

Committee Report

Application No:	DC/21/00752/ADV
Date Application Valid	2 July 2021
Applicant	Mr David Dryden
Site:	Eighton Lodge Low Eighton Harlow Green Gateshead NE9 7UB
Ward:	Lamesley
Proposal:	Display of 3 externally illuminated and 2 non-illuminated signs (amended plans received 24.08.21)
Recommendation:	GRANT TEMPORARY PERMISSION
Application Type	Application to Display Adverts

1.0 The Application:**1.1 DESCRIPTION OF SITE.**

This application concerns a detached care home at Low Eighton. The surrounding area is predominantly residential however there is a public house/hotel, The Angel View Inn, immediately adjacent. The main pedestrian and vehicular access is gained from a junction off Durham Road, north of the A1 roundabout at Birtley, however there is also an access via Long Bank.

- 1.2 The care home site is enclosed by various boundary treatments including a random stone wall and post and panel fence and views into the site are screened by a substantial amount of shrub and tree planting.

1.3 DESCRIPTION OF APPLICATION

The application under consideration is for advertisement consent for a total of five flat panel signs mounted on metal support posts. Signs 1 will be 2 metres in height and 2 metres in width and will be fixed to 0.5 metre post and sign 4 will be 1.5 metres in height and 2 metres in width and will be fixed to 0.5 metre posts. Signs 2, 3 and 5 will be 1 metre in height and 2 metre in width and will be fixed to 0.5 metre posts

- 1.4 Three are externally illuminated signs, by the use of trough lighting, one to be located behind the boundary wall at the Durham Road access road (Sign 1) and two located at the main entrance of the care home (Signs 2&3). They would be illuminated at 600cd/m², reduced from the original 1200cd/m² as submitted.
- 1.5 The application also proposes 2no non illumined signs one to be located at the Long Bank access road (Sign 4) and one to be located further along the access road adjacent to Longacre Cottage (Sign 5).

- 1.6 Signs 2, 3 and 4 were originally submitted with directional arrows included, however following concerns raised they have now been removed from all signage.
- 1.7 **PLANNING HISTORY**
Advertisement consent was granted in 2018 (DC/18/00213/ADV) for the display of two post mounted signs at locations 1 and 2 of the advertisement application currently under consideration.

2.0 Consultation Responses:

None

3.0 Representations:

- 3.1 5no letter of objection have been received, raising concern with regards

- out of character
- loss of view
- noise and disturbance
- loss of trees
- size and scale of signage excessive
- Hamlet turned into mini-commercial site
- clinical look of signs
- restricted views for traffic
- highway and pedestrian safety
- additional traffic
- not enough space for adequate turning on private access
- use of private road for access to care home
- no right of access to private road
- private road use and maintenance for residents

4.0 Policies:

NPPG National Planning Practice Guidance

NPPF National Planning Policy Framework

5.0 Assessment of the Proposal:

- 5.1 The issues to be taken into consideration in the assessment of this application are limited to matters of amenity and public safety only.
- 5.2 The application is to be assessed with regard to Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and paragraph 136 of the National Planning Policy Framework (NPPF) (2021), which guides that poorly sited and designed advertisements can be detrimental to the quality and character of places, and that "advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".

5.3 AMENITY

The NPPG provides guidance on how 'amenity' is to be assessed, which is usually understood to mean the effects on aural and visual amenity in the immediate neighbourhood of an advertisement of site for the display of advertisements, where residents or passers-by will be aware of the advertisement. In assessing amenity, the Local Planning Authority are then to consider "the local characteristics of the neighbourhood, for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features".

- 5.4 The application site is not considered to be within a sensitive area. The site is not located within an area of particular scenic, historic, architectural or cultural importance; it is not within a Conservation Area and there are no Listed Buildings nearby that would be affected. The Angel of the North, a non-designated heritage asset, is some 260m from the site however the signage does not have any adverse impact on its appearance or setting.
- 5.5 It is noted that the area is predominately residential in nature, however there are a small number of commercial advertisements within the area associated with the Eighton Lodge care home and the Angel View Inn.
- 5.6 It is considered the proposed sign at the Durham Road junction that given it will replace an existing sign and with regards to its location towards a dual carriageway with various roadside signage it is not considered to be out-of-keeping with the character of the area.
- 5.7 With regards to the 2no signs at the car park entrance, given their size and scale and that there is a sign already in situ, which will be replaced, it is considered they are acceptable.
- 5.8 Sign 4 is located on the junction of Long Bank, it is considered that the size and scale of the sign is such that it will not appear out of character or lead to an unacceptable impact on the visual amenity of the area, furthermore signage has been granted permission at the nearby Ravensworth Golf Course on the Long Bank junction.
- 5.9 Sign 5 will be located along the access road between Long Bank and the access roads to the residential properties and the Angel View Inn. There is a signage already in situ nearby, advertising the Angel View Inn and therefore it is considered to be an acceptable location for the proposed sign.
- 5.10 Whilst, the 2018 approval removed the lighting element of the proposed signs, it is considered the low levels proposed within this application and, following a site visit which found 3no streetlamps in close proximity to where the illuminated signs will be sited and a further one located towards the Angel View Inn, it is considered the proposed illumination is acceptable.

