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Cumberland Council (Copeland Area)
The Market Hall
Market Place
Whitehaven
CA28 7JG

Application Submitted by the Planning Portal

30 January 2026

Dear Sir/Madam

Re: Application for Consent to Display an Advertisement(s) under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 at 61 King Street, Whitehaven, Cumbria, CA28 7JH.

I am instructed by Greggs PLC to submit an advertisement application for one fascia sign and one projecting sign at, 61 King Street, Whitehaven, Cumbria, CA28 7JH.

The application has been submitted via the Planning Portal reference: PP-14655466 and the application fee has been paid directly.

With this application, please find enclosed the following plans:

- I. Site Location plan, Ref: TQRQM25351141735926
- II. Existing and Proposed Elevations, Ref: RNTH/S1190/15
- III. Existing and Proposed Elevations and Sections, Ref: RNTH/S1190/11

In addition to the above I would be grateful if you could take into consideration the contents of this letter in the determination of the advertisement application.

Site and Surroundings

The application site comprises the ground floor commercial unit of a three storey building, currently occupied by Greggs Bakery (Use Class E). A review of Google Maps street view indicates that Greggs have occupied this unit since at least 2009.

The Planning Policy Map identifies the site as lying within a Primary Shopping Area Frontage, Policy EC3, and Town Centre Boundary, Policy EC6 of the Local Plan. The building is within the Whitehaven Conservation Area, Policy HE7.

Planning History

The site has a longstanding history as Class E Use Class. While there have been a number of advertisement consent applications and minor external alterations made over the years, there is nothing within the site's planning history which would indicate the proposed development should not be permitted.

The proposed Class E bakery does not require a change of use; this application therefore simply seeks approval for advertisement consent.

The Proposal

The advertisement application seeks consent for one fascia sign and one projecting sign, both on the front elevation of the unit. Both signs will be illuminated externally.

The displays will not face directly on to residential properties and the signage is therefore considered acceptable in this location. All advertisements will meet the standards set by the Advertisement Standards Authority and will not contain any improper or offensive material.

Full details of the proposed signage are provided in the submitted plans and application documents.

Policy Position

The relevant regulation for control of Advertisement is The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and it states that a Local Planning Authority should exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the Development Plan, so far as they are material; and any other relevant factors including national policy and guidance contained in the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG).

The NPPG states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Should any of these features be present, the LPA should consider whether the proposed development is in scale and in keeping with these features. This means that a large advertising display would be refused where it would dominate a group of listed buildings but would be permitted in an industrial or commercial area of a major town or city, where the advertisement would not adversely affect the visual amenity of the neighbourhood where the site is located.

Factors relevant to public safety include the safety of people using the highway, railway or waterway; and whether the display of the advertisement in question is likely to: obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature; effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface);

externally or internally illuminated signs (incorporating either flashing or static lights) where the means of illumination is directly visible from any part of the road, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals, because of their size or brightness, could result in glare and dazzle, or distract road users, particularly in misty or wet weather; or when subject to changes of the display, where they do not display the whole message, if they require close study which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road; or those which resemble traffic signs; obstruct or confuse road users view, or reduce the clarity or effectiveness of a traffic sign or signal.

National guidance on advertisements is set out within the NPPF (2024) where it is advised that control over advertisements should be simple, efficient and effective in operation. Advertisements should be subject to control only in the interests of amenity and public safety taking account of cumulative impacts (Paragraph 141).

The relevant development Plan comprises of the Carlisle District Local Plan 2015-2030 (Adopted November 2016).

Carlisle District Local Plan 2015-2030

Policy EC7 (Shopfronts) states that well designed and appropriate shop fronts, whether original or reproduction, should be retained wherever practicable and if necessary restored when the opportunity arises. Within conservation areas new and alterations to shop fronts will only be acceptable where their design contributes to the preservation and enhancement of the area's character, appearance and setting, and provided the following criteria are met:

1. any original or period features are retained or where possible restored;
2. the proposal relates well in scale, height, proportions, materials and detailing to other parts of the building, adjoining shop fronts and the street scene generally;
3. the proposal does not involve a single shop front spanning two or more frontages;
4. the proposal does not involve the use of inappropriate modern shop front features; and

Policy HE7 (Conservation Areas) ensures that any new development and/or alterations to buildings in conservation areas should preserve or enhance the special character and appearance of the conservation area and its setting.

