



South Tyneside Council

Reference:	250363
Location:	McDonalds 3-5 King Street South Shields NE33 1DA
Ward:	Beacon and Bents
Description:	The installation of 3 no. new fascia signs to replace existing with the redecoration of 2 no. existing projecting signs. The introduction of a yellow directional panel above the entrance door.
Recommendation:	Grant Permission with Conditions
Case Officer:	Drewe Russell
Case Officer Contact No.:	0191 4247445 or 07765649865

Description of the Proposal

This application seeks advertisement consent to display the installation of 3 no. new fascia signs to replace existing with the redecoration of 2 no. existing projecting signs. The introduction of a yellow directional panel above the entrance door.

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.

Summary of Consultation Responses

n/a

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.

List of plans etc. for standard note on decision

Plan Reference

Existing and Proposed Plans and Elevations Drg No P21-050-0254-09 Rev B received 10.07.25.

Block Plan Drg No P21-050-0254-02 Rev A received 05.06.25

Case officer: Drewe Russell

Signed: DR

Date: 08/08/2025

Authorised Signatory: Seán Gallagher

Date: 08/08/2025