

**CORNER OF CHURCH LANE AND SILVERDALE ROAD, POOLFIELDS**  
**NEWCASTLE BOROUGH COUNCIL**

**15/00945/DEEM3**

The application is for advertisement consent for the erection of a 48 sheet unilluminated 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 is adjacent Church Lane (B5368) and Cemetery Road (B5044) classified roads.

**The 8 week period for the determination of this application expires on the 15<sup>th</sup> 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 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 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 in the landscaped area at the corner of Church Lane and Silverdale Road.

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 landscaped area within which this poster hoarding is an open grassed containing a number of trees. It is an attractive open, gateway feature into the village of Silverdale.

The wider context is the Stonewall Place Industrial Estate containing buildings of single storey buildings. These buildings are not visually prominent at this key junction and are some distance from the proposed siting of the poster hoarding. The site lies within a large open space centred on the road junction.

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 sign is in an area which is industrial in character, in a location which would shield of industrial buildings, and would not be detrimental to the visual amenity of the area. Taking into account the importance of the area of open space at the gateway to Silverdale, it is considered that the poster hoarding would introduce an inappropriate and visually intrusive feature that 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 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**, the **Highway Authority** and the **Landscape Development Section** have no objections.

### **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 15/00945/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.