Policy E3 (Primary Shopping Areas & Frontage) states that the District's Primary Shopping Areas, as defined on the Policies Map, will be the focus for new retail development across the plan period, in accordance with the hierarchy set out in Policy SP 2.

Policy EC6 (Retail and Main Town Centre Uses Outside Defined Centres) ensures that development proposals for new retail and main town centre uses should in the first

instance be directed towards defined centres, and for comparison retailing proposals the defined Primary Shopping Areas (where designated) within these centres, in accordance with the hierarchy set out in Policy SP 2.

Planning Discussion

Design and Access, and Heritage Considerations

The application site is located within the Whitehaven Conservation Area, which was first designated in 1969 and subsequently extended in 1975. The conservation area forms part of a wider network of adjoining conservation areas that together provide comprehensive heritage coverage of Whitehaven.

The Conservation Area is designated for its special architectural and historic interest. Lord Street forms the principal commercial boulevard of Southport and is a highly coherent Victorian townscape, intentionally planned as part of the town's development as a nineteenth-century seaside resort. Its significance derives from its formal layout, consistent scale and its long-standing role as the social and commercial focus of the town centre.

The Whitehaven Conservation Area is defined by its Georgian planned town layout, characterised by formal grid-pattern streets, uniform building heights and elegant façades that create a cohesive historic townscape. Distinctive architectural features such as sandstone buildings, traditional shopfronts and the strong linear form of streets leading towards the harbour contribute to its unique identity. The relationship between the town centre and the historic waterfront further enhances its character and reinforces the area's planned, formal appearance.

In heritage terms, the significance of the Whitehaven Conservation Area lies in the collective value of its buildings, spaces and historic urban structure rather than individual elements alone. Development within the conservation area must therefore preserve or enhance its character and appearance in line with national and local policy. Careful attention to scale, massing, materials and visual impact is essential to ensure that any proposal responds positively to the established townscape and does not harm the area's historic significance.

In relation to Planning Policy Framework, the proposal preserves the significance of designated heritage assets and sustains the character and appearance of the conservation area. The works also therefore comply with Policy HE7 of the Local Plan.

Advertisements

Local and national policy states that advertisements should be subject to control only in the interests of amenity and public safety and therefore this application will need to be assessed in terms of the effect of the proposed advertisements upon amenity and public safety.

The proposed signage for the unit has an appropriate design, providing new fascias using Greggs' trademark colours.

As outlined in the Policy Section, advertisements must be assessed against amenity and public safety considerations. In amenity terms, the proposal is appropriate to the site and surrounding area, reflecting signage approved on nearby premises.

Greggs' approach to signage is to provide clear and easily identifiable signage of an appropriate scale to the shopfront and wider area. It is considered that the proposed signage is therefore in line with the character and appearance of the building and the adjoining retail units and does not detract from the existing visual amenity of the area.

With respect to highway safety, it is not considered that the proposal raises any issues relating to those either travelling on foot or in vehicles adjacent or around the site. The advertisements enable identification of the unit whilst causing no harm to public safety.

On this basis it is considered that the proposal accords with the general guidance on advertisements.

Conclusion

It is considered that the proposal accords with the objectives of the National Planning Policy Framework and local policy. It is considered that the fascia and projecting signs proposed are necessary for commercial reasons and sits comfortably in its visual context, respecting the character of the site and the wider area, and does not create a visual distraction for road users. It is therefore respectfully requested that advertisement consent is forthcoming for the advertisement scheme.

Should you have any queries regarding the attached or enclosed, please do not hesitate to contact Tom Leigh at tom@jmsplanning.com or on 07568 115450.

Yours faithfully

Tom Leigh
JMS Planning & Development
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