

**CUMBERLAND COUNCIL
CONSULTATION RESPONSE**

Proposal: Advertisements

Address: Speedy Hire, Cleator Mills, Cleator

Reference: 4/25/2029/OA1

Date: 11/02/25

Description: This is a new building constructed adjacent to the remaining Cleator Mills building and chimney, on the site of a formerly demolished section of the building.

Conclusion: No objection

Assessment: This application contains signage designs for the new building previously approved.

I would view the signage as having a neutral impact on the setting of the non-designated heritage assets nearby (Cleator Mill and chimney), and to be of a suitable design that suits the design of the building.

I'm not in a position to comment on whether it will facilitate effective wayfinding, but have no objection to it on visual design or heritage grounds.

Relevant Policies and Guidance:

Paragraph 139 of the National Planning Policy Framework (NPPF) asserts that "Development that is not well designed should be refused".

NPPF para. 210 states that "In determining applications, local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation..."

Paragraph 216 of the National Planning Policy Framework (NPPF) states the effect on the significance of a non-designated heritage asset should be taken into account when making decisions.

Opportunities should be sought for new development within conservation areas and the settings of heritage assets that enhances or better reveals their significance. (para. 219)

The Copeland area's Local Plan contains a number of relevant policies:

- BE1 provides 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.
- BE4 refers to non-designated heritage assets, saying that development should preserve or enhance such 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.
- BE6 controls advertisements, whereby applications for consent to display advertisements will be permitted where the proposal will not have an adverse effect on either amenity or public safety.
- DS4 outlines the Council's expectation that all new development will meet high-quality design standards that contribute positively to the health and well-being of residents.

Sammy Woodford

Conservation and Design Officer