DELEGATED REPORT / CASE OFFICER'S ASSESSMENT

Ref No: ST/0088/19/ADV
Proposal: Advertisement Consent sought for an ATM fascia and non-illuminated black and green decal signage. ATM Pod non illuminated black and green decal signage.
Location: Moor Lane Service Station,
8-10 Moor Lane Harton,
South Shields,
NE34 6BZ

Site Visit Made: 12/03/2019

Relevant policies/SPDs

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

Description of the site and of the proposals

Advertisement consent is sought for non-illuminated black and green decal signage on the ATM Pod and ATM fascia at Moor Lane Service Station, 8-10 Moor Lane, South Shields. The surrounding area is a mix of residential properties and local shops/services with a cemetery opposite within the Harton area of South Shields.

The ATM pod is set back from Moor Lane in front of a high brick wall and to the right of the convenience shop night pay counter. The ATM pod and three bollards are installed on top of a concrete base with a further two user protection bollards located 1m forward of the pod.

The concrete base measures 1.27m wide and 0.97m deep and the ATM pod measures 0.97m wide and deep, and 2.220m high. Advertisements on either side of the ATM pod measure 0.79m wide by1.8m high. The ATM fascia advertisement above the cash dispenser measures 0.85m wide by 0.25m high and the advertisement below the cash dispenser measures 0.46m wide by 0.55m high. The advertisements on the rear elevation measure 0.264m by 0.853m and 0.570m by 1.721m, however these advertisements would not be visible as the ATM backs on to a brick wall.

A separate (and related) planning application (ST/0071/19/FUL) has also been submitted for the installation of an ATM to be installed through a composite security panel on the forecourt of Moor Lane Service Station.

Planning History

Reference: ST/1083/17/FUL
Description: Retrospective application for new shop front.
Decision: Grant Permission No Conditions
Date: 23/01/2019

Reference: ST/1080/17/ADV
Description: Retrospective advertisement consent sought for 1no. externally illuminated fascia sign and 1no. non-illuminated projecting sign.
Decision: Grant Permission with Conditions
Date: 23/01/2019

Publicity / Consultations (Expiry date 21/12/2018)

1) **Neighbour responses**
   None
2) **Other Consultee responses**
   Traffic and Road Safety - No highway comments

Assessment

The main issues relevant to the assessment of this proposal are the;

- Impact on visual amenity;
- Impact on residential amenity; and
- Impact on highway safety

Paragraph 67 of the NPPF states that "poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".

Visual Amenity

Policy DM1(A) requires development to convey sensitive consideration to its surroundings; and where possible enhance its local setting and reinforce local identity, having particular regard to scale and proportions, alignment, form, use of materials and architectural detailing.

Policy DM1 (F) of the South Tyneside LDF states that, in determining applications we will ensure that "the design of advertisements complements the architecture to which it relates and the local context".

The advertisements are considered appropriate by virtue of its appearance, size, position and illumination. It has resulted in no material or adverse impact on the visual amenity of the existing building or surrounding street scene taking into account the character of the street and premises; and accords with Policy DM1 (A and F) of the South Tyneside LDF, as well as the requirements of the NPPF.

Residential Amenity

Having regard to the existing commercial use of the property and the position of the surrounding residential properties; it is not judged that the advertisement causes harm to the amenity of surrounding residents and, as such, accords with policy DM1 (B) of the South Tyneside LDF, and the requirements of the NPPF.

Highway Safety

In assessing the impact of any advertisement on highway safety, regard should be had to its effect upon the safe use and operation of any form of traffic or transport. The primary consideration is therefore whether the adverts or their location is likely to be distracting and capable of being a hazard to public safety.

The council's Traffic and Road Safety Team have been consulted and have no comments regarding the development.

The advertisements are not considered to raise any highway safety issues, by virtue of its size, height above the public highway and level of illumination.

It is therefore judged that the proposals would be acceptable in highways terms and would be in accordance with LDF policy DM1 (G).

Conclusion

It is considered that the development would be in accordance with LDF Policy DM1 (A, B, F and G) and the requirements of the NPPF.

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.

Case officer: Emma Thomas
Signed:
Date:

Authorised Signatory:
Date:

«END»