

**CUMBERLAND COUNCIL
CONSULTATION RESPONSE**

Proposal: Erection of 6 no. advertising boards on existing hoarding

Address: Former Red Lion Site, 2 Market Place, Egremont

Reference: 4/26/2287/OA1

Date: 05/10/26

Description: The former Red Lion Site is a gap site in Egremont. It has a wooden hoarding approximately 25m long across the front of it to protect the site from intrusion.

Conclusion: No objection

Assessment:

These display boards are intended to be temporary and provide information about the regeneration work going on in and around Egremont for the duration of the regeneration of the Former Red Lion Site itself.

These will improve the appearance of the site and provide useful information to locals.

I anticipate no harm to heritage assets, and benefit in the forms mentioned above.

Relevant Policies and Guidance:

Planning (Listed Buildings and Conservation Areas) Act 1990:

The Planning (Listed Buildings and Conservation Areas) Act 1990 establishes a need “in considering whether to grant listed building consent for any works [for the Local Planning Authority to] have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest” [Section 16(2)]. This requirement also applies to the granting of planning permission affecting a listing building or its setting [Section 66(1)].

Section 72 of the 1990 Act states that “special attention shall be paid to the desirability of preserving or enhancing the character or appearance of [a conservation] area.”

National Planning Policy Framework (2026):

Chapter 20. Conserving and Enhancing the Historic Environment:

Decision-making policy **HE4(1)**: Development proposals affecting the significance of a heritage asset, including its setting, should maintain or secure a use consistent with its conservation, and should conserve instead of harm (or minimise where not possible) that significance.

HE4(2): Any harm to the significance of a *designated* heritage asset (including from development within its setting) should have clear and convincing justification.

HE5(1): Proposals affecting heritage assets should be accompanied by an assessment of significance (including the contribution of setting) and of potential effect on significance. Detail should be proportionate to the assets' importance, and no more than necessary to understand the potential effect. This should draw on the Historic Environment Record, and appropriate expertise where necessary.

HE5(2): Assessments of these effects on significance should identify whether the proposals would have a positive effect, no effect, a harmful effect, or result in total loss of significance.

HE6(1): Substantial weight should be given to conserving the significance of a designated heritage asset, irrespective of the potential effect on significance.

HE6(3): "Any harm to a designated heritage asset will be a matter of considerable importance and weight..."

HE6(4): Harm to the significance of a designated heritage asset should be weighed against the public benefit.

HE6(5): Substantial harm to a designated heritage asset is grounds for refusal unless it is necessary to achieve substantial public benefits, or all of a list of conditions apply (see full text).

HE7(2): Harm to the significance of a non-designated heritage asset should be weighed against the benefits, and a balanced judgement made. This should have regard to the importance of the asset and the scale of the harm.

HE7(3): Substantial harm to or total loss of a non-designated heritage asset should only be supported where the harm is outweighed by the benefit.

HE9(1): Proposals that are within, or which affect the significance of, a conservation area should retain and conserve buildings or other features that make a positive contribution to its character or appearance where possible, and consider the area's special architectural and historic interest.

HE9(2): Where a proposal would result in the loss of an element a conservation area that it is desirable to conserve, impact assessment should take into account the element's relative significance and its contribution to the significance of the conservation area in accordance with HE5 and HE6.

HE10(1): Where a proposal would result in the loss of all or part of a heritage asset, the development should not be approved unless all reasonable steps have been taken to ensure the new development will proceed, and the applicant should record and advance understanding of the significance of the asset to be lost in a manner proportionate to its importance and the potential impact on it. They should make this evidence accessible in the relevant Historic Environment Record and public depository, as appropriate.

Copeland Local Plan 2021-2038 (2022):

BE1: Heritage Assets

Decision-making should provide for the preservation and enhancement of built heritage assets by:

- Requiring a heritage impact assessment or heritage statement where the proposal would affect a heritage asset;
- Giving great weight to the conservation of Copeland's designated heritage assets when decision making;
- Ensuring that new development is sympathetic to local character and history;
- Supporting proposals for the appropriate reuse of vacant historic buildings, recognising that putting buildings into viable uses consistent with their conservation can help sustain and enhance their significance;
- Supporting proposals that increase the enhancement, promotion and interpretation of Copeland's architectural and archaeological resources;
- Strengthening the distinctive character of Copeland's settlements, through the application of high-quality design and architecture that respects this character and enhances the setting of heritage assets.

BE2: Designated Heritage Assets

- Development should preserve or enhance designated heritage assets (or important archaeological sites) and their settings. The more important the asset, the greater weight that will be given to its conservation. Proposals that better reveal the significance of heritage assets will be supported in principle. Any harm to, or loss of, the significance of a designated heritage asset will require clear and convincing justification.

BE4: Non-designated Heritage Assets:

- Development should preserve or enhance non-designated heritage assets and their settings. Proposals that better reveal the significance of heritage assets will be supported in principle. Proposals affecting non-designated heritage assets or their settings should demonstrate that consideration has been given to their significance.

BE5: Shopfronts

- Appropriate shopfronts, whether historic or recent, should be retained and restored as opportunity allows. Proposals relating to them should consider relevant guidance, including the Shopfront Design Guide supplementary planning document.

BE6: Advertisements

- Applications for consent to display advertisements will be permitted where the proposal will not have an adverse effect on either amenity or public safety.

DS6: Design and Development Standards

- All new development must meet high-quality standards of design. This can include:
 - a) Making use of existing buildings where practicable and deliverable, except where these have a negative impact upon the street scene;
 - b) Creating and enhancing locally distinctive places, sympathetic to surrounding context and landscape character;
 - c) Using good quality building materials that reflect local character, sourced locally where possible;
 - d) Contributing towards good health and wellbeing through good design of green spaces and providing high residential amenity;
 - e) Creating layouts that encourage active travel

- f) Providing safe, accessible and convenient pedestrian routes and safe access for refuse and recycling vehicles.

RE3: Conversion of Rural Buildings to Commercial or Community Use

- RE3 provides details on proposals to convert traditionally constructed barns and other rural buildings into commercial or community use.

H17: Conversion of Rural Buildings to Residential Use

- Policy H17 provides for the conversion of such buildings for residential use.

Cumberland Conservation Area Design Guide, Copeland area (2017)

Supplementary planning document that is a material consideration in the determination of planning applications within conservation areas in the legacy Copeland area. It is therefore applicable to this application.

Sammy Woodford

Conservation and Design Officer