

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 on the boundary of Goose Street and Morrison's Supermarket car park.

The application site is adjacent to the Town Centre Conservation Area boundary (which is marked by the ring road) as specified on the Local Development Framework Proposals Map.

The 8 week period for the determination of this application expires on the 28th 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)

Policy B14: Development in or adjoining the boundary of Conservation Areas

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 along the boundary of Goose Street and Morrison's Supermarket car park.

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

Ground levels associated to Goose Street car park are much lower than the elevated ring road adjacent and as a result would not have a significant impact to the appearance of the Conservation Area. 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.