



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

**PLANNING COMMITTEE:** 15<sup>th</sup> January 2013  
**DIRECTORATE:** Regeneration Enterprise and Planning  
**HEAD OF PLANNING:** Susan Bridge

**N/2012/1237:** Non illuminated sign, Ask, 10 St Giles Square  
**N/2012/1238:** Listed Building Consent Application for a wall mounted metal sign, Ask, 10 St Giles Square  
**N/2012/1239:** Non illuminated signs, Corner of Victoria Promenade and Derngate  
**N/2012/1240:** Non illuminated sign, Guildhall Road  
**N/2012/1242:** Non illuminated signs, St Johns multi storey car park, St Johns Terrace  
**N/2012/1243:** Non illuminated signs, Central Museum & Art Gallery, 4 Guildhall Road  
**N/2012/1244:** Non illuminated sign, Corner of Albion Place and Derngate  
**N/2012/1245:** Non illuminated sign, 9 Guildhall Road

**WARD:** Castle

**APPLICANT:** Northampton Borough Council  
**AGENT:** None

**REFERRED BY:** Scheme of Delegation  
**REASON:** NBC Applications / Council owned land

**DEPARTURE:** NO

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**APPLICATION FOR DETERMINATION:**

**1. RECOMMENDATION**

- 1.1 **Advertisement Consent Applications N/2012/1237, N/2012/1239, N/2012/1240, N/2012/1242, N/2012/1243, N/2012/1244, N/2012/1245 –** As comments from the Town Centre Conservation Area Advisory Committee (TCCAAC) and the Highway Authority have not been received at the time of writing this report, it is recommended that authority is delegated to the Head of Planning to approve these applications, subject to no issues being identified by the TCCAAC and

the Highway Authority which are not covered in this report and the standard conditions (Paragraph 9.1).

- 1.2 **Listed Building Consent Application N/2012/1238** – On account of the consultation period from the press notice not concluding until January 24th, it is requested that the Committee agree to delegate the decision to approve in principle the proposed works, provided that no additional material considerations are raised at the end of the consultation period, this includes the consultation with the TCCAAC as above. Subject to prior referral to the Secretary of State, Listed Building Consent shall be granted subject to conditions (Paragraph 9.2) and for the following reason:

*The proposal has no significant adverse impact on the character or appearance of the listed building and accords with Policies E20 and E26 of the Northampton Local Plan and National Planning Policy Framework.*

## **2. THE PROPOSALS**

- 2.1 N/2012/1237 – Non illuminated metal sign 1500mm x 800mm to be mounted on the side wall of Ask Restaurant.
- 2.2 N/2012/1238 – Listed Building Consent for the sign on Ask Restaurant (in association with advertisement consent application ref N/2012/1237).
- 2.3 N/2012/1239 – Two metal signs 1425mm x 1800mm and 1 angled “tourist information” style sign 644mm x 891mm and 700mm above ground level within the flowerbed adjacent to 78 Derngate.
- 2.4 N/2012/1240 – Three sided angled metal sign each side 1425mm x 1800mm within the tree planting area on the corner of Guildhall Road and St Johns Road.
- 2.5 N/2012/1242 – Two wall mounted metal signs each 1200mm x 2400mm on the walls of the St Johns multi storey car park.
- 2.6 N/2012/1243 – Two wall mounted metal signs 1500mm x 1100mm on the wall of the Northampton Museum on Guildhall Road.
- 2.7 N/2012/1244 - 1 angled “tourist information” style sign 644mm x 891mm and 700mm above ground level within the small area of green space adjacent to Derngate and Albion Place.
- 2.8 N/2012/1245 – Wall mounted metal sign 8000mm x 2000mm on the side wall of no. 9 Guildhall Road.

## **3. SITE DESCRIPTION**

- 3.1 Various sites in the town centre as described above. All sites are within the Derrnate Conservation Area other than Ask restaurant which is within the All Saints Conservation Area.

