



Northumberland County Council
Planning Department
County Hall
Morpeth
Northumberland
NE61 2EF

8 March 2021

REPLACEMENT OF EXISTING SCHOOL SIGN (RETROSPECTIVE)

ADVERTISEMENT CONSENT

**GUST INDEPENDENT SCHOOL, 1 HALDANE STREET, ASHINGTON,
NORTHUMBERLAND NE63 8SF**

Dear Sir/Madam,

We write to you with regards to the above application for advertisement consent, relating to the replacement of the principal School sign at GUST Independent School, Ashington.

The Proposal

The proposal relates to the replacement of an existing School sign. The former School sign was located to the façade of the School building which fronts onto Eighth Row, immediately adjacent to the proposed location to which this application relates. Due to its age, design and condition, the previous sign required upgrading and was replaced with the sign to which this application relates in January 2021.

The proposed replacement sign dimensions are 1100mm x 2950mm. Although marginally larger than the former sign in terms of its size, it is of a modern and sleek design, constructed of durable coated plastic material. Please refer to the images and elevation details provided at Appendix 2. The sign provides a clear narrative in terms of its function as a professional and formal School sign, when viewing the building from Eighth Row.

Overall, the replacement School sign is considered to comprise a betterment in terms of visual amenity, when compared to the former School sign.

The Site

The site is located at GUST Independent School, located at 1 Haldane Street, Ashington, Northumberland. A Location Plan is provided at Appendix 1.

Head of School: Karen Gibb
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www.gustschool.com

CHARITY NO. 1108544

COMPANY NO. 05264900



GUST is an Independent, Special School for children aged 6 - 17 with a variety of additional needs that may otherwise not be met within a mainstream setting. The School provides both Primary and Secondary education on campus, within two separate purpose-made facilities.

The surrounding area is largely characterised by residential properties and Council Offices. Ashington High Street is located approximately 50m from the site.

Planning Policy

The legislative framework for the control of Advertisements is contained within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the 'Regulations'), which state that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the Development Plan, insofar as they are material, in addition to any other relevant considerations.

The National Planning Policy Framework (2019) as amended sets out the Government's planning policies for England. In particular, Paragraph 132 of the Framework states that advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.

The Development Plan policies relevant to the proposal include saved policies within the Wansbeck Local Plan (2007), in particular saved policy RTC11 (Outdoor Advertising), which states that:

'Consent will be granted for the display of outdoor signs and advertisements provided that:
a) the character or appearance of the building or area will not be adversely affected; and
b) public safety will not be compromised'.

It is considered that the proposed replacement sign will not adversely affect the character or appearance of the School building or the local area. By virtue of its sleek, professional and modern design, it comprises a betterment in terms of both visual amenity and enhanced legibility, when compared to the former School sign.

Although located outwith the Town Centre SPD area as defined by the Council, the proposal also generally accords with relevant design principles as outlined within 'People and Planning', Northumberland Local Development Framework, Ashington Town Centre Supplementary Planning Document (2010).

Conclusion

The proposed replacement School sign is of a modern and professional design, which contributes positively to local amenity. It also serves to provide enhanced legibility in terms of the School's presence, when viewed from Eighth Row.



As the proposal relates to a replacement sign, it will not serve to cumulatively increase the number of adverts in the local area. It is not considered that the location of the proposed replacement sign would have a material or adverse impact upon public safety.

For the reasons set out above, it is considered that the proposed replacement School sign should be consented.

We trust that the information contained within this letter and its Appendices is sufficient and we look forward to receiving notification from the Council that the application is valid in due course. With regards to the Planning Fee, this will be paid either in person at the Council offices upon submission of the application or via telephone, whichever is preferable.

If you require anything further, please do not hesitate to get in touch.

Yours Sincerely,

Karen Gibb
Head of School



On behalf of GUST Independent School