

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 east side of the A34 (Talke Road).

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

RECOMMENDATION

PERMIT subject to conditions relating to:

- 1. Approved plans.**
- 2. Tree protection measures.**
- 3. Highway method statement to address installation and maintenance of the sign.**

Reason for Recommendation

There will be no harm to the amenity of the area or to public safety and as such the proposal is therefore acceptable.

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 a small landscaped area adjoining the southbound 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 (PPG) 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.

The PPG therefore identifies the 'extremes' where hoardings are and aren't acceptable. In many cases poster hoardings are not proposed in locations where the decision is as clear cut as highlighted in the Government guidance. Generally, within the Borough and in other areas, the approach often 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. In other circumstances more careful consideration of the visual impact of the hoarding is required.

The poster hoarding proposed in this location will be seen against a backdrop of industrial buildings. Given the close proximity of adjoining buildings and boundary treatments to the highway and its small size, the landscaped area the hoarding is proposed to be sited within is not as visually important to the area as the landscaped verge that the recently refused poster hoarding was proposed to be sited within adjoining the northbound carriageway of the A34 (on its western side). In the location proposed the hoarding would be seen with industrial buildings forming the backdrop, in close proximity.

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 as set out above the views of the applicant are accepted.

In conclusion the proposed poster hoarding is not considered harmful to amenity.

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 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

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** makes no comments on land contamination aspects.

The **Landscape Development Section** raises no objection to this proposal which would avoid adjacent trees. Tree protection measures are recommended during the construction of the hoarding. The removal of adjacent trees in order to increase views of the hoarding would not be supported, and suggests that any pruning required should be completed in accordance with BS3998.

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

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 on the website that can be access by following this link <http://publicaccess.newcastle-staffs.gov.uk/online-applications/Plan/16/00056/DEEM3>

Background Papers

Planning File

Planning Documents referred to

Date Report Prepared

12th February 2016.