DELEGATED REPORT / CASE OFFICER'S ASSESSMENT

Ref No: ST/0868/21/ADV
Proposal: Advertisement consent sought to install 3x fascia signs (1 internally illuminated), 1x internally illuminated projecting sign and 1x graphics vinyl.
Location: Tesco Express
135 Prince Edward Road
South Shields
NE34 6RA

Site Visit Made: 11/10/2021

Relevant policies/SPDs

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

Description of the site and of the proposals

Advertisement consent is sought for the installation of 3 no. fascia signs (1 no. internally illuminated), 1 no. internally illuminated projecting sign and 1 no. graphics vinyl at Tesco Express, 135 Prince Edward Road, South Shields. All the proposed signs would replace existing Tesco Express related signs to the front elevation of the property. The application site lies within the 'Harton Nook' shopping centre and it lies at the western end of a two storey terrace running the length of Prince Edward Road. Within this terrace there is a mixture of commercial premises, mostly comprising retail shops, on the ground floor with self-contained residential flats generally located above the ground floor shops.

The internally illuminated fascia sign (sign 1) is proposed to advertise 'Tesco Express' which operates from the premises. Sign 1 would measure a width of 4395mm, a height of 1000mm and would be 2.31m from the ground to the base of the advertisement. The materials would be a 2mm aluminum panel powder coated white (RAL 9010). The 'Tesco' lettering would be Opal 030 Avery 4509 Red 431 and 'Express' lettering and blips in Opal 030 - Avery 5600 LD/082A blue with translucent acrylic letters applied to face. The internal illumination would be to the acrylic letters only and the illuminance levels would be 350 cd/m2.

The non-illuminated box fascia (sign 2) would measure a width of 9265mm and height of 1000mm and would be 2.49m from the ground to the base of the advertisement. The store address and est. year would be shown on this sign in white and the vinyl lettering would measure a maximum height of 10cm. The materials would be a 2mm aluminum panel powder coated blue (RAL 5005), 30 % gloss with brown Arizona Oak woodtex strip to the base.

The non-illuminated box fascia (sign 3) would measure a width of 455mm and height of 1000mm and would be 2.29m from the ground to the base of the advertisement. The materials would be a 2mm aluminum panel powder coated blue (RAL 5005), 30 % gloss with brown Arizona Oak woodtex strip to the base.

The internally illuminated projecting sign (sign 4) would replace the existing projecting sign measuring 800mm x 650mm x 183mm and would be 2.71m from the ground to the base of the advertisement. The sign would be attached to the wall with framework legs. The sign would be aluminum powder coated white (RAL 9010). The 'Tesco' lettering would be Opal 030 Avery 4509 Red 431 and 'Express' lettering and blips be Opal 030 Avery 5600 LD/082A blue with translucent acrylic letters applied to face. The sides, top and bottom would be blue as per the fascia. The internal illumination would be to the acrylic letters only and the illuminance levels would be 350 cd/m2.

The 1 no. graphics vinyl (sign 5) would be applied around the existing cash machine measuring a width of 2200mm, a height of 2360mm and would be 0.5m from the ground to the base of the vinyl. The colour would be pantone 293, with print as per artwork. White spots on the blue would surround the cash machine and the above header panel would read 'Cash Machine' which would be white text.

Publicity / Consultations (Expiry date N/A)

1) **Neighbour responses**
   None
2) **Other Consultee responses**
   None

Assessment

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

- Impact on visual 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

The advertisements are considered appropriate by virtue of their scale, design and materials and the number and position of the signs are also acceptable and appropriate to the scale and size of the building. They would replace the existing Tesco signs at the premises. The 2 no. internally illuminated signs would have illuminance levels of 350 cd/m2 which is also considered to be acceptable in terms of visual amenity.

In the context of this street scene, the proposed signs and vinyl would complement the local context, and would not have any unacceptable impact on the visual amenity of the area, the surrounding architectural character, or the residential amenity of neighbours. It is therefore considered that the proposed advertisements accord with Policy DM1 (A and F) of the South Tyneside LDF as well as the requirements of the NPPF.

Highway / Public Safety

The Council's Traffic and Road Safety Team (as local highway authority) were not consulted on this application as the proposed Tesco Express advertisements would replace existing Tesco Express advertisements and be located in the same place to the front of the premises. It is considered that the proposed advertisements would not obstruct visibility or cause any other harm in relation to highway or public safety.

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, F and G), SPD 21 and the requirements of the NPPF.

In conclusion it is considered that the proposal would have an acceptable impact upon visual amenity and highway safety. The proposal would therefore accord 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 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.

Plan Reference

Drg No. 02_6407_02C received 24/08/2021
Drg No. 03_6407_03B received 24/08/2021
Drg No. Fascia V2.1 Rev.B received 24/08/2021
Drg No. Projecting+Sign+V2.1 Rev.B received 24/08/2021
Drg No. Fascia V2.2 Rev.B received 24/08/2021

Case officer: Emma Thomas
Signed: Emma Thomas
Date: 28/10/2021

Authorised Signatory:
Date:

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