

**LAND ADJACENT TO ST MICHAELS PRESBYTERY, LIVERPOOL ROAD, CROSS
HEATH**
NEWCASTLE BOROUGH COUNCIL

17/00489/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 adjoins St Michaels Presbytery which is on the Register of Locally Important Buildings. The site lies adjacent to the east side of the A34 (Liverpool 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. 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 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 landscaped area adjoining the boundary fence to an electricity substation, near, but at right angles, to the boundary wall of St Michaels Presbytery.

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 the substation and its open boundary fence in close proximity to the curtilage of St Michaels Presbytery, and the Presbytery itself, and adjoining an open fence surrounding an electricity substation. In such a location, notwithstanding the views of the Conservation Officer and the Conservation Advisory Working Party as indicated below, it is considered it would not materially adversely affect the views of the Presbytery which is on the Register of Locally Important Buildings as seen by those travelling north on the A34. The Church building, which is some distance from the hoarding, will still remain a dominant feature in the street scene. Trees within the grounds of the Presbytery should be able to be retained with the proposed positioning of the sign helping to visually separate the church from the hoarding.

It is considered that the proposed poster hoarding is not materially harmful to amenity in this location.

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

Application 17/00316/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 **Conservation Officer** advises that the church holds a prominent position on the A34 and the proposed advertisement hoarding will detract from the special character of the church at the entrance to the estate. The new location is certainly a little thought out but it is the fence around the substation which is unattractive, not the substation itself.

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

The **Highway Authority** has no objections to 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 draft minutes of the **Conservation Advisory Working Party** indicate that they had mixed views about the proposal. Some members did express reservations that the sign will detract from the setting of the Presbytery which is a Locally Important building due to its height and scale

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/17/00489/DEEM3>

Background Papers

Planning File
Planning Documents referred to

Date Report Prepared

5th July 2017.