

The application is for advertisement consent for the erection of a 48 sheet poster unilluminated hoarding 6.07m in width; the panel is 3.023m high on legs/base panel measuring 2.475m giving a total height of 5.498m.

The application site is within the Green Belt and a Landscape Maintenance Area as specified on the Local Development Framework Proposals Map. The site lies adjacent to the A525.

The 8 week period for the determination of this application expires on the 21st March 2019.

RECOMMENDATION

PERMIT subject to the following conditions, as well as the standard advertisement display conditions:

- i. Approved plans**
- ii. Tree/hedgerow protection measures and/or replacement planting of trees/hedgerows.**
- iii. Highway method statement to address installation and maintenance of the sign, such arrangements to be adhered to at all times that the sign is displayed otherwise the sign is to be removed or alternative arrangements to be agreed.**

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 un-illuminated advertisement hoarding 6.07m in width; the panel is 3.023m high on legs/base panel measuring 2.475m giving a total height of 5.498m. The sign is to be located adjoining the A525 Keele Road between the car park to the former Keele Golf Course and the pavement along that road. The site is within the Green Belt and a Landscape Maintenance Area as specified on the Local Development Framework Proposals Map

The NPPF states, at paragraph 132, that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Paragraph 141 of the NPPF indicates that once Green Belts have been defined LPAs should plan positively to enhance interalia visual amenity.

Amenity

National Planning Practice Guidance 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 poster hoarding is proposed to be located within a landscaped verge adjoining the car park to Keele Golf Course and adjoining the A525 Keele Road. The site is within the rural area, designated as Green Belt and a Landscape Maintenance Area, and would be viewed in the context of mature landscaping. It is however in close proximity to the entrance to the car park, which is currently surrounded by temporary fencing, in a position where the Golf Course buildings are visible.

The siting of the sign is in close proximity to a mature beech hedge and three small trees. It is apparent that the hedge could not be retained and in addition it is possible that the trees could be affected by the proposed siting of the sign. There are no objections to the loss of such landscape features, however, provided that they are suitably replaced. This could be secured by condition.

The siting as proposed could not be said to be in a location where the general environment is poor and that the introduction of a poster hoarding could be said to be serving a positive function. However, taking into account the context of the site it is considered that the poster hoarding at the scale proposed would be appropriate and would not introduce an inappropriate and visually intrusive feature that would unacceptably harm the amenity of the area. It is therefore considered that consent should be granted.

Public safety

The Highway Authority have confirmed that they have no objection. The sign is therefore not considered harmful to public safety by virtue of its scale or location subject to the condition that they recommend.

APPENDIX

Policies and Proposals in the Approved Development Plan relevant to this decision:-

Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy 2006 -2026 (adopted 2009) (CSS)

Policy CSP1: Design Quality

Newcastle-under-Lyme Local Plan 2011 (NLP)

Policy S3: Development in the Green Belt

Policy N17: Landscape Character – General Considerations

Policy N19: Landscape Maintenance Areas

Other Material Considerations

National Planning Policy Framework (NPPF) (2018)

Planning Practice Guidance (PPG) (March 2014)

Relevant Planning History

None relevant.

Views of Consultees

The **Landscape Development Section** advises that the existing beech hedge and three small trees will be affected by the proposals. These form an important frontage to the site, and screen to the car park. They would have no objections in principle if these are removed providing they are replanted so as to avoid the proposed sign. Additional information is requested to be submitted indicating if they can be retained and what remedial works would be possible if they are to be removed.

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 **Keele Parish Council** have been sought and will be reported if received.

Applicant/agent's submission

The application form and plans can be inspected at Castle House or online via the following link <http://publicaccess.newcastle-staffs.gov.uk/online-applications/PLAN/19/00010/DEEM3>

Background Papers

Planning File

Planning Documents referred to

Date Report Prepared

12th February 2019.