

**PLANNING COMMITTEE:** 10<sup>th</sup> June 2014  
**DIRECTORATE:** Regeneration, Enterprise and Planning  
**HEAD OF PLANNING:** Susan Bridge

**N/2014/0539:** Single sided non-illuminated sign at London Road (adjacent to junction with Gloucester Avenue)

**N/2014/0573:** Single sided non-illuminated sign at London Road (opposite junction with Southampton Road)

**WARD:** Delapre and Briar Hill

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

**REFERRED BY:** Head of Planning  
**REASON:** Council applications and Council owned land

**DEPARTURE:** NO

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**APPLICATIONS FOR DETERMINATION:**

**1. RECOMMENDATION**

1.1 **APPROVAL** subject to the conditions in Paragraph 8.1 of the report.

**2. THE PROPOSAL**

2.1 Each advertisement consent application proposes a hoarding sign 2m x 1m and 2.2m above ground level. One of these would be positioned within the highway verge whilst the other would be within the grounds of the Delapre Abbey.

**3. SITE DESCRIPTION**

3.1 One sign (N/2014/0539) would be located on a highway verge near to the junction between London Road and Gloucester Avenue. There are residential properties to the west and with Delpare Park located to the east across London Road.

- 3.2 The second sign (N/2014/0573) would be located on land within the grounds of Delapre Abbey opposite to the junction with Southampton Road. There are residential properties located across the road on the opposite side. The site has mature trees in the background and 1.4m high palisade fencing to the front. The location of the sign is on the edge 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 any comments received.

- 6.2 **NBC Conservation** – no objection to the proposed sign at the edge of the Conservation Area under application N/2014/0573.

## **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.

### **N/2014/0539**

- 7.2 In respect of visual amenity, this sign will be viewed in the context of a major road and against the backdrop of some existing trees and hedges to the front of properties on Gloucester Avenue. As such it is considered that it would not result in significant visual impact to the street scene. It is also not considered that the sign would significantly affect the amenities of nearby residents as it would be screened by the existing planting.
- 7.3 It is not considered that the sign would have any adverse impact in respect of highway and pedestrian safety, due to the limited size of the sign and non-illuminated nature.

### **N/2014/0573**

- 7.4 This proposed sign would be set back from London Road behind the existing fencing. It is not considered that the proposed sign would adversely impact on visual amenity or highway safety. Although this sign would be within the grounds of Delapre Abbey, a Grade II listed building, it would be distant from the Abbey itself and it is not considered that the sign would detract from the setting of the building, or its grounds, due to the small size of the sign in the context of the overall site.

## **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.

## **9. BACKGROUND PAPERS**

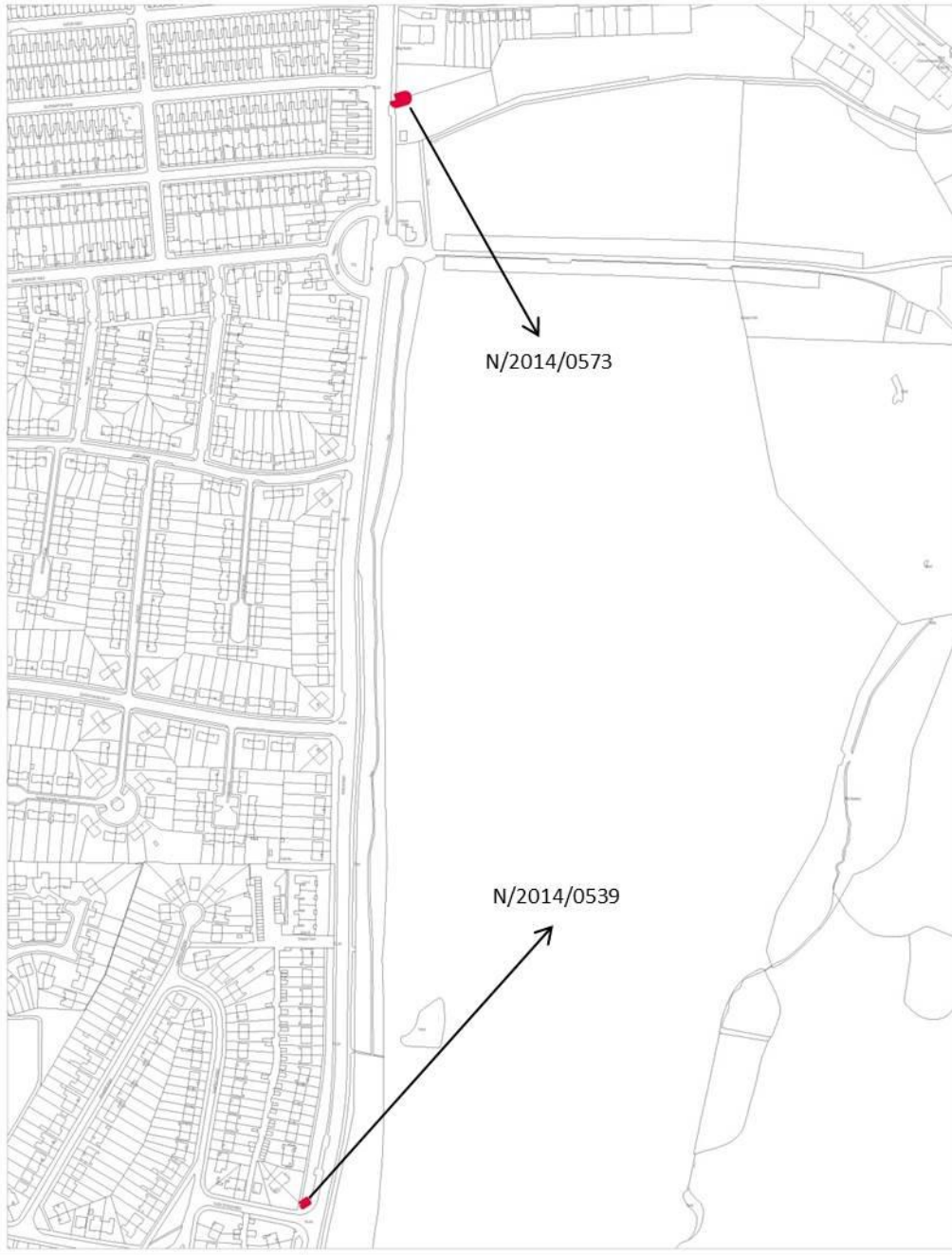
9.1 Application files N/2014/0539 and N/2014/0573

## **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/2014/0539 & N/2014/0573**

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