

The application is for advertisement consent for the erection of a 48 sheet poster unilluminated hoarding 6.32m in width, the panel is 2.98m high on legs measuring 1.22m giving a total height of 4.2m.

The application site is within the Green Belt and Newcastle Urban Neighbourhood as specified on the Local Development Framework Proposals Map. The site lies adjacent to the A34.

The 8 week period for the determination of this application expires on the 15th February 2016.

RECOMMENDATION

REFUSE for the following reason:

- 1. The siting of the sign within an area of open space in a prominent location would in the context of other signs introduce an inappropriate and visually intrusive feature that would unacceptably harm the amenity of the area**

Reason for Recommendation

Whilst there will be no harm to public safety the proposed hoarding, due to its scale and location there will be harm the amenity of the area and is therefore unacceptable.

Key Issues

The application is for advertisement consent for the erection of a 48 sheet advertisement hoarding 6.32m in width, the panel is 2.98m high on legs measuring 1.22m giving a total height of 4.2m. The sign is to be located adjoining the A34 at the junction of the vehicular access to the former Remploy (now Martec) building and a car park serving the Lyme Valley Parkway, to the south of Newcastle Town Centre.

The application is supported by statement setting out details of the income project and of the income that has been generated by replacement advertisement hoardings already approved and the income that could be generated if the number of hoardings is increased. As the only matters that are material to the determination of applications for advertisement consent are amenity and public safety, such information must not be taken into consideration in the determination of this application.

Amenity

The NPPF at paragraph 67, states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.

National Planning Practice Guidance indicates that in assessing amenity, the local planning authority should consider the local characteristics of the neighbourhood. The example given is if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features. It goes on to say that this might mean that a large poster hoarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.

Generally, within the Borough and in other areas, the approach adopted in the consideration of poster hoardings is that they are favourably considered if they are part of the temporary

screening of a development site or where the general environment is so poor the hoarding would perform a positive function.

The poster hoarding is proposed to be located within, although at the front of, a wide landscaped verge to the A34, Newcastle Road, which is part of the strategic highway network. In close proximity to the location of the proposed hoarding there are already two freestanding advertisements (in the landscaped verge) and a highway information sign (overhanging the footway). The commercial building, occupied by Martec, is located within the Lyme Valley Parkway in fairly close proximity to the site. This building is single storey and is sited at a lower level than the road.

The wider area is mixed in character and in addition to the above signs there are, on the same side of the road, some 100 metres or so to the south, just to north of the Pinkstone garage, 3 similar hoardings (within the City Council area) and some 4 similar hoardings about 300 metres to north (towards Newcastle Town Centre).

The verge contains a number of mature trees and the hoarding would be sited with the trees as a visual backdrop. The health and well-being of the trees should not be affected if suitable protection and construction methods are adopted.

The applicant considers that as the sign is located within an area mixed in character containing existing signage and large scale buildings it can be accommodated without detriment to the visual amenity of the area. Whilst it is accepted that there are large buildings adjoining the A34 these are on the opposite, southbound, side of the A34 where buildings are located much closer to the highway. The northbound side of the A34 is largely characterised by an open landscaped verge which extends some distance either side of the site and attractive open views are obtained across the Lyme Valley (in contrast with other sections of the A34). It is considered that the introduction of a large poster hoarding in this relatively open location, and the cumulative impact of this sign with the signs already in place would unacceptably harm the amenity of the area. It should therefore be resisted.

Public safety

The poster hoarding is not considered harmful to public safety by virtue of its scale or location. There are no significant public safety concerns to address.

APPENDIX

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 S3: Development in the Green Belt
Policy N17: Landscape Character – General Considerations

Other Material Considerations

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

Relevant Planning History

None relevant.

Views of Consultees

The **Highway Authority** has no objections.

Representations

None received to date, but period for public comment expires 28th January 2016..

Applicant/agent's submission

The application form, plans, planning statement and other supporting information (details of the Newcastle-under-Lyme Borough Council Income Project) can be inspected at the Guildhall and searching under the application reference number 15/00941/DEEM3 on the website page that can be accessed by following this link <http://publicaccess.newcastle-staffs.gov.uk/online-applications/>

Background Papers

Planning File
Planning Documents referred to

Date Report Prepared

13 January 2016.