



NORTHAMPTON
BOROUGH COUNCIL
Planning Committee

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

N/2013/0654 **Erection of one free-standing non-illuminated sign at Midsummer Meadow, Bedford Road**

WARD: Rushmills

APPLICANT: Mr Nagarbhai Patel
AGENT: Sign A Rama

REFERRED BY: Head of Planning
REASON: Borough Council owned land

DEPARTURE: No

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 sign as revised measuring a width 1.5m and a length of 0.8m. The proposal would have a dark blue background and white lettering. The proposal is intended to advertise a future Boat Restaurant.

3. SITE DESCRIPTION

3.1 The sign would be located on the edge of Midsummer Meadow facing Bedford Rd, adjacent to the route to the Nene Valley Riverside cycle path which runs along the car park adjacent to the Skate Park. The Ford car showroom is sited across from the proposed sign.

4. RELEVANT PLANNING HISTORY

4.1 N/2008/0502 - Planning permission granted for boat restaurant and bar and associated access on 8 April 2010. Conditions 3, 8, 12 and 13 details approved.

N/2013/161 Planning permission granted for application to extend time limit for implementation of Planning Permission N/2008/0502 for proposed boat restaurant, bar and associated access at land at Midsummer Meadow. 10/04/2013.

5. PLANNING POLICY

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.

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.

Central Area Action Plan

Policy 1 - Design

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 as revised would not have an adverse impact on the street scene. The site is opposite to car showrooms and is along a major radial route way. The sign would be set back from the highway. There are existing signs in the locality along this frontage and given that the sign is very similar in nature (but smaller in size) to an existing sign publicising the nearby skate park, it is considered that the proposed new sign would form a feature that would not be detrimental to visual amenity of the locality. It is considered that the overall impact on visual amenity would be small but significant enough to allow the future Boat Restaurant to be reasonably marketed.

7.3 Furthermore due to the limited size and non-illuminated nature of the proposal, 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

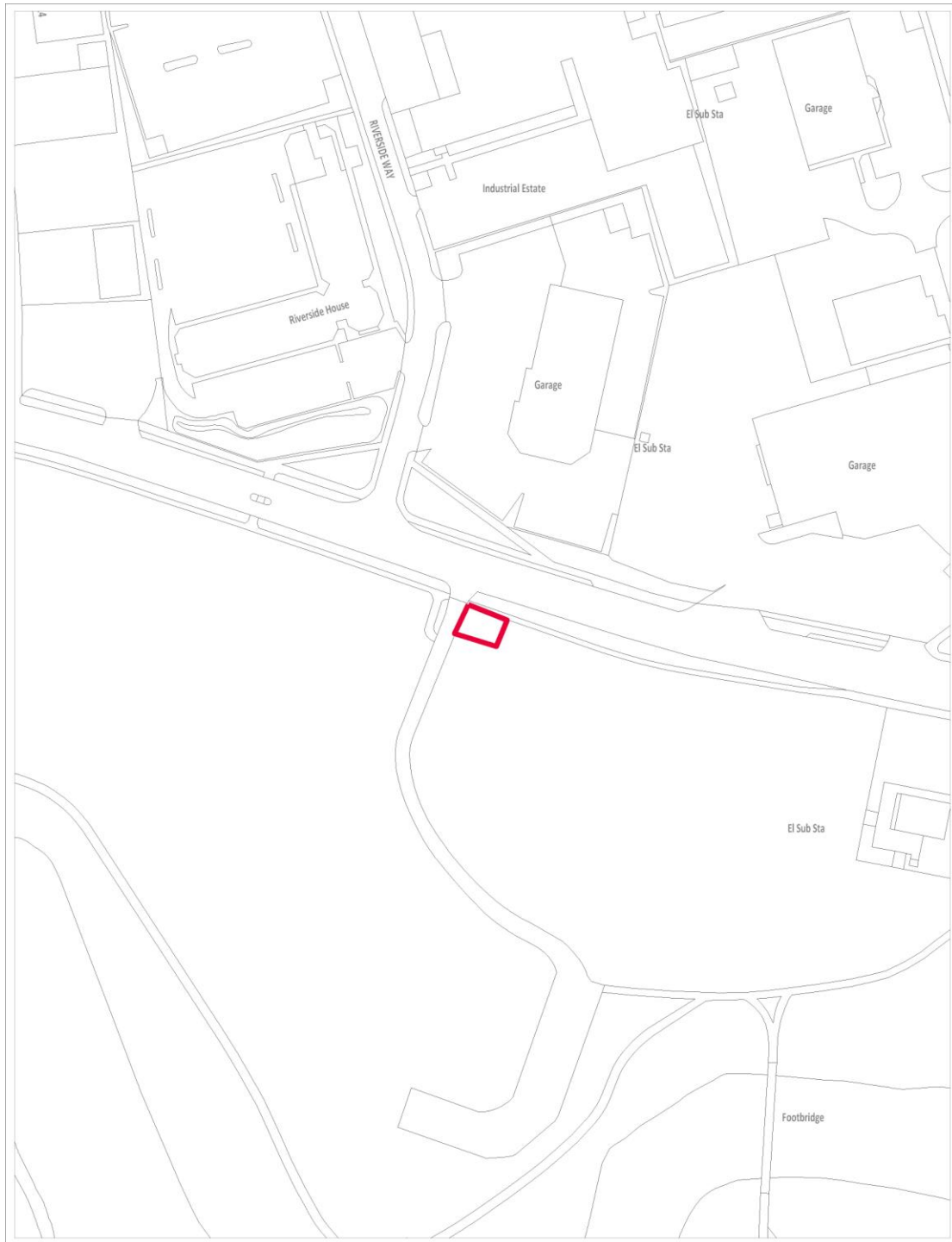
- 10.1 N/2013/0654.

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: **19th August 2013**
Scale: **1:1250**
Dept: **Planning**
Project: **Committee**

Title

Midsummer Meadow, Bedford Road

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