

Sunderland City Council  
City Hall  
Plater Way  
SR1 3AA

**Date:** 20 October 2023

**Our ref:** 61991/03/HE/ET/27098593v1

Dear Sir/Madam

## **Advertisement Consent: Former Gilbridge Police Station, Sunderland**

We are pleased to submit on behalf of our client, Smart Outdoor Media Ltd ('the applicant'), an application seeking advertisement consent for the display of 2no. LED screens at the former Gilbridge Police Station, Sunderland.

### **Background and The Proposed Advertisement**

Planning permission was granted in August 2021 for the refurbishment and change of use of a former police station to uses falling under Class E – commercial, business and services namely E ( c ), (d), (g) (i) and (ii) and the formation of a car park (ref. 21/01622/FU4).

The subject application proposes a 2no. LED screens which will be externally fixed to the former Gilbridge Police Station building, Sunderland. The proposed signs will be internally illuminated and partially wrap around the north and east elevation of the building. The LED screens will display moving images but there will be no sound generation.

### **Assessment of the Proposed Advertisement**

Planning Practice Guidance states that proposed advertisements should be considered in the context of any impacts upon amenity and public safety.

Policy BH4 of the adopted Sunderland Local Plan explains advertisements should be well designed and sympathetic to the character and appearance of their location and the building in which they relate. For illuminated signs, adopted Policy BH4 also states illuminated signs should not adversely affect the amenity and/or safety of the surrounding area.

In this case, the site is located in Sunderland City Centre, to the south of the A183, a substantial distance to the nearest residential receptors. It is therefore considered that there would be no adverse impact upon amenity of the surrounding area by virtue of the size, scale and location of the advertisements. The

proposed signs would also neatly fit the extent of the existing building and will therefore be sympathetic to the character and appearance of the building.

In respect of public safety, a Transport Note prepared by Systra accompanies this application and considers the advertisements in the context of the safety of the surrounding area, particularly considering the impact on the safe use and operation of any form of traffic or transport, including the safety of pedestrians, particularly along the A183.

The application site abuts the Bishopwearmouth Conservation Area to the south, which includes various listed buildings within the immediate surroundings including the adjacent Magistrates' Court (Grade II), Empire Theatre (Grade II\*), Church of St Michael (Grade II\*) and the Dun Cow Public House (Grade II). A Heritage Note prepared by Lichfields accompanies this application and considers the advertisements in the context of the nearby heritage assets.

## **Application Submission**

The application has been submitted via the Planning Portal under reference no. PP-12535499. The following documents have been submitted with the application:

- This covering letter;
- Completed application forms;
- Application drawings:
  - Structural details ref. T83-23 01 Rev P02.
- Heritage Note, prepared by Lichfields; and
- Transport Note, prepared by Systra.

The requisite fee of £462 has been paid via the Planning Portal.

## **Summary**

We trust that we have provided all the necessary information and that the application can be advanced to determination as soon as possible. Should you require any additional information please do not hesitate to contact me or my colleague Harvey Emms.

Yours faithfully

**Emily Thomson**  
Senior Planner  
BA (Hons) MSc MRTPI