

Redcar and Cleveland Borough Council

Planning (Development Management)

APPLICATION NUMBER: R/2020/0599/AD
LOCATION: FORMER STEEL HOUSE GATEWAY REDCAR
GATE OFF A1085 TRUNK ROAD REDCAR
PROPOSAL: DISPLAY OF INTERNALLY ILLUMINATED LED
DISPLAY SCREEN MOUNTED ON RAILBRIDGE
TO REPLACE EXISTING SIGNAGE

APPLICATION SITE AND DESCRIPTION

Advertisement consent is sought for the display of internally illuminated led display screen mounted on rail bridge to replace existing signage at the former Steel House Gateway, Redcar Gate, Off the A1085 Trunk Road. The display screen proposed would be located on bridge face when entering the STDC site. The proposed display screen is to be 2.88m high by 29.44m long giving a total area of 84.79m².

The application has been accompanied by plans and drawings and has been amended during the consideration of the application. The amendments have result in a reduction in the total scale of the proposed screen to the dimensions detailed above.

DEVELOPMENT PLAN

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications for planning permission be determined in accordance with the development plan unless material considerations indicate otherwise.

NATIONAL PLANNING POLICIES

National Planning Policy Framework (NPPF)

REDCAR & CLEVELAND LOCAL PLAN (2018)

ED5 Advertisements

OTHER POLICY DOCUMENTS

Shop Front and Advertisements Supplementary Planning Document (February 2012)

PLANNING HISTORY

R/2020/0598/FF Retrospective demolition of existing gatehouse; redevelopment of site to provide new single storey gatehouse with associated car parking and landscaping. Pending decision.

RESULTS OF CONSULTATION AND PUBLICITY

The application has been advertised by means of a site notice.

As a result of the consultation period no written responses have been received

Redcar and Cleveland Borough Council (Development Engineers)

No objection

CONSIDERATION OF PLANNING ISSUES

The NPPF states that applications for advertisement consent should be considered in the context of public safety and amenity.

The impacts on public safety

The proposed display sign is to be located on the bridge fascia at the entrance to the STDC site from the Trunk Road. Views of the sign will mainly be from the public highway to the southeast given the nature of the surrounding land uses. It is however considered that views from the public highway will be temporary in nature due to the direction of travel in relation to the location of the site and also at a distance of approx. 150m.

The proposed display sign is of a scale that is substantial, however given the location would not impact on highway users or pedestrians. The sign is not considered to impact on any residential dwellings given the location of the site. The proposal raises no issues in terms of public safety and accords with the aims of NPPF and policy ED5 of the Redcar and Cleveland Local Plan.

Amenity

The application site is located in an area of mainly industrial uses although it is acknowledged that there are residential dwellings to the southeast of the site, however these are a significant distance away. The display sign proposed is to be located on the bridge fascia at the front of the site. Due to the scale of the bridge and the setting of the site, the proposed sign is to be would not result in a cluttered appearance. The sign is therefore not considered to have an impact on the amenity of the area and the proposal accords with the aims of the NPPF and policy ED5 of the Redcar and Cleveland Local Plan.

CONCLUSION

For the reasons outlined above the proposal is considered acceptable. The application raises no issues in terms of public safety or amenity and for the reasons outlined above the application is acceptable. The proposal accords with the aims of the NPPF and policy ED5 of the Redcar and Cleveland Local Plan.

RECOMMENDATION

Taking into account the content of the report the recommendation is to:

GRANT ADVERTISEMENT CONSENT subject to the following conditions:

1. The consent hereby granted for display of the proposed advertisement(s) shall expire five years from the date of this notice.

REASON: As is required by Part 3 Paragraph 16(2)(c) of the Town & Country Planning (Control of Advertisements) Regulations 2007.

2. Standard Condition 1 – 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

Standard Condition 2 – 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.

Standard Condition 3 – 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.

Standard Condition 4 – 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.

Standard Condition 5 – 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.

REASON: Required to be imposed pursuant to Schedule 2 of the Town and Country Planning (Control of Advertisements) Regulations 2007

3. The development hereby permitted shall be carried out in accordance with the following approved plans:

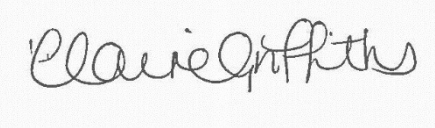
Location Plan (Dwg No. SD-00.01) received by the Local Planning Authority on 21/10/2020

Site Plan (Dwg No. SD-10.01) received by the Local Planning Authority on 17/11/2020

Proposed LED Bridge Display (Dwg No. SD-03.03 Rev X) received by the Local Planning Authority on 17/11/2020

REASON: To accord with the terms of the planning application.

Case Officer	
Mr D Pedlow	Principal Planning Officer
<i>David Pedlow</i>	17 December 2020

Delegated Approval Signature	
Claire Griffiths	Development Services Manager
	18/12/2020