

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/26/2164/0A1
2.	Proposed Development:	INSTALLATION OF ILLUMINATED SIGNS, INCLUDING EXTERNALLY ILLUMINATED FASCIA AND HANGING SIGNAGE, WINDOW POSTERS AND DIRECTORY OF SERVICES
3.	Location:	22-23 KING STREET, WHITEHAVEN
4.	Parish:	Whitehaven
5.	Constraints:	ASC Adverts - ASC;Adverts, Conservation Area - Conservation Area, Flood Area - Flood Zone 2, Coal - Standing Advice - Data Subject To Change
6.	Publicity Representations & Policy	Neighbour Notification Letter: YES Site Notice: YES Press Notice: NO Consultation Responses: See report Relevant Planning Policies: See report
7.	Report: Site and Introduction This application relates to 22-23 King Street in Whitehaven. The building occupies a corner location and has a double frontage on both King Street and Lowther Street. It lies within the main town centre and is adjoined by other commercial premises. The building is sited within the Whitehaven Conservation Area.	

Proposal

Advertisement Consent is sought for the installation of illuminated signs including externally illuminated fascia and hanging signage, window posters and directory of services.

Advertisement type	Size	Height from ground to base	Projection	Max height of individual letters	Materials and colour	Illuminated
Fascia sign	0.7m x 4.925 m x 0.06 m	2.615m	0.06m	35cm	Black, grey, red and white.	Yes – externally illuminated, static, 600cd/m2.
Fascia sign	0.7m x 0.9m x 0.06 m	2.8m	0.06m	35cm	Black, grey, red and white.	Yes – externally illuminated, static, 600cd/m2.
Fascia sign	0.7m x 8.33 m x 0.06 m	2.86m	0.06m	35cm	Black, grey, red and white.	Yes – externally illuminated, static, 600cd/m2.
Projecting or Hanging sign	0.35 m x 0.6m x 0.56 m	2.925m	0.78m	8.9cm	Black, grey, red and white.	Yes – externally illuminated, static, 600cd/m2.
Projecting or Hanging sign	0.35 m x 0.6m x 0.56 m	2.985m	0.78m	8.9cm	Black, grey, red and white.	Yes – externally illuminated, static, 600cd/m2.
Other	1.545	0.745m	0m	8cm	Black,	Yes –



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		m x 0.62 m x 0.062 m				grey, red and white.	internally illuminated, static, 600cd/m2.
	Other	0.915 m x 0.62 m x 0.062 m	0.857m	0m	8cm	Black, grey, red and white.	Yes – internally illuminated, static, 600cd/m2.
	Other	0.915 m x 0.62 m x 0.062 m	1.105m	0m	8cm	Black, grey, red and white.	Yes – internally illuminated, static, 600cd/m2.
	Other	0.915 m x 0.62 m x 0.062 m	1.145m	0m	8cm	Black, grey, red and white.	Yes – internally illuminated, static, 600cd/m2.
	Other	0.297 m x 0.21 m x 0.01 m	1.2m	0.01m	2.55cm	Black, grey, red and white.	Yes – internally illuminated, static, 600cd/m2.
	Other	0.148 m x 0.148 m x 0.01 m	1.35m	0.01m	2.55cm	Black, grey, red and white.	Yes – internally illuminated, static, 600cd/m2.
	Other	0.865 m x 0.82 m x	1.06m	0.01m	9cm	Black, grey, red and	Yes – internally illuminated, static,

		0.01 m				white.	600cd/m2.
Other		0.865 m x 0.82 m x 0.01 m	1.114m	0.01m	9cm	Black, grey, red and white.	Yes – internally illuminated, static, 600cd/m2.
Other		1.36 m x 0.92 m x 0.06 m	0.662m	0.06m	5cm	Black, grey, red and white.	Yes – internally illuminated, static, 600cd/m2.

