

The application is for advertisement consent for the erection of 3 double sided free standing signs to display interchangeable poster hoardings each measuring 2.4 metres by 1.2 metres in dimensions. All signs will be erected on supporting poles and displayed 1 metre above ground level.

The signs are located within the confines of School Street car park to the rear of Jubilee2.

**The 8 week period for the determination of this application expires on the 28<sup>th</sup> August 2014.**

#### **RECOMMENDATION**

**PERMIT subject to conditions relating to:**

- 1. Approved plans.**

#### **Reason for Recommendation**

There will be no harm to the visual amenity of the area or to public safety as a result of the advertisements applied for.

#### **Statement as to how the Local Planning Authority has worked with the applicant in a positive and proactive manner in dealing with this application**

The proposal is considered to be a sustainable form of development and complies with the aims and objectives of the National Planning Policy Framework.

#### **Policies and Proposals in the Approved Development Plan relevant to this decision:-**

Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy 2006 -2026 (adopted 2009) (CSS)

Policy CSP1 Design Quality

Newcastle-under-Lyme Local Plan 2011 (NLP)

Nil.

#### **Other Material Considerations**

National Planning Policy Framework (NPPF) (March 2012)

National Planning Practice Guidance (NPPG) (March 2014)

#### **Relevant Planning History**

None relevant.

#### **Views of Consultees**

**Highway Authority** standing advice applies and there are no objections.

#### **Representations**

None received.

### Applicant/agent's submission

The requisite application forms and plans have been submitted.

These documents are available for inspection at the Guildhall and via the following link

### **Key Issues**

The application is for advertisement consent for the erection of 3 free standing signs each measuring 2.4 metres by 1.2 metres in dimensions. All signs will be erected on supporting poles and displayed 1 metre above ground level. The signs are located within the confines of School Street car park to the rear of Jubilee2.

The NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

### Amenity

Two of the signs are positioned immediately to the rear of Jubilee2 and the third is to the rear of the exercise for less gym building which also backs onto the car park. The signs detailed within the application are proportionate in scale, appropriately designed and positioned in the context of neighbouring buildings and the immediate surroundings of the locality. The impact to the visual amenity of the area is acceptable.

### Public safety

The advertisements are not considered harmful to public safety by virtue of their scale or location. There are no significant public safety concerns to address.

### **Background Papers**

Planning File  
Planning Documents referred to

### **Date Report Prepared**

24 July 2014.