

**51 LONDON ROAD, CHESTERTON**  
**NOTEMACHINE**

**14/00576/ADV**

The report is to consider application 14/00476/ADV which seeks retrospective advertisement consent for signage associated with an ATM.

The application site contains a retail unit in a corner position of London Road and Ripon Avenue. The unit is split into retail use at ground floor, with residential use above.

**The statutory 8 week determination period for the application expires on the 8 October 2014**

### **RECOMMENDATION**

Approve; subject to standard advertisement conditions and

- 1) The lighting of the adverts will only be operational between 6am and 12am only.
- 2) The lighting levels shall not exceed 800 cd/m<sup>2</sup>

### **Reason for recommendation**

The proposal is considered to be acceptable in terms of visual amenity and public safety.

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

This is considered to be a sustainable form of development and so complies with the provisions 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)

None

### **Other material considerations include:**

Relevant National Policy Guidance:

National Planning Policy Framework (March 2012)  
National Planning Practice Guidance (2014)

Relevant Planning History

A retrospective application for the installation of the ATM has been submitted in conjunction with this application and a report on that application, reference 14/00575/FUL, is also on this agenda.

## Views of Consultees

### **Highway Authority:**

No objections to the application subject to the lighting levels not being above 800 cd/m<sup>2</sup>

### **Environmental Health Division:**

No objections subject to the restriction on the hours of operation, and providing that the illuminated ATM lights are switched off out-of-hours.

## Representations

Five letters of representation have been received to date. A summary of the objections is provided below.

- Lighting to the ATM machine is bright resulting in disturbance of neighbours, particularly at night
- Traffic and parking issues created by the location of the ATM.
- Speed of vehicles using the ATM
- Noise caused by users of the cash machine, including cars and pedestrians
- Issues with the ATM are 24 hours per day
- No need for the additional ATM machine.

## Applicant/agent's submission

The application includes a Design and Access statement, accompanies with details for the lighting of the ATM.

All of the application documents can be viewed at the Guildhall or using the following link [www.newcastle-staffs.gov.uk/planning/1400576ADV](http://www.newcastle-staffs.gov.uk/planning/1400576ADV)

## **KEY ISSUES**

The application is for the advertisements associated with the ATM within the retail frontage of Wood Pies, a retail unit off London Road.

The adverts are limited to the perimeter of the cash point and are contained within this area only.

The National Planning Policy Framework requires a degree of consistency between Local Plan and those policies within the framework. Where Local Plan Policies are consistent with the Framework greater weight can be given to that Policy. In general terms within the NPPF there is a presumption in favour of sustainable development.

The NPPF seeks to achieve sustainable forms of development through, inter alia, securing a high quality built environment and to provide a good standard of amenity for all existing and future occupants of land and buildings. The NPPF continues with regards to advertisements in paragraph 67 and states that poorly placed adverts can have a negative impact on the appearance of the built environment. Only adverts which have an appreciable impact on the buildings and surroundings should be subject to detailed assessment. The NPPF confirms that proposals should be subject to control only in the interests of amenity, public safety and take into account cumulative impacts.

## **Amenity**

The signs are located to the perimeter of the cash point, providing signage for the ATM only.

The lighting level of approximately 100cdm, and therefore is relatively low, preventing any adverse impact upon the area.

The lighting has disturbed a number of residents at night. As such, it is recommended that the lighting is switched off over night, in line with the hours of operation of the cashpoint which is recommend as 6am – 12am. This would prevent any adverse impact upon amenity.

## **Public safety**

Having regard to highway safety it is not considered that there would be any detriment to highway safety as a result of the proposal. The Highway Authority raises no objection to the proposal subject to restrictions on the lighting levels.

## Background Papers

Planning File

Development Plan

Date report prepared

23<sup>rd</sup> September 2014