



NORTHAMPTON
BOROUGH COUNCIL
Planning Committee

PLANNING COMMITTEE:	19 th January 2016
DIRECTORATE:	Regeneration, Enterprise and Planning
DIRECTOR:	Steven Boyes
APPLICATION REF:	N/2016/0014
LOCATION:	St Giles Street
DESCRIPTION:	Cross street banner between 75 St Giles Street and Manna House
WARD:	Castle Ward
APPLICANT:	Northampton Borough Council
AGENT:	N/A
REFERRED BY:	Director of Regeneration, Enterprise and Planning
REASON:	NBC is the applicant
DEPARTURE:	No

APPLICATION FOR DETERMINATION:

1. RECOMMENDATION

- 1.1 **APPROVAL IN PRINCIPLE** subject to Standard Advertisement Conditions. As the consultation period has yet to expire, it is requested that delegated authority be given to the Director of Regeneration, Enterprise and Planning to assess and resolve any outstanding consultation responses.

2. THE PROPOSAL

- 2.1 The applicant (which is Northampton Borough Council) seeks Advertisement Consent for the display of an advertisement to promote St Giles Street's win in the recent 'Great British High Street' competition. The sign would be suspended across St Giles Street (at a height of at least 4.6m) and would be fixed to 75 St Giles Street (currently occupied as the Blenders shop) and The Manna House book shop.

3. SITE DESCRIPTION

- 3.1 The application site consists of an area of St Giles Street, which forms part of the town centre retail area. The street has a distinctive historic character and as such forms a key part of the St Giles Conservation Area. As discussed in paragraph 2.1, the signage would run from 75 St Giles Street to The Manna House. These buildings are of significant proportions retain a number of historic features.

3.2 Of particular note to this application is that the adjoining property at 73 St Giles Street is a Grade II Listed Building. This building dates from the late 19th century and comprises a three storey red brick building, with a tiled roof. The building also features a distinctive fenestration arrangement.

3.3 Due to the role of St Giles Street as commercial location, advertisements are a common occurrence. Whilst the bulk of these are generally located below the first floor windows, there are some examples of signage at higher levels. These include 75 St Giles Street; 40-42 St Giles Street (currently occupied by Abraxas); 47-49 St Giles Street (current occupied by the Mu Mu restaurant) and 24 Castilian Street (which is occupied by the Sazerac bar and has a frontage onto St Giles Street).

4. PLANNING HISTORY

4.1 None relevant.

5. PLANNING POLICY

5.1 Statutory Duty

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).

Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 require Local Planning Authorities when considering development to pay special attention to preserving a listed building or its setting and to the desirability of preserving or enhancing the character or appearance of a conservation area.

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.

5.3 Of significant note to this application is paragraph 67. This states that applications for advertisement consent should only be determined on the basis of the impacts on public safety and amenity only. In particular, it is recognised that poorly placed advertisements can have a negative impact upon the appearance of the built environment.

5.4 In addition to these points, paragraph 17 requires that planning decisions conserve heritage assets in a manner appropriate to its significance. Paragraphs 133 and 134 outline the need to balance the level of any harm to a heritage asset with the public benefits of the proposal

5.5 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.

- 5.6 Policy S10 requires that planning decisions should ensure that heritage assets are maintained and conserved in accordance with their significance.

5.7 **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.

- 5.8 Policy 1 (Promoting Design Excellence) requires that developments positively contribute to the character of an area that create uncluttered streets and preserves and enhances the character of Conservation Areas and other heritage assets.

6. **CONSULTATIONS/ REPRESENTATIONS**

- 6.1 At the time of preparing this report, no representations had been received; however, any comments received in advance of the meeting will be reported to members via the addendum, which will be circulated prior to the Committee meeting commencing.

7. **APPRAISAL**

- 7.1 The two most pertinent material considerations are the impacts of public safety and amenity. In assessing the latter matter, this can include the impacts of the proposed signage on the surrounding heritage assets include the St Giles Conservation Area and the adjoining listed building.

- 7.2 In respect of public safety, it is acknowledged that the sign would cross the highway; however, this would be at a height of a minimum of 4.6m. As a consequence, there is sufficient room to allow all types of vehicles that could be reasonable expected to use a road such as St Giles Street on a regular basis without hindrance. In addition, the signage would be unilluminated, which means that it is unlikely that the proposal would distract passing motorists.

- 7.3 At the time of preparing this Committee report, the comments of the Highway Authority were awaited. In the event that these are not received at the time of the Committee meeting, it is requested that delegated authority be given to the Director of Regeneration, Enterprise and Planning to determine the application and address any comments that may be received from the Highway Authority. Separate to this, it is worth noting that the applicant would need to secure the agreement of the Highway Authority to install the sign under separate legislation, which ensures that adequate opportunity is given to the relevant authority to express their viewpoint.

