

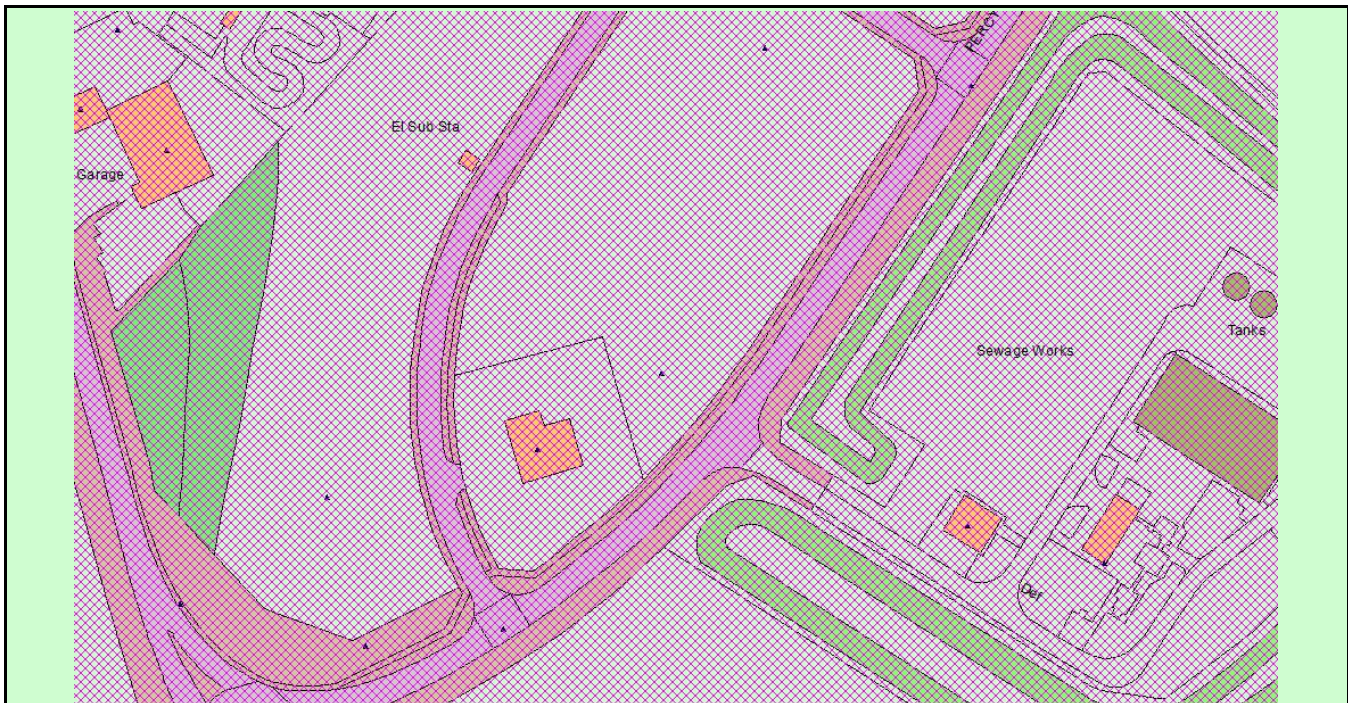


Northumberland County Council

North Northumberland Local Area Committee 18th October 2018

Application No:	18/02781/ADE		
Proposal:	Advertisement Consent for two fascia signs, one projecting hanging sign, one post sign and one podium sign, all externally illuminated		
Site Address	The Amble Inn, Sandpiper Way, Amble, NE65 0PE		
Applicant:	Arch Developments Wansbeck Workspace, Rotary ParkWay, Ashington, NE63 8OZ	Agent:	Bruce McCallion 8A Saville Row, Newcastle Upon Tyne, NE1 8JE,
Ward	Amble	Parish	Amble By The Sea
Valid Date:	3 August 2018	Expiry Date:	28 September 2018
Case Officer Details:	Name: Miss Stephanie Forster Job Title: Planning Officer Tel No: 01670 622706 Email: stephanie.forster@northumberland.gov.uk		

Recommendation: To GRANT Advertisement Consent subject to conditions.



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1. Introduction

1.1 This application falls to be determined by the North Northumberland Local Area Council planning committee. It is being recommended for approval.

2. Description of the Proposals

2.1 Advertisement Consent is sought for the erection of 2no fascia signs, 1no projecting hanging sign, 1no post sign and 1no aluminium sign, all of which will be externally illuminated at The Amble Inn, Sandpiper Way, Amble.

2.2 The application site is located in the industrial area of Amble.

3. Planning History

Reference Number: 11/00335/FUL

Description: Perimeter fence for caravan storage site

Status: Permitted

Reference Number: 11/01828/NONMAT

Description: Non Material amendment to 11/00335/FUL for alterations to a perimeter fence

Status: Permitted

Reference Number: 11/01829/DISCON

Description: Application to discharge conditions 3 & 4 of 11/00335/FUL

Status: Permitted

Reference Number: 16/04307/FUL

Description: Proposed construction of new hotel comprising 30 en-suite bedrooms; bar and restaurant; outside terrace; childrens play area and associated car park

Status: Permitted

Reference Number: 17/01993/NONMAT

Description: Non material amendment to alter hotel bedroom block roof ridge and soffit heights to be reduced, amount and siting of different building materials to the elevations has been simplified. Terrace area to principal entrance elevation has been omitted, together with roof light over entrance lobby and decorative chimneys at roof level, minor tweaks to window and door positions, minor alterations to car park layout to include parent and child parking facilities on approved planning application 16/04307/FUL

Status: Permitted

Reference Number: 17/00094/LIC

Description: License application. New premises license for the provisions of films, live music, recorded music, performances of dance, late night refreshments and the selling or supply of alcohol.

