



**PLANNING COMMITTEE:** 16<sup>th</sup> December 2014  
**DIRECTORATE:** Regeneration, Enterprise and Planning  
**DIRECTOR:** Steven Boyes

**N/2014/1337:** Non-illuminated free standing landscape sign (proposed 'Boot and Shoe Conservation Area' signage) at Raglan Street

**WARD:** Castle

**APPLICANT:** Northampton Borough Council  
**AGENT:** N/a

**REFERRED BY:** Director of Regeneration, Enterprise and Planning  
**REASON:** NBC application

**DEPARTURE:** No

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**APPLICATION FOR DETERMINATION BY:**

**1. RECOMMENDATION**

1.1 **APPROVAL IN PRINCIPLE** subject to the conditions set out below and for the following reason:

The proposed signage as amended would not have any significant impact on amenity or adversely impact public safety in accordance with the requirements of Policy 1 of the Northampton Central Area Action Plan and the aims and objectives of the National Planning Policy Framework.

1.2 As the consultation period will expire on 25<sup>th</sup> December 2014 that delegated powers be given to the Director of Regeneration, Enterprise and Planning to resolve any matters if not already raised in the Planning Committee report.

## **2. THE PROPOSAL**

- 2.1 The application is for advertisement consent for a free-standing 'V' shaped two-sided sign to promote the Boot and Shoe Conservation Area.
- 2.2 The signage would be non-illuminated powder coated aluminium with a dark brown background and white and orange lettering. An amended scheme has been submitted reducing each fascia from 1.4m in height to 1m and the width from 2m to 1.5m in response to Conservation concerns. The overall height from the ground as amended would be 1.5m.

## **3. SITE DESCRIPTION**

- 3.1 The application site comprises of a large area of highway verge at the junction of Raglan Street, Wellingborough Street and Kettering Road located within the Boot and Shoe Conservation Area and within the town centre boundary as defined by the Central Area Action Plan.
- 3.2 The site lies adjacent to the Unitarian Church, a Grade II listed building.

## **4. PLANNING HISTORY**

- 4.1 There is no relevant planning history.

## **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 Central Area Action Plan 2013.

### **5.2 National Policies - National Planning Policy Framework (NPPF)**

The NPPF at paragraph 67 advises that advertisement applications should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

### **5.3 Central Area Action Plan 2013 (CAAP)**

Policy 1 of the CAAP seeks to ensure that all new development within the Central Area assists in creating uncluttered streets and preserves and enhances the character, appearance and setting of the central areas heritage assets.

#### 5.4 **Supplementary Planning Documents**

Boot and Shoe Quarter Conservation Area Appraisal and Management Plan 2011 advises that new development within the grounds or curtilage of listed buildings will be discouraged where it is considered that the setting of those buildings or the character would be compromised.

### 6. **CONSULTATIONS/ REPRESENTATIONS**

6.1 **NBC Conservation** - comments that the proposed sign adjacent to the listed church on Raglan Street is considered inappropriate in the historic setting due to its design/size which will adversely affect the setting of the listed building. However, if there is scope for this to be reduced in size, the impact would be lessened.

6.2 **NCC Highways** - comments are awaited and will be reported to Committee in the addendum to this agenda.

6.3 The application was advertised by site notice the consultation period for which will not have expired at the time of Committee. Delegated powers to the Director of Regeneration, Enterprise and Planning are therefore requested to determine the application following the expiry of this consultation period on 25<sup>th</sup> December 2014.

### 7. **APPRAISAL**

7.1 The only issues for consideration for advertisement proposals are the impact on amenity and public safety.

7.2 The sign would be located in a prominent position at the junction of two main routes into the town centre and adjacent to a listed church.

7.3 In response to concerns raised by NBC Conservation regarding the impact of the signage on the setting of the listed building the signage has been reduced in size to 1m in height and 1.5m in width with a total height from ground of 1.5m. The scale of the amended signage is considered acceptable and would not lead to any significant impact on the character of the conservation or the setting of the listed building.

7.4 The comments of the Highway Authority are awaited however it is not considered that the location of the signage would lead to any adverse impact on public safety.

