

**CUMBERLAND COUNCIL
DELEGATED PLANNING DECISION**

1.	Reference No:	4/26/2034/0A1
2.	Proposed Development:	APPLICATION FOR ADVERTISEMENT CONSENT FOR ONE PROJECTING SIGN AND ONE FASCIA
3.	Location:	61 KING STREET, WHITEHAVEN
4.	Parish:	Whitehaven
5.	Constraints:	ASC Adverts - ASC;Adverts, Conservation Area - Conservation Area, Flood Area - Flood Zone 2, Flood Area - Flood Zone 3, Coal - Standing Advice - Data Subject To Change
6.	Publicity Representations & Policy	Neighbour Notification Letter: YES Site Notice: NO Press Notice: NO Consultation Responses: See report Relevant Planning Policies: See report
7.	Report:	<p>SITE AND INTRODUCTION</p> <p>This application relates to 61 King Street in Whitehaven. The building is mid terraced with a shop unit at ground floor level and is surrounded by retail properties. The building fronts onto King Street with a rear entrance on Strand Street.</p> <p>The building is sited within the Whitehaven Conservation Area.</p> <p>PROPOSAL</p>

Advertisement Consent is sought for the display of an externally illuminated fascia sign and an externally illuminated projecting sign on the front elevation in accordance with the details below.

Advert type	Dimensions	Height from ground to base	Projection	Max height of individual letters	Materials and colour	Illumination
Fascia sign	0.7m x 2.58m x 0.1m	2.78m	0.1m	0.425cm	Foamex lettering fixed to vinyl. White, blue and cyan.	Yes – externally illuminated, static, 300cd/m2.
Projecting sign	0.76m x 0.7m x 0.1m	2.79m	0.7m	0.072cm	Steel and aluminium. Grey, blue and cyan.	Yes – externally illuminated, static, 300cd/m2.

RELEVANT RECENT PLANNING APPLICATION HISTORY

New shop front, approved in January 1999 (application reference 4/98/0880/0 relates);

Internally illuminated shop front fascia sign, approved in December 2001 (application reference 4/01/0796/01 relates);

Refurbishment of existing shop including replacement shop front, approved in March 2010 (application reference 4/10/2038/0F1 relates).

CONSULTATION RESPONSES

Whitehaven Town Council

No objections.

Conservation Officer

Description: This is a three-storey mid terrace building, with shop unit at ground floor. It is not listed but is within Whitehaven conservation area.

Conclusion: No objection



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Assessment:

- The proposed signage is similar to the existing, consisting of a top-illuminated fascia sign, angled slightly downward, and a projecting top-hung sign.
- The replacement signage entails no heritage impact. The other redecoration works proposed can be expected to improve the appearance of the shop front.

Highways and Local Lead Flood Authority

As this falls under our Service Level Agreement (SLA), this application does not need to be submitted to the Local Highway Authority or Lead Local Flood Authority; subject to the highway and drainage aspects of such applications being considered in accordance with the Agreement. The highway and drainage implications of this application can therefore be decided by the Local Planning Authority.

Environmental Health

There are no objections to this proposed development from Environmental Health, which is at a sensitive level of illumination given its town centre site. In order to reduce general light pollution and given that the site is within the Whitehaven Conservation Area, Planners may wish to require that the lighting is turned off at closure of business hours.

PLANNING POLICIES

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 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 2021-

2016.

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)

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

Conservation Area Design Guide SPD 2017

ASSESSMENT

The proposals raise the following planning issues:

Visual Amenity

This application seeks approval for the signage associated with the business name and functionality – including one fascia and one projecting sign.

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:

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.

The proposed internally illuminated signage will be located on the front elevation of the building which is located within the main pedestrianized street within Whitehaven town centre. The signage is considered to be acceptable in design and will not be likely to be



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	<p>intrusive as it is typical of signage for this type of commercial building. It will be viewed in context with the existing signage within the retail area and is not considered to be out of character in this location.</p> <p>The signage by virtue of its character and inclusion of illumination will have a slight negative impact upon significance of the Whitehaven Town Centre Conservation Area. Planning conditions are proposed to limit hours of illumination.</p> <p>Overall, it is considered that the proposed signage complies with Policies BE1, BE2 and BE4 of the LP.</p> <p><u>Public Safety</u></p> <p>Given its location, the proposed signage would not impair or impede the adjacent highways including forward visibility.</p> <p>The signage will not distract users of the highway.</p> <p><u>Conclusion</u></p> <p>The Application Site is a commercial premises located within Whitehaven Town Centre.</p> <p>The signage by virtue of its character and inclusion of illumination will have a slight negative impact upon significance of the Whitehaven Town Centre Conservation Area.</p> <p>On balance, the positives of the continued and viable use of the building for commercial purposes are considered to outweigh any harm that is potentially caused by the signage.</p> <p>There will not be a risk to road users or the safety of the general public.</p> <p>No issues are arising in relation to highway safety.</p> <p>Approve advertisement consent subject to standard planning conditions for advertisements, a planning condition limiting the period of content and a planning condition controlling the hours of illumination.</p>
8.	<p>Recommendation:</p> <p>Approve Advertisement Consent</p>
9.	<p>Conditions:</p> <p>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.</p> <p>Reason</p> <p>To accord with Regulation 14 (7) of the Town and Country Planning (Control of</p>

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 30th January 2026;

Location Plan, scale 1:1250, received 30th January 2026;

Covering letter and Planning Statement, written by JMS Planning, received 30th January 2026;

Existing and Proposed Elevations and Sections, scale 1:50, drawing number RNTH/S1190/11, received 30th January 2026;

Existing and Proposed Elevations, scale 1:50, drawing number RNTH/S1190/15, received 30th 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 level of illumination for the signage hereby approved must not exceed 300 cd/m² at any time for the lifetime of the development.

Reason

In order to ensure that the sensitive Conservation Area is protected and in the interests of the surrounding amenity in accordance with Policy BE6 of the Copeland Local Plan.

4. The signage must only be illuminated during the hours that the store is open to the public and at no other times whatsoever.

Reason

To ensure minimal harm to the character of the Conservation Area and in accordance with Policy BE6 of the Copeland Local Plan.

5. Standard Advertisement Conditions



**Cumberland
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Case Officer: Sarah Papaleo	Date : 20/03/2026
Authorising Officer: N.J. Hayhurst	Date : 23/03/2026
Dedicated responses to:- N/A	