



PLANNING COMMITTEE: 24th March 2015
DIRECTORATE: Regeneration, Enterprise and Planning
DIRECTOR: Steven Boyes

N/2015/0158: Erection of non-illuminated wall mounted board sign on corner of St John's Multi-Storey Car Park/Swan Street

WARD: Castle

APPLICANT: Premier Inn Hotels Ltd
AGENT: Mr Stephen Booker – Walsingham Planning

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

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 sign would not have any significant impact on amenity or adversely impact on public safety in accordance with Policy S10 of the West Northamptonshire Joint Core Strategy, 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 proposes the erection of a non-illuminated direction sign on the south west corner of St John's multi-storey car park facing toward Victoria Promenade. The car park is owned by the Council. The sign is required to provide directional assistance to visitors to the Premier Inn Hotel on Swan Street currently under construction, the hotel being partially obscured from view from the main road by the existing car park. The sign has been reduced in size to fit more appropriately next to the existing car park sign and would measure 1m x 0.7m.

3. SITE DESCRIPTION

- 3.1 The application site forms one of the main car parks within the Central Area on a prominent entrance to the town centre from Victoria Promenade and the Cultural Quarter. The hotel currently under construction is located to the north of the site.

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 the adopted West Northamptonshire Joint Core Strategy (2014) and the Northampton Central Area Action Plan (2013).

5.2 National Policies

The National Planning Policy Framework (NPPF) sets out the current aims and objectives for the planning system and how these should be applied. In delivering sustainable development, decisions should have regard to the mutually dependent social, economic and environmental roles of the planning system. The NPPF should be read as one complete document. However, the following sections are of particular relevance to this application:

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 West Northamptonshire Joint Core Strategy (2014)

The West Northamptonshire Joint Core Strategy (JCS) provides an up to date evidence base and considers the current Government requirements for plan making as it has been prepared in full conformity with the NPPF. Policies of particular relevance are:

Policy S10 – seeks to protect, conserve and enhance the natural and built environment and heritage assets and their settings.

5.4 Northampton Central Area Action Plan 2013

The Central Area Action Plan (CAAP) provides specific planning policy and guidance for the town centre and adjoining areas where significant regeneration and investment is proposed in the period up to 2026 and is in conformity with the objectives of the NPPF. Relevant policies include:

Policy 1 - 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 Asset Management** – no objections on the understanding and acceptance that NBC reserve the right to remove the sign to carry out repairs and maintenance to the multi-storey car park.

7. APPRAISAL

- 7.1 The only issues for consideration for advertisement proposals are the impact on amenity and public safety.
- 7.2 The sign is intended to draw attention to drivers to direct them to the nearby hotel and therefore by its very nature and by virtue of its location on a prominent elevation of the multi-storey car park would be visible from the surrounding footways and roads.
- 7.3 The sign would be non-illuminated, of a similar size to the adjacent car park sign and viewed in the context of the surrounding highway signage. It is not considered that it would lead to any significant impact on the amenity of the area or public safety.

8. CONCLUSION

- 8.1 The proposed sign is considered to be in accordance with policy requirements 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

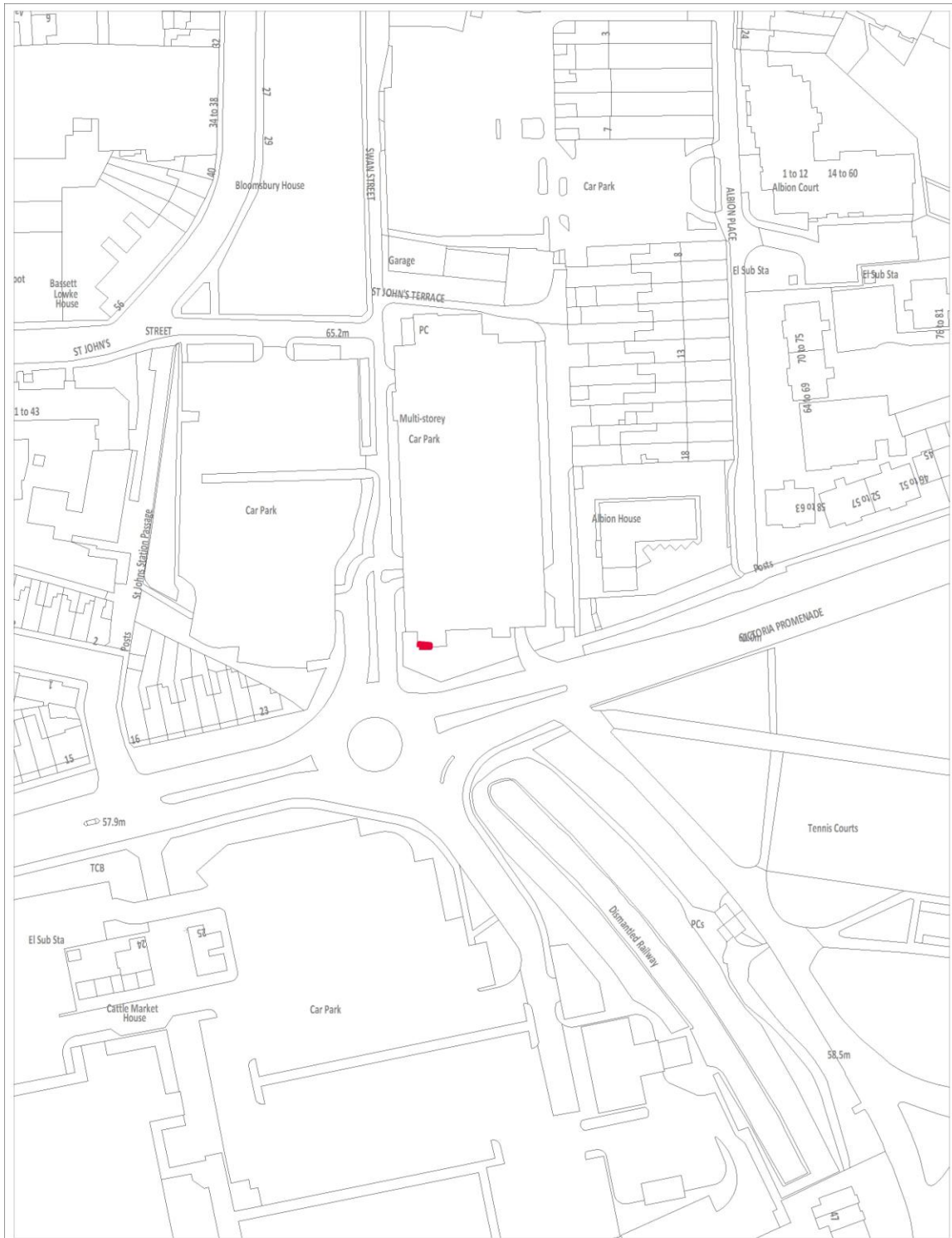
- 10.1 N/2015/0158

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: **Site Location Plan**
 Date: **12th March 2015**
 Scale: **1:1250**
 Dept: **Planning**
 Project: **Planning Committee**

Title
Corner of St John's Multi Storey Car Park, Swan St

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