

Dated : 4 December 2020
Application Ref: DC/20/00891/ADV

**CERTIFICATE OF REFUSAL OF CONSENT TO DISPLAY
ADVERTISEMENTS**

To

Mr Kwasi Bentil
Venderoo Ltd
5 Prestwick Avenue
North Shields
NE29 8AJ

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) Regulations 2007.

DESCRIPTION OF PROPOSAL

Display of illuminated LED poster unit.

SITE LOCATION

KFC
Stoneygate Lane
Heworth
Felling
NE10 0LX

In pursuance of its powers under the above mentioned Act and Regulations, the Council of Gateshead Metropolitan Borough (hereinafter called "the Council") as Local Planning Authority hereby **REFUSES** consent to the display of advertisements as described above and in accordance with the plans and application submitted to the Council 30 September 2020, for the following reasons:

1. The proposed sign would provide a distraction to road users on a strategically important dual carriageway (The Felling Bypass), where particular attention should be given to the driving task and not be affected by the display of an advertisement. The proposed signage would therefore harm public safety and is contrary to the National Planning Policy Framework.



Anneliese Hutchinson
Service Director, Development and Public Protection
Communities and Environment.

1. The application includes all the forms, supporting documentation and plans submitted. Sometimes the plans and supporting documentation submitted originally with an application are amended through the process of considering the scheme.

As the application has been refused permission you should not carry out the development as to do so would leave such works open to the Council using its discretionary enforcement powers

NOTES

Appeals to the Secretary of State

- If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.
- If an enforcement notice is served relating to the same or substantially the same land and development as in your application and if you want to appeal against your local planning authority's decision on your application, then you must do so within: 28 days of the date of service of the enforcement notice, or within 6 months [12 weeks in the case of a householder appeal] of the date of this notice, whichever period expires earlier.
- As this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.
- Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>.
If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.
- The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.
- The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

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Town and Country Planning Act 1990

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