CUMBERLAND COUNCIL
DELEGATED PLANNING DECISION

1.	**Reference No:**	4/26/2294/0L1
2.	**Proposed Development:**	LISTED BUILDING CONSENT TO INSTALL 3D SIGNAGE (RETROSPECTIVE)
3.	**Location:**	6-8 DUKE STREET, WHITEHAVEN
4.	**Parish:**	Whitehaven
5.	**Constraints:**	ASC Adverts - ASC;Adverts, Conservation Area - Conservation Area, Flood Area - Flood Zone 3, Listed Building - Listed Building, Coal - Standing Advice - Data Subject To Change, Main River Consultation Area - Main River Consultation Area
6.	**Publicity Representations &Policy**	See report.
7.	**Report:**	

Site and Location:

The application site comprises the property known as 6-8 Duke Street, Whitehaven.

The property comprises a four-storey building within the town centre of Whitehaven.

The building lies within a prominent location at the junction between Duke Street and Tangier Street and is visible from King Street, the main pedestrianised thoroughfare within the town centre.

The building comprises a Grade II Listed Building. The listing entry for the building states the following:

"II Dated 1889. Stuccoed, 3 storeys. Paired pilasters at ends, set in 3 tiers - Tuscan, Corinthian, and Tuscan. Ground floor has shop fronts. 1st floor has 5 windows (some 6-light cross type, others 2-light sashes, 3 with broken pediments). Top floor has 5 sashes with plain pediments. The 2nd bay is emphasised by a top dormer with scrolled pediment, pilasters and wings, and 1st floor by a swag on the pediment.

Nos 4, 5, the Co-operative Store, Whittle's Furniture Store, The Globe Hotel Nos 105 and l05A form a group."

The building is also situated within the Whitehaven Conservation Area.

The change of use of the building to form a community digital hub and café with roof terrace was approved under Full Planning Application ref. 4/21/2365/0F1 and the associated alterations to the interior and exterior of the building were approved under Listed Building Consent ref. 4/21/2364/0L1. A number of subsequent amendments have been approved. The development is now substantially complete and the use commencing.

Proposal:

This application seeks Listed Building Consent for the installation of two sets of internally illuminated built up letter advertisements stating: 'LEVELS'.

The letters are aluminium printed green with orange and red gradient.

One – Principal Elevation – c.2.35m wide, 0.52m high and 0.07 deep.

Two – Side Elevation – c.1.85m wide, 0.403m high and 0.07 deep.

The application is retrospective as the advertisements have been installed.

Consultee:	**Nature of Response:**
Town Council	No objections/comments.
Cumberland Council - Highways and LLFA	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	Informally confirmed no objection.

Conservation Officer	

Neighbour Responses:
The application has been advertised by way of a Site Notice and Press Notice. No representations have been received.

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 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.

Policy DS4: Design and Development Standards
Strategic Policy BE1: Heritage Assets
Policy BE2: Designated Heritage Assets
Policy BE6: Advertisements

Other Material Planning Considerations

Planning (Listed Buildings and Conservation Areas) Act 1990 (PLBCA).
National Planning Policy Framework (NPPF).

Assessment:

The proposed signage to the principle elevation is located horizontally on the fascia of the existing shopfront and the signage located to the side elevation is located vertically on the wall adjacent to the secondary access to the property.

The proposed signage is not excessive or dominant and will not result in visual clutter.

The proposed works retain original fabric and features. The ground floor of the building has been the subject of extensive works of repair and replacement/renewal.

The proposed signage does not strictly conform with the guidance set out in the Conservation Area Design Guide, consisting of internally illuminated lettering.

The property is one of Whitehaven's flagship regeneration projects and is a landmark in townscape terms, distinct from its surroundings.

The signage follows the branding of the occupant and appears to be of good quality. The function of Levels is a VR and eSports hub. The modern design of lettering and illumination helps subtly convey the nature of the use.

The building as a whole is a dramatically successful piece of heritage-led regeneration, and the lettering is a small part of an overall project that deftly weaves together the historic and the modern.

The signage by virtue of its character and inclusion of illumination will have a slight negative impact upon significance of the listed building and setting of adjacent listed buildings – lower end of non-substantial harm.

Conclusion:

The Application Site is a commercial premises located within Whitehaven Town Centre.

The signage by virtue of its character and inclusion of illumination will have a slight negative impact upon significance of the listed building and setting of adjacent listed buildings – non-substantial harm.

The development as a whole will assist in delivering a long-term sustainable and optimum viable use for a property which has been vacant for a considerable period of time and has consequently suffered from water ingress and general degradation. The proposed advertisements will play a small role in this.

On balance, it is considered that the benefits of the development outweigh the harm which in overall terms is considered to fall at the lower end of non-substantial harm.

Cumberland Council

8.	**Recommendation:** Approve Listed Building Consent (start within 3yr)
9.	**Conditions:** 1. The development hereby permitted shall be carried out in accordance with the following approved plans and documents: Application Form Heritage Impact Assessment LEVELS - Exterior Light Box Signage – Item A Job No. 206634 Rev. 4 – 4 sheets. Reason For the avoidance of doubt and in the interests of proper planning. **Statement** The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received, and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development as set out in the National Planning Policy Framework.

Case Officer: C. Harrison	**Date :** 10.11.2026
Authorising Officer: N.J. Hayhurst	**Date :** 12/11/2026
Dedicated responses to:-	