Status: No Objection

Reference Number: 18/00344/DISCON

Description: Discharge of condition 14 (ingress of ground gas) and condition 10 (scheme for the disposal of surface water) on approved planning application 16/04307/FUL

Status: Permitted

Reference Number: 18/02637/DISCON

Description: Discharge of conditions 3 (External Lighting), 9 (Landscaping) and 13 (Odour Control) relating to approved planning application 16/04307/FUL.

Status: Permitted

Reference Number: 18/03068/FUL

Description: Installation of 2 butterfly awnings and timber trellis fencing with canvas wind break panels, decorative metal arch and pond with fire basket to terrace area.

Status: Pending Consideration

Reference Number: A/2001/0271

Description: Garage and workshops for coaches and buses

Status: Permitted

4. Consultee Responses

Amble Town Council	No objection.
Highways	No objection subject to conditions.
Countryside/ Rights Of Way	No objection on the basis that the public footpath is protected.
Strategic Estates	No comment.

5. Public Responses

Neighbour Notification

Number of Neighbours Notified	11
Number of Objections	0
Number of Support	0
Number of General Comments	0

Notices

Site notice - Public Right of Way, 21st August 2018

Northumberland Gazette 16th August 2018

Summary of Responses:

None received.

6. Planning Policy

6.1 Development Plan Policy

BE13 Display of advertising (and Appendix D) - Alnwick District Wide Local Plan

APPENDIX D Advertising - Alnwick District Wide Local Plan

S16 General design principles - Alnwick LDF Core Strategy

6.2 National Planning Policy

National Planning Policy Framework (2018)

National Planning Practice Guidance (2014, as updated)

6.3 National Planning Policy

National Planning Policy Framework (2018)

National Planning Practice Guidance (2014, as updated)

6.4 Emerging Planning Policy

Northumberland Local Plan - Draft Plan for Regulation 18 Consultation (2018)

6.5 Other Documents/ Strategies

None relevant

7. Appraisal

7.1 In accordance with Paragraph 67 of the National Planning Policy Framework, advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.

Design & Visual Impact

7.2 The scale and form of the proposed signage is considered appropriate and would not detract from the visual amenity of the area, or the street scene generally. The number and type of signs would be broadly similar to the existing and are in keeping with what would normally be expected of a hotel and public house. The proposal represents new signage for a new development and it is considered that there would not be a detrimental visual impact as a result of the proposals. The proposal would therefore accord with the NPPF, Policy BE13 and Appendix D of the Alnwick District Wide Local Plan.

Highway and Public Safety

7.3 In terms of public safety the proposed signage provides enough clearance from the public highway and it is therefore considered that it would not have an adverse impact on highway safety. As such, the proposal is considered to be acceptable in terms of impact upon highway and public safety and is therefore in accordance with both national and local planning policies.

Equality Duty

The County Council has a duty to have regard to the impact of any proposal on those people with characteristics protected by the Equality Act. Officers have had due regard to Sec 149(1) (a) and (b) of the Equality Act 2010 and considered the information provided by the applicant, together with the responses from consultees and other parties, and determined that the proposal would have no material impact on individuals or identifiable groups with protected characteristics. Accordingly, no changes to the proposal were required to make it acceptable in this regard.

Crime and Disorder Act Implications

These proposals have no implications in relation to crime and disorder.

Human Rights Act Implications

The Human Rights Act requires the County Council to take into account the rights of the public under the European Convention on Human Rights and prevents the Council from acting in a manner which is incompatible with those rights. Article 8 of the Convention provides that there shall be respect for an individual's private life and home save for that interference which is in accordance with the law and necessary in a democratic society in the interests of (inter alia) public safety and the economic wellbeing of the country. Article 1 of protocol 1 provides that an individual's peaceful enjoyment of their property shall not be interfered with save as is necessary in the public interest.

For an interference with these rights to be justifiable the interference (and the means employed) needs to be proportionate to the aims sought to be realised. The main body of this report identifies the extent to which there is any identifiable interference with these rights. The Planning Considerations identified are also relevant in deciding whether any interference is proportionate. Case law has been decided which indicates that certain development does interfere with an individual's rights under Human Rights legislation. This application has been considered in the light of statute and case law and the interference is not considered to be disproportionate.

Officers are also aware of Article 6, the focus of which (for the purpose of this decision) is the determination of an individual's civil rights and obligations. Article 6 provides that in the determination of these rights, an individual is entitled to a fair and public hearing within a reasonable time by an independent and impartial tribunal. Article 6 has been subject to a great deal of case law. It has been decided that for planning matters the decision making process as a whole, which includes the right of review by the High Court, complied with Article 6.

8. Conclusion

8.1 It is considered that the proposal is of an appropriate design in relation to the host property and would not have an adverse impact on the appearance of the property, or upon highway safety. It is therefore considered that the proposal is in accordance with national and local planning policies and accordingly it would be unreasonable to withhold planning permission.

9. Recommendation

That this application be GRANTED permission subject to the following:

Conditions

01. STANDARD CONDITIONS.

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.
 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 for the display of 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.
02. The development hereby permitted shall not be carried out otherwise than in complete accordance with the approved plans. The approved plans and drawing numbers for this development are:-

1. Site location Plan;
2. Proposed Plans - 673-A2.03 - B

Reason: To ensure that the approved development is carried out in complete accordance with the approved plans.

03. 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.

Date of Report: 04.10.2018

Background Papers: Planning application file(s) 18/02781/ADE