

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 lies adjacent to the east side of the A34 (Talke Road).

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

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 carriageway of the A34, Talke Road, south of the Parkhouse roundabout. It is to replace an existing hoarding approved and erected in 2016.

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.

A poster hoarding has already been approved and erected in this location which is seen against a backdrop of industrial buildings. The proposed replacement hoarding is to be located in a very similar position but instead of being sited so that it faces square onto the A34, it is to be angled so that it faces more towards the north carriageway. Such a minor repositioning of the sign as proposed is not material from an amenity perspective. It will still be in close proximity to adjoining buildings and their boundary treatments to the highway and is the same small size.

The conclusion remains that the proposed poster hoarding is not considered harmful to amenity.

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

16/00056/DEEM3 Advertisement Hoarding APPROVED.

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 views of the **Landscape Development Section** have been sought and their comments will be reported.

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/17/00311/DEEM3>

Background Papers

Planning File
Planning Documents referred to

Date Report Prepared

5th May 2017.