South Tyneside Council

Reference:	260520
Location:	200 Ashley Road South Shields South Tyneside NE34 0PQ
Ward:	West Park
Description:	Retrospective Advertisement Consent sought for the installation of internally illuminated surround sign to ATM machine
Recommendation:	Grant Permission with Conditions
Case Officer:	Evie Werndly
Case Officer Contact No.:	0191 4247176 or 07345020217

Description of the Proposal

This application seeks retrospective advertisement consent to display 1no. surround sign to an ATM machine.

The ATM machine is located on the side elevation of 200 Ashley Road, SA Convenience Store, which is an end-terraced property situated adjacent to Nora Street.

The fascia sign has a height of 1.379m, width of 0.866m, and depth of 0.03m, and the base of the advertisement is situated 0.592m above ground level.

The advertisement is internally illuminated with illuminance levels of 100cd/m^2, and the illumination is static. The advertisement is finished with Glass Reinforced Plastic, with white lettering on a black and green background.

A full retrospective planning application has been submitted for the installation of the ATM machine, under the application reference 260526.

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

The following responses were received in response to the statutory consultation period which ended on 25.08.2026.

Transport Development Officer
The details of the application have been examined and are considered acceptable; the Highway Authority therefore has no objection to the proposal.

Assessment

The Advertisement Regulations 2007 stipulates 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. The NPPF states that development proposals should respond to their context so that they integrate with and enhance their surroundings.

Policy 47 of the Local Plan states that all development shall provide for high-quality design that is sustainable and safeguards residential amenity.

Policy 49 of the Local Plan states that advertisements shall respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, lettering, amount and type of text, illumination, and luminance.

Policy DM1 (A) outlines that developments must convey sensitive consideration of its surroundings, and have regard to scale and proportions, alignment, form, and use of materials.

Policy DM1 (B) highlights that the development must be acceptable in relation to any impact on residential amenity.

Policy DM1 (F) indicates that the design of advertisements should complement the architecture to which it relates and the local context.

Policy DM1 (G) states that the impact of the development is acceptable in relation to highway capacity and safety.

In terms of amenity, while the advertisement is located within a residential area and situated opposite no.1 Nora Street, it does not look out of place, given that the ATM machine is associated with the commercial activity of the convenience store situated on the junction with Ashley Road and Nora Street. The advertisement is small in scale and has been appropriately designed in terms of colour and materials, in the context of the convenience store which hosts blue and white signage. The advertisement therefore does not look out of place and is not unduly prominent. Consequently, the effect on the character and appearance of the area is negligible.

In terms of public safety, Policy 49 of the Local Plan outlines that advertisements shall not have a detrimental effect on public safety or reduce visibility for users of the highway or accesses onto the highway. The Transport Development Officer raised no objections to the application and given that the sign has been installed through the existing brickwork as a through-the-wall installation, and only projects beyond the existing brickwork by 0.03m, the advertisement is satisfactorily located. Moreover, given that the illumination is static with illuminance levels of 100cd/m^2, the advertisement is not 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 results 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 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 which the work started.

In accordance with Regulation 14 of The Town and Country Planning (Control of Advertisements) Regulations 2007.

2 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.

3 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.

4 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 Drg No. E029235 – received 23/07/2026
- STD PTU Small Illuminated Surround Sign Drg No. M0484 Rev.01 – received 23/07/2026

Case officer: Evie Werndly
Signed: E.Werndly
Date: 10.09.2026

Authorised Signatory: Seán Gallagher
Date: 11/09/2026