DELEGATED REPORT / CASE OFFICER'S ASSESSMENT

Ref No: ST/0055/19/ADV
Proposal: Advertisement consent sought for signage relating to the proposed Parking Eye car park management system, that is being installed within the existing car parks under planning application ref: ST/0051/19/FUL.
Location: South Tyneside District Hospital
Harton Lane
South Shields
NE34 0PL

Site Visit Made: 14/03/2019

Relevant policies/SPDs

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

Description of the site and of the proposals

This proposal seeks to retain signage within the car parks of South Tyneside District Hospital. The site is largely self-contained, bounded by roads to the north, east and south, with a residential estate bounding the site to the west.

This application seeks advertisement consent for the retention of 454 signs located in the car park, associated with the 'Parking Eye' car park management system, which is subject to a separate planning application (ST/0051/19/FUL). 24 types of signage are proposed relating to different parking restrictions and instructions within the site. Each sign measures between 5m x 1m and 0.6m x 0.6m in diameter, and are located on walls, long and short poles throughout the site. Signage is also proposed to the exterior of the payment kiosk cabinet.

Publicity / Consultations

1) Neighbour responses

N/A

2) Other Consultee responses

Traffic and Road Safety: The signs are incorrectly drawn on car park three, as the plan omits the three metre footpath opposite Bonsall Court. Signs should not be located here as it is adopted highway.

Following the submission of amended plans, it was confirmed the above had been corrected on the plans. No other highway comments.

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 (e.g. NPPF / Planning Practice Guidance); according to the 2007 advertisement regulations.

It is considered that the size, scale and location of the proposed signage would not give rise to any material harm to the appearance of the host building and wider site, or in relation to its wider contribution to local visual amenity.

Nor is the proposed signage considered to give rise to any material harm to public safety, having regard to the response from Traffic and Road Safety.

Residential properties are located immediately adjacent to the site however the nature of the signage is to be expected in a car park setting and as such the proposal would not give rise to any material harm to residential amenity.

Given the above, the proposal would accord with LDF Policy DM1 (A, B, F and G) which has been taken into account as a material planning consideration, in the consideration of amenity and public safety.

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 (paragraphs 186 & 187) to seek to approve applications for sustainable development where possible.

List of approved plans for standard note

Plan Reference

Drg No. E-0000-001 Rev A received 23/01/2019

Drg No. C-4624-00101 Rev B received 14/02/2019

Drg No. C-4624-00102 Rev B received 14/02/2019

Drg No. C-4624-00103 Rev A received 23/01/2019

Drg No. C-4624-00104 Rev A received 23/01/2019

Drg No. C-4624-00301 Rev A received 23/01/2019

Drg No. C-4624-003CP101 Rev B received 14/02/2019

Drg No. C-4624-003CP201 Rev B received 14/02/2019

Drg No. C-4624-003CP301 Rev C received 28/03/2019

Drg No. C-4624-003CP302 Rev C received 28/03/2019

Drg No. C-4624-003CP401 Rev B received 14/02/2019

Drg No. C-4624-003CP501 Rev B received 14/02/2019

Drg No. C-4624-003CP601 Rev B received 14/02/2019

Drg No. C-4624-003HC01 Rev B received 14/02/2019

Drg No. C-4624-003MBW01 Rev B received 14/02/2019

Drg No. C-4624-003MBW02 Rev B received 14/02/2019

Drg No. C-4624-003MMA01 Rev B received 14/02/2019

Drg No. C-4624-003MMA02 Rev B received 14/02/2019

Drg No. C-4624-003MOC201 Rev B received 14/02/2019

Drg No. C-4624-003MPH01 Rev B received 14/02/2019

Drg No. C-4624-003PR01 Rev B received 14/02/2019

Drg No. C-4624-00401 Rev A received 23/01/2019

Drg No. C-4624-00402 Rev A received 23/01/2019

Drg No. C-4624-00403 Rev A received 23/01/2019

Drg No. C-4624-00404 Rev A received 23/01/2019

Drg No. C-4624-00405 Rev A received 23/01/2019

Drg No. C-4624-00406 Rev A received 23/01/2019

Black - BPA Payment Kiosk received 23/01/2019

Case officer: Nick Graham
Signed:
Date: 09/05/2019

Authorised Signatory:
Date:

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