

The application is for advertisement consent for the erection of two 48 sheet unilluminated poster hoardings each 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 west side of the A34 (Lower Street) in a position elevated above the footpath on a steep embankment.

The 8 week period for the determination of this application expired on the 1st June 2017.

RECOMMENDATION

PERMIT subject to conditions relating to:

- 1. Submission and approval of a plan at a scale of 1:50 or 1:100 showing the precise position of the sign to ensure no/minimal impact on trees, that the hoarding or its foundations etc do not project forward of the crash barrier; .**
- 2. Landscaping of the embankment**
- 3. Highway method statement to address installation and maintenance of the sign.**

Reason for Recommendation

There will be no material 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 two 48 sheet unilluminated advertisement hoardings each 6.32m in width, the panel is 2.98m high arranged in a shallow 'V' shape. The sign is to be located on a landscaped embankment adjoining the northbound A34, Lower Street and positioned so that the signs are visible from Lower Street which will mean that they are in an elevated position above the adjoining footpath. The dimensions provided do not take account that the site lies below the level of the adjoining carriageway and it is assumed that the sign will be displayed at that level

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 hoardings proposed in this location will be seen from the nearest highway (the A34) against a backdrop of the roof of Morrison's supermarket, opposite the Vue Cinema. The site is not, therefore, in a visually sensitive location and from the A34 the signs will be acceptable in appearance.

The Landscape Development Section has raised objection to the application on the basis that the position of the hoardings appears to be within the canopy of trees which form a part of the visually prominent tree avenue along Lower Street. They do not support the pruning of the trees which has been acknowledged by the applicant to be required – 3 branches have been identified. They also raise concerns about the impact of the proposed steps, concrete hardstanding and footings on the root protection areas of adjacent trees

A block plan at an appropriate scale was requested from the applicant to indicate the precise position of the hoardings and any adjacent tree and its canopy and for the position of the hoarding to be adjusted to improve the relationship with such trees. Such a plan has not been provided and the additional photographs, with dotted red lines, that have been provided do not assist by providing a better understanding of the proximity of the hoarding to the trees and the likely impact on such trees. Notwithstanding this it appears clear that there is space along the embankment between the trees where a sign could be located with no material adverse impact on such trees, although as indicated some pruning works will be required. Subject to the agreement of the precise position of the hoarding, through the imposition of a condition, it is considered that the proposal could be acceptable in this regard. The signs are on the outside of the bend, which should help limit the amount of pruning required.

The back of the signs will be visible from the footpath, however the structure would be to some extent above the eye-line of those walking along the path. Given that the signs will only occupy a small section of the stretch of the embankment between the Grosvenor and Midway roundabouts it is not considered that it will be unduly overbearing and visually unacceptable to those using the footpath. As it appears that there is some opportunity to carry out landscaping around on the embankment to soften the appearance of the back of the signs it is concluded that the proposed poster hoardings are not considered harmful to amenity.

Notwithstanding the concerns expressed by the Landscape Development Section, the location is right on the edge of the town centre and visually dominated by the Vue Cinema and car park building opposite, and on this basis the proposed poster hoarding is not considered materially harmful to amenity.

Public safety

The Highway Authority have raised no objections subject to conditions to ensure that the hoarding or its foundations etc do not project forward of the crash barrier and that it does not affect the visibility of the directional highway sign; and a method statement is provided to address installation and maintenance of the sign. It is considered appropriate to impose conditions to avoid any parking on Lower Street itself and to avoid encroachment onto the carriageway, but other signage, the view of which by road users is not affected by the hoardings, is considered sufficient to protect highway safety.

Overall it is considered that the poster hoardings are not 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 \(CSS\) 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

None relevant.

Views of Consultees

The **Landscape Development Section** has concerns about the impact of the hoardings on retained adjacent trees. The position of the hoardings appears to be within the canopy of these trees, which form a part of the visually prominent tree avenue along Lower Street. Pruning (and the repeated pruning of trees which would be required as they mature) to accommodate the hoarding would not be supported. The installation of the proposed steps, concrete hardstanding and footings may also impact upon the RPA (Root Protection Area) of these trees. In addition there are concerns about the visual impact of the rear of the hoardings which will be clearly visible from the public footpaths and from the adjacent supermarket. Notwithstanding the additional information that has been submitted they remain concerned, particularly about the proposed pruning of adjacent trees

The **Highway Authority** has no objections subject to conditions requiring:

- No part of the proposed advertising hoarding or its foundations, fixtures and fittings shall project forward of the crash barrier
- 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
- Hoarding to be sited to ensure drivers forward visibility of the directional signage on Lower Street is not impeded in accordance with details to be agreed beforehand.

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/17/00315/DEEM3>

Background Papers

Planning File

Planning Documents referred to

Date Report Prepared

8th June 2017.