

Date: 08 March 2024  
Your Ref: PP-12716734  
Our Ref: 17290b

# DWD

69 Carter Lane  
London  
EC4V 5EQ

Ms. Elaine Atkinson  
Stockton-on-Tees Borough Council  
Planning Development Services  
Municipal Buildings  
Church Road  
Stockton-on-Tees  
TS18 1LD

Dear Elaine,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007  
APPLICATION FOR ADVERTISEMENT CONSENT AT LAND NORTH OF WYNARD BUSINESS PARK,  
NORTH CHAPEL LANE, STOCKTON-ON-TEES, BILLINGHAM TS22 5TH  
PLANNING COVERING STATEMENT

DWD is instructed to submit an application for advertisement consent at the above site for the following signage:

“Installation of 10 x non-illuminated wordmark signs”

The application has been submitted via the Planning Portal and comprises this cover letter and the following documents:

- Application Form;
- Location Plan (ref: 2009-S3-P02);
- Site Signage Plan (ref: 2007-S3-P04);
- Signage Visuals (ref: 2008-S3-P04); and
- Signage Pro Forma.

Payment for this application to cover the requisite planning fee of £229.00 (inclusive of the Planning Portal administrative fee of £64.00) has been made online on the date of this letter.

The site comprises of an external part of an existing warehouse site which is occupied as a warehouse (Use Class B8).

The existing warehouse was approved and constructed pursuant to full planning permission ref: 20/2481/EIS in June 2021. As detailed below, there have been a number of Non-Material Amendments

approved in relation to the main consent. In addition, a full planning application approved in October 2022 for PV panels on the roof of the warehouse.

More recently, an application has been approved under application reference 23/2337/FUL for proposed site alterations to allow for the loading of vehicles, together with the installation of associated sally port, ramp and fencing. This is the latest layout as approved and the plans reflect this layout.

### Proposed Development

The application seeks advertisement consent for a series of directional signs comprising signage for:

- 1 x Speed Bump & 10 MPH (pole mounted);
- 1 x Speed Bump & 5 MPH (pole mounted);
- 1 x Turn Engine Off (wall mounted);
- 2 x Yard Rules (1 x pole mounted and 1 x wall mounted);
- 1 x Reverse Only (wall mounted);
- 3 x Operator Sign (1 x pole mounted and 2 x wall mounted); and
- 1 x Operator Banner (wall mounted).

Please refer to the Signage Proforma for the specification of each signage and please see the Site Signage Plan (ref: 2007-S3-P04) for the locations of each proposed signage on site. For the avoidance of doubt, please note that none of the signs are proposed to be illuminated.

### Planning Assessment

Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 requires local planning authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material and any other relevant factors. Part 2(a)(b) of Regulation 3 sets out these factors which include the characteristics of the locality, such as historic interest, and impact on public safety comprising the safety of persons using any highway and whether the display of the advertisement is likely to obscure the interpretation of a sign or hinder any device used for security and surveillance purposes.

The purpose of the proposed signage on the property is to improve navigability within the application site and to make clear that there are specific accesses for different types of vehicles. As set out within the application paperwork, none of the signs are proposed to be illuminated. The signage is considered to be suitable given the site's context in an industrial area and the size of the signage is in scale with the massing of the building and similar signage in the local area.

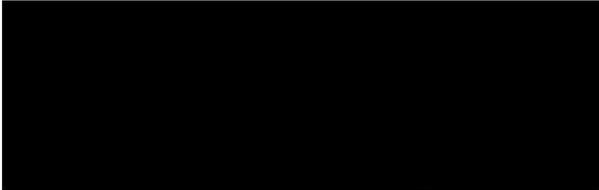
In relation to paragraph 141 of the NPPF (December 2023) the proposed advertisements will not be detrimental to amenity of public safety, taking account of cumulative impacts, and should therefore not be subject to control.

In addition, it is considered that the signage complies with the Local Planning Authority's design criteria set out within the Local Plan 2019 (January 2019) Policy SD8 (Sustainable Design Principles) and the Shop Front Design and Advertisements SPD (November 2013). The signage has been

sympathetically designed to respect the site's context and its relationship to adjoining buildings and the surrounding area. There are various existing employment uses within the immediate surroundings and each property has its own signage. The proposed signs are considered to have a negligible impact on the character of the local area.

We trust that the application includes sufficient information to enable it to be validated and should you require further information or clarification on any matter then please do not hesitate to contact me.

Yours sincerely,



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**Associate**  
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