

DEVELOPMENT PLAN

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that “where in making any determination under the planning Acts, regard is to be had to the development plan, the determination shall be made in accordance with the plan unless material consideration indicates otherwise.

Unitary Development Plan - current status

The Unitary Development Plan for Sunderland was adopted on 7th September 1998. In the report on each application specific reference will be made to those policies and proposals, which are particularly relevant to the application site and proposal. The UDP also includes a number of city wide and strategic policies and objectives, which when appropriate will be identified.

STANDARD CONDITIONS

Sections 91 and 92 of the Town and Country Planning Act 1990, as amended by Section 51 of the Planning and Compulsory Purchase Act 2004 require that any planning application which is granted either full or outline planning permission shall include a condition, which limits its duration.

SITE PLANS

The site plans included in each report are illustrative only.

PUBLICITY/CONSULTATIONS

The reports identify if site notices, press notices and/or neighbour notification have been undertaken. In all cases the consultations and publicity have been carried out in accordance with the Town and Country Planning (Development Management Procedure) (England) Order 2015.

LOCAL GOVERNMENT ACT 1972 – ACCESS TO INFORMATION

The background papers material to the reports included on this agenda are:

- The application and supporting reports and information;
- Responses from consultees;
- Representations received;
- Correspondence between the applicant and/or their agent and the Local Planning Authority;
- Correspondence between objectors and the Local Planning Authority;
- Minutes of relevant meetings between interested parties and the Local Planning Authority;
- Reports and advice by specialist consultants employed by the Local Planning Authority;
- Other relevant reports.

Please note that not all of the reports will include background papers in every category and that the background papers will exclude any documents containing exempt or confidential information as defined by the Act.

These reports are held on the relevant application file and are available for inspection during normal office hours at the Economy and Place Directorate at the Customer Service Centre or via the internet at www.sunderland.gov.uk/online-applications/

Peter McIntyre

Executive Director Economy and Place

Reference No.: 17/00786/ADV Advert Application**Proposal:** **Display of non-illuminated freestanding signs to roundabouts as per submitted schedule.****Location:** Various Roundabouts North Sunderland**Ward:** Castle**Applicant:** Community Partners Ltd**Date Valid:** 10 May 2017**Target Date:** 5 July 2017

PROPOSAL:

The application sites relate to 10 roundabouts located within the north of Sunderland.

Advertisement Consent is sought to erect some 40 separate signs across the 10 roundabouts. The signs would be non-illuminated measuring 1200mm in width by 500mm in height. The boards would be erected on two 50mm diameter posts which would extend 450mm from ground level to the base of the signage board. The visual content of the signs will vary to change in line with the nature of the advertiser but the drawings illustrate the Sunderland City Council's logo will be positioned along the bottom of the board.

The application is accompanied by a typical elevation drawing and individual location plans of the roundabouts in question with each plan identifying the number and position of the proposed signs.

Following the validation of the application it became apparent that a significant number of the advertising boards could not be physically displayed in the positions that had been identified on the location plans. The applicant was therefore advised to re-survey the roundabouts to address this matter. The revised plans submitted 5th December 2017 identify that the number of individual signs have been reduced from 40 to 35 across 9 roundabouts.

Further applications have also been submitted for South Sunderland, Houghton-le-Spring and Washington. At the time of writing this report those applications are still pending consideration.

CONSULTEES:

Southwick - Ward Councillor Consultation

Castle - Ward Councillor Consultation

Redhill - Ward Councillor Consultation

Fulwell - Ward Councillor Consultation

St Peters - Ward Councillors Consultation

DC North Chair And Vice Chair Consultation

Network Management

Final Date for Receipt of Representations: **02.06.2017****REPRESENTATIONS:**

Consultee responses -

Highways - The Council's Network Management section has offered no objection to the installations in principle. As outlined above the initial comments picked up on the fact that many of the signs could not be displayed in the positions that were identified within the original plans. (This was primarily down to the fact that they conflicted with existing chevrons or other physical structures).

It has been recommended that arrangements for installation and maintenance of the sign boards/adverts be submitted to the Council's Network Operations Team prior to installation/commencement along with details of any necessary traffic management that will be required.

