

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/26/2260/0A1
2.	Proposed Development:	ADVERTISEMENT CONSENT FOR THE DISPLAY OF HOTEL NAME TO NORTH ELEVATION GABLE WALL
3.	Location:	SEACOTE HOTEL, BEACH ROAD, ST BEES
4.	Parish:	St. Bees
5.	Constraints:	ASC Adverts - ASC;Adverts, Coal - Standing Advice - Data Subject To Change, Key Species - POTENTIAL AREA for the Small Blue, Key Species - Known Site for the Small Blue
6.	Publicity Representations &Policy	See Report.
7.	Report: Site and Location The application site relates to The Seacote Hotel, located on Beach Road within St Bees. Relevant Planning History The hotel has been extended in an incremental way in the past which has resulted in numerous planning applications for various forms of development. Proposal This application seeks Advertisement Consent for the display of the hotel name on the North elevation gable end. The advert will be 3.5m high from the ground floor level and will be 3m in width. The sign reads 'Seacote Hotel', each word on two separate lines a total of 1.4m high.	

The sign will be painted black, and will include the Hotel's logo of a bird alongside the name.

Consultation Responses

St Bees Parish Council

No objections.

LLFA & 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.

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.

The following policies are relevant to this proposal:

Strategic Policy DS1: Settlement Hierarchy

Strategic Policy DS2: Settlement Boundaries

Policy DS4: Design and Development Standards

Strategic Policy E2: Location of Employment

Policy BE6: Advertisements



**Cumberland
Council**

Other Material Planning Considerations

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Cumbria Development Design Guide

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

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. 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 the St Bees Conservation Area, however, it is located within an area of Special Advertisement Control.

It is proposed that the sign will be painted on to the north gable elevation of the hotel. It therefore doesn't project from the gable, it isn't illuminated and is modest in overall scale for the size of the Hotel. The sign is considered to complement the Hotel's colour scheme and branding. On this basis, the principle of signage and its scale and design at this site is acceptable given its location on the existing building.

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 advert will be located on the main building on the North elevation gable. Whilst the sign will be seen from numerous public vantage points, it will be painted on the external

	wall as opposed to a projection/hanging sign. It is understood that there was a sign in this location previously, prior to renovations/external painting taking place. The sign is therefore 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 BE6 of the Copeland Local Plan, TR4 of the NPPF and the 2007 Advertisement Regulations. Planning Balance and Conclusion The proposed signage will provide a modern branding for the existing business. The principle of signage at this site is acceptable given its location on the existing established Hotel. The proposed sign is of an acceptable scale, siting, and design to maintain visual amenity and it is unlikely to harm public safety. No objections have been received as a result of the consultation. Overall, the proposed signage is considered to comply with Policies of the Copeland Local Plan, and the Advertisement Regulations.
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: -



Cumberland Council

- Application Form, received 17th August 2026;
- Site Location Plan, scale 1:1250, received 17th August 2026;
- Existing Elevation Photo, received 17th August 2026;
- Proposed Elevation Photo, received 17th August 2026;
- Proposed Elevation Measurements, received 17th August 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: Demi Crawford

Date : 09/10/2026

Authorising Officer: N.J. Hayhurst

Date : 12/10/2026

Dedicated responses to:- N/A