



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

**PLANNING COMMITTEE:** 3 September 2013  
**DIRECTORATE:** Regeneration, Enterprise and Planning  
**HEAD OF PLANNING:** Susan Bridge

**N/2013/0810** Double sided freestanding non-illuminated  
Enterprise Zone sign  
Edgar Mobbs Way, Northampton

**WARD:** St. James

**APPLICANT:** NBC Regeneration  
**AGENT:** N/A

**REFERRED BY:** Head of Planning  
**REASON:** NBC Planning Application

**DEPARTURE:** No

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**APPLICATION FOR DETERMINATION:**

**1. RECOMMENDATION**

1.1 **APPROVAL** subject to standard advert conditions.

**2. THE PROPOSAL**

2.1 Applicant proposes to display a non-illuminated double sided sign with a width of 2.07m and a length of 1.46m, erected at a height of 2.1m above ground level to its underside giving a total height of 3.56. The proposed sign would have a white background, a green border and black lettering. The proposal is intended to publicise the Waterside Enterprise Zone and The Saints Rugby Club.

**3. SITE DESCRIPTION**

3.1 The sign would be located on a grass verge along Edgar Mobbs Way some 15m from its junction with Ross Road. The immediately surroundings consist of car parks. There are industrial uses nearby and the site is in close proximity to The Saints training ground.

**4. RELEVANT 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.

### **5.2 National Policies:**

National Planning Policy Framework (NPPF). Paragraph 67 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.

## **6. CONSULTATIONS / REPRESENTATIONS**

6.1 None.

## **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.

7.2 Having given consideration to the application with regard to the impact on amenity, it is considered that the proposed sign would not have an adverse impact on the street scene. Due to the commercial nature of the area, it is not considered that the proposed new sign would form a feature that would be detrimental to visual amenity of the locality and the sign would be set back from the road on a grass verge. It is considered that the overall impact on visual amenity would be small.

7.3 Furthermore this sign would not be unduly distracting to drivers or detrimental to the visual character of the area. Therefore it is considered that no highway safety impact would result.

## **8. CONCLUSION**

8.1 Overall, as an exercise of judgement and having given careful consideration to the application and supporting information and other material considerations referred to above, it is reasonable to conclude that the proposed development is acceptable and should be permitted.

## **9. CONDITIONS**

9.1 The standard advert 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:
  - 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.

## **10. BACKGROUND PAPERS**

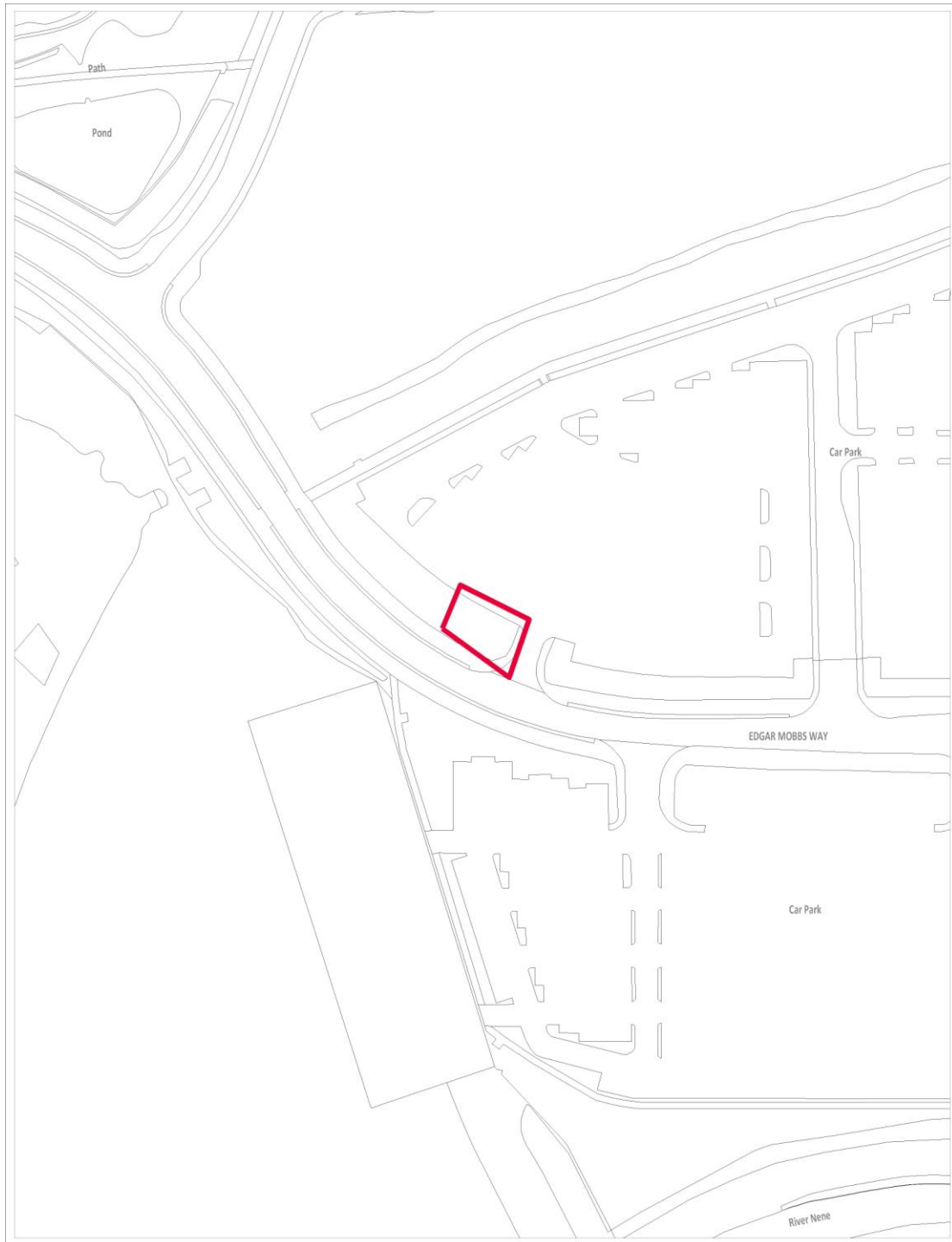
- 10.1 N/2013/0810.

## **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: **Planning**  
Date: **21st August 2013**  
Scale: **1:1250**  
Dept: **Planning**  
Project: **Committee**

Title

## Edgar Mobbs Way

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