

DELEGATED REPORT / CASE OFFICER'S ASSESSMENT

Ref No: ST/0591/21/ADV
Proposal: Advertisement consent sought for the installation of LED trough-illuminated signage (retrospective)
Location: Darling's Pharmacy Ltd
1 Stanhope Parade
South Shields
NE33 4BB

Site Visit Made: 25/08/2021

Relevant policies/SPDs

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

Description of the site and of the proposals

This application relates to a retail unit on the corner of Stanhope Parade and Dean Road in South Shields. As a corner plot the unit has a shopfront which curves around the corner onto Dean Road.

Retrospective advertisement consent is sought for the replacement of the signage of the building with LED through illuminated fascia signs, attached to fascia of the building. A full planning application ref: ST/0625/21/FUL is being considered concurrently to this application. There are commercial units either side of the application site with a variety of designed and sized advertisements. Immediately to the north west is a roundabout with the Chichester Metro Station beyond this.

The LED trough-illuminated signs are to be located on two elevations and above the entrance door. The advertisement on the north elevation measures 8.16m in width 0.6m in height and depth of 0.05m. the advert on the south west elevation measures 5.3m in width 0.6m in height and 0.05m in depth. The advert above the door facing west measures 2m in width, 0.6m in height and 0.05m in depth. The signs are located on the fascia of the building.

Publicity / Consultations (Expiry date 06/09/2021)

1) **Neighbour responses:** Not applicable

2) **Other Consultee responses**

Traffic & Road Safety- No objections

Assessment

The main considerations are the impacts the advertisements will have on visual / residential amenity and highway safety.

Visual Amenity / Residential Amenity

The new signage has replaced the previous signage at the site as part of refurbishment of the premises. Whilst highly visible on the corner of Dean Road and Stanhope parade, the signage would be set within a row of shops characterised by retail use and as such there are a number of signs and advertisements in the vicinity. The signage has been kept minimal with the name of the business and logo with no other details (such as phone numbers or contact details). Given the proliferation of signage in the area and

given that signage has replaced existing (rather than creating additional signage), the signage is not considered to have a significant adverse impact upon the visual amenity of the area or residential amenity.

The signage is considered appropriate to the area by virtue of their appearance, size, position and level of illumination. The signage does not result in a material or adverse impact on visual amenity having regard to the character of the area and the similar appearance/number of other adverts in the immediate area. The proposal therefore complies with Policy DM1 (A, B and F) of the LDF and the requirements of the National Planning Policy Framework and the national Planning Practice Guidance.

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 therefore is whether the advert or its location is likely to be distracting and capable of being a hazard to public safety.

The Council's Traffic and Road Safety team have consulted on the application and have no objections to the development.

The signage is not considered to raise any highway safety issues, by virtue of their size and position on the buildings, their level of illumination, as well as the number of other adverts within the surrounding commercial area. Taking all of this into account, is it not considered that the advertisements result in significant harm to highways safety in the area and are in accordance with LDF Policy DM1 (G).

Summary

In conclusion it is considered that the signage does not have an unacceptable impact upon visual amenity or highways safety. The development therefore accords with all relevant local and national planning policy and consequently the application is recommended for approval.

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 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

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

The consent is limited to a period of five years from the date of granting, in accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements)(England) 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

Advertisement details received 21/07/2021

Case officer: Samantha Gallagher

Signed: S Gallagher

Date: 10/09/2021

Authorised Signatory:

Date:

«END»