5.11 PUBLIC SAFETY

The proposed signage would not result in prominent features which would adversely impact on the safety of persons using any highway; obscure or hinder the ready interpretation of any traffic sign; or hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

5.12 Whilst highways have requested a 2m x2m visibility splay on sign 1, on balance it is considered that whilst the location of the proposed sign is in a slightly different location than the sign previously approved under DC/18/00213/ADV, the new location, set back behind the wall at the junction offers more visibility than the existing sign and as such is acceptable.

5.13 Amended plans were submitted removing the directional arrows from signs 1 and 4 which are both located immediately adjacent to a public highway.

5.14 **OTHER MATTERS**

Objectors raised concerns around the use of a private road which goes through the residential properties to the Eighton Lodge. It is considered that the use of the private road for access is not a matter that can be considered as part of this application for advertisement consent and is a civil matter.

5.15 Loss of view is not a material planning consideration and as such has not been considered as part of this application for advertisement consent.

5.16 No trees will be lost as a result of the proposed development.

6.0 **CONCLUSION**

6.1 The proposed advertisement scheme is acceptable as there would be no detrimental impact upon the character or amenity of the area or upon public safety as a result of its installation.

6.2 The proposal is therefore considered to be in accordance with paragraph 136 of the National Planning Policy Framework and Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7.0 **Recommendation:**

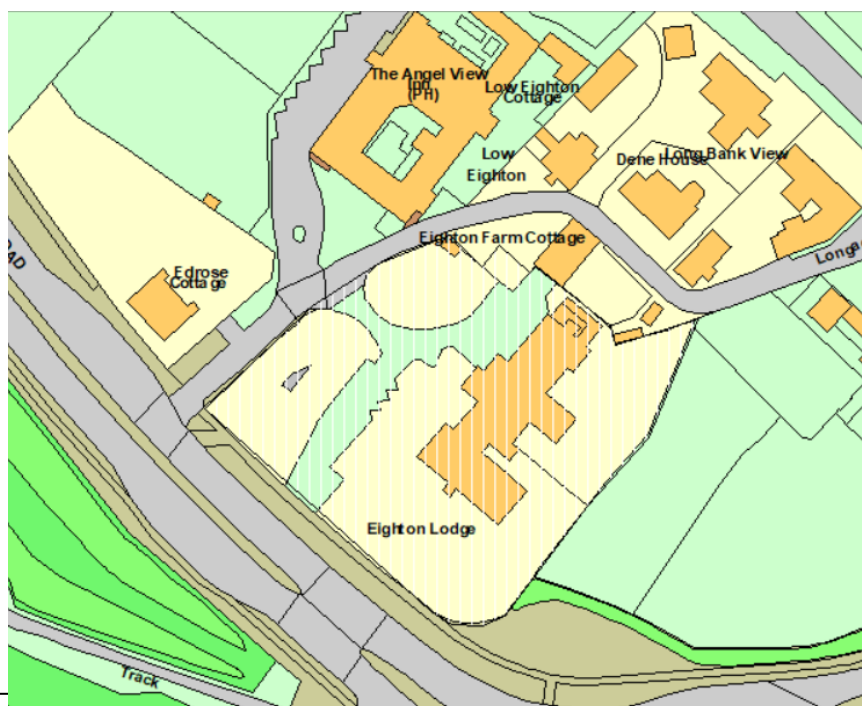
That advertisement consent be GRANTED subject to the following condition(s) and that the Service Director of Development, Transport and Public Protection be authorised to add, vary and amend the planning conditions as necessary:

1

The maximum illumination level of 600cd/m², for Signs 1, 2 and 3, shall not be exceeded. Signs 4 and 5 shall not be illuminated unless first approved in writing by the Local Planning Authority.

Reason

To safeguard the amenity of the area in accordance with the National Planning Policy Framework and National Planning Practice Guidance.



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