



**PLANNING COMMITTEE:** 17<sup>th</sup> February 2015  
**DIRECTORATE:** Regeneration, Enterprise and Planning  
**DIRECTOR:** Steven Boyes

**N/2014/1454:** Relocation of advertising column (retrospective) at Abington Street

**WARD:** Castle

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

**REFERRED BY:** Director of Regeneration, Enterprise and Planning

**REASON:** Borough Council application

**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 Permission is sought for the retrospective relocation of an advertising column in Abington Street, following the recent highway improvement scheme.

**3. SITE DESCRIPTION**

3.1 The column has been relocated adjacent to 75b Abington Street, close to the intersection with St. Giles Terrace. It was previously sited at the top of Abington Street.

**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).

## **5.2 National Policies**

National Planning Policy Framework (NPPF) – Paragraph 67 states that applications for advertisement consent should only be considered in terms of the impacts on 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 2014**

The JCS provides an up to date evidence base and has been prepared in full conformity with the NPPF. The JCS has been adopted by the West Northamptonshire Joint Strategic Planning Committee in December 2014. Following adoption, the JCS forms part of the Development Plan and carries significant weight when considering planning applications.

## **5.4 Northampton Central Area Action Plan 2013 (CAAP)**

Policy 1: Promoting Design Excellence – create uncluttered streets lined by active building frontage or public open space, in order to provide a vibrant and safe street scene for everyone in society, including vulnerable groups.

## **6. CONSULTATIONS/ REPRESENTATIONS**

6.1 **Highway Authority** – no observation to make.

## **7. APPRAISAL**

7.1 As set out in Paragraph 5.2 above, the Advertisement Regulations require that decisions be made only in the interests of amenity and, where applicable, public safety.

7.2 This advertisement column is 5.3m high and approximately 3m wide. There is a similar column across the street, with a seat attached.

7.3 The column has been relocated from another position on Abington Street. It is considered that this column does not detrimentally impact upon visual amenity of the street scene and would not create unnecessary street clutter and the impact is therefore neutral. It is not considered that there will be any impact on public safety.

## **8. CONCLUSION**

8.1 As this column will not cause detriment to visual amenity, and the Highway Authority has not raised concerns in respect of public safety, it is recommended that this application be approved.

## **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**

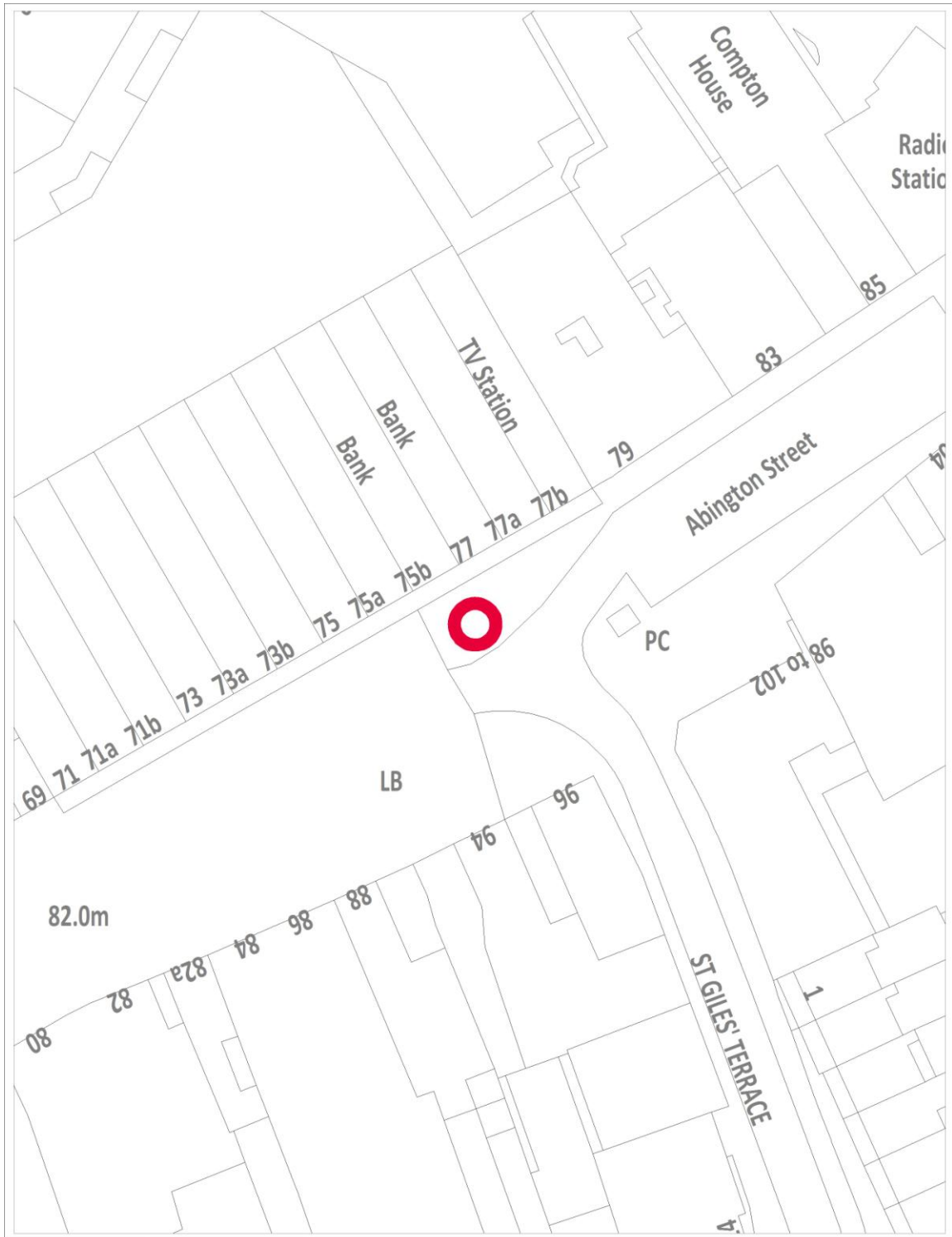
- 10.1 None.

## **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: 6th February 2015  
 Scale: 1:500  
 Dept: Planning  
 Project: Planning Committee

Title  
**Advertising Column, Abington Street**

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