### 8. **CONCLUSION**

8.1 The amended scheme is considered acceptable and therefore the application is recommended for approval in principle.

## **9. 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, 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.

## **10. BACKGROUND PAPERS**

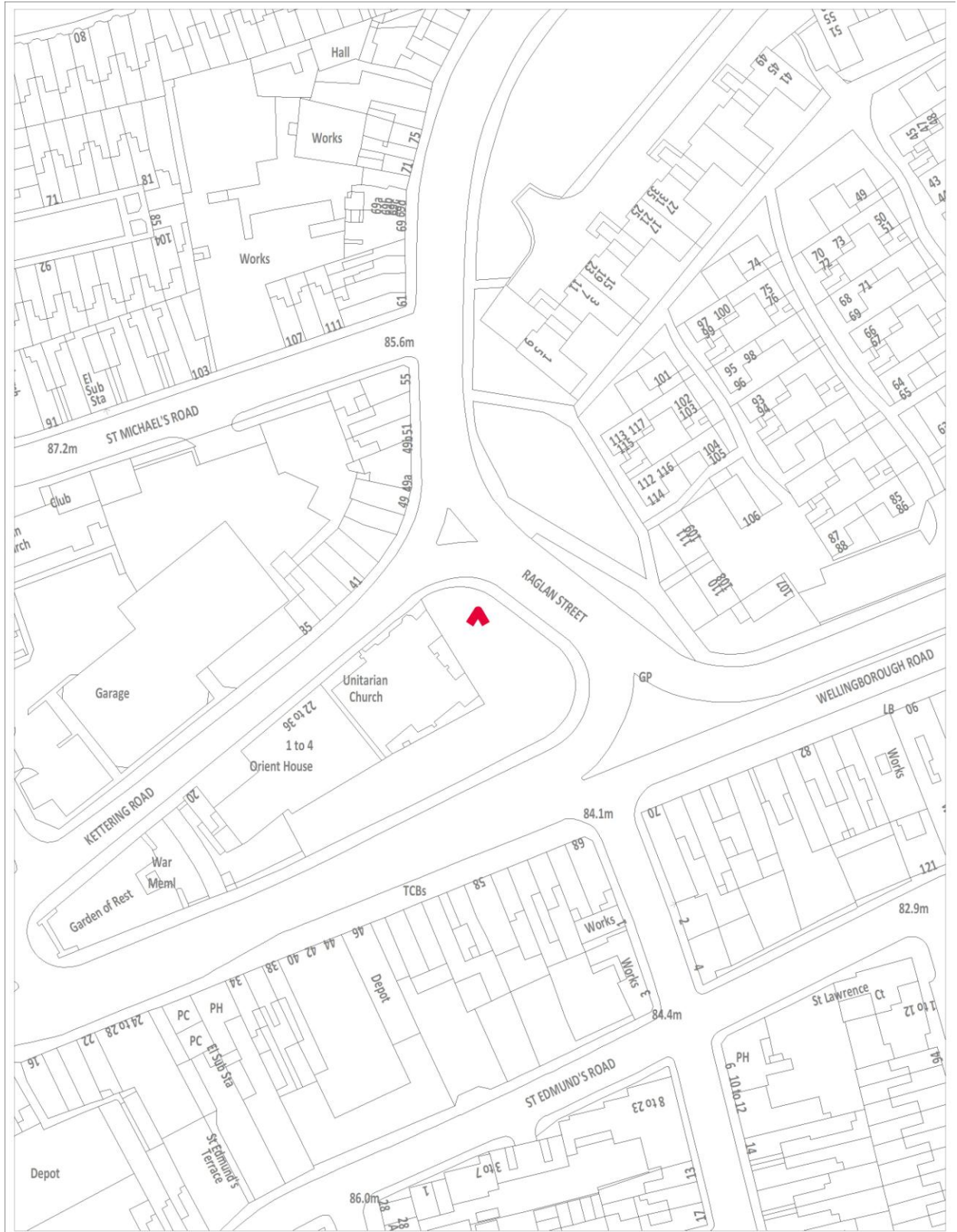
- 10.1 N/2014/1337.

## **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: **3rd December 2014**  
 Scale: **1:1000**  
 Dept: **Planning**  
 Project: **Planning Committee**

Title  
**Land off Kettering Road / Wellingborough Road**

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