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Planning Services
Redcar and Cleveland Borough Council
Redcar and Cleveland House
Kirkleatham Street
Redcar
Yorkshire
TS10 1RT

Date: 3 November 2022

Our ref: 63262/01/AGR/AA/25976868v1

Your ref:

Dear David

Application for Advertisement Consent: Land Adjacent to Eston Road, Grangetown, Redcar

On behalf of our client, South Tees Development Corporation (“Teesworks”), we are pleased to submit an application for advertisement consent for the display of two hoarding signs close to access points in to Teesworks Industrial Zone.

Proposed Adverts

As demonstrated on the accompanying Site Location Plan, the application proposes the installation of two freestanding hoarding signs at the following locations:

- Land north of the Eston Road / A66 Junction and south of CSG Middlesbrough with Dorman Point beyond; and
- Land to the east of Eston Road roundabout (as approved under application reference R/2020/0270/FFM) and west of the Teesworks Skills Academy.

The proposed advertisements will largely comprise white text on a navy background; they will be elevated around 1m – 1.4m above the ground on grey coated aluminium posts. The hoardings will not be illuminated and will not include digital and/or moving images.

Assessment of the Proposals

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out that applications for advertisement consent can only be determined on grounds of amenity and public safety (Paragraph 3). This advertisement consent application, therefore, can only be considered on these grounds.

Amenity

Planning guidance sets out that ‘amenity’ includes, but is not restricted to, aural and visual amenity. Factors relevant to amenity relate the general characteristics of the locality, and is inclusive of the presence of any feature of historic, architectural, cultural, or similar interest.

The impact of the proposed signage is limited to visual amenity, not aural. The proposed signage will be located off Eston Road and adjacent to a main access point in to Teesworks at the Eston Road / A66 junction. Advertisements of this nature are commonplace in industrial schemes and are often located on adjacent road networks and access / egress points for the purposes of promoting the site and aiding wayfinding

It is concluded that the proposed advertisement is appropriate and would not detract from the overall appearance of the wider area.

Public Safety

Planning guidance is clear in setting out that ‘public safety’ is not confined to road safety and includes all considerations which are relevant to the use and operation of any form of traffic or transport, including pedestrians.

Due to the nature of the proposed signage, they will not act as a barrier or any other physical obstacle to members of the public. In considering potential distraction, the *Communities and Local Government Guide for Advertisers: Outdoor Advertisements and Signs* outlines that Local Planning Authorities should recognise that all advertisements are intended to attract the attention of passers-by.

The proposed signage will not have special visual effects (e.g. animated, flashing, scrolling patterns, or message sequencing), and will be utilised for the sole purposes of advertising the Teesworks site and aiding wayfinding.

When assessing the impact on highway safety, it is important to consider the length of time that the proposed signage will be visible for when driving, the context in which they will be seen, as well as the layout/complexity of the surrounding road network. These factors have all been considered as part of the design process.

Application Submission

This application has been submitted with the following documents:

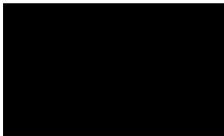
- This Covering Letter;
- Completed Application Forms and Certificates;
- Location Plan (Ref. TSWK-STDC-DMP-ZZ-DR-C-0019 Eston Road Signage)
- Dorman Point Welcome to PROOF; and
- 48 Sheet Hoarding_Artwork & Installation – Eston Road.

LICHFIELDS

We trust that the application can be validated and advanced to determination at the earliest opportunity, and we will contact you in due course to discuss progress and anticipated timescales for its determination.

Should you have any queries, please do not hesitate to contact me.

Yours sincerely



Phil McCarthy
Associate Director