

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 expires on the 1st June 2017.

RECOMMENDATION

PERMIT subject to conditions relating to:

- 1. Approved plans.**
- 2. Landscaping of the embankment**
- 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 two 48 sheet unilluminated advertisement hoarding 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 sign is visible from Lower Street which will mean that is 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 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. The views of the Landscape Development Section are awaited. There are trees along the embankment but it would appear that there is space for the sign between them.

Public safety

The Highway Authority have not yet commented upon the proposal, however based upon comments received in respect of applications for hoardings it is not anticipated that they will object to the application, but it is anticipated that they will recommend a condition requiring the submission and approval of information relating to the installation and maintenance of the proposed advertisement. It is considered appropriate to impose such a condition in this case.

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 views of the **Landscape Development Section** and **Highway Authority** have been sought and any comments received 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/17/00315/DEEM3>

Background Papers

Planning File
Planning Documents referred to

Date Report Prepared

9th May 2017.