

The application is for advertisement consent for the erection of 3 replacement advertisement hoardings measuring 6.1m by 3m in area displayed attached to wooden posts at 1.8m in height above ground level.

The site lies within the Town Centre Conservation Area boundary as defined on the Local Development Framework Proposals Map.

The 8 week period for the determination of this application expires on the 24th 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 which includes the special character and appearance of the Town Centre Conservation 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
Policy CSP2 Historic Environment

Newcastle-under-Lyme Local Plan 2011 (NLP)

Policy B9 Prevention of harm to Conservation Areas
Policy B10 The requirement to preserve or enhance the character or appearance of a conservation area
Policy B13 Design and Development in Conservation Areas
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

The **Environmental Health Division** and the **Highway Authority** have no objections.

The views of the **Conservation and Urban Design Officer** have been sought but as no comments were received by the due date of the 20th November it is assumed that there are no comments.

Representations

None received.

Applicant/agent's submission

A Heritage Statement has been submitted with the application. All documents associated to the application are available for inspection at the Guildhall and via the following link www.newcastle-staffs.gov.uk/planning/1400833DEEM3

Key Issues

The application is for advertisement consent for the erection of 3 free standing signs each measuring 6.1 metres by 3 metres in dimensions. All signs will be erected on supporting poles and displayed 1.8 metres above ground level. The signs are located within the confines of Windsor Street car park facing onto Barracks Road. The site lies within the Town Centre Conservation Area boundary as defined by the Local Development Framework Proposals Map.

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 that are currently located at this site. They are in a very prominent position in close proximity to the Town Centre location facing towards the inner ring road. This is a location where commercial hoardings of this nature are typical and in this case the position of the hoardings does not adversely affect the character and appearance of the Conservation Area particularly as it they replace similar hoardings already on site. The signs 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

25 November 2014.