

The application is for advertisement consent for the erection of a 48 sheet poster 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 Newcastle Urban Neighbourhood as specified on the Local Development Framework Proposals Map. The site lies adjacent to the A34 (Talke Road).

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 introduce an inappropriate and visually intrusive feature that would unacceptably harm the amenity of the area and result in the loss of trees.**

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 unilluminated 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 within the landscaped verge adjoining the northbound A34, Talke Road, south of the Parkhouse roundabout.

The application is supported by statement setting out details of the income project out 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 in this location will be seen against a backdrop of industrial buildings. It is, however, to be sited within the landscaped verge which contains a number of trees which are understood to have been planted as part of the Greening for Growth programme that were completed in 2008. It provides an attractive, although relatively narrow at this point, landscaped buffer between the heavily trafficked strategic highway and the Industrial Estate.

The applicant considers that in this industrial context the hoarding could be accommodated without detriment to the visual amenity of the area. Taking into account the context of the site and its prominence, however, it is considered that the poster hoarding at the scale proposed would introduce an inappropriate and visually intrusive feature that would unacceptably harm the amenity of the area. In addition in the position shown on the red edged plan, it will result in the loss of two visually important roadside trees. It should therefore be resisted.

Public safety

The Highway Authority have recommended a condition that would require the submission and approval of information relating to the installation and maintenance of the proposed advertisement

The poster hoarding is 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)

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 **Environmental Health Division** has no objections.

The **Highway Authority** has no objections subject to a condition seeking approval of the location of the parking of vehicles during installation and maintenance and the type of equipment used for the installation.

The **Landscape Development Section** advise that they do not support the position of the hoarding as shown by the bold red line on the Location Plan which would place directly on the position of two visually important roadside trees.

The relation of the proposed hoarding and adjacent trees as shown on the aerial photograph marked 'A34 Parkhouse' is somewhat better, although views of the hoarding will be restricted given its position in close proximity and in parallel to the roadside, and an adjacent highways directional sign.

If the hoarding is to be sited in the position shown on the aerial photo, it is suggested that the following planning conditions be applied:

- That the exact position of the hoarding is to be positioned outside the RPA (Root Protection) area of adjacent retained trees.
- That all adjacent trees will be retained and protected throughout the construction of the hoarding.
- Installation of Tree Protection Fencing to BS5837:2012

Representations

None received.

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 15/00944/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

19 January 2016.