



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

**PLANNING COMMITTEE:** 2<sup>nd</sup> October 2012  
**DIRECTORATE:** Planning and Regeneration  
**HEAD OF PLANNING:** Susan Bridge

**N/2012/0999:** 1No. Freestanding Non-Illuminated Sign at  
Midsummer Meadow, Radlands Skate Park,  
Bedford Road.

**WARD:** Rushmills

**APPLICANT:** Northampton Borough Council

**REFERRED BY:** Scheme of Delegation  
**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 Freestanding advertisement 4m x 2m positioned 0.4m above ground level (total height 2.4m) adjacent to the recently completed skatepark.

**3. SITE DESCRIPTION**

3.1 Recently opened skatepark south of Bedford Road within Midsummer Meadow.

**4. PLANNING HISTORY**

4.1 The skatepark was approved by the Planning Committee in April 2012.

**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 Highway Authority – No objections.

**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.

7.1 This is a reasonably large sign, however it will be viewed in the context of a major road and against the backdrop of a large open space. As such it is considered that this would not result in a significant visual impact particularly given that it would provide public information regarding the adjacent skatepark.

7.2 Comments from the Highway Authority indicate no objections on highway safety grounds.

7.3 In terms of visual impact, the sign would be seen in the context of the skatepark and the green space beyond. Although the sign is large in scale it is not considered that any significant visual impact would result.

**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**

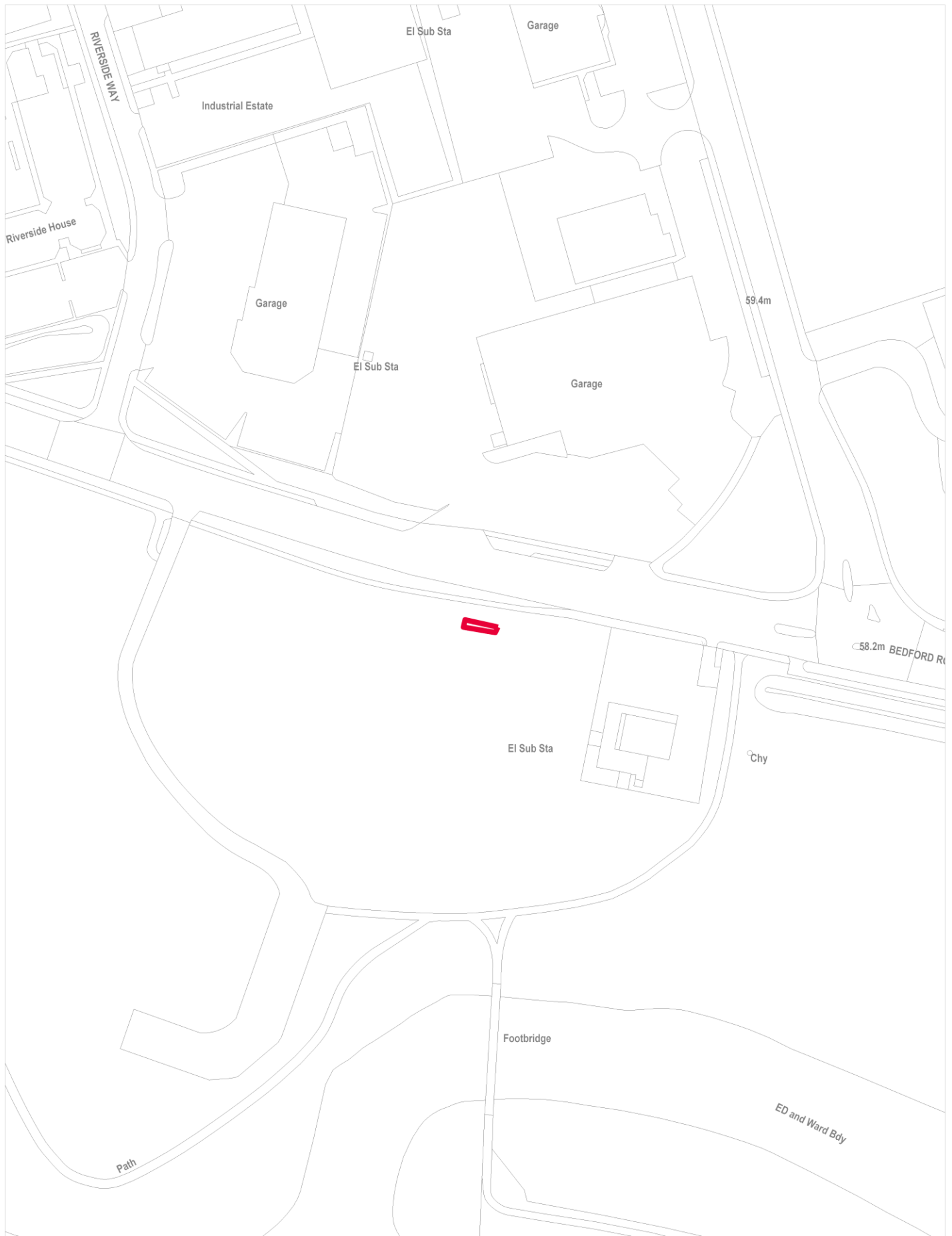
10.1 N/2012/0815.

## **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/2012/0815  
Date: 20th September 2012  
Scale: 1:1250  
Dept: Planning  
Project: Planning

Title  
**Radlands Skate Park Midsummer Meadow, Bedford Road**

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