

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/25/2277/0A1
2.	Proposed Development:	APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENT SIGNS
3.	Location:	14-15 MARKET PLACE, EGREMONT
4.	Parish:	Egremont
5.	Constraints:	ASC;Adverts - ASC;Adverts, Conservation Area - Conservation Area, Flood Area - Flood Zone 2, Coal - Off Coalfield - Data Subject To Change, Outer Consultation Zone - Sellafield 10KM
6.	Publicity Representations &Policy	See Report
7.	Report: Site and Location The application site comprises an end of terrace property which lies within Egremont's Town Centre and Conservation Area. The property occupies a corner position within the town, such that the front elevation and north west side elevation both front onto the main highway. The site is made up of a two storey building and three storey building, each with timber fascia boards above double doorways and timber commercial shop fronts. The buildings have retained traditional materials and architectural features throughout. Proposal Advertisement Consent is sought for the display of a number of advertisements at the	

premises.

The proposal as originally submitted involved the following advertisements:

- 2 x peg mounted aluminium composite sign featuring the company name and branding measuring 1.125m x 3.055m, with LED backlit illumination, to be positioned to the side gable and rear elevation.
- 2 x individually per mounted signage with company name and logo above the main entrance measuring 0.37m x 3m, to be positioned on the existing fascia board.
- 3 x window plastic vinyl stickers measuring 1.2m x 3m, to be positioned on the front windows.

The application has since been amended as follows:

- Removal of the proposed signage to the rear elevation.
- Removal of the proposed illumination to the side gable.

Relevant Planning History

N/A

CONSULTATION RESPONSES

Town Council

No objections

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.

The applicant will need to ensure that luminance levels do not exceed 600cd/m², the LHA and LLFA have no objections to the proposed development.

Environmental Health

There are no objections to this application from Environmental Health.

The illuminated signs are within recommended levels of luminance for a small town centre of medium district brightness and for the size of the advertisement signs.

Given that the site is within the Egremont Town Centre Conservation Area, Environmental



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Health would prefer that the illuminated signs are turned off either at closure of business or by 23.00 hours each day.

Conservation Officer

The overall design direction is viewed as positive. The drawings in the application should show consistent designs noting some differences. The façade sign version shown on the proposed elevation drawing would be preferable in conservation and design terms. It is recommended to avoid peg-mounted backlit lettering and instead opt for painted on or otherwise directly applied lettering, with the shop window signage, potentially in combination with the fascia signage, providing the illuminated option.

Public Representations

The application has been advertised by way of site notice. No resulting representations have been received to date.

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 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 Local Plan as commenced by Copeland Borough Council.

The Local Plan 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 following policies are relevant to this proposal:

Policy DS4: Design and Development Standards

Strategic Policy R4: The Key Service Centres

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 (NPPF)

Cumbria Development Design Guide

Planning (Listed Buildings and Conservation Areas) Act 1990

Conservation Area Design Guide SPD (Adopted December 2017)

ASSESSMENT

Paragraph 141 of the National Planning Policy Framework 2024 recognises that, ‘the quality and character of places can suffer when advertisements are poorly sited and designed,’ and indicates that advertisements ‘should be subject to controls in the interests of amenity and public safety, taking account of cumulative impact’.

The key issues raised by this proposal are therefore the impact of the proposal on amenity and public safety.

Policy Context and Duties

The application site is situated within Egremont’s Conservation Area, wherein the Local Planning Authority is statutorily obliged to pay special attention to the desirability of preserving or enhancing the character or appearance of the area, in accordance with Section 72 (1) of the Planning (Listed Building and Conservation Areas) Act 1990.

Policy BE6 of Copeland’s Local Plan sets out that 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.

It is also indicated that advertisements affecting heritage assets and their setting will only be granted consent where the following criteria are met;

- i. 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;
- ii. proposals avoid the use of projecting box signs and instead reflect, re-interpret or complement traditional hanging sign styles;
- iii. proposals at development entrances where possible advertise multiple businesses to avoid the proliferation of individual signs and clutter; and,
- iv. where illumination is proposed it is demonstrably necessary and is sensitively designed for its context, generally avoiding internal illumination methods.

Amenity

Paragraph 79 of the Planning Practice Guidance relating to Advertisements outlines that, 'in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features'.

The site occupies a prominent, corner position within Egremont's Conservation Area and Egremont's Town Centre. The area is of a high heritage value, enhanced by the retained traditional materials and architecture within the locality, all of which contributes to the visual amenity of the town centre and locality.

The original submission included an additional sign to the rear elevation, which was to be illuminated, as well as illumination to the gable sign. These elements have now been removed following concerns raised in relation to the number of signs and illuminated signage within the proposal. The amended proposal now relates solely to the non-illuminated signage and vinyls to the front elevation, and a non-illuminated sign to the gable.

The amended proposal would provide signage to the front elevation which is commensurate in scale and design to those on adjacent buildings. Although the amended proposal would retain the proposed gable signage, the removal of the illumination from this element would limit the impact of this advertisement on the amenity value of the designated area.

Overall, the amended proposal would not appear significantly out of character or incongruous within the setting so as to have a significant adverse impact on the amenity of the area. The proposal is therefore in line with Paragraph 141 of the National Planning Policy Framework

	2024 and Policy BE6 of the Copeland Local Plan in this regard. <u>Public Safety</u> Paragraph 67 of the Planning Practice Guidance relating to Advertisements indicates that, 'proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards'. The Highway Authority comments relating to the original submission sought assurance that illumination levels would not exceed 600cd/m2, otherwise, there were no objections to the proposal. The amended proposal has removed the illumination from the proposed gable signage, with none proposed to the frontage. The number of signs has also being reduced, preventing significant clutter or distraction to road users. On this basis, the amended proposal would not have a detrimental effect on public safety. The proposal is therefore in line with Paragraph 141 of the National Planning Policy Framework 2024 and Policy BE6 of the Copeland Local Plan in this regard. <u>Planning Balance and Conclusion</u> The proposed advertisements would not have a detrimental impact on the amenity, character and public safety of the locality. The proposal is therefore considered an acceptable form of development which complies with the National Planning Policy Framework and the policies set out in the Local Plan.
8.	Recommendation: Approve Advertisement Consent
9.	Conditions: 1. This consent is granted for a fixed period expiring 5 years from the date of consent. Reason In the interests of the character and amenity of the area in accordance with the provisions of Policy BE6 of the Copeland Local Plan 2021 – 2039. 2. This permission relates to the following plans and documents received on the



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respective dates and development must be carried out in accordance with them:
Application Form, received 18th November 2025
Location Plan, Drawing Number 2418-110000 Rev P03, received 18th November 2025
Proposed Site Plan, Drawing Number 2418-110010 Rev P04, received 18th November 2025
Proposed Elevations, Scale 1:100, Drawing Number 2418-131000 Rev P04, received 18th November 2025
Advertisement Details, received 18th November 2025

Reason

For the avoidance of doubt and in the interests of proper planning.

The Standard Conditions For Advertisements

3. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason

Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. No advertisement shall be sited or displayed so as to:
- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason

Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

	Reason Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. 7. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public. Reason Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. 8. Where an advertisement is required to be removed under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), the site shall be left in a condition that does not endanger the public or impair visual amenity. Reason Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Informatives The advertisements can continue to be displayed beyond the 5 year period under Class 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 unless a discontinuance notice is served by the local planning authority under Regulation 8 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
Case Officer: L. White	Date : 11/12/2025
Authorising Officer: N.J. Hayhurst	Date : 19/12/2025
Dedicated responses to:- N/A	