



PLANNING COMMITTEE: 18th October 2011
DIRECTORATE: Planning and Regeneration
HEAD OF PLANNING: Susan Bridge

N/2011/0683: 1no. non-illuminated fascia sign and 1no. illuminated hanging sign
22 - 26 St Leonards Road, Northampton

WARD: Delapre and Briar Hill

APPLICANT: Ladbrookes PLC
AGENT: Richard Raper Planning

REFERRED BY: Head of Planning
REASON: Council owned premises

DEPARTURE: No

APPLICATION FOR DETERMINATION:

1. RECOMMENDATION

1.1 Approval advertisement consent subject to standard advertisement conditions.

2. THE PROPOSAL

2.1 Non illuminated fascia sign and illuminated hanging sign.

3. SITE DESCRIPTION

3.1 Shop unit within the St Leonard's Road centre identified in the Local Plan within a street including both shops and dwellings.

4. PLANNING HISTORY

4.1 Various historic signage applications.

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:

PPG 19 - Outdoor Advertisement Control.

6. CONSULTATIONS/ REPRESENTATIONS

6.1 None for advertisement consent.

7. APPRAISAL

7.1 Under the advertisement regulations the only issues which can be considered when assessing and determining an application for advert application are amenity and safety.

7.2 The proposed fascia sign and projecting sign, due to their siting, size and appearance are considered to be in keeping with the host building as existing and appropriate to the character of the area as a shopping street. Therefore they would not be detrimental to visual and general amenity.

7.3 There would be no impact on highway safety as the signs are of a standard type and design and would not, therefore, be unduly distracting to drivers.

7.4 The projecting sign is of sufficient height to avoid any impact on pedestrian safety. No other safety implications have been identified.

8. CONCLUSION

8.1 It is considered that no adverse impact would result in respect of the only issues which can be taken into account, and therefore it is recommended that advertisement consent is granted.

9. CONDITIONS

9.1 Standard advertisement 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:
- Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - Obscure or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
 - 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) The means of illumination of the sign shall not be of a flashing or intermittent kind.

10. BACKGROUND PAPERS

10.1 Application file N/2011/0668.

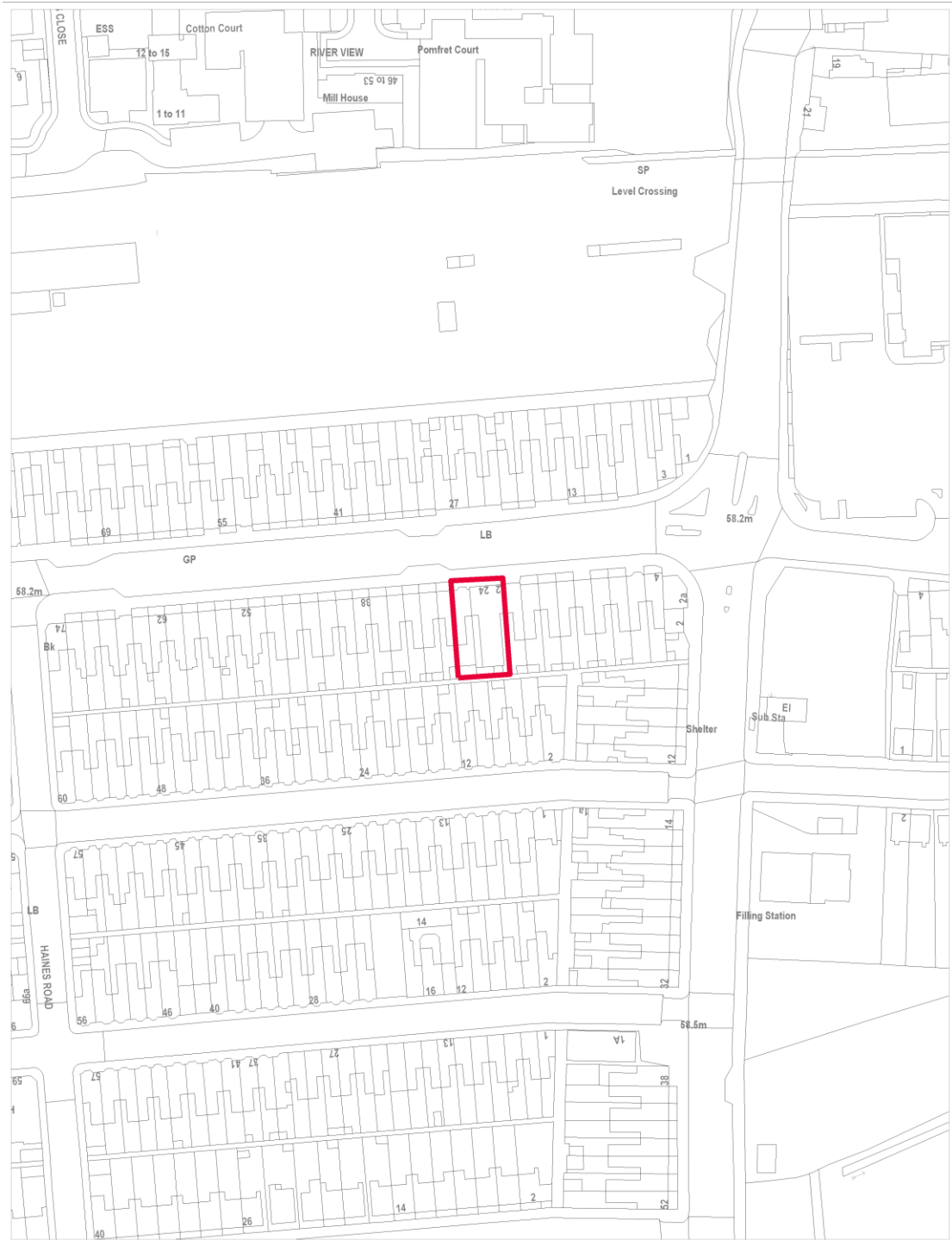
11. LEGAL IMPLICATIONS

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:	A Holden	28/09/2011
Development Control Manager Agreed:	Gareth Jones	29/09/2011



Name: CH
 Date: 5th October 2011
 Scale: 1:1250
 Dept: Planning
 Project: Site Location Plan

Title
22 - 26 St Leonards Road

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