DELEGATED REPORT / CASE OFFICER'S ASSESSMENT

Ref No: ST/1080/17/ADV
Proposal: Retrospective advertisement consent sought for 1no. externally illuminated fascia sign and 1no. non-illuminated projecting sign.
Location: Moor Lane Service Station
8 - 10 Moor Lane
South Shields
NE34 6BZ

Site Visit Made: 09/01/2018

Relevant policies/SPDs

1 DM1 - Management of Development (F)

Description of the site and of the proposals

This application relates to a fuel filling station on Moor Lane in South Shields. The station has a small detached shop and a vehicle canopy covering the fuel pumps.

This application seeks retrospective advertisement consent to display 1no fascia sign and 1no projecting sign to the front of the detached shop. The fascia sign would be externally illuminated however the projecting box sign would not be illuminated.

The application form states that the advertisements were installed on 04/10/2017 however does not state a proposed date end date.

Planning History

Various advertisement applications relating to the site dating back to 1994.

A full planning application (ref ST/1083/17/FUL) for a new shop front is being determined concurrently with this application.

Publicity / Consultations (Expiry date n/a)

1) **Neighbour responses**

None

2) **Other Consultee responses**

None

Assessment

In assessing this application due regard has been had to the requirement of section 149 of the Equality Act 2010.

The main issue for consideration when assessing this application for advertisement consent is whether its scale and design is acceptable in terms of visual amenity.

Policy DM 1 (F) seeks to ensure that the design of advertisements complements the architecture to which it relates and the local context. Whilst the signs have already been erected, they replaced an existing fascia sign. The introduction of a box sign is a new feature to the shop front, however it is considered that it would be in keeping with the site which hosts a number of signs and advertisements.

Overall it is considered that the signage is in accordance with Local Development Framework (LDF) Policy DM1 (criteria F) and so is an acceptable form of development. Approval is recommended.

Recommendation

Grant Permission with Conditions

Conditions

1 This consent shall be for a limited period expiring five years from the date of the consent.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

2 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

3 No advertisement shall be sited or displayed so as to-
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

4 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

5 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

6 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

Informatives

1 In dealing with this application the Council has implemented the requirements of the National Planning Policy Framework (paragraphs 186 & 187) to seek to approve applications for sustainable development where possible.

Case officer: Seán Gallagher
Signed:
Date: 11/01/2018

Authorised Signatory:
Date:

«END»