

PLANNING COMMITTEE: 5th July 2016
DIRECTORATE: Regeneration, Enterprise and Planning
DIRECTOR: Steven Boyes

APPLICATION REF: N/2016/0507

LOCATION: Westbridge Depot , 9 - 13 St James Mill Road

DESCRIPTION: Northampton Waterside Enterprise Zone promotional sign

WARD: St James Ward

APPLICANT: Northampton Borough Council
AGENT: Craig Forsyth

REFERRED BY: Director of Regeneration, Enterprise and Planning
REASON: NBC is applicant

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 advertisement would have no detrimental effect on amenity or public safety in accordance with the National Planning Policy Framework.

2. THE PROPOSAL

2.1 The proposal is for the erection of an advertisement hoarding 9.6m wide by 2m high. This would promote the Northampton Waterside Enterprise Zone.

3. SITE DESCRIPTION

3.1 The site would be located at the edge of the yard area of the Council's depot at Westbridge, and adjacent to the railway line.

4. PLANNING HISTORY

4.1 There is no history of advertisements at the site.

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 Northampton Local Plan (1997) saved policies.

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, which 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 Northampton Local Plan 1997 (Saved Policies)

Due to the age of the plan, the amount of weight that can be attributed to the aims and objectives of this document are diminished, however, the following policies are material to this application:

Policy E20 – New Development: Design to adequately reflect the character of its surroundings in terms of layout, siting, form, scale and use of appropriate materials.

6. CONSULTATIONS/ REPRESENTATIONS

6.1 In line with established practice for advertisements of this type, no consultations have been carried out.

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 The proposed location of the sign at the edge of Westbridge Depot and facing towards the railway line is such that it will only be visible from the railway, as a change in ground levels means that it would not be seen from land on the other side of the railway.

7.3 Whilst the rear of the sign would be visible from within Westbridge Depot, due to its location this also would not be seen from any public viewpoint.

7.4 The view from the railway, in this area features the rear of the depot, whilst the wider view along the railway generally features the rear of many commercial premises, some with signage. In this context it is not considered that the sign would appear out of place or be unduly prominent.

7.5 In conclusion, therefore, it is not considered that the sign would be detrimental to visual amenity.

7.6 Due to the sign's location it is further considered that no detrimental impact on public safety would result.

8. 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.

9. BACKGROUND PAPERS

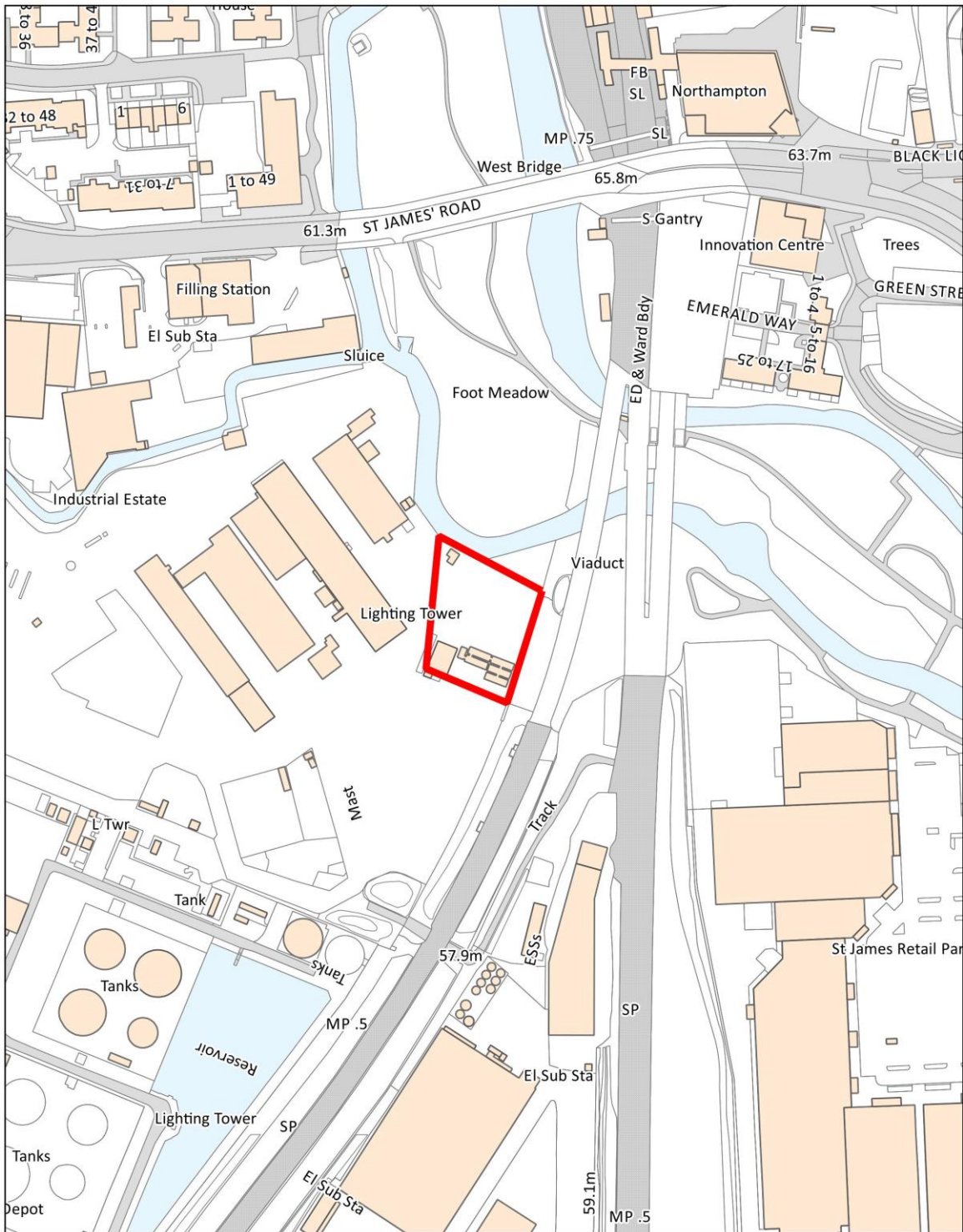
9.1 Application file N/2016/0507

10. LEGAL IMPLICATIONS

10.1 None

11. SUMMARY AND LINKS TO CORPORATE PLAN

11.1 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: **9-13 St James Mill Road**

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Date: 27-06-2016

Scale: 1:2,000

Drawn by: