



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

N/2012/0810: **Erection of three free-standing, non-illuminated signs**
Sites at Walter Tull Way, Upton Way and junction of Walter Tull Way and Upton Way

WARD: St James

APPLICANT: Northampton

REFERRED BY: Head of Planning
REASON: Council Application

DEPARTURE: No

APPLICATION FOR DETERMINATION:

1. RECOMMENDATION

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

2. THE PROPOSAL

2.1 The applicant seeks advertisement consent to erect three advertisements within the separate locations in order to publicise the Northampton Waterside Enterprise Zone.

3. SITE DESCRIPTION

3.1 Although the sites are distinctly separate, there are a number of similarities in that they are adjacent to roads that serve as distributors for the Sixfields area. The surrounding land uses are therefore a combination of residential, commercial and leisure uses.

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 Whilst it is acknowledged that the proposed signs are located in proximity to roads that carry a significant amount of traffic, it is considered that the proposed signs are proposed to be sited in areas where motorists are not likely to be undertaking complex manoeuvres. Moreover they are typical of kind of public information signage one would expect to be found adjacent to the highway. As a result of this, the proximity of the signs to the highway is unlikely to impinge upon public safety.

7.3 In terms of the visual amenity, it is considered that due to the commercial backdrop to the application sites, additional signage is unlikely to lead to a detrimental impact upon the amenity of the locality. Furthermore, the absence of other advertisements within the streetscene means that the proposal would lead to visual clutter.

7.4 The proposed signage would also be of benefit in aiding understanding

regarding prospective developments within the vicinity of the application sites and promote the Enterprise Zone.

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

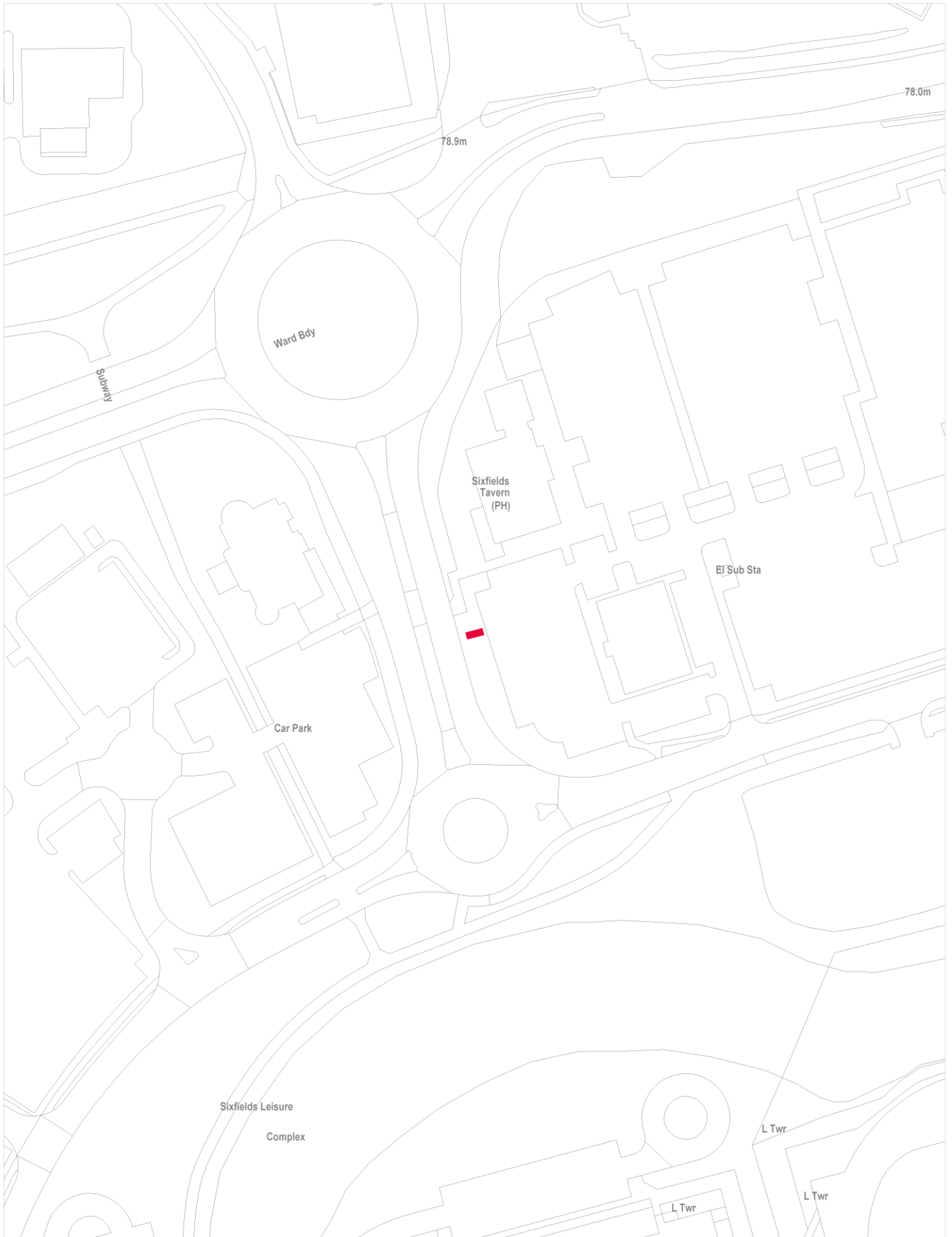
- 10.1 N/2012/0810.

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.

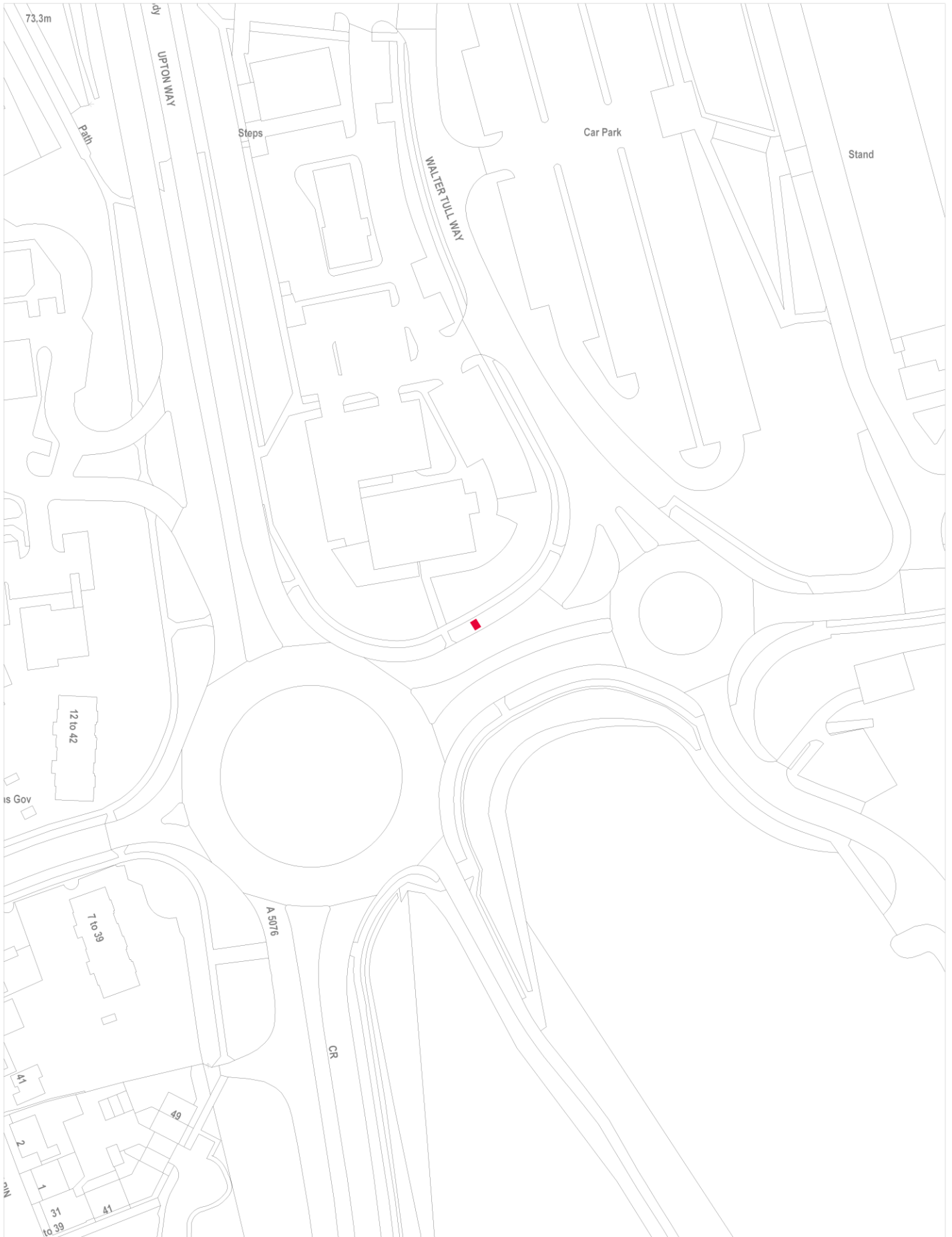


Name: N/2012/0810
Date: 20th September 2012
Scale: 1:1250
Dept: Planning
Project: LP 1

