

The application is for advertisement consent for the replacement of two existing advertising hoardings, which were removed from site earlier this year, with two new hoarding structures adjacent 8 Congleton Road, Butt Lane.

The site lies within the urban area of Kidsgrove as specified on the Local Development Framework Proposals Map.

The 8 week period for the determination of this application expires on the 17th December 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)

None

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.

Kidsgrove Town Council – Support the application

Representations

One representation has been received, which raises the following points:

- There are rats on the site
- Questions the need for the advertising boards within a quarter of a mile of those on Cedar Avenue

Applicant/agent's submission

The requisite application forms and plans have been submitted, along with a supporting statement containing structural calculations.

These documents are available for inspection at the Guildhall and via the following link
www.newcastle-staffs.gov.uk/planning/1400832DEEM3

Key Issues

The application is for advertisement consent for the replacement of two advertisement boards at land adjacent to 8 Congleton Road, Butt Lane, which lies within the urban area of Kidsgrove as indicated by the Local Development Framework Proposals Map. The previous hoardings have been removed from the site. Each hoarding would be supported by 4 No. galvanised steel posts, and the adverts would be displayed 1800mm above ground level. Each advertisement would measure 6100mm by 3050mm by 150mm.

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

The proposed advertisement hoardings are replacements for those previously located at this site. The hoardings screen, to some extent the side elevation of 8 Congleton Road and would not obscure any architectural features that are important to the local characteristics of the neighbourhood. The advertisement hoardings 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 therefore acceptable.

Public safety

The advertisements are not considered harmful to public safety as they would not obscure visibility or distract or confuse drivers. There are no significant public safety concerns to address therefore.

Background Papers

Planning File
Planning Documents referred to

Date Report Prepared

24th November 2014