

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/26/2244/0A1	
2.	Proposed Development:	ADVERTISEMENT CONSENT APPLICATION FOR ONE ILLUMINATED FASCIA SIGN, ONE ILLUMINATED TOTEM SIGN, ONE NON-ILLUMINATED DIRECTIONAL SIGN AND ONE NON-ILLUMINATED VINYL SIGN	
3.	Location:	LAND AT EAST ROAD, EAST ROAD, EGREMONT	
4.	Parish:	Egremont	
5.	Constraints:	ASC Adverts - ASC;Adverts, Coal - Off Coalfield - Data Subject To Change, Outer Consultation Zone - Sellafield 10KM, PROWs - Public Right of Way	
6.	Publicity Representations & Policy	Neighbour Notification Letter	No
		Site Notice	No
		Press Notice	No
		Consultation Responses	See Report
		Relevant Policies	See Report
7.	Report: Site and Location	The Application Site is located on the site of the former East Road Garage located on land at East Road and Wyndham Place, Egremont. The Application Site extends to 0.65ha.	

The Application Site previously comprised a currently closed petrol filling station; vehicle repair garage; and car dealership, with associated car parking and hardstanding areas. The businesses closed in c. 2020.

The buildings, structures and infrastructure associated with the previous uses have been removed from the site as part of its redevelopment as a retail store.

The Application Site is bordered to the west by the A595 beyond which is Egremont Town Centre and to the north, east and south by residential development comprising a mix of traditional terraces along the main roads and newer dwellings in purpose built estates.

The Application Site is enclosed by a combination of timber fencing, palisade fencing and barriers. The boundaries to the former petrol filling station have no physical delineation.

Existing points of vehicular and pedestrian access exist at East Road and Wyndham Place.

A pedestrian subway crossing the A595 is located adjacent to the western boundary of the Application Site. This links the Application Site to the south of Main Street.

National Cycle Route 72 is located adjacent to the east boundary of the Application Site.

The Application Site is not located within but comprises part of the setting of the Egremont Conservation Area.

There are no listed buildings on or directly adjacent to the Application Site.

The Application Site is located in Flood Zone 1, which is the lowest category of flood risk.

Directly Relevant Planning Application History

4/92/0468/0 – Improvements to Forecourt and Petrol Pumps, Retaining Wall and Resurface Parking Area - Approved.

4/92/0892/0 – Redevelopment of Existing Petrol Filling Station – Approved.

4/93/0093/0 – Canopy Fascia Signs; Shop Fascia Sign and Free, Standing Sign – Approved.

4/95/0082/0 – Improvements to PFS and Garage Inc. Partial Demolition – Approved.

4/05/2737/0 – One Internally Illuminated Double Sided Free Standing Display Unit – Refused.

4/06/2019/0 – Illuminated Wall Mounted and Free Standing Sign – Approved.

4/24/2044/0F1 – Demolition of existing buildings and erection of a discounted food store, alterations to vehicular and pedestrian access, provision of car and cycle parking, servicing area, hard and soft landscaping and associated works – Approved by Members of the Planning Panel.

4/25/2352/DOC – Discharge of Conditions 6, 9, 10 and 13 of Planning Application

4/24/2044/0F1 – Approved.

4/25/2366/DOC - Discharge of Conditions 4 and 11 of Planning Application 4/24/2044/0F1 –

Approved.

4/25/2424/DOC – Discharge of Condition 3, 5, 7 and 8 of planning application 4/24/2044/0F1 – Approved.

Proposal

This application seeks advertisement consent for the installation of one illuminated fascia sign, one illuminated totem sign, one non-illuminated directional sign and one non-illuminated vinyl sign. These all relate to the retail store that is currently under construction.

Sign 1: Internally illuminated totem sign – This proposed double-faced double post mounted totem sign will be located within the west of the site adjacent to the A595. This sign will measure 6m x 2.07m x 0.32m, located 1.696m from ground level. This sign will be finished with anthracite grey support poles, anthracite grey sign box, and a polycarbonate screen printed 5 colour logo. It is proposed that the sign will benefit from static internal illumination.

Sign 2: Non-illuminated directional totem sign – This proposed low level post mounted sign will be located within the north of the site adjacent to the entrance from East Road. This sign will measure 2.4m x 1.035m x 0.3m, located 0.432m from ground level. This sign will be finished with anthracite grey support poles, anthracite grey sign box, and a polycarbonate screen printed 5 colour logo. It is proposed that the sign will not benefit from illumination.

Sign 3: Internally illuminated fascia sign – This fascia sign is to be located upon the main elevation of the building, at the entrance to the store facing over the car park. This sign will measure 2.44 x 2.07m x 0.2m, located 2.15m from ground level. This sign will be finished with anthracite grey sign box, and a polycarbonate screen printed 5 colour logo. It is proposed that the sign will benefit from static internal illumination.

Sign 4: Non-illuminated vinyl sign – This vinyl sign is to be located upon the main elevation of the building, upon the glazed entrance to the store facing over the car park. This sign will measure 1.46m x 1.24m x 0.05m, located 0.525m from ground level. This sign will be an internally applied vinyl to the entrance glazing and will include the printed 5 colour logo. It is proposed that the sign will not benefit from illumination.

