South Tyneside Council

Reference:	ST/0403/24/ADV
Location:	Asda North Road Boldon Colliery NE35 9AR
Ward:	Boldon Colliery
Description:	Advertisement consent sought for numerous replacement and new signs
Recommendation:	Grant Permission with Conditions
Case Officer:	Emma Thomas
Case Officer Contact No.:	0191 4247593 or 07741105284

Description of the Proposal

This application seeks advertisement consent to for numerous replacement and new signs at Asda, North Road, Boldon Colliery. The signs are scattered around the existing Asda site on both the building and car park.

The proposed advertisement requires express consent under Part 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and does not benefit from deemed consent under Part 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

When making a site visit it was noted that the signs had already been installed.

Summary of Consultation Responses

The following responses were received in response to the statutory consultation period which ended on 13/08/2024.

Transport Development Officer

The details of the application have been examined and are considered acceptable, the Highway Authority therefore has no objections to the proposal.

Assessment

The NPPF and the Advertisement Regulations 2007 stipulate that advertisements should only be subject to control in the interests of amenity and public safety, taking into account the provisions of the development plan where material and any other relevant factors.

In terms of amenity, the proposals have been appropriately designed in terms of colour and materials and would not look out of place or be unduly prominent. As a consequence, the effect on the character and appearance of the area would be negligible.

In terms of public safety, the proposals are satisfactorily located and are not therefore considered to present a hazard for pedestrians or cause a distraction to passing motorists.

Overall it is considered that the signage is an acceptable form of development. Approval is recommended.

Conclusion

In deciding whether to grant planning permission the Council must have due regard to the 3 equality aims contained in Section 149 of the Equality Act 2010 (the public sector equality duty). A preliminary assessment of the potential equality impacts of any grant of planning permission in this case has been undertaken. There are no apparent equality impacts of the proposed development which give rise to the need to undertake a more detailed equality impact assessment.

The development has been assessed against the provisions of the Human Rights Act, and in particular Article 1 of the First Protocol and Article 8 of the Act itself. This Act gives further effect to the rights included in the European Convention on Human Rights. In arriving at this recommendation, due regard has been given to the applicant's reasonable development rights and expectations which have been balanced and weighed against the wider community interests, as expressed through third party interests / the Development Plan and Central Government Guidance.

Having regard for the above it is considered that the proposal would result in no significant harm to the visual amenity of the area, the residential amenity of any neighbouring properties or the highway safety of the area.

As a result, it is considered that the proposed development complies with all relevant local and national planning policy and guidance. Consequently, this application is recommended for approval.

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

Drg. No. 186679 Rev A - Existing and Proposed Signage Item 01 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 02 and Item 03 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 04 and Item 05 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 06 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 07 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 08 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 09 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 10 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 11 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 12 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 13 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 14 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 15 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 15 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 16 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 17 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 18 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 19 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 20 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 21 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 22 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 23-25 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 26 - Received 26/06/2024
Drg. No. 186679 Rev A - Existing and Proposed Signage Item 27 - Received 26/06/2024
Drg. No. 186679 Rev A - Proposed Signage Item 28 - 33 - Received 26/06/2024
Drg. No. 186679 Rev A - Proposed Signage Item 34 - 37 - Received 26/06/2024

Drg. No. 186679 Rev A - Proposed Signage Item 38 - 42 - Received 26/06/2024
Drg. No. 186679 Rev A - Proposed Signage Item 43 - 48 - Received 26/06/2024
Drg. No. 186679 Rev A - Proposed Signage Item 49 - 58 - Received 26/06/2024
Drg. No. 186679 Rev A – Existing and Proposed Signage Item 59 - Received 26/06/2024
Drg. No. 186679 Rev A - Proposed Signage Item 60-61 - Received 26/06/2024
Drg. No. 186679 Rev A – (Petrol Station) Existing Signage - Received 26/06/2024
Drg. No. 186679 Rev A – (Petrol Station) Proposed Signage - Received 26/06/2024
Drg. No. PL-02 - Site Block Plan - Received 26/06/2024
Drg. No. 186679 Rev A - Signage Image - Received 26/06/2024
Drg. No. 186679 PL - Block Plan - Received 19/07/2024
Drg. No. 186679 PL 02 - Block Plan - Received 19/07/2024
Signage Pack 190724

Case officer: Emma Thomas
Signed: E.Thomas
Date: 29/08/2024

Authorised Signatory: Seán Gallagher
Date: 02/09/2024