DELEGATED REPORT / CASE OFFICER'S ASSESSMENT

Ref No: ST/0830/23/ADV
Proposal: 1no non illuminated folded panel & 1no internally illuminated projection sign
Location: Cleadon Park Pharmacy
10 Prince Edward Road
South Shields
NE34 8PS

Site Visit Made: 02/03/2024

Relevant policies/SPDs

1 DM1 - Management of Development

2 LP Policy SP1 - Presumption in favour of Sustainable Development

3 LP Policy 1 - Promoting healthy communities

4 LP Policy 47 - Design Principles

Description of the site and of the proposals

This application relates to a chemist located on Prince Edward Road.

The proposal is for 1no non illuminated folded panel & 1no internally illuminated projection sign.

Publicity / Consultations (Expiry date 04/04/2024)

1) **Neighbour responses**

N/A

2) **Other Consultee responses**

Transport Development Officer - No issues arise from the proposal.

Other Relevant Matters

The Equality Act 2010 requires local authorities to comply with the Public Sector Equality Duty. The requirement to consider, and have due regard to, the needs of diverse groups to eliminate discrimination, advance equality of opportunity and access, and foster good relations between different groups in the community has been fully taken into account in the consideration of the planning application to date and at the time of making the recommendation in this report.

In this instance it is considered that the proposals do not raise any specific implications in

these respects and therefore it is not considered that a full Equality, Diversity, Cohesion and Integration Impact Assessment (EDCI) is required.

Assessment

A Regulation 19 version of the South Tyneside Local Plan was recently subject to consultation from 15/01/2024 to 03/03/2024 and this marked the second of two statutory consultation periods in the plan-marking process. While the draft Local Plan is now at a more advanced stage of preparation, with the Regulation 19 consultation completed, the extent to which there are unresolved objections to particular policies is currently being assessed and therefore only very limited weight can be afforded to policies in the emerging local plan at the current time having regard to paragraph 48 of the NPPF. As such, any relevant emerging local plan policies that were listed earlier in this report are not appraised in detail in the assessment set out below.

Advertisement consent applications should only be assessed in relation to their impact on amenity and public safety, taking into account the provisions of the development plan (in so far as they are material) and any other relevant factors; according to the 2007 advertisement regulations.

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”.

LDF Policy DM1 (A) seeks to preserve visual amenity. LDF Policy DM1 (B) seeks to preserve residential amenity. LDF Policy DM1 (F) seeks to ensure that the design of advertisements complements the Page 2 of 3 architecture to which it relates and the local context. LDF Policy DM1 (G) seeks to preserve highway safety.

There are no residential properties in close proximity and as such the proposed signage would not give rise to any material harm to residential amenity.

It is considered that the size, scale, location and height of the proposed signage would not give rise to any visual harm to the general character of the area.

Furthermore, it is considered that the proposed signage would not give rise to any material harm to public safety, having regard to the response from the Highway Authority. The signage is located on private land and it does not affect the public highway or users of the public highway.

Given the above, the proposal is considered to accord with LDF Policy DM1 (A, B, F, G) and the requirements of the NPPF, that has been taken into account, as a material planning consideration, in the assessment of amenity and public safety.

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.

Plan Reference
Existing and Proposed Plans Drg No 86366 Rev C received 01.03.24

Case officer: DR
Signed: DR
Date: 05/04/2024

Authorised Signatory: Seán Gallagher
Date: 09/04/2024

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