

**LAND AT CORNER OF CHURCH LANE AND SILVERDALE ROAD, SILVERDALE**  
**NEWCASTLE BOROUGH COUNCIL** **16/00312/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 expired on the 1<sup>st</sup> June 2017.**

**RECOMMENDATION**

**PERMIT subject to conditions relating to:**

- 1. Approved (revised) 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. A revised location plan has been received (which is consistent with the position of the sign as shown on the aerial photograph) which indicates that the sign is to be located within a landscaped area adjoining Church Lane and the rear of buildings on Stonewall Place in Silverdale.

**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 existing mature trees, the palisade boundary fence to Stonewall Industrial Estate and, when trees are not in leaf, the buildings within that Estate at a lower level. It is to be positioned approximately 60m north of the Church Lane/Cemetery Road/Silverdale Road crossroads junction and elevated in relation to that junction. The landscaped area upon which the hoarding is proposed is a relatively large area with modest trees within it, which is wide at the junction, extending in front of the Stonewall Estate as it adjoins Silverdale Road and narrows along Church Lane. The hoarding is proposed to be located where the landscaped area is relatively narrow, between the footpath that cuts across it and the boundary fence to Stonewall Industrial Estate. In this location it is considered that a hoarding can be accommodated within the landscaped area without visual harm although there may, as highlighted by the Landscape Development Section, be pressure for some limited tree removal to achieve visibility of the sign. The revised location received should lessen this pressure.

Members may recall that an application for a hoarding much closer to the crossroad junction was withdrawn following a recommendation of refusal (15/00945/DEEM3). The location of that hoarding was in a much more open and prominent position than is now proposed, within the gateway open space feature into Silverdale at this key junction.

#### Public safety

The Highway Authority has not raise public safety concerns in respect of the position of the hoarding. They recommended a condition requiring the submission and approval of information relating to the installation and maintenance of the proposed advertisement and it is considered appropriate to impose such a condition in this case.

## **APPENDIX**

### **Policies and Proposals in the Approved Development Plan relevant to this decision:-**

[Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy \(CSS\) 2006-2026](#)

Policy CSP1: Design Quality

[Newcastle-under-Lyme Local Plan \(NLP\) 2011](#)

Policy N17: Landscape Character – General Considerations

### **Other Material Considerations**

[National Planning Policy Framework \(NPPF\) \(2012\)](#)

[Planning Practice Guidance \(March 2014\)](#)

Relevant Planning History

15/00945/DEEM3 Advertisement Hoarding WITHDRAWN

Views of Consultees

The **Environmental Health Division** makes no comments.

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

The **Landscape Development Section (LDS)** did originally express some concerns that the position of the hoarding and its orientation as submitted would put pressure on for the felling of trees (to provide visibility of the sign).

**Silverdale Parish Council** has no comments on the application.

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/17/00312/DEEM3>

### **Background Papers**

Planning File  
Planning Documents referred to

### **Date Report Prepared**

8<sup>th</sup> June 2017.