



HEDLEY
Planning Services

11 December 2023

North Tyneside Council
Planning Team
Quadrant
The Silverlink North,
Cobalt Business Park
North Tyneside
NE27 0BY

Dear Sir / Madam

PLANNING APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENT AT LAND AT CENTURION CHASE, WALLSEND, NE28 8ED

This application seeks consent for the display of 2no. freestanding signs mounted on support columns and 7no. lamppost banners, located immediately adjacent to and facing out onto A1058 Coast Road facing north. The signs refer to Bellway Homes and their adjacent housing development, Centurion Chase, at Centurion Park and to the Golf Course.

The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

All advertisements, whether they require consent or not, are subject to the standard conditions in Schedule 2 of the Regulations 2007. These are:

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.



Head Office
Unit 3, Hexham Enterprise Hub,
Burn Lane, Hexham,
Northumberland,
NE46 3HY

T 0191 580 5101
E enquiries@hedleyplanning.co.uk

W www.hedleyplanning.co.uk

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 visual amenity.*

The land on which the signs are located is owned by North Tyneside Council and Keeping Limited, upon which notice was served on 11 December 2023. The signs will not obscure or hinder the interpretation of any signs on the A1058 and will be maintained in good condition. Due to the location of the sign, the public will not be endangered and on completion of the development, which is expected to be in 4 years' time, the sign will be removed.

It is considered that the signs will not adversely impact the amenity of the area or affect public safety, and it is therefore considered that permission should be granted.

Yours faithfully



Mollie Cubbin
Planner

