DELEGATED REPORT / CASE OFFICER'S ASSESSMENT

Ref No: ST/0983/22/ADV
Proposal: Advertisement consent sought for single sided part illuminated panel sign complete with internally illuminated lettering and internally illuminated projecting sign.
Location: Papa Johns
323 Prince Edward Road
South Shields
NE34 7LZ

Site Visit Made: 12/01/2023

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 the display of an externally illuminated facia advert, and projecting sign at the above address. At the time of the officers site visit the adverts had been installed.

The fascia advert measures 7.6 metres in depth, 1.2 metres in height, and 80mm deep, and it would be located 3.4 metres above the level of the highway. The advert illumination would be 600 cd/m2.

The projecting sign measures 500mm by 600mm and be 0.12mm deep, and it would be located 3.6 metres above the level of the highway. The advert illumination would be 600 cd/m2.

The proposed fascia advert would consist of black panel (RAL9005) constructed from aluminium with PAPA JOHNS text internally illuminated and coloured red, with 'Better Ingredients Better Pizza' coloured green

The projecting sign is constructed from aluminium finished Satin Grey (RAL 7005) with red PAPA JOHNS text internally illuminated.

Publicity / Consultations (Expiry date 30/12/2022)

1) Neighbour responses
None

2) Other Consultee responses
Highways Engineer: No objection.

Assessment

Advertisements are controlled under the Town and Country Planning (Control of Advertisements) Regulations 2007. This enables the Local Planning Authority to consider such proposals in terms of the interests of 'amenity' and where applicable, 'public safety', taking into account the provisions of the development plan where material, and any other relevant factors.

Paragraph 136 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed, and that poorly placed advertisement can have a negative impact upon the appearance of the built and natural environment. It goes on to state that the separate consent for advertisements should be operated in a way which is simple, efficient, and effective.

Furthermore, advertisements should be subject to control only in the interests of amenity and public safety, taking into account of cumulative impacts. The main issues relevant to the assessment of this proposal are the;

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

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 proposed signs would replace adverts in the existing location, and as such the advertisements are considered appropriate by virtue of their positioning, scale, design and materials. Therefore, it is considered that the proposed advertisements would not be unacceptable in terms of their impact on visual amenity.

In the context of this street scene, the proposed adverts 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.

Impact on residential amenity

Taking into account the commercial use of the site amongst a local parade of shops with a mixture of commercial with residential properties above, it is not considered that the proposed signage would cause harm to their amenity and would accord with policy DM1 (B) of the South Tyneside LDF, and the requirements of the NPPF.

Highway / Public 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 advert or its location is likely to be distracting and capable of being a hazard to public safety.

As the advertisements proposed are largely replacing existing signage, it is not considered the proposal would raise any highway safety issues by virtue of their size, position, and level of illumination. Additionally, no objections have been received from the Traffic and Road Safety Team. 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 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 to seek to approve applications for sustainable development where possible.

List of plans for standard note

Plan Reference

Block plan Rec 30/11/22
Existing & Proposed Elevations Rec 30/11/22
Proposed Side Elevations and Sections Rec 30/11/22

Case officer: Adam Williamson
Date: 13/01/2023
Authorised Signatory:
Date:

«END»