRET CUT, INTERNALLY ILLUMINATED TRAY SIGN
3.	<b>Location:</b>	REVIVE FURNITURE RECYCLING, MEADOW ROAD, WHITEHAVEN
4.	<b>Parish:</b>	Whitehaven
5.	<b>Constraints:</b>	ASC Adverts - ASC;Adverts, Coal - Standing Advice - Data Subject To Change, Main River Consultation Area - Main River Consultation Area
6.	<b>Publicity Representations &amp;Policy</b>	See Report.
7.	<b>Report:</b>	<p><b>Site And Location</b></p> <p>The application site relates to Revive Furniture Recycling, formally Units 23 and 24 Meadow Road, Mirehouse, Whitehaven.</p> <p>The site is accessed off Meadow Road and is bound by Pow Beck to the rear and is adjoined by other existing industrial units to either side.</p> <p><b>Relevant Planning History</b></p> <p>4/23/2306/0F1 - External alterations and refurbishment of an existing single storey light industrial building to create premises for the refurbishment and redistribution of used furniture, siting of storage containers and refuse skips and bins and provision of parking for staff and visitors - Approve</p> <p>4/24/2402/DOC - Discharge of Condition 5 of planning application 4/23/2306/0f1 – Approve</p>

## **Proposal**

This application seeks Advertisement Consent for the installation of 1 Fret Cut, internally illuminated tray sign. The sign will measure 1.9m in height by 0.75m width and will have a depth of 0.1m.

The sign will be made from 3mm thick aluminium composite, with 100mm deep returns all around. The tray sign is to be gloss white with Letters and Logo to be 5mm thick opal acrylic with printed graphics to face.

## **Consultation Responses**

### Whitehaven Town Council

No objections.

### LLFA & Highways

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

### Environmental Health

There are no objections to this proposed development from Environmental Health. In order to reduce artificial light pollution generally, Planners may wish to require that the illuminated signage is turned off at closure of business hours.

## **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 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



## **Cumberland Council**

Borough Council. The LP was adopted by Cumberland Council on the 5th of November 2024 replacing the Copeland Local Plan 2013-2028 and the saved policies of the Copeland Local Plan 2001 2016.

The following policies are relevant to this proposal:

Policy DS4: Design and Development Standards

Strategic Policy E2: Location of Employment

Policy BE6: Advertisements

### **Other Material Planning Considerations**

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

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

### **Assessment**

The proposals raise the following planning issues:-

#### **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.

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 advert will be located on the front elevation of the building and will be modest in scale. It will complete the company branding for the newly refurbished units.

The application site is not located within an area of Special Advertisement Control, or within the Whitehaven Conservation Area.

The proposed sign is to be internally illuminated. Whilst Environmental Health have no objections to the proposal, they have advised that it may be reasonable to require that the illuminated signage is turned off at closure of business hours to reduce artificial light pollution. This can be controlled with an appropriately worded Planning Condition and would provide additional protection to visual amenity within the locality.

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

	<p>basis of the above, the proposal is considered to comply with Policy BE6 of the Copeland Local Plan and provisions of the NPPF.</p> <p><b>Public Safety</b></p> <p>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 safety.</p> <p>The proposed advert will be located on the front elevation of the main building which is set back from Meadow Road by approx. 20m. In the proposed location, the sign is 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.</p> <p><b>Conclusion</b></p> <p>The Application Site is a commercial premises located within an industrial setting.</p> <p>The proposed sign is of an acceptable siting, and design and will not have an adverse impact on visual amenity. Planning conditions are proposed to limit hours of illumination.</p> <p>No issues are arising in relation to highway safety.</p> <p>Overall, the proposed signage is considered to comply with Policies of the Copeland Local Plan and the provision of the NPPF.</p>
8.	<p><b>Recommendation:</b> 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> <ol style="list-style-type: none"> <li>2. Permission shall relate to the following plans and documents as received on the</li> </ol>



**Cumberland  
Council**

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

- Application Form, received 28<sup>th</sup> January 2026;
- Location Plan, scale 1:1250, received 28<sup>th</sup> January 2026;
- Proposed Signage Details, received 28<sup>th</sup> 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.

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

Reason

To safeguard amenity in accordance with Policy BE6 of the Copeland Local Plan.

4. Standard Advertisement Conditions

**Case Officer: Demi Crawford**

**Date : 20/03/2026**

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

**Date : 23/03/2026**

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