



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

N/2014/1349: Erection of 3no. non-illuminated free standing aluminium signs at St Edmunds Hospital, Wellingborough Road

WARD: Castle

APPLICANT: Northampton Borough Council
AGENT: N/A

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

DEPARTURE: No

APPLICATION FOR DETERMINATION BY:

1. RECOMMENDATION

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

The proposed signage is intended to promote the development of the site with the aim of the long-term preservation of the listed building. In view of the temporary nature of the signage it is not considered that the proposal would lead to any long-term adverse impact on amenity and there would be no impact on public safety. The proposal is therefore considered to be in accordance with the aims and objectives of the National Planning Policy Framework.

2. THE PROPOSAL

- 2.1 The application is for advertisement consent and proposes the erection of 3 non-illuminated freestanding signs to the front of the former St. Edmunds Hospital as information boards providing details of the proposed future development of the site, subject to planning permission.
- 2.2 The signs would be 1.5m in height and 3m wide with a total height from ground level of 3m including the posts.

3. SITE DESCRIPTION

- 3.1 The application site is located on the edge of the town centre on Wellingborough Road on the principal approach to the town centre. The site comprises of the former St Edmund's Hospital part of which comprises of a former workhouse which is Grade II listed located within the front block and range of curtilage listed buildings which extend back northwards into the site.

4. PLANNING HISTORY

- 4.1 St Edmund's Hospital was closed by the National Health Service in 1998. The site has remained largely undeveloped since this time with the exception of the development of part of the south west corner as a Tesco Express and a restaurant and takeaway in the eastern corner.
- 4.2 Permission for the development of the site for mixed use comprising of a retirement village and ancillary facilities, A1/A2/A3 units with 6 apartments at first floor, conversion of the St Edmund's Suite to B1 (office) and conversion and extension to comprise a specialist care facility and visitor accommodation was granted in July 2010 by West Northants Development Corporation but not implemented.

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)

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 Northampton Local Plan 1997 (Saved Policies)

No relevant policy.

6. CONSULTATIONS/ REPRESENTATIONS

6.1 NBC Conservation and NCC Highways have been consulted. Comments are awaited and will be reported to Committee as an addendum to this report.

7. APPRAISAL

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

7.2 The signs would be located to the front of the site in a prominent location visible from Wellingborough Road.

7.3 By virtue of their location and size the signs would inevitably have an impact on the setting of the listed building on site. However, the signs are freestanding and would be of a temporary nature. The standard condition for advertisement consent is 5 years however a 3 year period is recommended which could be reviewed as necessary after this period.

7.4 In view of the existing dilapidated state of the building and site overall and that the signage is intended to promote the development of the site thereby bringing the site back into use with a view to retaining and restoring the listed building and curtilage buildings, it is considered that the temporary adverse impact of this signage would be with the aim of the long term benefit and preservation of the listed building. On balance the proposed signage is considered to be acceptable.

7.5 It is not considered that the signage would lead to any adverse impact on public safety.

8. CONCLUSION

8.1 On balance, the temporary nature and overriding intentions of the signage to promote the development of the site and the retention of the listed building is considered to outweigh any temporary adverse impacts on the setting of the listed building and therefore the proposal is recommended for approval.

9. CONDITIONS

- (1) This consent shall be for a period of 3 years only expiring on 31st December 2017.

Reason: In the interests of amenity and the setting of the listed building in accordance with the aims and objectives of the National Planning Policy Framework.

- (2) 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.
- (3) 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.
- (4) 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.
- (5) 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.
- (6) 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

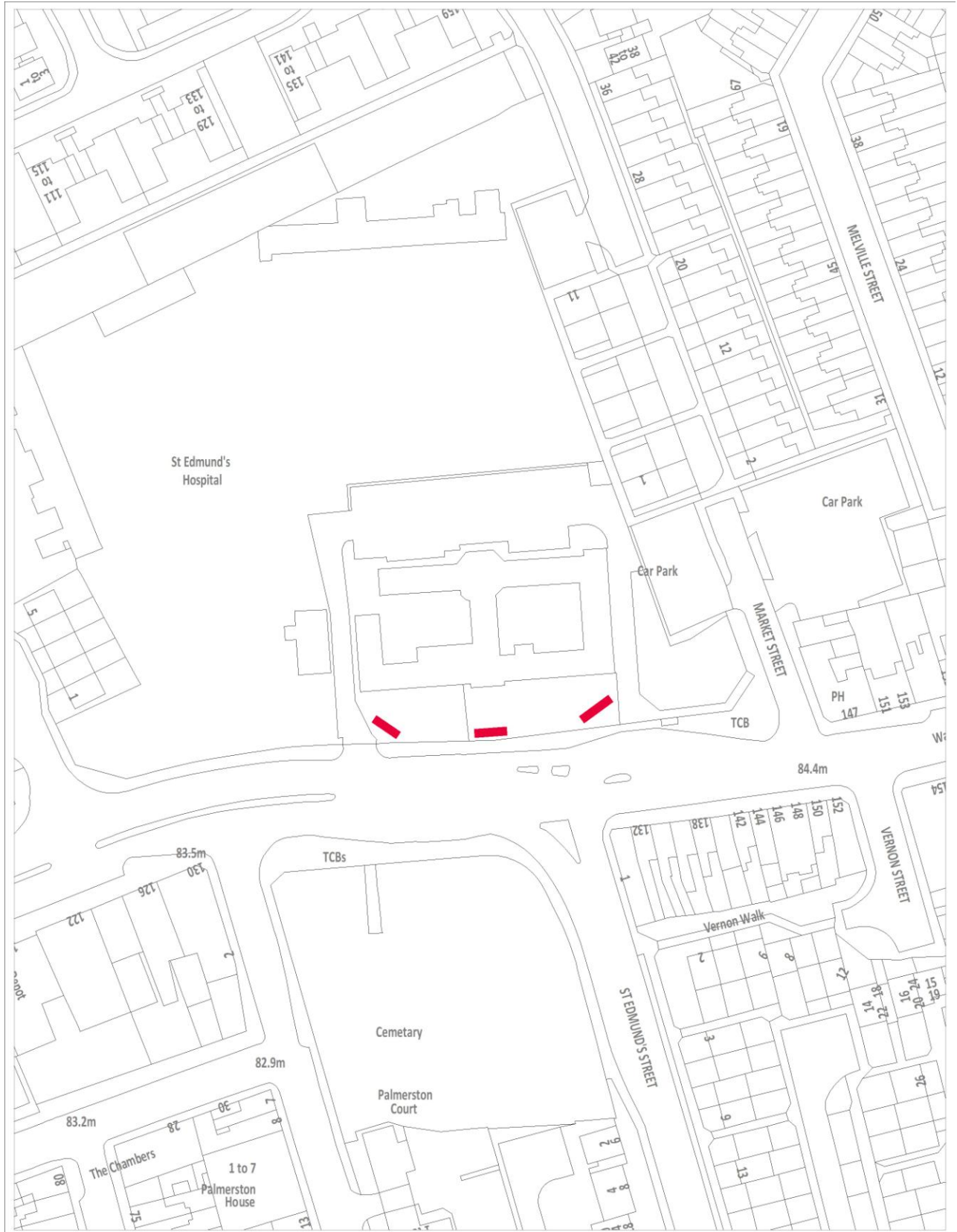
- 10.1 N/2014/1349.

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
St Edmund's Hospital, Wellingborough Road

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