



PLANNING COMMITTEE: 31st May 2011
DIRECTORATE: Planning and Regeneration
HEAD OF PLANNING: Susan Bridge

N/2011/0243: Retention of three fascia signs and one freestanding sign
Former Millwheel Public House, Billing Brook Road, Northampton

WARD: Brookside

APPLICANT: YPI Management
AGENT: Mr. P. Corbett

REFERRED BY: Head of Planning
REASON: Council owned land

DEPARTURE: No

APPLICATION FOR DETERMINATION:

1. RECOMMENDATION

1.1 **APPROVAL** subject to conditions and for the following reason:

By reason of its siting, scale and appearance, the signage does not lead to an adverse impact upon amenity or public safety and is therefore compliant with the requirements of PPG19 – Outdoor Advertisement Control.

2. THE PROPOSAL

2.1 The application seeks retrospective advertisement consent to retain a free standing 'totem' style sign and three fascia signs, all of which advertise the various business and activities carried out within the former public house building

3. SITE DESCRIPTION

3.1 The application site consists of a former public house site located within a local centre as identified within the Northampton Local Plan.

4. PLANNING HISTORY

- 4.1 An application (reference N/2011/0215) is also under consideration for the change of use of public house to a mixed use of community centre, taxi office, hairdressing salon and hot food takeaway (retrospective) and appears elsewhere on the agenda of this meeting for determination by the Planning Committee.

5. PLANNING POLICY

5.1 Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires a planning application to be determined in accordance with the Development Plan unless material planning considerations indicate otherwise. The current Development Plan comprises of the East Midlands Regional Plan, the saved policies of the Northamptonshire County Structure Plan and Northampton Local Plan 1997.

5.2 National Policies:

PPS1 – Delivering Sustainable Development
PPG 19 – Outdoor Advertisement Control

6. CONSULTATIONS/REPRESENTATIONS

- 6.1 None.

7. APPRAISAL

- 7.1 The two relevant material considerations in the determination of applications for advertisement consent are the impacts upon public safety and amenity only.
- 7.2 As the signs are set back from the public highway and on different levels to the adjacent Billing Brook Road, it is not considered that there would be any significant detrimental impact upon highway safety.
- 7.3 By reason of the commercial function of the immediate vicinity, it is considered that the principle of installing signage within this location is acceptable. Furthermore, the signage is of comparable proportions to the host building and therefore would not represent an overly dominant feature in this regard. The freestanding sign reflects the proportions and positioning of the original public house sign and therefore has a neutral impact on amenity.
- 7.4 The signs that are to be attached to the building would be non-illuminated, with any lighting be limited to the freestanding sign that was illuminated during time the public house was operational. Due to this and combined with the separation distances between the application site and the surrounding residential properties, it is

considered that the proposal would not give rise to a detrimental impact upon residential amenity.

8. CONCLUSION

8.1 By reason of the siting, scale and design of the proposed advertisements, it is considered that there would be no undue detrimental impact upon either amenity or public safety.

9. CONDITIONS

9.1 It is recommended that this application be approved subject to the 'Standard Advertisement Conditions' as follows:

(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. BACKGROUND PAPERS

10.1 N/2011/0215, N/2011/0234 and E/2010/0689.

11. LEGAL IMPLICATIONS

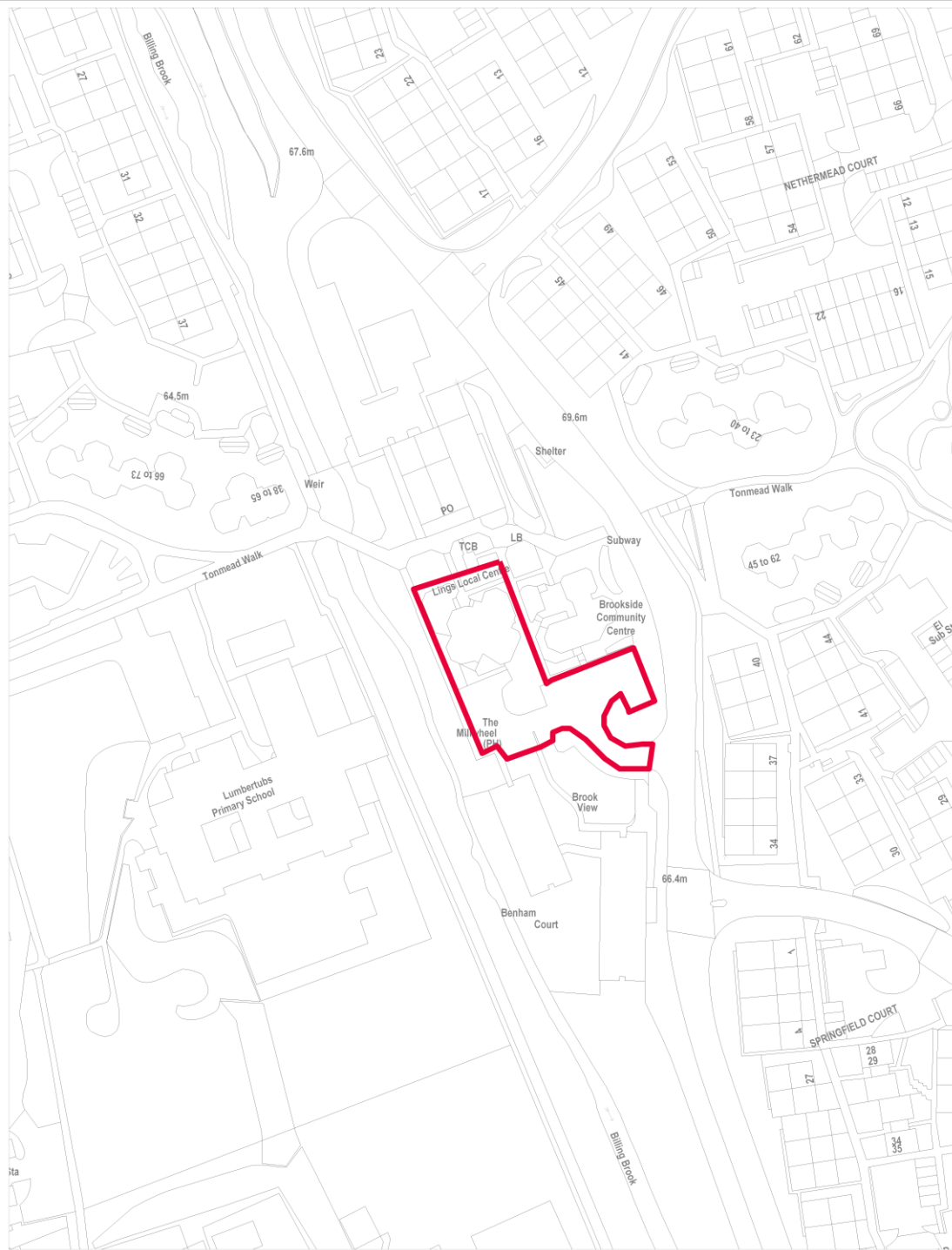
11.1 None.

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:	Ben Clarke	13/5/2011
Development Control Manager Agreed:	Gareth Jones	18/5/2011



Name: JST
 Date: 19th May 2011
 Scale: 1:1250
 Dept: PLANNING
 Project: LOCATION PLAN

Title
THE MILLWHEEL PUBLIC HOUSE

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