

HDM Advertisement Consent Consultation Response

HDM Case officer: Scott English

Planning application number: 20NP0008

Description of development: Advertisement Consent - Installation of hanging sign and swan neck lighting on existing bracket

Location: Star Inn Harbottle NE65 7DG

Date: 17th February 2020

RECOMMENDATION:

Imposition and implementation of condition (s): Required to ensure acceptability

Assessment of proposal:

When assessing applications for advertisement consent the Highway Authority considers whether the proposal would result in an adverse impact on public safety in accordance with Government guidance in respect of outdoor advertisements and signs.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out in Part 1 Regulation 3 the powers to be exercised in the interests of amenity and public safety. Factors relevant to public safety include the safety of persons using any highway and whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign.

Planning Practice Guidance (PPG) provides information in respect of the main types of advertisement which may cause danger to road users.

Assessment of Proposal Checklist

- **Pedestrian routes**

The signs are set beyond the adopted highway to the back of the existing footways along the C172, with the mounting height of the projecting sign (3.86m above ground level) with the sign suspended on existing brackets extending from the building. As such, this is sufficient to not obstruct pedestrian / cyclists manoeuvrability to be hung from an existing bracket.

- **Road Safety**

The 1 No. hanging sign as shown on the submitted elevation plans (Drawing 03) and photographs submitted alongside the application provides sufficient clearance for pedestrians / cyclists as outlined above.

The signs are set beyond the adopted highway (footway and edge of carriageway) with the mounting heights and overhang sufficient to not obstruct the highway or pedestrian / cyclists, with clearance from the edge of carriageway at a minimum 3.86m mounting height from ground level (measured from footway).

The position of the signage is considered to be acceptable.

Lit signs are not to be in excess of 600cd as outlined by the maximum illumination level set out by Institute of Lighting Engineers, with the sign intended to be lit by "trough lighting fitted" attached to the existing bracket (as per the elevation drawing). The Sign Details plan (Drawing 04) indicates that the illumination output is less than 600 lumens (although Section 4 of the application form refers to this as 600cd/m2)..

A condition is recommended to secure the signage and illumination levels which must not be in excess of the above requirements or this will be considered an enforcement matter.

- **Car Parking**

There are no impacts or requirements for car parking as a result of this application.

- **Highway Works**

There are no requirements for highway works to facilitate this application.

- **Highway Land and Property issues**

The site is private land beyond the adopted highway.

- **Lighting**

As above, the sign is lit with illumination levels to not exceed those recommended in the below condition.

Planning Obligations and Conditions:

Necessary planning obligations and conditions required for advertisement consent

S106 Heads of Terms
None
S278/S38/S59/S184 Requirements
None
Standard Conditions
<p>HWA1 - Advertisements - No moving components</p> <p>No part of the advertisement(s) to which this consent relates shall contain any prismatic, scrolling or other moving components, images or special effects. The advertisement shall remain static at all times. Reason: In the interests of highway safety, in accordance with the National Planning Policy Framework.</p> <p>HWA2 - Advertisements - Restriction of intensity of illumination</p> <p>The intensity of the illumination of the advertisement(s) to which this consent relates shall be no greater than 600cd/m² Reason: In the interests of amenity and highway safety, in accordance with the National Planning Policy Framework.</p>
Informatives
None

Consultation Checklist

Street Lighting	N/A
Highways Programmes, Traffic Management, Cycling	N/A
Highway Area Inspector, Waste, Greenspaces, Traffic Signals	N/A

Streetworks	N/A
Parking	N/A
Infrastructure & Adoption Records	N/A
Highway Design, Highway Structures & Road Safety	N/A
Travel Plans and Public Transport	N/A
School Travel Plans	N/A
School Transport/ Passenger Transport Services	N/A
S278	N/A
S38	N/A