

**Item No:** 5.2  
**Application No:** 17/01853/ADV Author: Rebecca Andison  
Date valid: 13 December 2017 ☎: 0191 643 6321  
Target: 7 February 2018 Ward: Collingwood  
decision date:

Application type: express consent to display an advert

**Location: Car Park South of Unit 13 And 14, Collingwood Centre, Preston North Road, North Shields**

**Proposal: "KFC" Lettering Fascia sign to be attached to eastern and southern frontage. KFC logo Fascia sign to be attached to eastern frontage. 2no single wall mounted "Leader board" Fascia Signs to be attached to southern frontage. 4no wall mounted "Menu Board" Fascia Sign to be attached to southern frontage. "Menu Board" Fascia Sign will be orientated at an angle off the building towards vehicles using the drive through. 4no directional signs.**

Applicant: Erindale Ltd And Wm Morrison Supermarkets Plc, c/o agent

Agent: Barton Willmore, Tower 12 18/22 Bridge Street Mr Craig Barnes  
Spinningfields Manchester M3 3BZ

**RECOMMENDATION:** Application Permitted

## **INFORMATION**

### **1.0 Summary Of Key Issues & Conclusions**

#### 1.0 Main Issues

1.1 The main issues for Members to consider are:

- the impact on visual amenity; and
- the impact on highway safety.

1.2 Planning law requires that application for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise. Members need to consider whether this application accords with the development plan and also take into account any other materials considerations in reaching their decision.

#### 2.0 Description of the Site

2.1 The application site is located within the Collingwood Centre, on Preston Road North Shields. It is located to the south of Units 13-14 and is currently used for parking. The eastern section contains public parking, and beyond a dividing wall to the west is staff parking.

2.2 To the south and west are areas of planting, which separate the site from Beach Road and residential properties on Heybrook Avenue.

2.3 The site lies within the area designated as Preston Grange Local Centre by the Local Plan.

### 3.0 Description of the Proposed Development

3.1 A planning application has been submitted to construct a KFC drive-thru restaurant on the site described above. This application seeks advertisement consent for signage associated with this development.

3.2 Consent is sought to display the following advertisements.

3.3 South elevation:

1no internally illuminated lettering sign (970mm high)

2no wall mounted illuminated pre-order menu units

1no illuminated main-order menu unit, comprising 4no boards angled towards vehicles using the drive-thru

3.4 East elevation:

1no internally illuminated logo sign

1no internally illuminated lettering sign (700mm high)

3.5 Directional signs:

Non-illuminated height restrictor over drive-thru entrance (4m x 4m)

2no non-illuminated signage panels located to the front (east) of the building (760mm wide x 1200mm high)

2no non-illuminated disabled parking signs on 1200mm high posts

1no non-illuminated order bay sign on a 1500mm high post

### 4.0 Relevant Planning History

17/01852/FUL - Erection of a drive thru restaurant with associated access, disabled car parking, cycle stands, and hard and soft landscaping – Pending consideration

### 5.0 Development Plan

5.1 North Tyneside Local Plan 2017

### 6.0 Government Policy

6.1 National Planning Policy Framework (March 2012)

6.2 Planning Practice Guidance (As amended)

6.3 Draft revised National Planning Policy Framework (March 2018)

6.4 Planning applications must be determined in accordance with the development plan unless material considerations indicate otherwise. The NPPF is a material consideration in the determination of all applications. It requires LPAs to apply a presumption in favour of sustainable development in determining development proposals. Due weight should still be attached to Development Plan policies according to the degree to which any policy is consistent with the NPPF.

## **PLANNING OFFICERS REPORT**

### 7.0 Main Issues

7.1 The NPPF states that advertisements should be subject to control only in the interests of visual amenity and public safety, taking into account cumulative impacts.

### 8.0 Impact on Visual Amenity

8.1 Paragraph 67 of the NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Only those advertisements which will clearly have an appreciable impact on a building or on their surrounding should be subject to the local planning authority's detailed assessment.

8.2 Policy DM6.3 of the Local Plan states that advertisements and signage must be appropriate to their local settings in terms of location, scale, design, colour, materials and illumination. Proposals will be permitted where they do not have a detrimental impact, either individually or cumulatively, on visual amenity, character, public safety or the natural environment. Careful consideration will be given to advertisements and signage affecting heritage assets or their settings, especially if illuminated, so they do not have an adverse impact.

8.3 It is proposed to install illuminated fascia signs to the south and east elevations of the building, and non-illuminated directional signage.

8.4 The illuminated signs face east and south towards the car park and an area of planting, rather than towards nearby residential dwellings on Heybrook Avenue. The property is located within an established shopping centre where there is a variety of existing illuminated signage.

8.5 The number of signs proposed, their design and siting is considered to be acceptable. In officer opinion the proposal is in keeping with the character and appearance of the area, and would not result in any harm to visual amenity.

### 9.0 Impact on Highway Safety

9.1 The NPPF states that Transport policies have an important role to play in facilitating sustainable development, but also contributing to wider sustainability and health objectives.

