



NORTHAMPTON
BOROUGH COUNCIL
Planning Committee

PLANNING COMMITTEE: 10th June 2014
DIRECTORATE: Regeneration, Enterprise and Planning
HEAD OF PLANNING: Susan Bridge

N/2014/0470: Two sided hoarding sign at entrance to Delapre Park from London Road

N/2014/0538: Hoarding sign within car park area of Delapre Abbey, off London Road

WARD: Delapre and Briar Hill

APPLICANT: Northampton Borough Council
AGENT: None

REFERRED BY: Head of Planning
REASON: Council application and Council owned land

DEPARTURE: NO

APPLICATIONS FOR DETERMINATION:

1. RECOMMENDATION

1.1 **APPROVAL** subject to conditions in Paragraphs 8.1 and 8.2 of the report.

2. THE PROPOSAL

2.1 N/2014/0470 – This proposed advertisement takes the form of a double sided hoarding sign (2.44m x 1.22m and 2.49m above ground level) at the entrance to Delapre Park from London Road.

2.2 N/2014/0538 – This application proposes a hoarding sign which would be positioned within the car park area of Delapre Abbey. This sign would set out in detail the works being undertaken to the Abbey. The size of the sign is 4m x 1.5m and 2.52m above ground level.

3. SITE DESCRIPTION

- 3.1 The first sign (N/2014/0470) would be located at the entrance to Delpare Park off London Road. There is an existing double sided sign near the entrance which would be replaced by the current proposal. There are residential properties across the road off Delapre Crescent.
- 3.2 The second sign (N/2014/0538) would be located within the existing car park area over 100m from the main entrance to the Abbey, a Grade II listed building.
- 3.3 Both of the application sites fall within the boundary of the Delpare Park Conservation Area.

4. PLANNING HISTORY

- 4.1 No history of advertisement applications.

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 saved policies of the Northampton Local Plan.

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 Local Plan

E20 – New Development: Design to adequately reflect the character of its surroundings in terms of layout, siting, form, scale and use of appropriate materials.

E26 – Conservation Areas: Consent for advertisements in conservation areas will be granted so long as the development preserves or enhances the character and appearance of those areas.

6. CONSULTATIONS/ REPRESENTATIONS

- 6.1 At the time of writing this report, the period of consultation is ongoing and therefore the recommendation for approval is made subject to no

objections being received. The consultation period ends prior to the Committee meeting and responses received will be reported to Committee by means of an addendum and the recommendation may be varied in light of comments received.

- 6.2 **Conservation** - No objection to any of the signs on the basis that they are for temporary consents.

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 In respect of visual amenity, the principal considerations are that the signage would be within the grounds of Delpare Abbey, a Grade II listed building, and also within the Delapre Conservation Area.

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- 7.3 The proposed sign at the entrance to the Abbey grounds would be of a size which is considered to be consistent with its function in indicating to potential visitors the location of the Abbey and setting out in broad terms the works which are being undertaken. It is considered that this sign would be appropriate for its location and would not have any detrimental impact on the conservation area or the setting of the listed Abbey. The proposed sign, due to its location and size, is not considered to cause undue impact on visual amenity or public safety.

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- 7.4 The larger signage adjacent to the car park would have the function of setting out in more detail the nature of the works being undertaken to the Abbey. It is considered that a sign of this size would not be appropriate in the longer term but that this is appropriate for the duration of the works being undertaken and would not adversely impact on the setting of the listed building or the conservation area as a temporary installation.
- 7.5 It is not considered that the sign would have any adverse impact in respect of highway and pedestrian safety.
- 7.6 Both signs are proposed to be removed once the renovation works on Delpare Abbey have been completed. A condition requiring this is proposed.

8. CONDITIONS

- 8.1 The following conditions will apply to both of the applications:

(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.

(6) The advertisements hereby permitted shall be removed and the land restored to its former condition within 6 months of the completion of the Phase 1 HLF restoration works to the Abbey, or within five years of the date of this consent, whichever is sooner.

Reason: In the interests of visual amenity and the preservation of the historic character of the listed building, as the signs are not considered to be acceptable on a permanent basis, in accordance with the NPPF.

