

**LAND OFF TALKE ROAD, NORTH OF PARKHOUSE ROUNDABOUT (ADJACENT
BREWERS FAYRE)**
NEWCASTLE BOROUGH COUNCIL

19/00012/DEEM3

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 5.3m.

The application site is within the Green Belt and an Area of Landscape Restoration as specified on the Local Development Framework Proposals Map. The site lies adjacent to the A34 Talke Road.

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

RECOMMENDATION

PERMIT subject to the following conditions in addition to the standard advertisement display conditions:

- i. Approved plans**

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 5.3m. The sign is to be located to the north of the Brewers Fayre Public House adjoining an unmade access. It is within the Green Belt and an Area of Landscape Restoration 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 on the northern side of an unmade access, which forms a public footpath, that is located to the north of the Brewers Fayre Public House, which does have a couple of advertisements adjoining the A34 albeit they are of a significantly smaller size than that now proposed here. It is therefore located in proximity to a

number of commercial units within Parkhouse Industrial Estate that are visible from the A34, part of the strategic highway network- a main highway in terms of the PPG. Between the application site and the Talke/A500 roundabout is open countryside within the Green Belt. The site is therefore at the limit/edge of the commercial development on the northbound carriageway of the A34 on the very edge of the Green Belt. The sign would be viewed against a backcloth of trees.

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 poster hoarding is located adjacent to the A34, part of the strategic highway network. Although the views of the Highway Authority have not been received it is not considered harmful to public safety by virtue of its scale or location. Assuming that the Highway Authority raise no objections to the proposal it is concluded that 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 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 N21: Areas of Landscape Restoration

Other Material Considerations

National Planning Policy Framework (NPPF) (2018)

Planning Practice Guidance (PPG) (March 2014)

Relevant Planning History

None relevant.

Views of Consultees

The views of the **Highway Authority**, the **County Footpaths Officer**, and the **Landscape Development Section** 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/19/00012/DEEM3>

Background Papers

Planning File

Planning Documents referred to

Date Report Prepared

12th February 2019.