

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 Kidsgrove Urban Neighbourhood as specified on the Local Development Framework Proposals Map. The site lies adjacent to the east side of the A34 (Newcastle Road).

**The 8 week period for the determination of this application expires on the 1<sup>st</sup> June 2017.**

#### **RECOMMENDATION**

**PERMIT subject to conditions relating to:**

- 1. Approved plans.**
- 2. 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 A34, Newcastle Road to the rear of properties on Unity Way, near to the boundary of the Robert Coates Plant Sales site which is at the junction of Newcastle Road and Congleton Road. It would be parallel to the highway.

#### **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 trees within the landscaped area in a position between a lamppost and telegraph pole close to, and at right angles to, the south east facing boundary wall between the Robert Coates Plant Sales site and the open space. It will also be seen in the context of the trees both on the open space and further along the A34. In such a location it will not unacceptably encroach upon the wide landscaped verge which is visually important in this location. The Landscape Development Section do not object to the proposal.

In conclusion the proposed poster hoarding is not considered so harmful to amenity as to justify its refusal.

#### Public safety

The Highway Authority has not previously raised 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, given the high levels of passing traffic at this point and proximity to the traffic signal controlled junction

## **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**

Application 17/00313/DEEM3 for the erection of a 48 sheet unilluminated hoarding in a slightly amended position to that shown in the current application was withdrawn.

### **Views of Consultees**

The **Landscape Development Section** has no objections.

The **Highway Authority** has not commented on this application as yet. They raised no objections to 17/00313/DEEM3 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 **Kidsgrove Town Council** have been sought and will be reported if received.

### **Representations**

None received.

### **Applicant/agent's submission**

The application form, plans, and photographs 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/17/00490/DEEM3>

### **Background Papers**

Planning File  
Planning Documents referred to

### **Date Report Prepared**

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