



**PLANNING COMMITTEE:** 28<sup>th</sup> January 2015  
**DIRECTORATE:** Regeneration, Enterprise and Planning  
**DIRECTOR:** Steven Boyes

**N/2014/1388:** Erection of a 6m flag pole and flag at Delapre Park

**WARD:** Delapre and Briar Hill

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

**REFERRED BY:** Director of Regeneration, Enterprise and Planning  
**REASON:** Council application and Council owned land

**DEPARTURE:** NO

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**APPLICATION FOR DETERMINATION:**

**1. RECOMMENDATION**

1.1 **APPROVAL** subject to the conditions as set out in Paragraph 9 below.

**2. THE PROPOSAL**

2.1 The proposal is for the erection of a flag with a 6m flagpole, at the entrance to Delapre Park. The flag would indicate that the park has been awarded a Green Flag Award.

**3. SITE DESCRIPTION**

3.1 The flagpole would be sited at the entrance to Delapre Park. This is close to an existing double sided sign. There are residential properties across the road off Delapre Crescent.

**4. PLANNING HISTORY**

4.1 The double sided advertisement board close to the proposed flagpole was approved by Planning Committee on 10<sup>th</sup> June 2014 under reference N/2014/0470.

## **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 adopted West Northamptonshire Joint Core Strategy (2014), Northampton Local Plan (1997) saved policies, Northampton Central Area Action Plan (2013), and emerging Neighbourhood Development Plans where relevant.

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

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 West Northamptonshire Joint Core Strategy – Adopted December 2015**

Policy BN5 - Development in areas of landscape sensitivity and / or known historic or heritage significance will be required to sustain and enhance the heritage and landscape features which contribute to the character of the area.

### **5.4 Northampton Local Plan 1997 (Saved Policies)**

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 **Conservation** – No objections from a Conservation perspective.

6.2 **Local Highway Authority** – No observation to make.

## **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.

- 7.2 In respect of visual amenity, the principal considerations are that the signage would be within the grounds of Delpare Abbey, a Grade II listed building, and also within the Delapre Conservation Area.
- 7.3 The proposal is for a single flagpole, to indicate an award won by the Abbey. The flagpole would be sited near to the entrance of the Abbey grounds, but set away from the existing advertisements and it is considered that this siting would prevent visual clutter. It is further considered that a single flagpole in this position would not be out of keeping with the area or adversely affect the setting of the listed buildings, which are some considerable distance from the position at the entrance to the site, or the conservation area, due to the limited scale of the proposal.
- 7.4 Due to the location of the advertisement at the access to the site, consultation has been carried out with the Local Highway Authority, who have confirmed they have no objections.
- 7.5 Due to the location and design of the flagpole away from any footpath, it is additionally considered that no undue impact on pedestrian safety would result.

## **8. CONCLUSION**

- 8.1 The proposed flagpole advertisement would have no adverse impact on visual amenity in respect of the setting of the listed building or conservation area and would have no adverse impact on highway or pedestrian safety.

## **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**

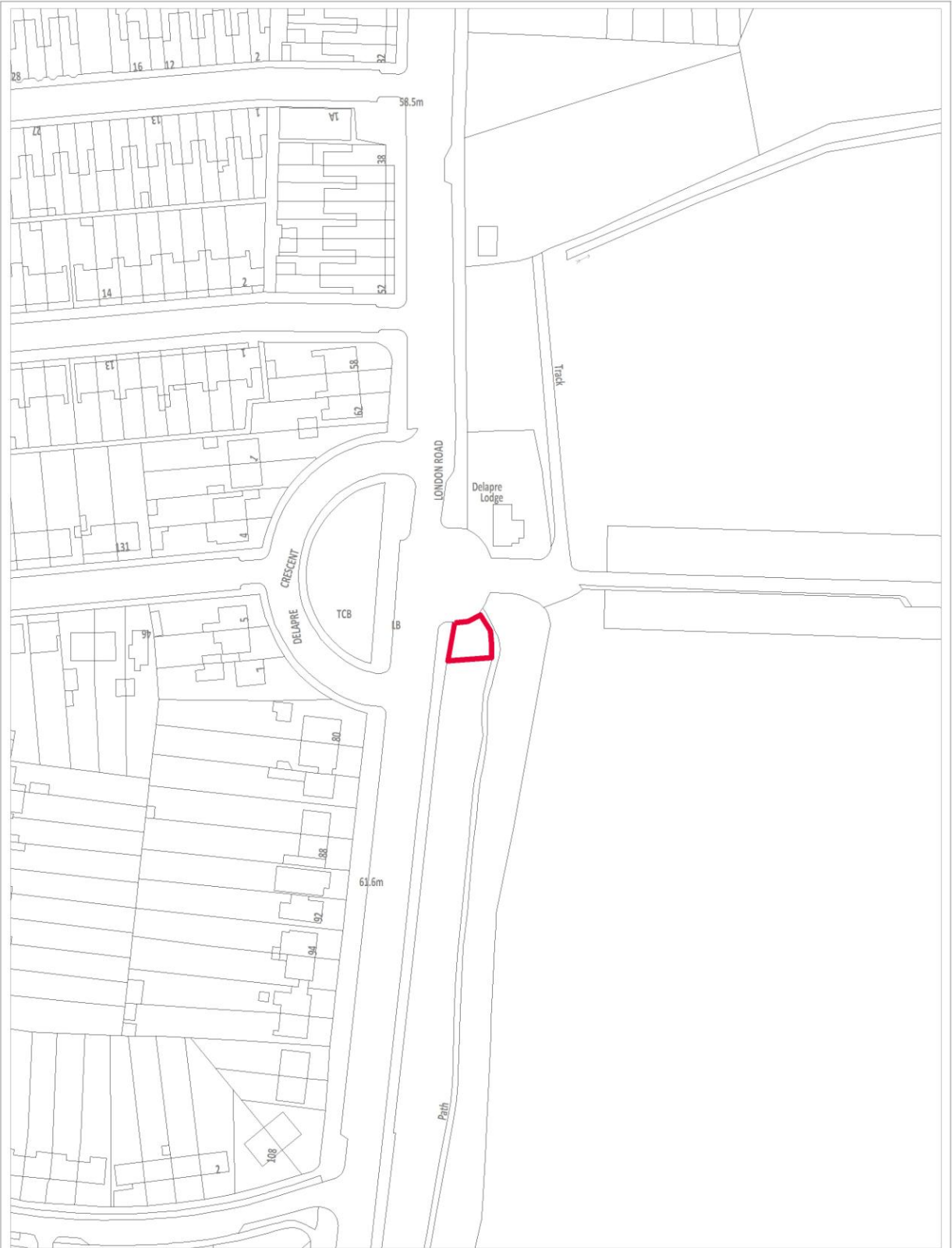
- 10.1 Application file N/2014/1388.

**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: 8th January 2015  
 Scale: 1:1250  
 Dept: Planning  
 Project: Planning Committee

Title  
**Delapre Park, London Road**

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