## DELEGATED REPORT / CASE OFFICER'S ASSESSMENT

**Ref No:** ST/0120/21/ADV
**Proposal:** Advertisement consent sought for signs displayed on a business premises related to that business: Item 1: Fascia Sign Item 2: Window Vinyl Item 3: Manifestation (not required) Item 4: Poster Case.
**Location:** 173 Sunderland Road
South Shields
NE34 6AD

**Site Visit Made: 12/03/2021**

## Relevant policies/SPDs

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

## Description of the site and of the proposals

This application relates to ground floor shop on Sunderland Road in South Shields. The property has a fascia sign to its front elevation and the shopfront consists of two full height windows and a door. The fascia sign is illuminated by a projecting lighting strip.

This application seeks advertisement consent to display 1no. fascia sign (to replace the existing fascia sign), 1no sign which would cover the left hand of the two windows, and 1no. poster case to the right of the existing door. The fascia sign would be illuminated by the existing projecting lighting strip.

## Publicity / Consultations (Expiry date n/a)

**1) Neighbour responses**

17 Armstrong Avenue, South Shields
I own the property upstairs to the shop and have not been advised re any change to the sign. I am unhappy that the sign may impinge more so on my property than it already does.

**2) Other Consultee responses**

Traffic & Road Safety
No objections

## Assessment

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

LDF Policy DM1 (B) seeks to ensure that development is acceptable in relation to any impact on residential amenity.

LDF Policy DM 1 (F) seeks to ensure that the design of advertisements complements the architecture to which it relates and the local context.

LDF Policy DM1 (G) seeks to ensure that the impact of the development is acceptable in relation to highway capacity and safety or includes proposals to mitigate any adverse impacts.

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

The site is set within a row of shops which display a variety of advertisements. The site as existing displays a fascia advertisement. The proposed signs would be in keeping with the character and appearance of the area. There would be no increase in illumination, as the existing illumination would be retained and only the fascia sign itself replaced.

It is not considered that the additional or replacement advertisements would give rise to any additional significant harm upon the residential amenity of any neighbouring properties. No additional illumination would be introduced and so there would be no increase in light pollution from the site.

No objections have been raised by the Council's Traffic & Road Safety team and it is not considered that the proposed advertisements would give rise to any harm to highway safety.

Overall it is considered that the signage is in accordance with Local Development Framework (LDF) Policy DM1 (criteria B, F & G) 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 to seek to approve applications for sustainable development where possible.

**List of approved plans for standard note**

**Plan Reference**

Proposed Site Signage received 04/02/2021

Existing Store Signage received 04/02/2021

Fascia Sign Specification received 04/02/2021

Site Location/Block Plan received 04/02/2021

**Case officer: Seán Gallagher**
**Signed:**
**Date: 16/03/2021**

**Authorised Signatory:**
**Date:**

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