#### **4. PLANNING HISTORY**

- 4.1 There are previous advertisement consents for several of the sites, where relevant these are discussed in the text below.

#### **5. PLANNING POLICY**

##### **Development Plan**

- 5.1 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.

##### **National Policies:**

- 5.2 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 In terms of the application for Listed Building Consent, Paragraphs 126 – 141 of the National Planning Policy Framework set out the relevant considerations.

##### **5.4 Northampton Local Plan**

E20 – New Development  
E26 – Conservation Areas

#### **6. CONSULTATIONS/ REPRESENTATIONS**

##### **6.1 Conservation:**

- the efforts to define and promote Northampton's burgeoning cultural quarter are positive. The area has an important role to play in the regeneration of Northampton's Town Centre. Hopefully this collection of signs will generate some interest in the area and support the organisations that currently operate within it.
- 10 St Giles Square – N/2012/1237 & 1238 – Some concerns raised regarding wayfaring sign at a pinch point in the pavement. If minded to approve, it is essential that a condition is placed on the decision

requesting that the applicant must only fix into the mortar joints between the individual stones as opposed to directly into the stone itself. This minimises damage and ensures that the works are reversible. As long as the works are carried out to meet this advice then have no objections.

- Victoria Promenade/Derngate – N/2012/1239 – Some concerns raised regarding clutter of street furniture, but in isolation this sign is not of a scale that would cause visual harm to the character of the listed building or the conservation area.

- Other signage – comments do not raise concerns regarding impact on listed buildings or conservation area.

6.2 **Town Centre Conservation Area Advisory Committee** – response awaited, this will be reported to Committee by means of the addendum. If this has not been received at this point, the last day for comments being January 23<sup>rd</sup>, it is recommended that the decision to approve is delegated to the Head of Planning, subject to no issues being raised which are not covered in this report.

6.3 **Highway Authority** – response awaited, this will be reported to Committee by means of the addendum.

## 7. **APPRAISAL**

7.1 In respect of the applications for advertisement consent as set out above, the only issues which can be taken into consideration are amenity and highway and pedestrian safety. In terms of amenity, the considerations are the impact on the character and appearance of the two conservation areas affected as well as on the setting of the listed buildings in the area.

7.2 The advertisement proposed for **N/2012/1237**, which is a metal sign 1500mm x 800mm, is to be attached to the Ask restaurant, which is a building attached to a listed building. In common with the other signs, the design is a black background with white text and some coloured graphics. In this case the sign is intended to identify the elements of the Cultural Quarter. These include the Museum, the Contemporary Arts Centre, the Royal and Derngate Theatre, the cinema associated with the Royal and Derngate (under construction, previously referred to as the Cinepod) and 78 Derngate.

7.3 Given the limited scale of this sign, it is not considered that it has any significant adverse impact on the character of the area or the adjoining listed building. These comments are also relevant in relation to the submitted Listed Building Consent Application **N/2012/1238**. In this respect comments from conservation officers indicate that the sign must be affixed to the mortar joints and not the stonework and a condition to this effect is proposed. As this is a Council owned building, the

application N/2012/1238 must be referred to the Secretary of State for final approval.

