



PLANNING COMMITTEE:	27th October 2015
DIRECTORATE:	Regeneration, Enterprise and Planning
DIRECTOR:	Steven Boyes
N/2015/1172:	Erection of two non-illuminated freestanding signs at former Greyfriars Bus Station site, Greyfriars, Ladys Lane
WARD:	Castle
APPLICANT:	Northampton Borough Council
AGENT:	N/A
REFERRED BY:	Director of Regeneration, Enterprise and Planning
REASON:	Council is applicant/land owner
DEPARTURE:	No

APPLICATION FOR DETERMINATION:**1. RECOMMENDATION**

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

The proposed signage would not have any significant impact on amenity or adversely impact on public safety in accordance with 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 seeks advertisement consent for the erection of two non-illuminated free standing signs. These would measure 7.2 metres x 2 metres and would be 3.5 metres off the ground. The content of the signs would advertise the development opportunity of the site.

3. SITE DESCRIPTION

- 3.1 The site is the cleared site of the former Greyfriars Bus Station, demolished earlier in 2015.

4. PLANNING HISTORY

- 4.1 None relevant to this application.

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 Northampton Central Area Action Plan (2013).

5.2 National Policies

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 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. Policy of particular relevance is:

S10 requires development to be of the highest quality design.

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 policy includes:

Policy 1 of the CAAP seeks to ensure that all new development within the Central Area assists in creating uncluttered streets.

6. CONSULTATIONS/ REPRESENTATIONS

6.1 N/A

7. APPRAISAL

7.1 The NPPF advises that the two issues to be considered when determining applications for advertisement consent are amenity and safety.

7.2 It is considered that the signs proposed, while large at 7.2 metres x 2 metres and 3.5metres off the ground, will be of a scale appropriate to this large cleared site and will not appear unduly incongruous in the context of the wider area. The impact on amenity is therefore considered to be acceptable.

7.3 In terms of safety the signs are non-illuminated and set into the site and as such are considered to be acceptable.

8. CONCLUSION

- 8.1 The proposed signage is considered acceptable 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. a danger 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

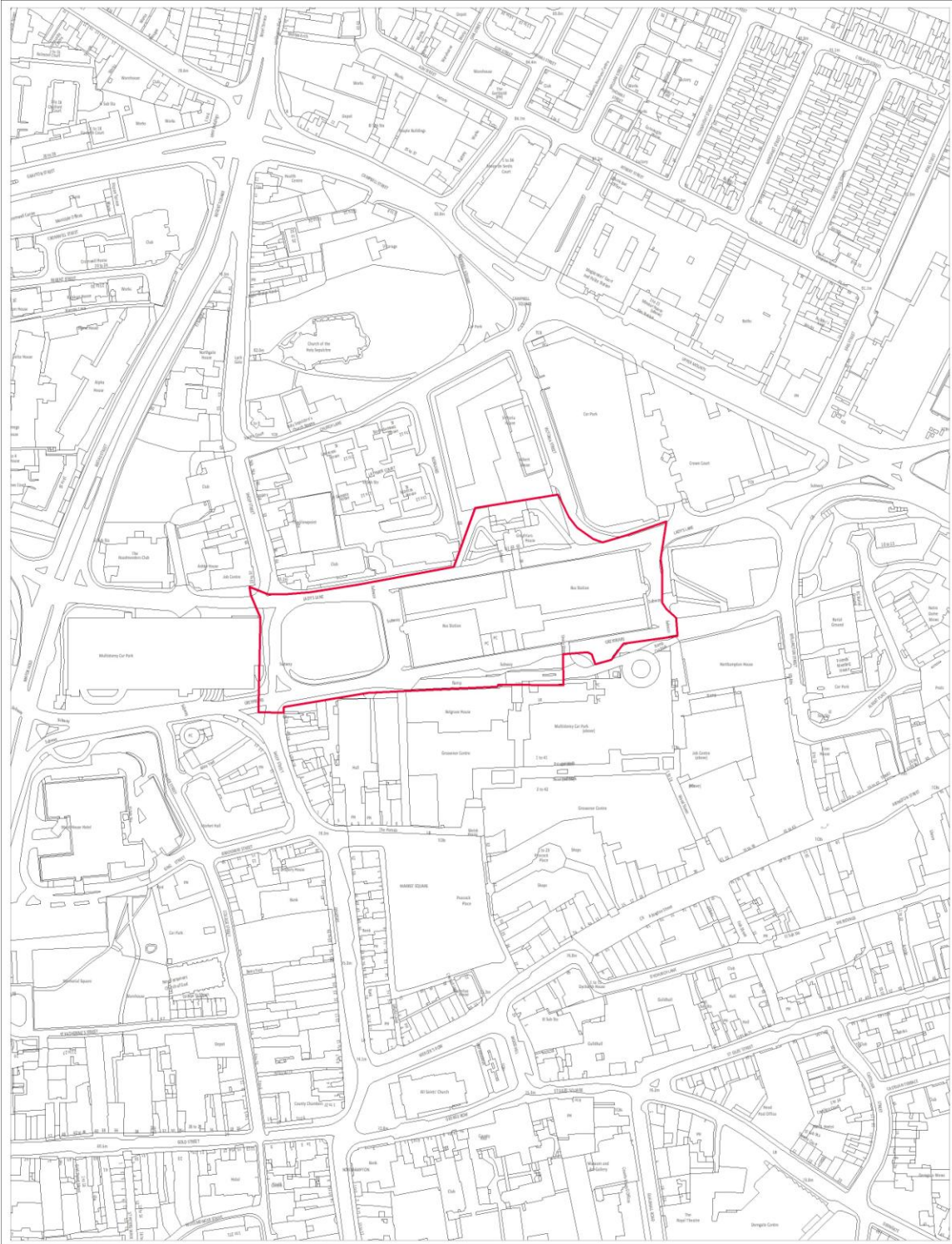
- 10.1 N/2015/1172.

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: 19th October 2015
Scale: 1:3000
Dept: Planning
Project: Planning Committee

Title
Former Greyfriars Bus Station Site, Ladys Lane

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