



NORTHAMPTON
BOROUGH COUNCIL

PLANNING COMMITTEE: 08 February 2011
DIRECTORATE: Planning and Regeneration
HEAD OF PLANNING: Susan Bridge

APP: N/2010/0904 **9 Banners to replace the existing 14 (as amended by revised plan received on 14 December 2009) Market Square**

WARD: Castle

APPLICANT: Northampton Borough Council
AGENT: N/A

REFERRED BY: Head of Planning
REASON: Borough Council Application

DEPARTURE: No

APPLICATION FOR DETERMINATION:

1. RECOMMENDATION

- 1.1 That the Council approve the application subject to conditions (including limited the permission to a period of 6 months) for the following reason:

By reason of their siting and design the proposed banners would not have a significant impact on amenity or public safety and would preserve the character and appearance of the All Saints Conservation Area, would comply with Policy E26 of the Northampton Local Plan and advice in PPG 15 and PPG19.

2. THE PROPOSAL

- 2.1 The application is for the erection of 9 replacement banners 3.6 metres high and 0.9 metre wide located on columns 9 metres in height around the Market Square.

3. SITE DESCRIPTION

- 3.1 The application site comprises the town's Market Square, which is located within the historic heart of the Town Centre. The Square is surrounded by a mix of differing style of three storey buildings that have retail and offices at ground floor.

4. PLANNING HISTORY

- 4.1 N/2009/0499 - 2 freestanding notice boards, 2 monitor/display screens and 14 banners approved by Planning Committee on 30 July 2009.

5. PLANNING POLICY

- 5.1 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 govern the control of advertisements. Applications for Advertisement Consent may only determination with regard to two material considerations, namely "amenity" and "public safety".
- 5.2 Guidance on amenity and public safety is given in PPG19: Outdoor Advertisement Control. Additional guidance is provided in Circular 03/2007 Control of Advertisements.
- 5.3 PPS5 – Planning for the Historic Environment is also relevant due to the proximity of a number of listed buildings located around the Market Square and as the site is located within All Saints Conservation Area.
- 5.2 Northampton Local Plan Policy E26 regarding the impact of development and adverts on the character and appearance of Conversation Areas.

6. CONSULTATIONS / REPRESENTATIONS

- 6.1 **Town Centre Conservation Advisory Committee** have no objections to this proposal but strongly suggest that the design on the banners should be distinctive and relevant to Northampton and its market
- 6.2 **Conservation** – raised concerns regarding the size, quantity and appearance of the banners as initially proposed given their individual and combined potential impact on the character and appearance of the conservation area as well as the siting of the various listed building located within and in the vicinity of the Market Square including All Saints Church. Following discussion with the applicant the number and arrangement of the banners has been reduced from 13 to 9. It has also been agreed that the banners be introduced for an initial period 6 months only in order to fully assess their impact as well as to allow opportunity to experiment with different materials.

7. APPRAISAL

- 7.1 The purpose of the banners is to help create a more vibrant town centre with an increase in the number of visitors and a revitalisation of the Market Square. The banners approved in 2009 were erected on their own columns but it is proposed to erect the replacements on the newly installed improved lighting columns. The banners would

be mounted on arms, which project from the side of the columns. The arms and columns are already in situ.

- 7.2 Due to the height of the columns being 9 metres compared to the previous 4.8 metres, it is proposed to increase the size of the banners to 3.6 metres high and 0.9 metres wide in order to compliment the scale of the new columns. Overall the scheme would reduce the amount of clutter as the majority of the columns holding the smaller banners have already been removed. Furthermore, due to this increase in height and size, the number of banners has been reduced from 14 to only 9.
- 7.3 Nonetheless, officers held reservations over the size, quantity and appearance of the banners as initially proposed given their individual and combined potential impact on the character and appearance of the conservation area as well as the siting of the various listed building located within and in the vicinity of the Market Square including All Saints Church. This has led to a reduction in the number of proposed banners down from 13 to 9. The reduction in numbers has been focused on the more sensitive southern and western sides of the Market Square. It has also been negotiated that the banners be introduced for an initial period 6 months only in order to fully assess their impact as well as to allow opportunity to experiment with different materials.
- 7.4 The new columns would also hold the speakers and TV screens for any events held on the Square, which will result in the removal of the columns presently holding them.
- 7.5 For these reasons therefore, subject to conditions limiting the use of the banners to promoting NBC activities and event, it is considered that the amenity and safety impacts of the banners are acceptable for an initially 6 month period at which time their impact may be reassessed.

8. CONCLUSION

- 8.1 The size and design of the replacement banners are considered acceptable as a temporary measure and will not have a detrimental impact on the visual appearance or setting of the Historic Market Square.

