

**CUMBERLAND COUNCIL**  
**CONSULTATION RESPONSE**

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**Proposal:** Demolition of existing buildings and erection of a discount food store, alterations to vehicular and pedestrian access, provision of car and cycle parking, servicing area, hard and soft landscaping and associated works

**Address:** Land at East Road, Egremont

**Reference:** 4/24/2044/OF1

**Date:** 21/02/24

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**Description:** Site is a former, disused car garage, filling station and associated car parks

**Conclusion:** Design alterations suggested

**Assessment:**

- The site would appear to lend itself well to redevelopment as proposed. I am not able to note any direct impact on heritage assets. There may be some impact on setting of non-designated heritage assets nearby, although this is likely to be neutral given the existing site appearance.
- This building is at a main gateway into Egremont and its conservation area, as well as adjacent to a very busy area, with lots of people passing. The design may benefit from a more ambitious vision, which has served Aldi stores well in other locations.
- The grey, two-tone cladding system may appear rather austere if executed without relief. Timber cladding and brick have both been successfully employed in conjunction with such cladding at other Aldi sites, achieving greater warmth and visual interest.
  - For example, Aldcliffe Road in Lancaster uses the Kingspan Quadcore system in combination with Millworks Western Red Cedar cladding, using a varied profile and concealed fixing holes that are plugged after installation for a clean finish.
  - Crown Street Retail Park, Glasgow. Here, the Aldi is part of a larger development. The design features Norclad Microshades Brunnea Treated Redwood set between uprights, in combination with panel cladding and a buff-coloured brick.
  - Aldi stores at Whitchurch and Porthcawl, and located within St James' Retail Park in Sheffield, all evidence more varied façade treatments, incorporating timber, which is likely to make for a more attractive and welcoming building here too.
- The car park situated to the north appears rather lacking in tree cover. Both the grass verge shown on the plan between the car park and the main road, and within the car park itself, may be good locations for a planting scheme featuring trees to soften the appearance of the tarmac and building.

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**Relevant Policies and Guidance:**

Paragraph 134 of the National Planning Policy Framework (NPPF) asserts that “Development that is not well designed should be refused”.

The former Copeland area’s Local Plan contains a number of relevant policies:

- ST1D emphasizes the council’s commitment to creating and retaining quality places.
- ENV4C aims to strengthen the distinctive character of settlements through high quality urban design and architecture that respect character and setting.
- DM10 emphasises the need for high quality design and quality places. Part B requires design to respond to local character at multiple scales, paying attention to plot size and arrangement, massing and scale, interstitial spaces, and materials. Part C requires the incorporation of existing features such as landscape and vernacular style.
- DM27A outlines support in principle for developments that “protect, conserve and where possible enhance the historic, cultural and architectural character of the borough’s historic sites and their settings”.

Sammy Woodford

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