The reference to “other” advertisements details the following:

- 1 no. internally illuminated Directory of Services
- 3 no. internally illuminated window posters
- 1 no. vinyl banking hours sign to glazing
- 1 no. vinyl CCTV sign
- 2 no. vinyl community message to glazing
- 1 no. ATM surround

This application has been submitted in tandem with an application for the refurbishment of the branch (application reference 4/26/2168/0F1 relates).

Relevant Recent Planning Application History

Refurbishment of existing branch, approved in October 1991 (application reference 4/91/0759/1 relates);

Illuminated advertisement sign, approved in January 1999 (application reference 4/98/0917/0 relates);

Replacement external signage, approved in September 2009 (application reference 4/09/2357/0 relates);

Replacement ATM header panel with integral light unit, approved in May 2012 (application reference 4/12/2219/0A1 relates).



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Consultation Responses

Whitehaven Town Council

No objections.

Conservation Officer

Description: 22-23 King Street is a modern building that replaced an earlier and more ornate building dating from the 19th century.

Conclusion: No objection

Assessment:

- I would not view this building as a heritage asset.
- It is a reasonably successful building externally, nonetheless, and integrates into the conservation area. I would view it as making a slightly positive contribution to the conservation area on account of the articulation and strong materiality of its façade, and the way it successfully articulates the corner between King Street and Lowther Street.
- The ground floor is arguably the least successful part of the façade, with the existing signage being chunky and brightly coloured, and the main corner entrance door in being rather utilitarian and poorly proportioned for such a central location. It does, however, appear to survive in good condition.
- New signage appears restrained and doesn't upset the balance of the façade.
- Illumination is external, in accordance with the Conservation Area Design Guidance.
- Additionally, I anticipate that the refinishing of the existing pale grey door and window frames will bring improvement.
- Overall, I anticipate that these proposals will improve the external appearance of the building, and its impact on the conservation area and settings of surrounding heritage assets.

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 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 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 policies relevant to this application are as follows:

- 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 BE6: Advertisements

Other Material Planning Considerations

National Planning Policy Framework (NPPF)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
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 proposed business and Functionality of the building as a Banking Hub.

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 signage will be located within the Whitehaven Conservation Area and 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 proposed use and functionality of the premises as a Banking Hub.

The proposed signage will be located on the building on the visible front elevations on both King Street and Lowther Street. 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 and will not be likely to be 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 it is unlikely that it will be out of character in this regard.

	The signage is proposed to be internally illuminated. No objections were raised from the the Conservation Officer on the basis of harm to 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 design and siting. <u>Public Safety</u> The signage will be erected where it does not pose an issue to passing motorists or pedestrians, ensuring the safety of highway users. As the signage will be attached to the side of the building, no risk to public safety is posed. No objections have been received from the Highway Authority to this proposal. It is considered that the proposal accords with Policy BE4 of the LP and protects the surrounding amenity. <u>Planning Balance and Conclusion</u> On balance, the positives of the continued and visible use of the building for commercial purposes are considered to outweigh any harm that is potentially caused by the signage. There will not be a risk to road users or the safety of the general public. Overall, this is considered to be an acceptable form of advertisement at this commercial site which accords with Policy BE4 of the Local Plan.
8.	Recommendation: Approve Advertisement Consent
9.	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 28th May 2026; Location Plan, scale 1:1250, received 28th May 2026;



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	Ground Floor Plan as proposed, scale 1:50, drawing number PO4, received 28th May 2026; Elevations Proposed, scale 1:50, drawing number PO3, received 28th May 2026; Signage Details 1, scale 1:10, drawing number PO1, received 28th May 2026; Signage Details 2, scale 1:10, drawing number PO1, received 28th May 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. Standard Advertisement Conditions	
Case Officer: Sarah Papaleo		Date : 14/07/2026
Authorising Officer: N.J. Hayhurst		Date : 22/07/2026
Dedicated responses to:- N/A		