DELEGATED REPORT / CASE OFFICER'S ASSESSMENT

Ref No: ST/0377/18/ADV
Proposal: (x2) Timber pole mounted signs along the front boundary.
Location: Harton Village Kindergarten
Sunderland Road
South Shields
NE34 6AS

Site Visit Made: 09/08/18

Relevant policies/SPDs

1 DM1 - Management of Development (A, B, C, F & G)

Description of the site and of the proposals

Advertisement consent is sought for the installation of two non-illuminated pole mounted banner signs at Harton Kindergarten, positioned along the front boundary of the site. The application originally proposed the installation of three signs, but has been amended during the course of the application process to reduce this to two signs, with one of these two signs also being relocated on the amended plans that have been submitted.

The site hosts a former library building, now used as a kindergarten, which is set significantly back from the highway, with extensive green space, a play area, parking areas, and a pedestrian footpath located to the front of the premises. The front boundary treatment consists of brick pillars with railings to the front, with double gates at both the vehicular and pedestrian accesses to the site from Sunderland Road. The main footpath is lined by trees, which are covered by a Tree Preservation Order, with other trees (not part of the TPO) located close to the western boundary of the site, between the application site and the Farmfoods store to the south. Residential properties are situated opposite the application site.

The two proposed advertisements would be as described below:

- Sign 1 – Banner sign on 100mm timber posts and mount, 3048mm width by 1220mm height at a maximum of 3353mm above ground level, situated at the south east corner of the site, adjacent to the front boundary, sitting just above the front boundary treatment.

- Sign 2 – Banner sign on 100mm timber posts and mount, 2438mm width by 1220mm height at a maximum of 3353mm above ground level, situated to the right hand (north) side of the pedestrian entrance, along the eastern boundary of the site, adjacent to the front boundary, again sitting just above the front boundary treatment.

Publicity / Consultations (Expiry date 13/08/18)

1) Consultee responses

Traffic and Road Safety: No objection

Assessment

Advertisement consent applications should only be assessed in relation to their impact on amenity and public safety, taking into account the provisions of the development plan (so far as they are material) and any other relevant factors; according to the 2007 advertisement regulations. The regulations make clear that factors relevant to amenity include the general characteristics of the locality. The main issues for consideration when assessing this application for advertisement consent are therefore:

- Whether the scale and design of the advertisement is acceptable in terms of amenity.
- Whether the advertisement has an adverse impact on highway / public safety.

Amenity

The location of the kindergarten premises is well set back from Sunderland Road, and it is acknowledged that some signage along the property frontage is desirable for the business in order to publicise and identify its presence.

It is considered that an application for two signs to the frontage can be supported in this location. The current proposals have been reduced from the original submission in terms of the number of signs proposed, as the installation of three or more of these signs to the frontage is considered to have a much greater potential to result in an unacceptable proliferation of signage at the property frontage, to the detriment of the amenity of the area.

The two signs would be fairly sizeable at 1.2 metres by 3 metres, and 1.2 metres by 2.4 metres, and are also located well above ground level, just above the existing boundary treatment. It is considered that the visual appearance of the signs and their impact on the surroundings will be acceptable on balance, having regard to the presence of nearby commercial premises, including the adjacent Farmfoods store, which has a number of signs to its frontage at present.

A number of trees are located on the site, many of which are covered by a Tree Preservation Order (TPO 304). The protected trees include a number of cherry trees along the footpath (indicated as T3, T22, T23, T13, T4 and T5 on the TPO plan)**.** There is another cherry tree located at the other side of the vehicular entrance, towards the south-east corner of the application site. This tree is not covered by the TPO, but still retains a positive amenity value within the surroundings. The proposals have been amended, with one sign being removed and another relocated to bring them away from the canopy of trees on the application site, which would have been impacted upon by situating the signage in the locations originally proposed.

Proposed Sign 1 is now situated at the south-east corner of the site. While this would be situated relatively close to the aforementioned cherry tree that is not covered by the TPO, it is considered that the signage should not impact upon the canopy of this tree, or its amenity value. Sign 2 is proposed to be sited between protected cherry tree T2 and the pedestrian entrance gates. It is not considered that the proposed signage would impact upon the canopy of this protected tree, or its amenity value.

It is not considered that the proposals would impact upon the residential amenity of neighbours.

Highway / Public safety

The Council's Traffic and Road Safety Team (as local highway authority) has raised no objections to the application. It is considered that the proposed advertisements would not obstruct visibility or cause any other harm in relation to highway or public safety.

Summary

It is considered that the proposed advertisement would accord with adopted South Tyneside Local Development Framework (LDF) Policy DM1 (criteria A, B, C, F & G) and would be an acceptable proposal on balance.

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

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 to seek to approve applications for sustainable development where possible.

Plan Reference

Signage Detail received 06/07/2018

Proposed Site Layout Plan & Front Elevation, received 19/10/2018

Proposed Signage and Elevations (Sign 1), received 21/05/2018

Proposed Signage and Elevations (Sign 2), received 06/07/2018

Case officer: Chris Stanworth
Signed:
Date: 01/11/18

Authorised Signatory:
Date:

«END»