

ADVANCE SUPPLEMENTARY REPORT
TO THE PLANNING COMMITTEE
9th December 2014

Agenda item 10

Application ref. 14/00832/DEEM3

Land adjacent to Windsor Street Car Park, Newcastle

Since the preparation of the agenda report comments have been received from the **Councils Urban Design and Conservation Service** noting that the back drop of the car park is not particularly attractive and the erection of three large advertisement signs is unlikely to enhance the character or appearance of the Conservation Area. An attractive landscaping scheme would seem to be the most appropriate way forward for this piece of land. The previous hoardings also did not provide an enhancement. However it could be argued that there used to be similar hoardings stood on the site and the new proposal has a similar impact therefore preserving the character of the Conservation Area given there is no substantial change.

The views of the Councils **Conservation Area Working Party** have also been received. They comment that the proposal is not the most desirable use of land for this corner of the Conservation Area and it could be tidied up.

Your officer's comments

The advertisement that once stood on the site has been removed leaving a wooden up stand backing with supporting posts which is in a poor state of disrepair. Accepting that there is no enhancement to the special character and appearance of the Town Centre conservation area the hoardings now applied for are common to that found in busy Town Centre locations and would not appear out of place or harmful. Accordingly it remains your officer's view that consent should be granted.