

PLANNING COMMITTEE: 5th September 2017
DIRECTORATE: Regeneration, Enterprise and Planning
HEAD OF PLANNING: Peter Baguley

APPLICATION REF: N/2017/0796

LOCATION: 5 Clinton Road

DESCRIPTION: Advertisement Consent for 1no. non-illuminated fascia sign on gable end

WARD: Delapre & Briar Ward

APPLICANT: Pinnacle Challenge Limited
AGENT: Pinnacle Challenge Limited

REFERRED BY: Councillor V Culbard
REASON: Look out of place

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 sign would not lead to any unacceptable adverse impacts on visual amenity or public safety and is considered acceptable.

2. THE PROPOSAL

2.1 The application is for advertisement consent for a non-illuminated hoarding sign measuring 5m in length by 2m in depth proposed on the gable end of No. 5 Clinton Road.

3. SITE DESCRIPTION

3.1 The application site comprises an end gable of a residential property situated at the end of Clinton Road, a residential street in Far Cotton. The gable end section of the property is, rather unusually, owned by the Highway Authority, and is in a visually prominent position fronting onto the roundabout on Towcester Road with adjoining junctions from Clinton Road, Main Road and St. Leonard's Road. The surrounding area is mixed in character comprising a petrol station and associated illuminated signage on the opposing side of the roundabout, residential flats opposite and dwellings adjacent, a church, and corner shops with signage at ground and first floor level.

4. PLANNING HISTORY

4.1 None.

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 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 advises that advertisements should be subject to control only in the interests of amenity and public safety, taking into account 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. However, there is no relevant policy in relation to advertisement consent applications.

5.4 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, there no relevant policy that is material to the application.

6. CONSULTATIONS/ REPRESENTATIONS

6.1 **Councillor Vicky Culbard** calls the application in as the proposed sign is inappropriate for a residential road and will look out of place.

7. APPRAISAL

7.1 Under the provisions of the NPPF, the two material considerations relevant to the determination of applications for advertisement consent are the impacts on amenity and public safety.

7.2 The character of the surrounding area is a mix of residential and commercial properties with varying elements of non-illuminated and illuminated signage on properties surrounding the roundabout. Approaching the site from the north along Towcester Road, the existing signage at the petrol station and on the first floor of a retail premises at the end of St. Leonard's Road are viewed in the context of the end gable of No. 5 Clinton Road. On the opposing side of Clinton Road is signage related to a ground floor commercial premises.

7.3 Whilst it is acknowledged that the signage would be situated on a residential property and relates to a business premises away from the application site, the sign is not uncharacteristic of poster

signs historically found on gable ends. Furthermore, the applicant has reduced the sign in depth from 3m to 2m to minimise the impact.

7.4 In view of the varied surrounding context and varying uses and existing signage, it is not considered, on balance, that the proposed sign would lead to any significant detriment to surrounding visual amenity.

7.5 The sign would be non-illuminated and in an elevated position on the gable end. As such, it is not considered that it would lead to any adverse impact in relation to public safety or highway users.

7.6 The applicant is liaising with the Highway Authority as landowner as a separate matter in relation to the display of the signage.

8. CONCLUSION

8.1 The proposed sign would not lead to any unacceptable adverse impacts on visual amenity or public safety and is therefore 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

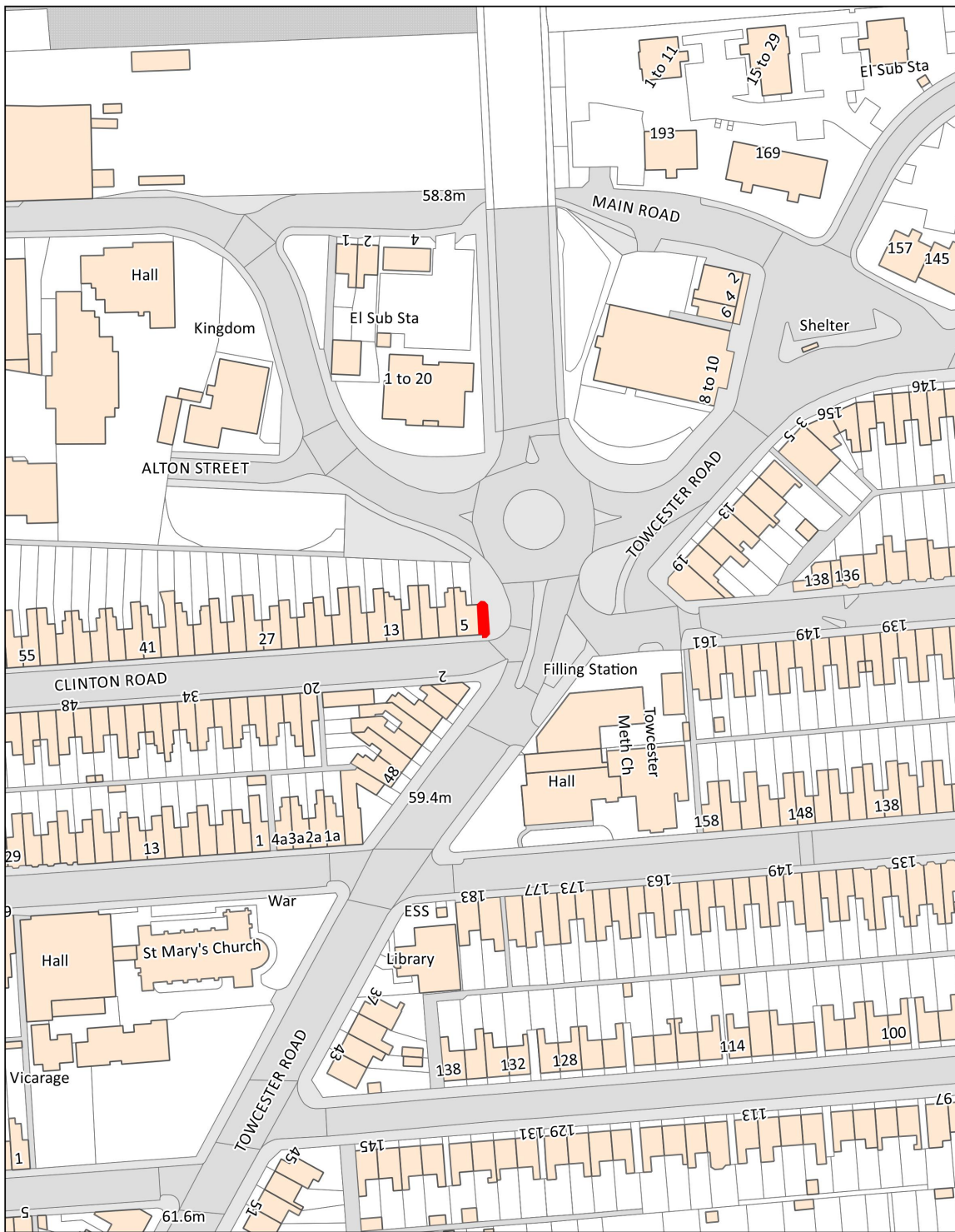
10.1 N/2017/0796.

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.



NORTHAMPTON
BOROUGH COUNCIL

Title: **5 Clinton Road**

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Date: 24-08-2017

Scale: 1:1.250

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