



PLANNING COMMITTEE: 28th January 2015
DIRECTORATE: Regeneration, Enterprise and Planning
DIRECTOR: Steven Boyes

N/2014/1389: Erection of a 6m flag pole and flag at Park Avenue South

WARD: Park

APPLICANT: Northampton Borough Council
AGENT: None

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

DEPARTURE: NO

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 within Abington Park and located at the side of the road. 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 roadside within Abington Park, which is within the Abington Park Conservation Area, close to the children's play area and opposite the listed Church of St Peter and St Paul.

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 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** – This site is within the Abington Park Conservation Area, and the flag pole is to be positioned along Park Avenue South, in an area surrounded by open space. It is not considered that the flag pole will adversely affect the character or appearance of the Conservation Area, and there are no objections from a Conservation perspective.

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 the park, which is a Conservation Area and opposite a Grade A listed building.
- 7.3 The proposal is for a single flagpole, to indicate an award won by the park. The flagpole would stand alone by the side of the road. It is considered that a flagpole in this position would not have any significant visual impact on the area or the setting of the listed building opposite.
- 7.4 Due to the location and design of the flagpole, it is additionally considered that no undue impact on highway or 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

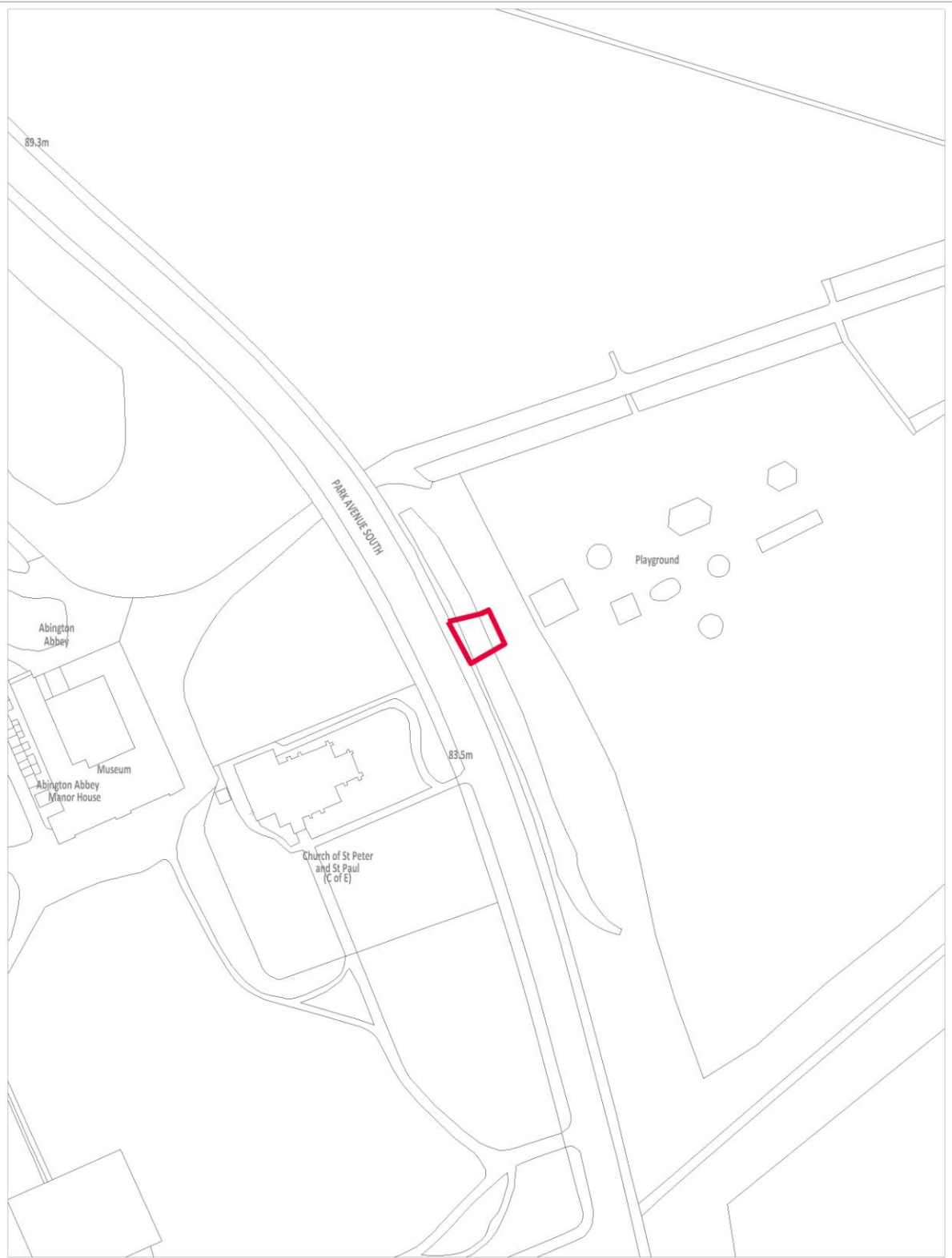
- 10.1 Application file N/2014/1389.

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

Abington Park, Park Avenue South

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