9. BACKGROUND PAPERS

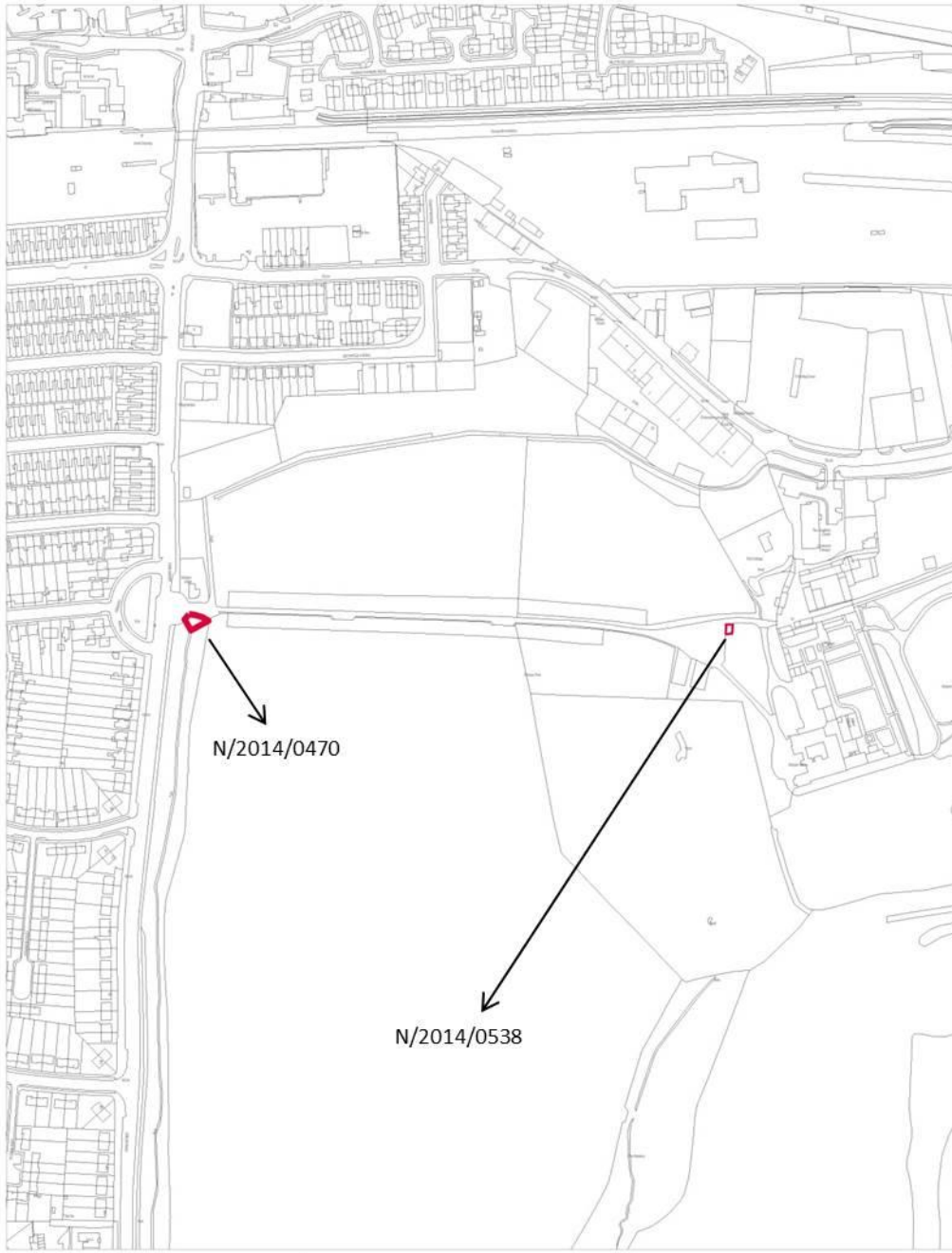
9.1 Application files N/2014/0470 and N/2014/0538

10. LEGAL IMPLICATIONS

10.1 None.

11. SUMMARY AND LINKS TO CORPORATE PLAN

11.1 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: 30th May 2014
Scale: NTS
Dept: Planning
Project: Committee

Title:

N/2014/0470 & N/2014/0538

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