Title

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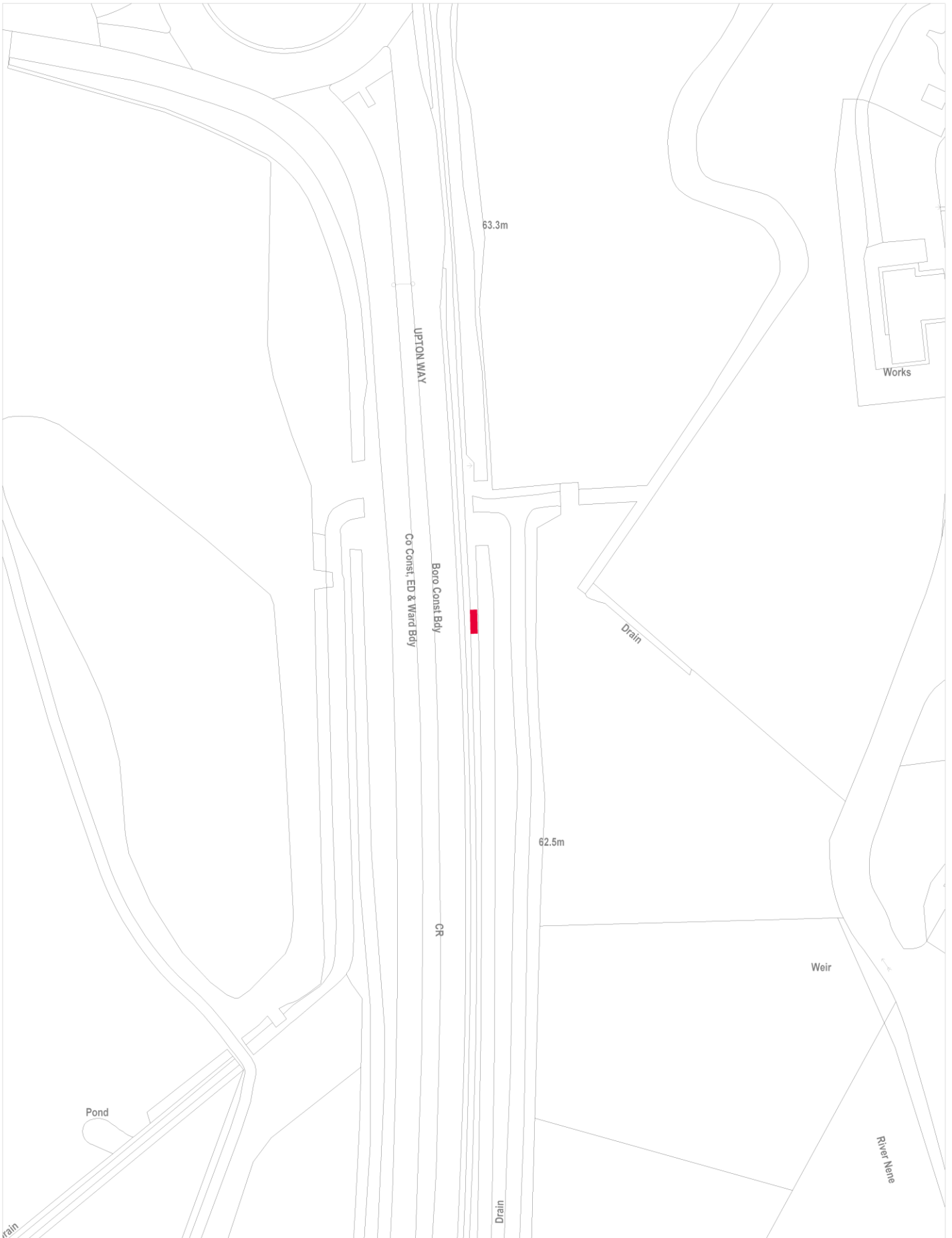


Name: N/2012/0810
Date: 20th September 2012
Scale: 1:1250
Dept: Planning
Project: LP2

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Name: N/2012/0810
 Date: 20th September 2012
 Scale: 1:1250
 Dept: Planning
 Project: LP3

Title
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