- 7.4 In terms of amenity, the commercial character of the surrounding area means that the presence of advertisements would be expected. As a result, the impact upon the character and appearance of the locality, including the St Giles Conservation Area and the adjoining listed building would be neutral. In addition, it is noted that high level signage is present within the vicinity on a number of properties, which ensures that the signage would not be an incongruous feature. Furthermore, the relative infrequency of such signage is such that they would not represent a cluttering effect within the streetscene.

7.5 The proposed signage is of a proportionate scale to the type and scale to the host and surrounding buildings, which ensures that the signage would not appear overbearing.

7.6 Due to the lack of illumination, it is considered that the signage would not have any significant adverse impact upon the amenities of neighbouring properties.

8. CONCLUSION

8.1 It is considered that the signage would have a neutral impact upon the general amenity of the locality and public safety, whilst drawing attention to the distinctiveness of St Giles Street. As a consequence, the proposal is considered to be in conformity with national and local planning policies.

9. CONDITIONS

9.1 (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

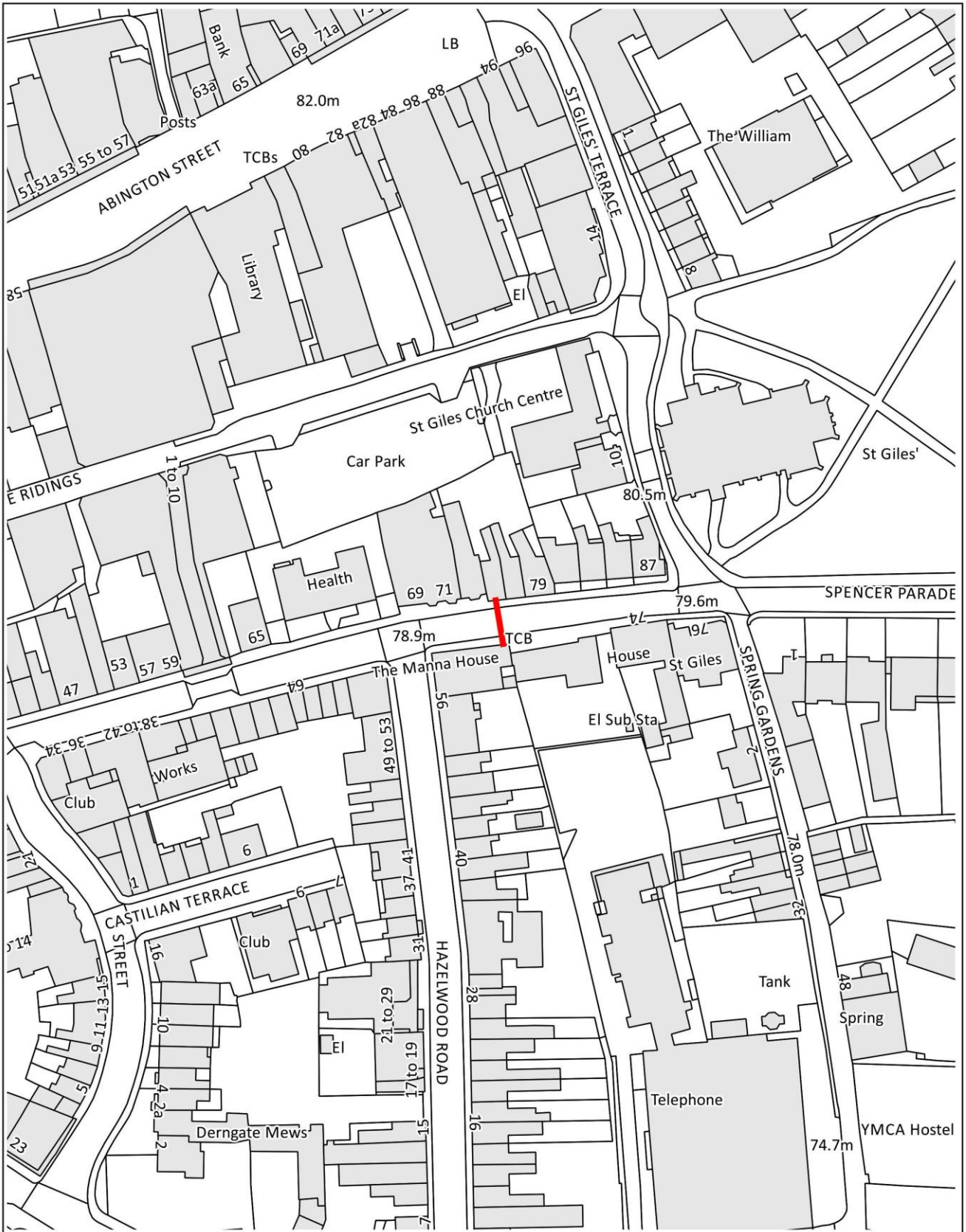
10.1 None.

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.



Title: 75 St Giles Street/The Manna House

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Scale: 1:1,250

Drawn by: M Burgess