



**PLANNING COMMITTEE:** 13<sup>th</sup> May 2010  
**DIRECTORATE:** Planning and Regeneration  
**HEAD OF PLANNING:** Susan Bridge

**APP:** N/2010/0250  
Erection of 1no. non-illuminated billboard at Land at the Corner of Bedford Road and Cliftonville Road

**WARD:** St. Crispin

**APPLICANT:** Northampton Borough Council  
**AGENT:** Matt Parsons, Leisure & Culture Dept.

**REFERRED BY:** Head of Planning  
**REASON:** NBC application

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#### **APPLICATION FOR DETERMINATION:**

##### **1. RECOMMENDATION**

1.1 **APPROVAL** of advertisement consent subject to conditions below.

##### **2. THE PROPOSAL**

2.1 Permission is sought for the erection of a non-illuminated billboard measuring 2.44m wide and 1.22m deep, on legs 1.22m high. The frame of the sign is to be aluminium painted black.

##### **3. SITE DESCRIPTION**

3.1 The proposed site is Borough-owned land on the corner of Cliftonville Road and Bedford Road, adjacent to Cliftonville House.

##### **4. PLANNING HISTORY**

4.1 None relevant.

## **5. PLANNING POLICY**

### **5.1 National Policies**

PPG19: Outdoor Advertisement Control  
Circular 03/2007 – Control of Advertisements  
PPS1 – Delivering Sustainable Development

### **5.2 Northampton Borough Local Plan**

E20 – New Development

## **6. CONSULTATIONS/REPRESENTATIONS**

6.1 **NCC Highway Authority** – no observations.

## **7. APPRAISAL**

7.1 The Advertisement Regulations require that decisions be made only in the interests of amenity and, where applicable, 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.

7.2 **Visual Amenity:** The recommendation to approve this sign is based on a negotiated amendment to the proposed location for the sign. At the time of writing this report, no amended siting plan has been received and the recommendation to approve is based on the understanding that revised drawing will be submitted prior to the Committee meeting. The proposed re-siting would result in the relocation of the sign northward, away from existing Scouting sculpture, thereby protecting views of this artwork. The amended location for the sign would be considered acceptable, as it will cause no harm to the amenity of the area due to its siting being set away from the highway and the sculpture and as the limited scale and general appearance of the sign is appropriate to its landscaped context. The existing wooden sign adjacent to the sculpture is to be removed. Members may also wish to note that the applicant has advised that the sign could be easily moved in the event that the Council vacates the Cliftonville House site.

7.3 **Public Safety:** NCC Highways has been consulted on this application, and no objections have been raised. The sign will be set back from the junction and it is considered that it will not have any adverse impact on public or highway safety.

## **8. CONCLUSION**

8.1 As the proposed sign, if re-sited, will not adversely impact upon amenity or public safety, it is recommended that this application be approved, subject to the following standard conditions.

## 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, railway, waterway, dock, harbour or aerodrome (civil or military);
  - b. obscure or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
  - 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 endanger the public or impair visual amenity.

## 10. LEGAL IMPLICATIONS:

10.1 None.

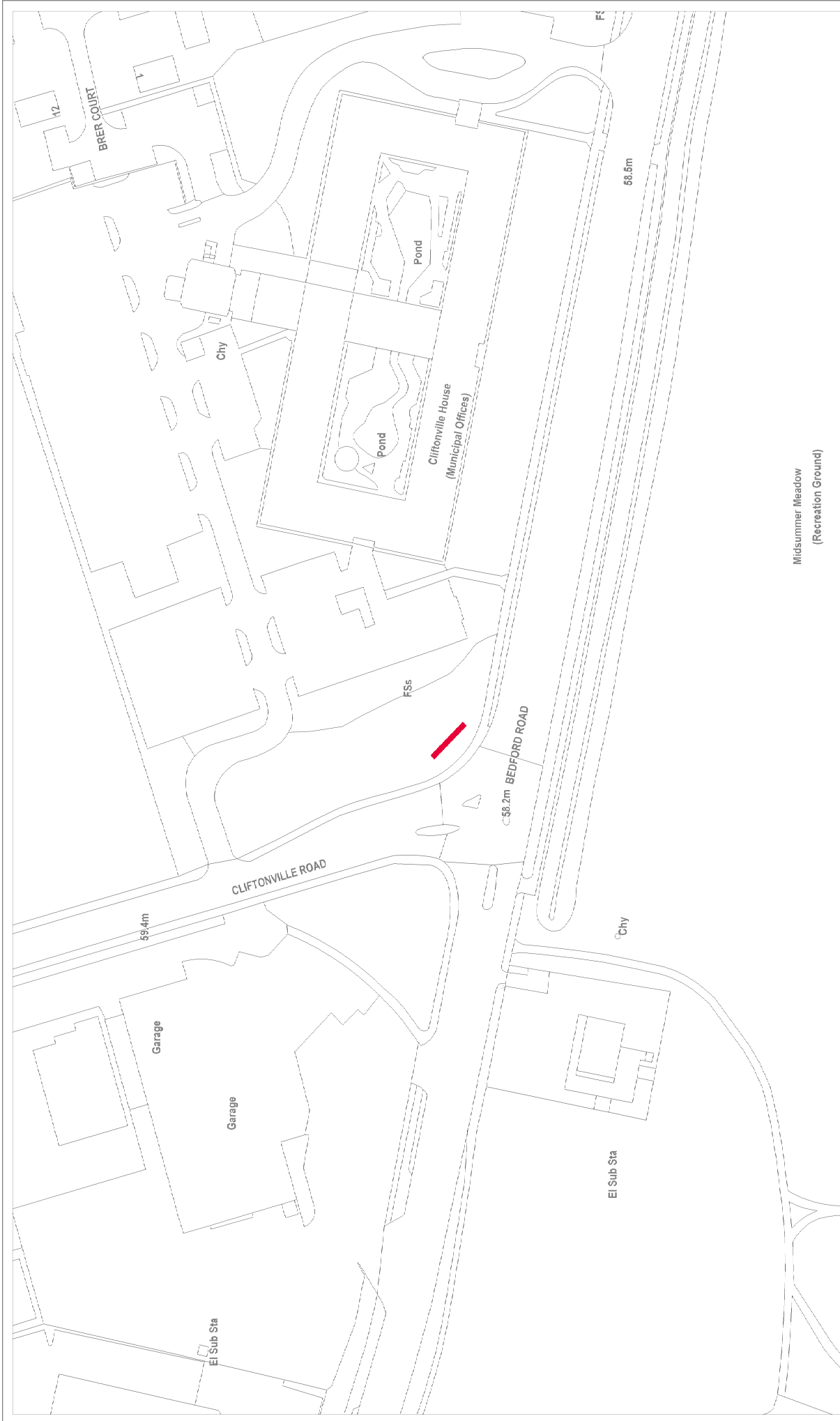
## 11. BACKGROUND PAPERS

11.1 None.

## 12. SUMMARY AND LINKS TO CORPORATE PLAN

12.1 In reaching the recommendation, 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:
Case Officer	Ellie Williams	27/04/2010
Development Control Manager:	Gareth Jones	27/04/2010



Midsummer Meadow  
(Recreation Ground)

Title

# Land at the corner of Bedford Road & Cliftonville Road

Name: Committee May 13th  
 Date: 28th April 2010  
 Scale: 1:1250  
 Dept: Planning  
 Project: Location Plan



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