Consultation Responses

Egremont Town Council

No objections.

Cumberland Council – Highway Authority & Lead Local Flood Authority

The details provided for the internally illuminated sign are stated at 108cd/m² which is below the maximum of 600cd/m².

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.

Cumberland Council – Environmental Health

Environmental Health have no objections to this proposed development.

The illuminance levels are considered to be reasonable for the given environment and should not cause loss of amenity to residents.

It would be preferable that the illuminated signs are switched off at closure of business hours in order to reduce general artificial light pollution.

Cumberland Council – Conservation & Design Officer

Don't think I really have any comments to make on this one. It's not a heritage asset or in a conservation area and doesn't really impact the settings of any heritage assets. I think the signage looks pretty in line for an Aldi, so don't have any issue with it from a design standpoint.

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 replacing the Copeland Local Plan 2013-2028 and the saved policies of the Copeland Local Plan 2001-2016.

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 BE4: Non-Designated Heritage Assets
 Policy BE6: Advertisements

Other Material Planning Considerations

National Planning Policy Framework (2026)
 National Planning Practice Guidance (NPPG)
 Cumbria Development Design Guide
 Town and Country Planning (Control of Advertisements) (England) Regulations 2007

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. Proposals for advertisements and signs will be granted consent where: they do not result in visual clutter in the local area; 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; when attached to buildings they respect the building's scale, proportions and architectural features; and they do not result in unacceptable adverse impacts on public safety.

The application site is not located within an area of Special Advertisement Control.

The application site was formally utilised as a petrol filling station; vehicle repair garage; and car dealership. Planning permission has recently been granted on the site for a discounted food store, with works currently under construction (ref: 4/24/2044/0F1). The principle of signage at this site is therefore acceptable given they will be located within a commercial site.

The scale, siting and design of the proposed signs are considered acceptable in the context of the site and the wider area.

It is proposed that two of the signs will benefit from illumination. The Council's Environmental Health team have offered no objections to the application and have confirmed that the illuminance levels are considered to be reasonable for the given environment and should not cause loss of amenity to residents. They have however requested that the proposed illuminated signs be switched off at closure of business hours in order to reduce general artificial light pollution. The agent has confirmed that that this is acceptable, therefore this will be secured by an appropriately worded planning condition to reflect the operation hours previously approved for the site.

The application site is not located within the Conservation Area. The Council's Conservation Officer has confirmed that the proposed does not impact the settings of any Heritage Assets or the Conservation Area.

On this basis, the proposed adverts 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, Policy TR4 of the NPPF, and the 2007 Advertisement Regulations seek to ensure proposals do not affect the street scene or public safety.

The proposed adverts will be located upon the proposed building and at the entrances to the site. The proposed signs will be set back from the adjacent footpaths and to the car park entrance. In the proposed locations, the signs are unlikely to have any harm on public safety and will not appear obtrusive or dominant feature in the street scene.

No objections have been received from the Highway Authority.

On this basis, the signs are considered to comply with Policy BE6PU of the Copeland Local Plan, TR4 of the NPPF, and the 2007 Advertisement Regulations.

Planning Balance and Conclusion

The proposed signage will be located within a commercial site, previously granted planning permission for a discount food store which is currently under construction. The principle of signage is therefore considered acceptable.

The proposed signs are of an acceptable scale, siting, and design to maintain visual amenity and it is unlikely to harm public safety. A condition is proposed to limit the hours of illumination to avoid harm and light pollution.

Overall, 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.



Cumberland Council

8.	Recommendation: Approve Advertisement Consent
9.	Conditions: <u>Standard Conditions:</u> 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, received by the Local Planning Authority on the 30th July 2026. - Site Location Plan, Scale 1:1250, Drawing Reference: 21341 THP XX XX DR A 1000, Rev: P01, received by the Local Planning Authority on the 30th July 2026. - Site Plan – Signage (Amended), Scale 1:200, Drawing No: 5002, Revision: C06, received by the Local Planning Authority on the 31st July 2026. - Signage Details (Amended), Scale 1:25, Drawing No: 2014, Revision: C05, received by the Local Planning Authority on the 31st July 2026. - Signage Elevations, Scale 1:100, Drawing No: 2013, Revision: C02, received by the Local Planning Authority on the 30th July 2026. - Example of Sign 1 (Facia), received by the Local Planning Authority on the 30th July 2026. - Example of Sign 2 (Totem), received by the Local Planning Authority on the 30th July 2026. - Luminance Table, received by the Local Planning Authority on the 30th July 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. <u>Other Condition:</u> 3. The adverts hereby approved must not be illuminated outside the operation hours of the building and must remain as such for the lifetime of the development. For the avoidance of doubt the adverts must not be illuminated outside of the following hours: - Monday to Saturday - 08:00 – 23:00 hours - Sunday – 10:00 – 18:00 hours Reason To safeguard amenity in accordance with Policy DS4 and BE6 of the Copeland Local Plan. 4. Standard Advertisement Conditions	
Case Officer: C. Burns		Date : 02.09.2026
Authorising Officer: N.J. Hayhurst		Date : 22/09/2026
Dedicated responses to:- N/A		