9.2 The NPPF also states that development should only be prevented or refused on transport grounds where residual cumulative impacts of development are severe.

9.3 Illuminated signage is proposed to the south and east elevations of the building. Given that the signage faces a car park and the drive-thru lane of the restaurant it is not considered that the proposal would result in such a distraction to drivers as to result in harm to highway safety.

9.4 The Highway Network manager raises no objections on highway safety grounds.

## 10.0 Conclusion

10.1 In conclusion, Members need to consider whether the proposed advertisements are acceptable in terms of their impact on visual amenity and highway safety.

10.2 It is the opinion of officers that the development accords with relevant national and local planning policy and is therefore acceptable.

**RECOMMENDATION:    Application Permitted**

### **Conditions/Reasons**

1. The development to which the permission relates shall be carried out in complete accordance with the following approved plans and specifications.

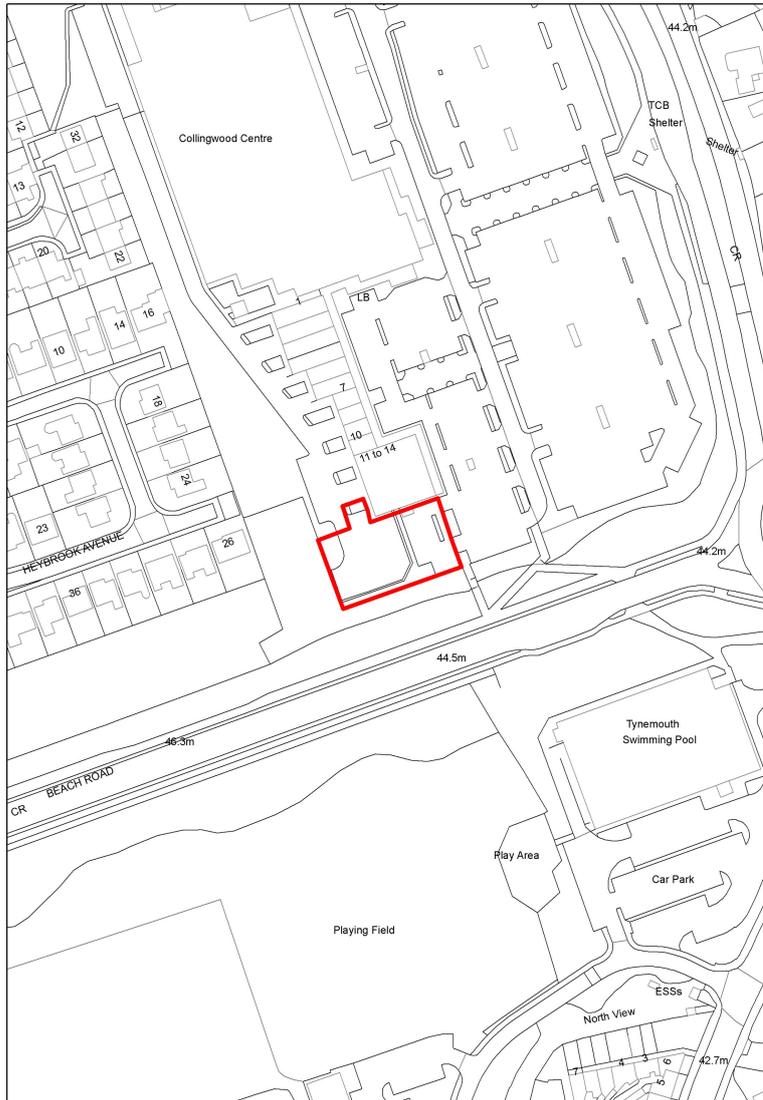
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Wall mounted menu boards

Reason: To ensure that the development as carried out does not vary from the approved plans.

2. Standard conditions for adv consent                      MAN13 \*



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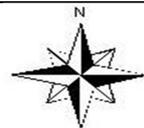
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Not to scale

Date: 21.03.2018

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**Appendix 1 – 17/01853/ADV  
Item 2**

**Consultations/representations**

1.0 Internal Consultees

1.1 Highway Network Manager

1.2 Recommendation – Approval

1.3 No objections in principle to this proposal.

1.4 Manager of Environmental Health (Contaminated Land)

1.5 No objection.

2.0 Representations

2.1 13no letters of objection have been received.

2.2 Many of the objections raise concerns regarding the impact of the drive-thru restaurant. These concerns will be considered under the application for full planning permission. 5no objectors raise concerns relating to the proposed advertisements. These concerns are listed below.

- Visible from upper windows in adjacent houses.
- Impact on view.
- Brightly lit building.
- Light pollution.
- Distraction to drivers.

2.3 A petition containing 112 signatures has been submitted against the development.

2.4 The ground of objections are loss of residential amenity, public health, accident risks, cooking smells, vehicle noise, loss of visual amenity, litter, vermin and security of property.

2.5 2no letters of support have been received.

3.0 External Consultees

3.1 Tyne and Wear County Archaeologist

3.2 I have no comments to make.