

BATHPOOL PARK, BOATHORSE ROAD, KIDSGROVE
NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

24/00723/DEEM3

Advertisement consent is sought for the installation of 1 welcome sign and 3 maps/information signs at Bathpool Park which is located on Boathorse Road, Kidsgrove.

The application site is located within the rural area of the Borough and falls within an Area of Landscape Restoration, as indicated on the Local Development Framework Proposals Map.

The 8-week period for determination of the planning application expires on the 26th December 2024.

RECOMMENDATION

PERMIT subject to standard advertisement conditions.

Reason for Recommendations

The proposed signs would not result in any material harm to the character or appearance of the site and would not have any adverse impact on highway safety.

Statement as to how the Local Planning Authority has worked in a positive and proactive manner in dealing with the planning application

Amended plans have been sought and received and the proposal is considered to be a sustainable form of development in compliance with the provisions of the National Planning Policy Framework.

Key Issues

The application seeks advertisement consent for 1 welcome sign and 3 maps/information signs at Bathpool Park which is located on Boathorse Road. The site lies within the rural area of the Borough and falls within an Area of Landscape Restoration as indicated on the Local Development Framework Proposals Map.

The NPPF seeks to achieve sustainable forms of development through securing a high quality built environment and the provision of a good standard of amenity for all existing and future occupants of land and buildings. The NPPF states that poorly placed adverts can have a negative impact on the appearance of the built environment. Only adverts which have an appreciable impact on the buildings and surroundings should be subject to detailed assessment. The NPPF confirms that proposals should be subject to control only in the interests of amenity, public safety and should take into account cumulative impacts.

On this basis, the main issues to consider are the impact of the proposal on the character and appearance of the area and any issues of highway safety.

Design and impact on the character and appearance of the area

The application site forms part of Bathpool Park, which is a public park situated to the south of Kidsgrove.

Three of the new signs will provide information such as maps while the other sign will be a welcome sign to the park. Each of the signs would measure 1.2m x 1.8m in plan and would be supported by two galvanised steel poles which would give them an overall height of 2.3m. None of the signs are to be illuminated.

A Grade II listed rail tunnel lies approximately 60m to the north of the nearest proposed sign, however given the modest nature of the proposal, it is not considered that the new signs would have any impact on the setting of this listed structure. The Council's conservation officer has been consulted on the application but has raised no objections to the proposal.

The proposed signage is considered to be proportionate in scale, appropriately designed and positioned in the context of the application site and the area. Although it is recognised that the number of signs proposed is more than what has previously been associated with the park, the level of signage is not unusual for this type of land use, and on that basis, there are not considered to be any objections.

To conclude, it is considered that the siting and design of the advertisements would safeguard the character of the area and overall, the impact on the visual amenity of the area would be acceptable.

Highway Safety

The Highway Authority initially raised concerns that one of the proposed signs (location 2 as shown on the submitted plans) would cause reduced visibility for drivers entering the car park from Boathorse Road. To address this concern amended plans have been received which have set the sign back by 2m from the highway. The Highway Authority have now confirmed that they no longer raise any objections to the proposal.

No signs are to be illuminated and in the absence from any objections from the HA, it is considered that the proposal would not result in an adverse impact on public safety or highway safety.

Reducing Inequalities

The Equality Act 2010 says public authorities must comply with the public sector equality duty in addition to the duty not to discriminate. The public sector equality duty requires public authorities to consider or think about how their policies or decisions affect people who are protected under the Equality Act. If a public authority hasn't properly considered its public sector equality duty it can be challenged in the courts.

The duty aims to make sure public authorities think about things like discrimination and the needs of people who are disadvantaged or suffer inequality, when they make decisions.

People are protected under the Act if they have protected characteristics. The characteristics that are protected in relation to the public sector equality duty are:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

When public authorities carry out their functions the Equality Act says they must have due regard or think about the need to:

- Eliminate unlawful discrimination
- Advance equality of opportunity between people who share a protected characteristic and those who don't
- Foster or encourage good relations between people who share a protected characteristic and those who don't

With regard to this proposal it is considered that it will not have a differential impact on those with protected characteristics.

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

Policy CSP2: Historic Environment

Other Material Considerations include:

National Planning Policy Framework (NPPF) (2023)

Planning Practice Guidance (NPPG) (2019)

Supplementary Planning Documents (SPDs)

Newcastle-under-Lyme and Stoke-on-Trent Urban Design Guidance Supplementary Planning Document (2010)

Relevant Planning History

None.

Views of Consultees

The Council's **Urban Design and Conservation Officer** has no objections to the proposals.

The **Highway Authority** raise no objections to the proposal.

Cadent Gas raise no objections to the proposal, subject to an informative being added to any decision notice.

No comments have been received from **Kidsgrove Town Council** within the consultation period and it is therefore presumed that they have no comments to make on the proposal.

Representations

None received.

Background Papers

Planning files referred to

Planning Documents referred to

Date report prepared

13th November 2024