



PLANNING COMMITTEE: 16th December 2014
DIRECTORATE: Regeneration, Enterprise and Planning
DIRECTOR: Steven Boyes

N/2014/1338: Non-illuminated free standing landscape sign
(proposed 'Boot and Shoe Conservation
Area' signage) at St Michael's Road

WARD: Castle

APPLICANT: NBC Council
AGENT: N/a

REFERRED BY: Director of Regeneration, Enterprise and
Planning

REASON: NBC application

DEPARTURE: No

APPLICATION FOR DETERMINATION:

1. RECOMMENDATION

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

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

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 and would measure 1.4m in height and 2m in width with a total height from ground level of 1.9m.

3. SITE DESCRIPTION

- 3.1 The application site comprises of a large paved area of highway land situated to the front of Northampton College at the junction of St Michael's Road and Lower Mounts situated adjacent to the Boot and Shoe Conservation Area.

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 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.

6. CONSULTATIONS/ REPRESENTATIONS

- 6.1 **NBC Conservation** – no objections.
- 6.2 **NCC Highways** – comments are awaited and will be reported to Committee as an addendum to this agenda.

7. APPRAISAL

- 7.1 The only issues for consideration for advertisement proposals are the impact on amenity and public safety.
- 7.2 The sign by virtue of its size and location would be prominently visible being located in a prominent position adjacent to a main route through the town and on the edge of the conservation area. However, in the context of the surrounding area which includes highway signage and street furniture it is not considered that the signage would lead to any significant adverse impact on the amenity of the area.
- 7.3 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 proposed signage is considered acceptable and therefore the application is recommended for approval.

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/2014/1338.

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.

