

**FIRST SUPPLEMENTARY REPORT**  
**TO THE PLANNING COMMITTEE**  
**26<sup>th</sup> February 2019**

**Agenda item**      15

**Application Ref. 19/00010/DEEM3**

**LAND ADJACENT TO KEELE GOLF COURSE, KEELE ROAD, KEELE**

Since the main agenda was published the comments of **Keele Parish Council** have been received. They object to the advertisement hoarding due to the impact on the approach to the Conservation Area, the implications for highway safety on the bypass, inappropriate development in the Green Belt and that it is no benefit to the residents of the Parish.

As the agenda report indicates the sole considerations that can be taken into account in the determination of applications for advertisement consent are public amenity and public safety. That the hoarding is of no benefit to the residents of the Parish is immaterial to the determination of the application. Similarly the issue of whether a development is appropriate or inappropriate in Green Belt policy terms, as that is not a question of public amenity, carries no weight. The site lies a considerable distance from the two Conservation Areas at Keele – Keele Village and Keele Hall. It will be noted that the Highway Authority for the area have indicated that they have no objections on highway safety grounds to the proposal

Given the above the recommendation of approval contained within the agenda report is maintained.