DELEGATED REPORT / CASE OFFICER'S ASSESSMENT

Ref No: ST/0382/23/ADV
Proposal: Canopy signage, Price sign and pump signage
Location: 8-10 Moor Lane
South Shields
NE34 6BZ

Site Visit Made: 26/07/2023

Relevant policies/SPDs

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

Description of the site and of the proposals

This application relates to the petrol station at Moor Lane, Sout Shields. The petrol station has been on site and operational for a number of years. The application seeks advertisement consent for upgrades to the signage for the business. The application has been amended since its original submission following officer concern of the visual impact of the proposed adverts. Amended plans were received on the 14/11/2023 and a 21 day re-consultation exercise was undertaken.

This revised application now proposes the following signage:

Sign 1 compromises of partially illuminated ESSO signs/panels to the canopy within the forecourt of the petrol station, the underside of the signs would be 4200mm from ground level. The signs would have 'ESSO' lettering which would be 800mm in height.

Sign 2 and 3 would be located in the northwest and northeast corners of the forecourt to replace signage and would compromise of internally illuminated totem signs 3m in height, 1.9m in width, and 0.3m in depth. The sign would measure 1m from the ground to the base of the advertisement. The sign would include illuminate panels showing prices at the petrol station and would replace two historic totem signs at the site.

Sign 3: comprises a projecting sign on the columns of the canopy forecourt advertising Synergy, the signs would be non-illuminated, 1200mm in width, 350mm in height with lettering of a maximum height of 150mm.

Publicity / Consultations (Expiry date 08/12/2023)

1) **Neighbour responses-**

None received

2) **Other Consultee responses**

Transport Development Officer: no objections

Assessment

Paragraph 136 of the NPPF states that, 'the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and

effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'

The main issues for consideration in this case are:

- Whether the scale, design and materials of the signage is acceptable in terms of visual amenity and the character of the area;
- Whether the signage has an adverse impact on the amenity of neighbours;
- Whether the signage has an adverse impact on public safety.

Visual amenity

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 petrol station is currently undergoing a change to the branding for the site. There is currently signage on the premises in similar locations to that now proposed. To the northeast of the application site is St Peters Church, a Grade II Listed building. The original proposals included a 5m high totem sign and illuminated fascia signs which would have faced the church and were considered to have a negative impact on character and appearance of the local area and this Listed Building. This amended scheme has significantly reduced the levels of illumination on the fascia signage and the height of the proposed totem signs to reflect the signage historically on site. It is therefore considered that this amended proposal would not be harmful to the visual amenity of the area or the nearby Listed Building.

In this context, it is considered that the signage proposed would result in no material or adverse impact on visual amenity in accordance with Policy DM1 (F) of the South Tyneside LDF.

The amenity of neighbours

As mentioned above, the site is within a predominantly commercial setting and no adverse impact on the amenity of nearby businesses is envisaged. The nearest residential properties to the application site are to the rear and south-west of the application site. The rear canopy would remain unchanged and therefore would not impact the properties to the rear of the application site. The fascia signs on the sides of the canopy are currently non-illuminated and would remain non-illuminated as part of the proposals, the new signage would therefore not cause glare towards neighbouring windows and would not impact on the outlook of these neighbouring properties. It is therefore considered that there would be no adverse impact on residents as a result of the signage proposed. No material harm to the amenity of neighbours is envisaged as a result of the signage proposed in accordance with policy DM1 (B) of the South Tyneside LDF.

Highway safety

The signage proposed would replace existing signage and the site is within a predominantly commercial setting, which already includes various forms of signage. In this context it is considered that the proposed new signage is unlikely to distract pedestrians or motorists.

Traffic and Road Safety has commented that no issues arise from the proposal and therefore have no objections to the proposal on highway or road safety grounds.

No adverse impact on highway and public safety is envisaged as a result of the signage proposed in accordance with policy DM1 (G) of the South Tyneside LDF.

The proposal accords with Local Development Framework policy DM1 (A, B, F &G).

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 The proposed development lies within a coal mining area which may contain

unrecorded coal mining related hazards. If any coal mining feature is encountered during development, this should be reported immediately to the Coal Authority on 0345 762 6848.

Further information is also available on the Coal Authority website at: www.gov.uk/government/organisations/the-coal-authority

List of plans for standard note

Plan Reference

Drg No Moor Lane-P10-CTD-03A received 14/11/2023

Drg No Moor Lane-P10-CTD-02A received 14/11/2023

Case officer: Samantha Gallagher
Signed: S Gallagher
Date: 12/12/2023

Authorised Signatory: Helen Lynch
Date: 12/12/2023

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