

APPEAL BY GILLIAN DIBB (OF ASDA STORES LTD) AGAINST THE DECISION OF THE COUNCIL TO REFUSE ADVERTISEMENT CONSENT FOR A FREESTANDING SIGNAGE TOWER AT WOLSTANTON RETAIL PARK, NEWCASTLE-UNDER-LYME

<u>Application Number</u>	13/00366/ADV
<u>LPA's Decision</u>	Refused by delegated powers on 2nd July 2013
<u>Appeal Decision</u>	Allowed
<u>Date of Appeal Decision</u>	7th April 2014

The full text of the appeal decision is available to view on the Council's website (as an associated document to application 13/00366/ADV) and the following is only a brief summary.

The Inspector considered the main issue is whether the advertisement would be an intrusive and prominent feature to the detriment of the visual amenity of the area. In allowing the appeal, the Inspector commented as follows:

- There is a clear commercial purpose for the proposed signage, but there is also a highway safety issue whereby the absence of adequate signage for drivers trying to find the park may lead to uncertainty and potential accidents.
- Although the embankment is heavily landscaped both the existing and the proposed signs are / would be located in a more sparsely planted gap. The landscaped boundaries to the A500 are an attractive feature of the area and considerably soften and enhance the image of an area that has previously been scarred by industry and dereliction. Nevertheless, whilst the signage tower would be a notable feature on the embankment it would occupy only a small fraction of the landscaped frontage. Its benefits considerably outweigh any suggestion that it would be an intrusive feature.
- The appellant has sought to acknowledge the industrial heritage of the area and this particular site by designing the advertisement as a pit-head winding gear structure incorporating a colliery wheel. It would therefore be distinctive and contribute to the character of the area and it would be seen against the trees.
- Having regard to the above, and to all other matters raised, the advertisement would not be an intrusive and prominent feature to the detriment of the visual amenity of the area.

Recommendation

That the decision be noted.