POLICIES:

In the Unitary Development Plan the site is subject to the following policies;

B_21_Advertisement & Control

T_14_Accessibility of new developments, need to avoid congestion and safety problems arising

COMMENTS:

Planning considerations and assessment

Pursuant of the requirements set out by The Town and Country Planning (Control of Advertisement) (England) Regulations 2007, policy B21 of the City Council's adopted UDP states that applications for advertisement consent will be determined on the basis of their impact on amenity and public safety. This policy is considered to be consistent with paragraph 67 of the National Planning Policy Framework (NPPF), which states that 'poorly placed advertisements can have a negative impact on the appearance of the built and natural environment...advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment'. It also states that advertisements should only be subject to local authority control in the interests of amenity and public safety, taking account of cumulative impacts'.

With regard to the above the main considerations are the impact of the signage on amenity and highway safety.

Amenity

During officer site visits it was noted that a small proportion of the roundabouts already had existing Council signs in situ. The applicant has however confirmed that there is an agreement with Sunderland City Council to remove these particular signs prior to the installation of the proposed signage in order to avoid unnecessary clutter. In addition and as a result of the re-survey work, some of the proposed signs have been deleted most notably from roundabouts (SUN 98 and SUN108 located on the Sunderland Highway and Wessington Way) due to conflict with existing chevrons.

In assessing the merits of scheme it is noted that the proposed signs will follow a standardised formula in terms of their design and construction thereby offering a co-ordinated appearance within the context of each roundabout. The scale and massing of the boards are not considered to be unduly large and will be proportionate to existing signs currently being displayed on roundabouts in neighbouring Local Authority areas.

A large number of the signs would be viewed in tandem with existing street signs such as chevrons whilst landscaping also provides a backdrop to the signs on some of the roundabouts. Overall, it is not considered that the proposed installations would appear particularly conspicuous within their respective settings. In this respect the cumulative effect of the advertisements upon the character and appearance of each roundabout is considered to be acceptable.

Highway safety

Following the re-survey, the City Council's Network Management has confirmed their agreement to the individual locations of each signage board and no objections have been offered. On this basis there are considered to be no grounds to suggest that the installations would be of detriment to highway and public safety.

Conclusion

In light of the reasoning offered above, it is considered that the proposed siting and design of the signage is appropriate without appearing appear unduly prominent within the context of their setting. The impact of the scheme on the visual amenity of the respective localities is therefore considered to be acceptable in this instance.

In respect of highway/public safety, the City Council's Network Management Section has offered no objections to the siting of the structures.

Consequently the proposals are considered to accord with local and national policy and Members are recommended to grant advertisement consent for the scheme subject to the following conditions outlined below.

Equality Act 2010 - 149 Public Sector Equality Duty

During the detailed consideration of this application/proposal an equality impact assessment has been undertaken which demonstrates that due regard has been given to the duties placed on the LPA's as required by the aforementioned Act.

As part of the assessment of the application/proposal due regard has been given to the following relevant protected characteristics:

- age;
- disability;
- gender reassignment;
- pregnancy and maternity;
- race;
- religion or belief;
- sex;
- sexual orientation.

The LPA is committed to (a) eliminating discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010; (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

In addition, the LPA, in the assessment of this application/proposal has given due regard to the need to advance equality of opportunity between persons who share a relevant protected

characteristic and persons who do not share it. This approach involves (a) removing or minimising disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic; (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it; (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

The LPA has taken reasonable and proportionate steps to meet the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities, as part of this planning application/proposal.

Due regard has been given to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves. Particular consideration has been given to the need to:

- (a) tackle prejudice, and
- (b) promote understanding.

Finally, the LPA recognise that compliance with the duties in this section may involve treating some persons more favourably than others; but that is not to be taken as permitting conduct that would otherwise be prohibited by or under this Act.

RECOMMENDATION: Grant Advertisement Consent

Conditions:

- 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.
- 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.
- 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.
- 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.
- 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 the visual amenity.
- 6 The consent hereby granted shall be for a period of 5 years from the date hereof in the interests of visual amenity and to comply with policy B21; of the UDP.