



**NORTHAMPTON**  
**BOROUGH COUNCIL**  
Planning Committee

**PLANNING COMMITTEE:** 2 October 2012  
**DIRECTORATE:** Regeneration, Enterprise and Planning  
**HEAD OF PLANNING:** Susan Bridge

**N/2012/0809:** Erection of free standing, double mounted sign  
Edgar Mobbs Way, Northampton

**WARD:** St James

**APPLICANT:** Northampton Borough Council

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

**DEPARTURE:** No

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**APPLICATION FOR DETERMINATION:**

**1. RECOMMENDATION**

1.1 **APPROVAL** subject to standard advertisement conditions (paragraph 9.1 below).

**2. THE PROPOSAL**

2.1 An application has been submitted to display a double side sign adjacent to Edgar Mobbs Way to publicise the Northampton Waterside Enterprise Zone.

**3. SITE DESCRIPTION**

3.1 The application site is a grass verge that is on the southern side of Edgar Mobbs Way. Further to the south is a cycleway and pavement. The area features a number of commercial developments and is situated within the Enterprise Zone.

**4. PLANNING HISTORY**

4.1 None relevant.

## **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:**

Paragraph 67 of the National Planning Policy Framework states that applications for advertisement consent should only be considered in terms of the impacts of amenity and public safety, as established by the Advertisement Regulations. Furthermore, the same paragraph states that poorly placed advertisements can have a detrimental impact upon the quality of the built and natural environment.

### **5.3 Northampton Borough Local Plan**

E20 – New Development

## **6. CONSULTATIONS/ REPRESENTATIONS**

6.1 No comments received at the time of preparing this report. Any representations received will be reported to the Committee by means of the Addendum report.

## **7. APPRAISAL**

7.1 As set out within Paragraph 5.2 of this report, the two relevant material considerations for the determination of applications for advertisement consent are the impacts upon amenity and public safety.

7.2 It is considered that the proposed signs would appear acceptable in the context of the commercial area to the east and would also aid the understanding of passers by in terms of prospective developments within the vicinity of the application site and promote the Enterprise Zone.

7.3 On account of the positioning and scale of the proposed signs, it is considered that they would not be a distraction for passing motorists. Furthermore, the location and scale of the signs would not impede users of adjacent pavement and cycleway. Therefore, it is considered that there would be no undue detrimental impact upon highway or wider safety.

## **8. CONCLUSION**

8.1 It is considered that the proposed signage would not have a detrimental impact upon public safety or amenity and is therefore

recommended for approval.

## **9. CONDITIONS**

- 9.1 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**

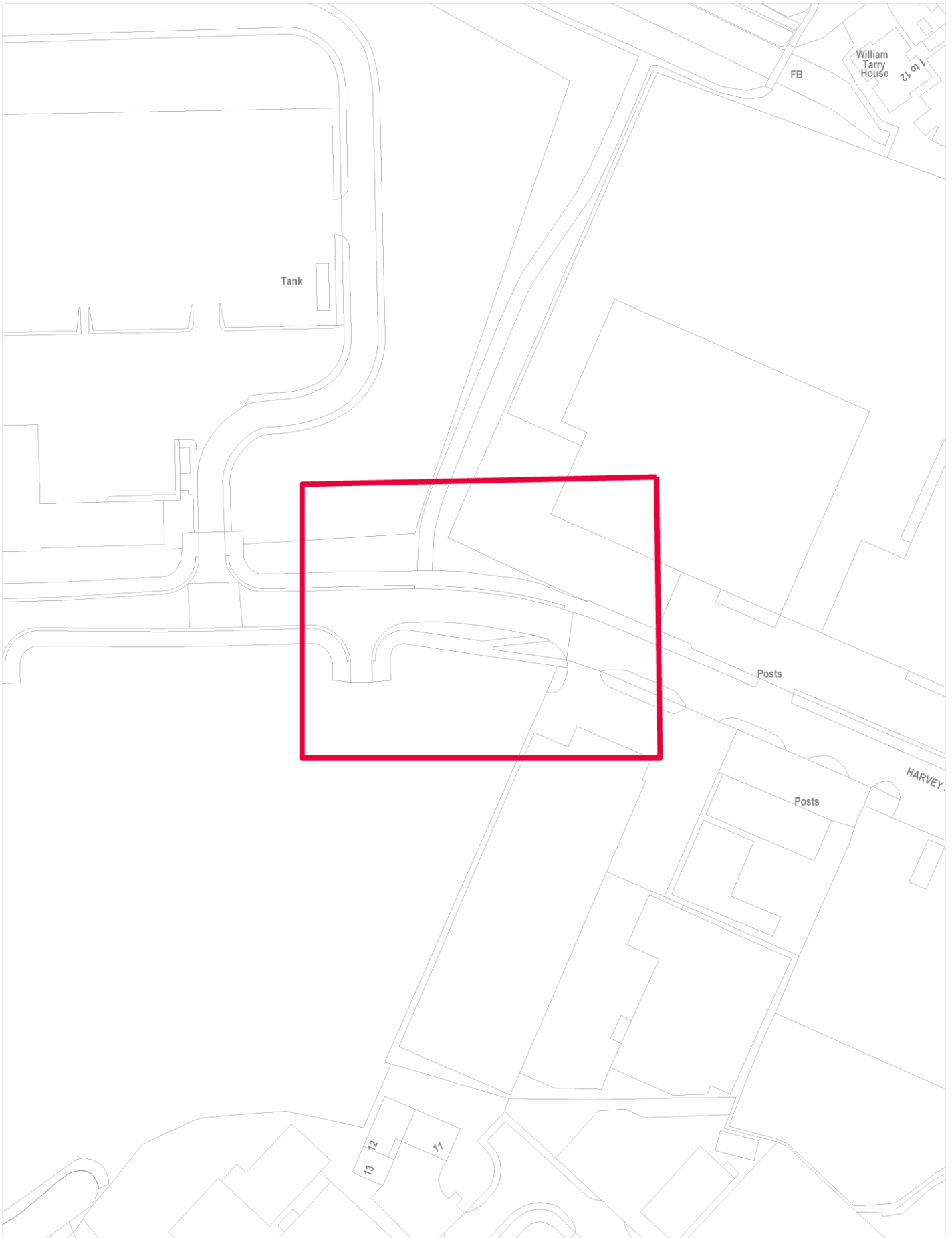
- 10.1 N/2012/0809.

## **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.



Name: N/2012/0809  
Date: 20th September 2012  
Scale: 1:1250  
Dept: Planning  
Project: Planning

Title  
**Edgar Mobbs Way**

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