- 7.4 The signs on the Museum (**N/2012/1243**) would again be metal signs 1500mm x 1100mm in black and with white text. These would be supplemented with coloured graphics to denote a shoe. The Museum already has two large banners on its front elevation, which were approved in 2002 (application reference N/2002/0973). Given the small scale of the proposed signs it is not considered that this would add undue clutter on the front of the building and are considered acceptable.
- 7.5 A sign is proposed for 9 Guildhall Road (**N/2012/1245**), which is now the Contemporary Arts Centre for Northampton, relocated from the former Fishmarket. This is a metal sign 8000mm x 2000mm, which would be mounted on the side wall and therefore would be viewed from the top of the road. This would be a general sign introducing the Cultural Quarter. Although this is a large sign, its location on this largely blank side wall is considered acceptable and would not be detrimental to visual amenity.
- 7.6 The sign proposed for the bottom of Guildhall Road (**N/2012/1240**), at the junction with St Johns Street, is a three sided metal sign, each side of which would be 1425mm x 1800mm. The three sides would depict the Royal and Derngate Theatre, a shoe to indicate the Museum and the Contemporary Art Centre. These would be situated in a planting area for two trees, adjacent to the flats at Bloomsbury House. This planting area was constructed to allow the trees to be retained on construction of the flats and appears under utilised. It is considered that signage in this area would provide some visual enhancement to this space. This sign is at a road junction, therefore in order to consider the impact on highway safety, the Highway Authority have been consulted and their views will be reported by means of the addendum.
- 7.7 Two signs are proposed on the St Johns multi storey car park (**N/2012/1242**), these would again be black with the Museum and the Royal and Derngate depicted and would be at high level attached to the wall of the building, following the removal of dead climbing plants on the building. These would be 1200mm x 2400mm. It is considered that in this context these signs would not be visually detrimental.
- 7.8 The advertisement proposed (**N/2012/1244**) for the open space behind the Derngate Theatre, off Derngate, would be an "information board" design 891mm x 644mm and 700mm above the ground. This would be angled to be readable from a standing position. This would depict the various elements of the Cultural Quarter, as with the sign at Ask restaurant. It is considered that the sign would be in keeping with its surroundings and would not be visually detrimental. The sign would be close to a minor road junction, therefore in order to consider the impact on highway safety, the Highway Authority have been consulted and their views will be reported by means of the addendum.

7.9 Finally, two signs are proposed within an existing flower bed at the junction of Derngate and Victoria Promenade (**N/2012/1239**), close to 78 Derngate. One of these would be an “information board” as described in the proceeding paragraph. The other would be a two sided board each side 1425mm x 1800mm, depicting 78 Derngate and a shoe. It is considered that in their context they would not be visually detrimental. Concerns have been raised by conservation officers about the existing clutter of traffic signals and lamp posts in this area. Given that there are no other similar free standing advertisements in the locality, it is considered that the proposal as submitted is acceptable. These signs are close to a major road junction, therefore in order to consider the impact on highway safety, the Highway Authority have been consulted and their views will be reported by means of the addendum.

## **8. CONCLUSION**

8.1 The proposed signage would not have any detrimental impact in terms of visual amenity or highway and pedestrian safety. These are the only considerations in respect of an application for advertisement consent. Whilst the wider benefits in promoting the Cultural Quarter are acknowledged, these are not a material consideration.

8.2 In terms of the application for Listed Building Consent, it is considered that no detrimental impact on the listed building would result.

## **9. CONDITIONS**

9.1 For the **Advertisement Consent Applications (N/2012/1237, N/2012/1239, N/2012/1240, N/2012/1242, N/2012/1243, N/2012/1244 and N/2012/1245)** the following standard advertisement conditions are recommended:

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
  - b) obscure or hinder the ready interpretation of any traffic sign
  - 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.

9.2 For the application for **Listed Building Consent (N/2012/1238)**, the following conditions are recommended:

1. The works hereby permitted shall be begun before the expiration of three years from the date of this consent.

Reason: To comply with Section 18 of the Planning (Listed Building and Conservation Areas) Act 1990.

2. The signage hereby approved shall be fixed only to the mortar joints between stones and not to the stones themselves.

Reason: To ensure the protection of the integrity of the Listed Building in accordance with the advice contained in National Planning Policy Framework.

