

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/25/2303/0A1
2.	Proposed Development:	ADVERTISING CONSENT FOR 31 SIGNS TOTAL (6 DIFFERENT TYPES OF SIGN)
3.	Location:	WALKMILL WOODLANDS, MORESBY PARKS
4.	Parish:	Moresby
5.	Constraints:	ASC;Adverts - ASC;Adverts, Flood Area - Flood Zone 2, Coal - Development Referral Area - Data Subject to Change, Coal - Development Referral Area - Data Subject to Change, Key Species - Bounds of Sensitive Area for Hen Harriers, Preferred Route Corridor - Within Preferred Route Corridor, PROWs - Public Right of Way
6.	Publicity Representations &Policy	See Report
7.	Report: SITE AND LOCATION The site forms part of the Walkmill Woodlands. The land is owned and managed by the Parish Council. It is a recreational site that is 75% woodland. It includes surfaced footpaths that are used by members of the public for walking and running. PROPOSAL The applicant seeks consent for the following –	

Monolith X 3, 200cm above ground level.

The proposed signs are to be located at the entrance to the woodland and are designed to help facilitate the enjoyment of the existing woodland. They would be constructed of wood and metal.

RELEVANT PLANNING APPLICATION HISTORY

None relevant

CONSULTATION RESPONSES

Parish Council

No response received

Highways and LLFA

No response received.

Environmental Health Officer

Environmental Health are supportive of this application and offer no objections to it.

PLANNING POLICIES

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 Borough Council. The LP was adopted by Cumberland Council on the 5th of November 2024



Cumberland Council

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 BE6 Adverts

Policy DS4 Design and Development Standards

Other Material Planning Considerations

National Planning Policy Framework (NPPF)

Cumbria Development Design Guide

ASSESSMENT

The key issues raised by this proposal are the potential impacts on visual amenity; and impact on public safety.

Impact on 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 3no. signs are designed to help facilitate the enjoyment of the existing woodland. They would be of an attractive design, using materials such as wood and metal to help to integrate into the existing landscape. They would not create an intrusive or incongruous feature within the landscape and would assimilate well with the natural environment, whilst helping to improve the experience of members of the public using the site.

On this basis, the signs are unlikely to have any adverse impacts on the amenity of the locality and therefore, the proposals are considered to comply with Policy BE6 of the Copeland Local Plan, and the provisions of the NPPF.

Impact on Public Safety

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. The proposed signs are to be located at ground level at the entrance to the woodland, and on the existing footpaths and benches. In this location they are unlikely to pose an issue to passing motorists or pedestrians. The signs are in keeping with the character of the site and are commonly found on woodland walks such as this. Therefore, they will not appear

	obtrusive or dominant features in the area. In this location, the signs are unlikely to have any harm on public safety. On this basis, the signs are considered to comply with Policy BE6 of the Copeland Local Plan, section 12 of the NPPF, and the 2007 Advertisement Regulations. <u>Planning Balance and Conclusion</u> The proposed signs are of an acceptable scale, siting, and design to maintain visual amenity and they are unlikely to harm public safety. Based on the submitted drawings, the proposed signage is considered to comply with Policies of the Copeland Local Plan, the provision of the NPPF, and the Advertisement Regulations and, as such, is recommended for approval.
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. This permission relates to the following plans and documents as received on the respective dates and development shall be carried out in accordance with them:- - Application Form - Location Plan 1 - Location Plan 2 - 625046M-020-001 MONOLITH - Wilder Walkmill Interpretation Development Document 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 new signage hereby approved must be non-illuminated and must remain as such for the lifetime of the development.



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	Reason To safeguard the traditional appearance of the Heritage Asset in accordance with Policy BE6 of the Copeland Local Plan. 4. Standard Advertisement Conditions	
Case Officer: D. Gibson		Date : 30.10.2025
Authorising Officer: N.J. Hayhurst		Date : 31.10.2025
Dedicated responses to:- N/A		