



NORTHAMPTON
BOROUGH COUNCIL
Planning Committee

PLANNING COMMITTEE: 29 July 2014
DIRECTORATE: Planning and Regeneration
HEAD OF PLANNING: Susan Bridge

APP: N/2014/0695 Non-illuminated single sided free standing
Enterprise Zone Sign, Walter Tull Way,
Northampton

WARD: St. James

APPLICANT: NBC Regeneration
AGENT: N/A

REFERRED BY: Head of Planning
REASON: NBC Planning Application

DEPARTURE: NO

APPLICATION FOR DETERMINATION:

1. RECOMMENDATION

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

2. THE PROPOSAL

2.1 The application proposes to display a single sided non-illuminated sign with a width of 2.07m and a height of 1.46m, erected on 2 posts 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 and green background, and black and grey lettering. The proposal is intended to publicise the Waterside Enterprise Zone and the local Football Club.

3. SITE DESCRIPTION

3.1 The sign would be located on a grass verge facing towards the roundabout at the Walter Tull Way and Edgar Mobbs Way junction. The Northampton football stadium is located to the rear. The surrounding area comprises uses that are commercial in nature.

4. 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. The Development Plan for the purposes of this application comprises the Northampton Local Plan 1997 saved policies, and whilst not yet adopted, weight can be attributed to the Submitted West Northamptonshire Joint Core Strategy (as subsequently modified).

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 an application 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 Due to the nature of the area being commercial in nature it is considered that the proposed sign would not be out of character and would therefore not have an adverse impact on the street scene. The presence of this sign on the site will not cause street clutter that affects the amenity of the area.

7.3 In terms of impact on highway and pedestrian safety the sign is set back from the highway and is positioned to not impact on the visibility to highway users or pedestrians. Therefore it is considered that no highway safety impact would result.

8 CONCLUSION

8.1 Overall due to the character of the area and the position of the sign it is considered that the proposed advertisement 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

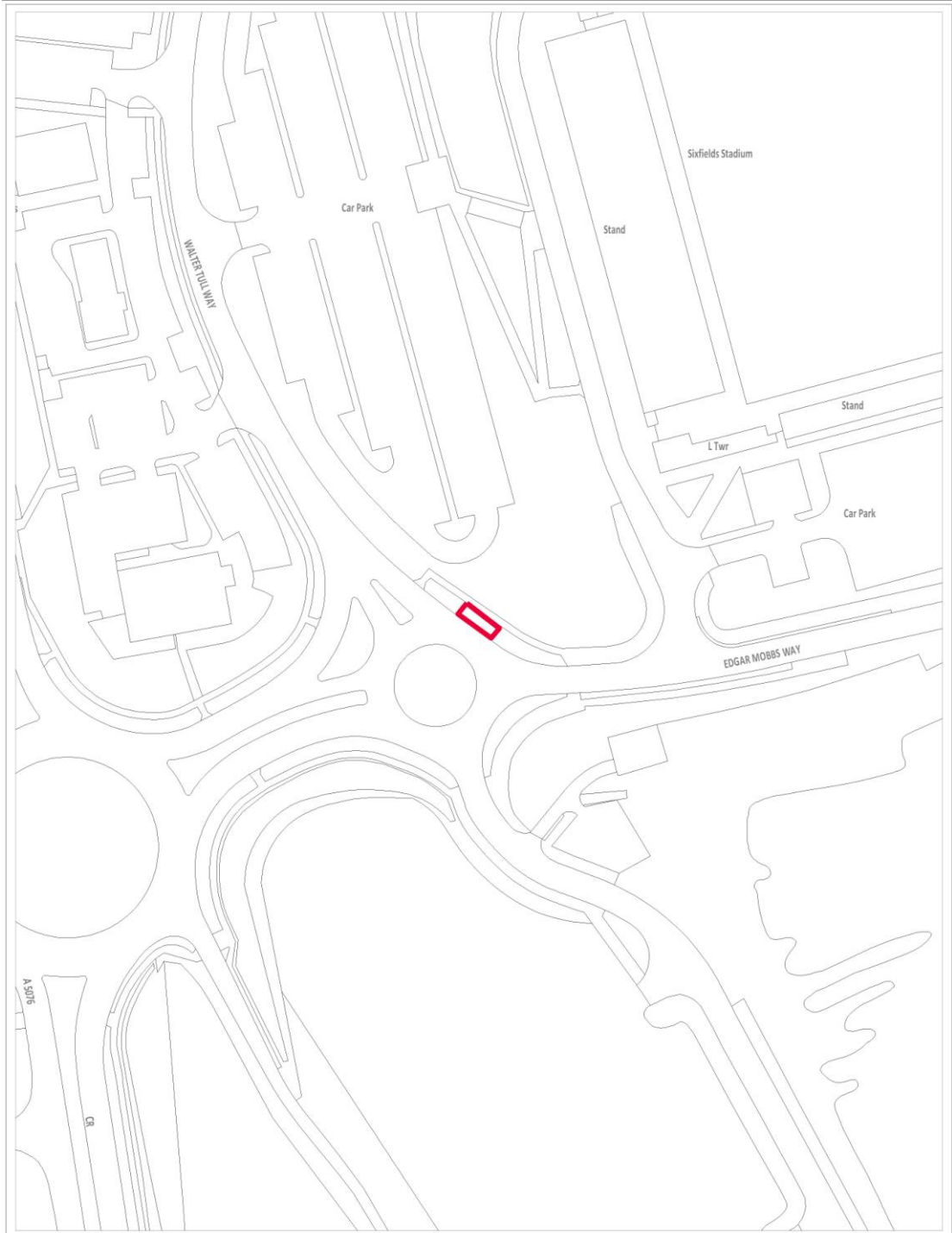
10.1 None

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: **Location Plan**
Date: **21st July 2014**
Scale: **1:1250**
Dept: **Planning**
Project: **Committee**

Title

Advert at Sixfields Stadium

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