



NORTHAMPTON
BOROUGH COUNCIL

PLANNING COMMITTEE: 6th April 2010
DIRECTORATE: Planning and Regeneration
HEAD OF PLANNING: Susan Bridge

N/2010/0045 **Erection of temporary hoarding at the junction of Eastern Avenue South and Kingsthorpe Grove**

WARD: St David

APPLICANT: Northampton Borough Council
AGENT: Thomas Vale Construction Ltd

REFERRED BY: Head of Planning
REASON: NBC Application

DEPARTURE: No

APPLICATION FOR DETERMINATION:

1. RECOMMENDATION

1.1 APPROVAL of Advertisement Consent subject to the conditions below and for the following reason:

The proposed sign would not have a significant adverse impact on amenity or public safety in accordance with Policy E20 of the Northampton Local Plan and advice contained in PPG19 (Outdoor Advertisement Control).

2. THE PROPOSAL

2.1 The proposal is to erect a temporary signboard to advertise the "Decent Homes" project where work is taking place to improve the standard of Council housing in the area. The period of time sought for the erection of the board is 8 months.

3. SITE DESCRIPTION

3.1 The site is situated on the north side of Kingsthorpe Grove at the junction with Eastern Avenue in a primarily residential area. The site consists of an open grassed area adjacent to Kingsthorpe Grove flats.

4. PLANNING HISTORY

4.1 None relevant

5. PLANNING POLICY

5.1 National Policies

PPS1 – Delivering Sustainable Development

PPG19 – Control of Advertisements

Circular 03/2007 - Control of Advertisements

5.2 Northampton Borough Local Plan

E20 – New Development

6. CONSULTATIONS / REPRESENTATIONS

NCC Highways – No observations

7. APPRAISAL

Policy

7.1 The Advertisement Regulations require that decisions be made only in the interests of amenity and public safety. Guidance on these two issues is given in Planning Policy Guidance (PPG) 19: Outdoor Advertisement Control and this is a material consideration in determining applications for advertisement consent. Additional guidance is provided in Circular 03/2007 Control of Advertisements.

Visual Amenity

7.2 The site consists of an open grassed area situated between two storey flats and the public footpath. The proposal is to erect a 3.2 metre high sign for a temporary period of 8 months. The sign will be non-illuminated and consist of a wooden signboard (2.4m x 1.2m) situated on 2 wooden posts 2m in height. The sign element will consist of white text and “Thomas Vale” and “Northampton Borough Council” logos on a green background and will advertise the “decent homes” project to improve the quality of council housing in the area. It is considered that as a temporary measure the size and appearance of the sign is appropriate to the scale and setting of surrounding buildings and would not be detrimental to the visual amenity of the area.

Public Safety

7.3 The Highway Authority has been consulted on the application and no objections have been raised. The sign will be set back from the highway junction and it is not considered that it will have any adverse effects on public or highway safety.

8. CONCLUSION

8.1 It is considered that the proposed advert would not compromise amenity or public safety and complies with development plan and

national planning policy and is therefore recommended for approval subject to the conditions set out below.

9. CONDITIONS

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to:
 - a) Endanger persons using any highway
 - b) Obscure or hinder the ready interpretation of any traffic sign
 - c) Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle
3. Any advertisement displayed and any site used for the display of advertisements shall be maintained in a condition that does not impair the visual amenity of the site
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not the public or impair visual amenity.
6. The signage hereby granted consent shall be removed and the land restored to its former condition on or before 31st December 2010.

Reason: In the interests of amenity as the Local Planning Authority consider the sign is only acceptable as a temporary expedient in accordance with advice in PPG19.

10. BACKGROUND PAPERS

10. None.

11. LEGAL IMPLICATIONS

- 11.1 None.

12. SUMMARY AND LINKS TO CORPORATE PLAN

- 12.1 In reaching the attached recommendations regard has been given to securing the objectives, visions and priorities outlined in the Corporate Plan together with those of associated Frameworks and Strategies.

Position:	Name/Signature:	Date:
Author:	Rowena Simpson	16/03/10
Development Control Manager Agreed:	Gareth Jones	22/03/10



Name: COMMITTEE APRIL 6TH
 Date: 22nd March 2010
 Scale: 1:1250
 Dept: Planning
 Project: Location Plan

Title
Kingsthorpe Grove

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