## **10. BACKGROUND PAPERS**

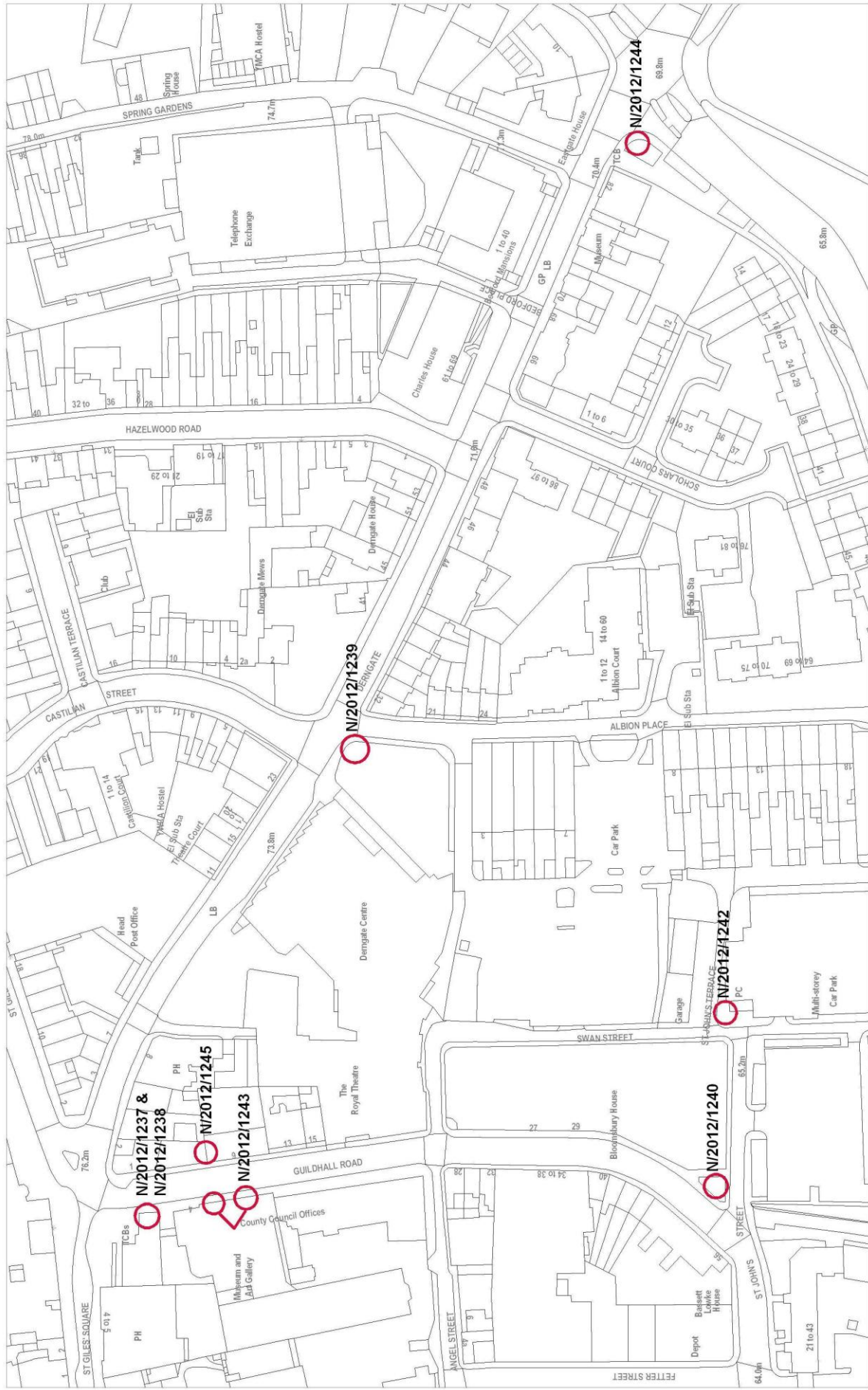
- 10.1 Application files N/2012/1237, N/2012/1238, N/2012/1239, N/2012/1240, N/2012/1242, N/2012/1243, N/2012/1244 and N/2012/1245.

## **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.



Title

## Item 9 - Advertisement Applications

Name: Becky Griffiths  
 Date: 4th January 2013  
 Scale: 1:500  
 Dept: Planning Support  
 Project: Location Plan



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