9. ADDITIONAL NON STANDARD CONDITIONS

1. The advertisement banners hereby approved shall only be limited to the promotion of activities and events by Northampton Borough Council only unless otherwise agreed in writing by the Local Planning Authority.

Reason – In the interests of amenity in accordance with the aims and objectives of PPS5 and PPG19.

2. The advertisement banners shall only be erected for a temporary period of 6 months after which they shall be removed.

Reason – In the interests of amenity in accordance with the aims and objectives of PPS5 and PPG19.

10. BACKGROUND PAPERS

10.1 N/2009/0499 and N/2010/0904.

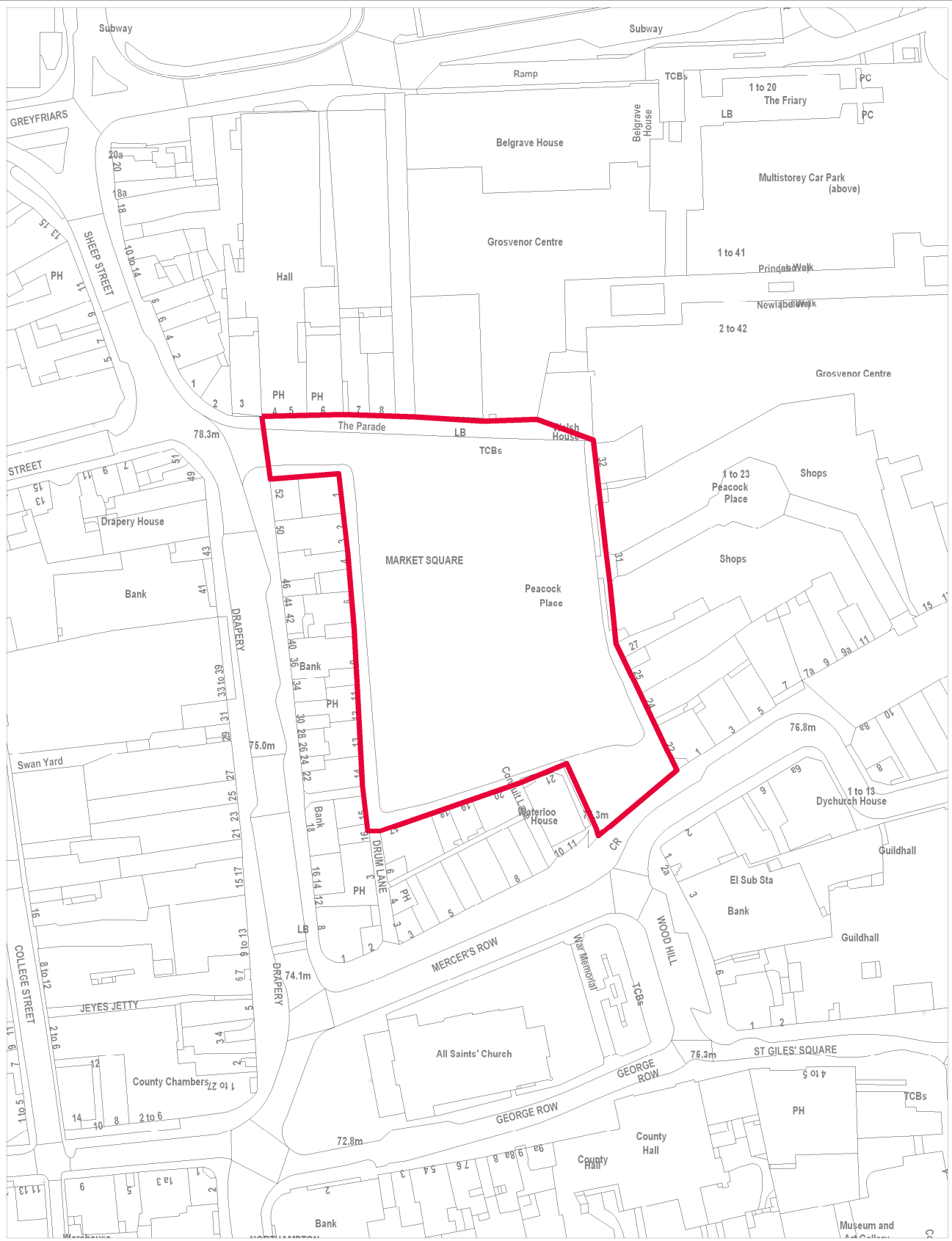
11. LEGAL IMPLICATIONS

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:	Geoff Wyatt	19/01/2011
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Name: SW
 Date: 27th January 2011
 Scale: 1:1250
 Dept: Planning
 Project: Site Location Plan

Title
Market Square

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