



NORTHAMPTON
BOROUGH COUNCIL

PLANNING COMMITTEE: 30 September 2010
DIRECTORATE: Planning and Regeneration
HEAD OF PLANNING: Susan Bridge

APP: N/2010/0719
Erection of two non-illuminated free-standing signs
Land at Becketts Park, Northampton

WARD: St. Crispin

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

REFERRED BY: Head of Planning
REASON: NBC application

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 two non-illuminated free-standing signs measuring 2.44m wide and 1.22m deep, on 1.22m legs to give an overall height of 2.44m. The frame of the sign is to be decorative in style, with a saddle top featuring the Borough logo and made from black painted aluminium.

3. SITE DESCRIPTION

3.1 The proposed locations for the signs are within Becketts Park and within St Crispins Conservation Area:

- At the Nunn Mills Road/Bedford entrance; and
- At the Bedford Road/Victoria Promenade entrance.

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
PPS5 – Historic Environment

5.2 Northampton Borough Local Plan

E26 – Conservation Areas

6. CONSULTATIONS/REPRESENTATIONS

6.1 **NCC Highways Authority** – no objections, however requested that the signs be set 2m back from the highway at Victoria Promenade, and 0.5m away from the cycle way at Nunn Mills Road, for reasons of highway/cyclist safety.

6.2 **Town Centre Manager** – no objections.

6.3 **NBC Arboricultural Officer** – requested that, if the posts for either of the signs are to be positioned under the canopy of any of the trees in the park, these should be hand dug and fixed without the use of cement to prevent damage to tree roots.

7. APPRAISAL

7.1 The Advertisement Regulations require that applications for advertisement consent may only be controlled with regard to two material considerations, namely "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.

7.2 Local Policy E26 requires that advertisements in Conservation Areas enhance or preserve the character and appearance of the Area.

7.2 Regarding *amenity* it is considered that the decorative style of the signs is appropriate to the Park which is adjacent to a Conservation Area, and that the character and appearance of the Area will be preserved. NBC Arboricultural Officer has requested that, if the posts for either of the signs are to be positioned under the canopy of any of the trees in the park, these should be hand dug and fixed without the use of cement to prevent damage to tree roots.

7.3 Regarding *public safety* NCC Highways has been consulted on this application, and their requirements have been met (by amended plans). The signs will be set back from the highway / cycle way, and it

is considered that they will not have any adverse impact on public or highway safety.

8. CONCLUSION

- 8.1 As the proposed signs will not adversely impact upon the Conservation Area, amenity or public safety, it is recommended that this application be approved, subject to the following 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.
- (6) Where either of the signs hereby approved are to be positioned either wholly or partially under the canopy of trees, the posts are to be hand dug and fixed without the use of cement, to avoid damage to the trees roots.

10. LEGAL IMPLICATIONS:

- 10.1 None.

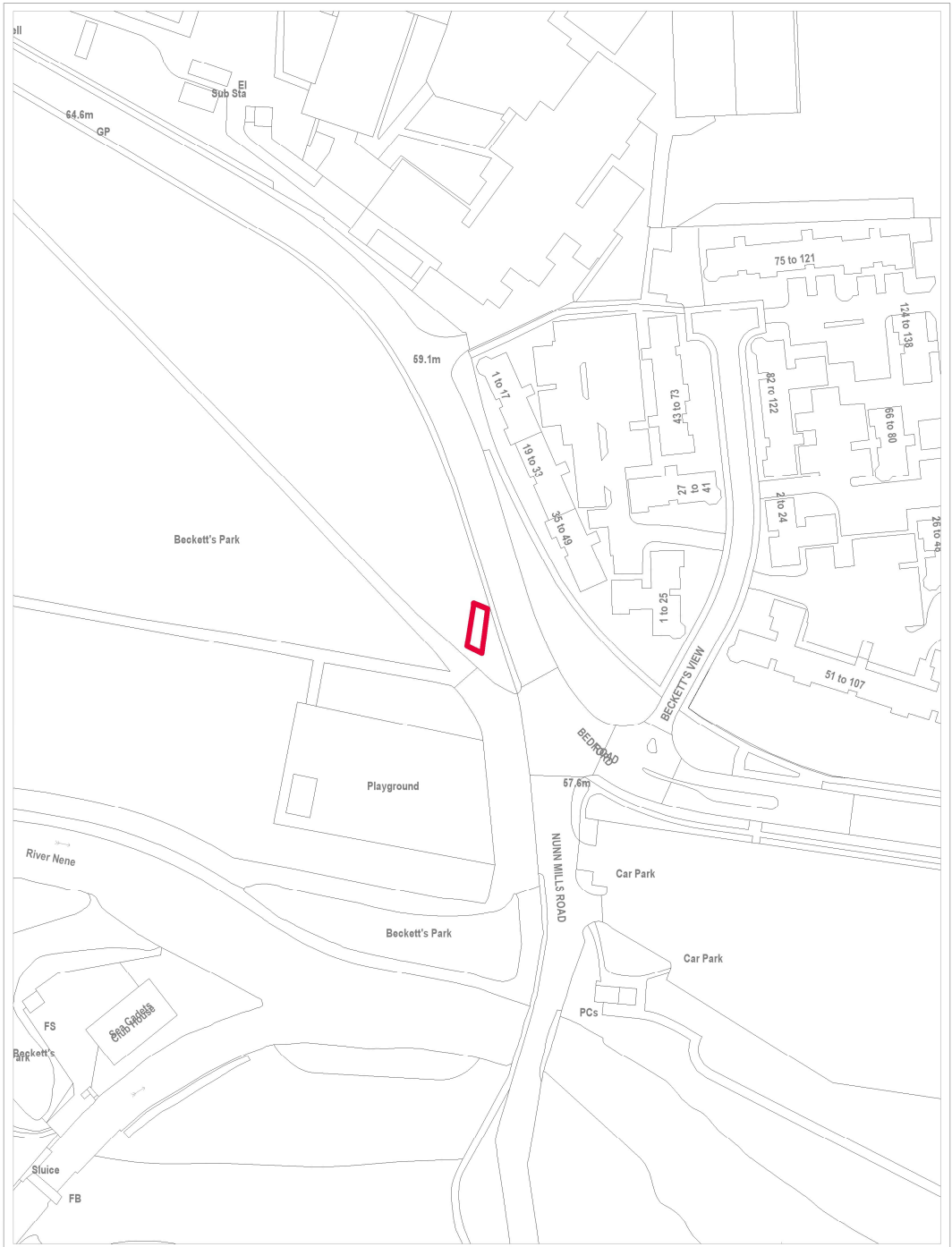
11. BACKGROUND PAPERS

- 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:
Author:	Ellie Williams	31/08/2010
Development Control Manager:	Gareth Jones	02/09/2010



Name: Becketts Park
 Date: 16th September 2010
 Scale: 1:1250
 Dept: Planning
 Project: Location Plan

Title
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