

**CAR PARK, KING STREET (CORNER OF HEATHCOTE STREET), KIDSGROVE**  
**NEWCASTLE BOROUGH COUNCIL**

**15/00943/DEEM3**

The application is for advertisement consent for the erection of 3 free standing signs to display interchangeable unilluminated poster advertisements each measuring 2.4m wide by 1.2m high erected on supporting poles approximately 1.8m high (total height of 3.48m).

The application site is within the Kidsgrove Urban Neighbourhood and within Kidsgrove District Centre as specified on the Local Development Framework Proposals Map. King Street is an unclassified road.

**The 8 week period for the determination of this application expires on the 15<sup>th</sup> February 2016.**

**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.

**Key Issues**

The application is for advertisement consent for the erection of 3 free standing signs each measuring 2.4m wide by 1.2m high erected on supporting poles approximately 1.8m high (total height of 3.48m). The signs are to be located in the following positions:

- Adjoining Heathcote Street
- At the rear of the car park adjoining the landscaped embankment
- On the car park boundary near to Queen Street

**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. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The signs are to be displayed adjoining the public car park in the context of Kidsgrove Town Centre, a commercial area. 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.

## **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

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**

The **Highway Authority** and **Environmental Health Division** have no objections. The views of **Kidsgrove Town Council** have been sought and will be reported if received.

### **Representations**

None received to date, but period for public comment does not expire until 28<sup>th</sup> January.

### **Applicant/agent's submission**

The application form, plans and supporting information can be inspected at the Guildhall and searching under the application reference number 15/00943/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.