



PLANNING COMMITTEE: 16th April 2019
DEPARTMENT: Planning Service
HEAD OF PLANNING: Peter Baguley

APPLICATION REF: N/2019/0277

LOCATION: St Peters Waterside Development Site, St Peters Way

DESCRIPTION: Installation of advertising hoarding

WARD: Castle Ward

APPLICANT: Northampton Borough Council
AGENT: N/A

REFERRED BY: Head of Planning
REASON: Council is the 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 advertisements would not have an undue detrimental impact on amenity or public safety and accords with Policy 1 of the Central Area Action Plan, S10 of the West Northamptonshire Joint Core Strategy and the aims and objectives of the National Planning Policy Framework.

2 THE PROPOSAL

2.1 Advertisement consent is sought for the erection of signage on existing hoardings measuring approximately 93 metres long and 2.44 metres in height, on the frontage of the site known as "Four Waterside" off St Peters Way.

3 SITE DESCRIPTION

3.1 The existing hoardings are located to the norther boundary of a development site fronting St Peters Way. There is an existing grass bank opposite. St Peters Way is a major distributor road located to the south of the town centre.

3.2 The site is not in a conservation area and falls within the Waterside Enterprise Zone.

4 PLANNING HISTORY

4.1 No relevant planning history.

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), 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 section is of particular relevance to this application:

Paragraph 132 - relates to advertisements and urges local authorities to reject poorly placed advertisements.

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:

Policy S10: Sustainable Development Principles.

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 - Promoting Design Excellence.

6 CONSULTATIONS/ REPRESENTATIONS

6.1 No comments received.

7 APPRAISAL

7.1 Under the provisions of the National Planning Policy Framework, the only issues which should be taken into account in considering an application for advertisement consent are the impacts on public safety and amenity.

7.2 The proposal relates to new graphics to be placed on the existing hoardings and the proposed signage are located in the same location to the previous signage. It is considered that the proposed signage would add vitality to an otherwise relatively mundane street scene.

7.3 In terms of public safety, as the signs would not be illuminated, it is unlikely that they would be a significant distraction to highway users.

8 CONCLUSION

- 8.1 Due to their siting, scale and design, the proposed signage would have an acceptable impact on amenity and public safety compliant with development plan and national policy.

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

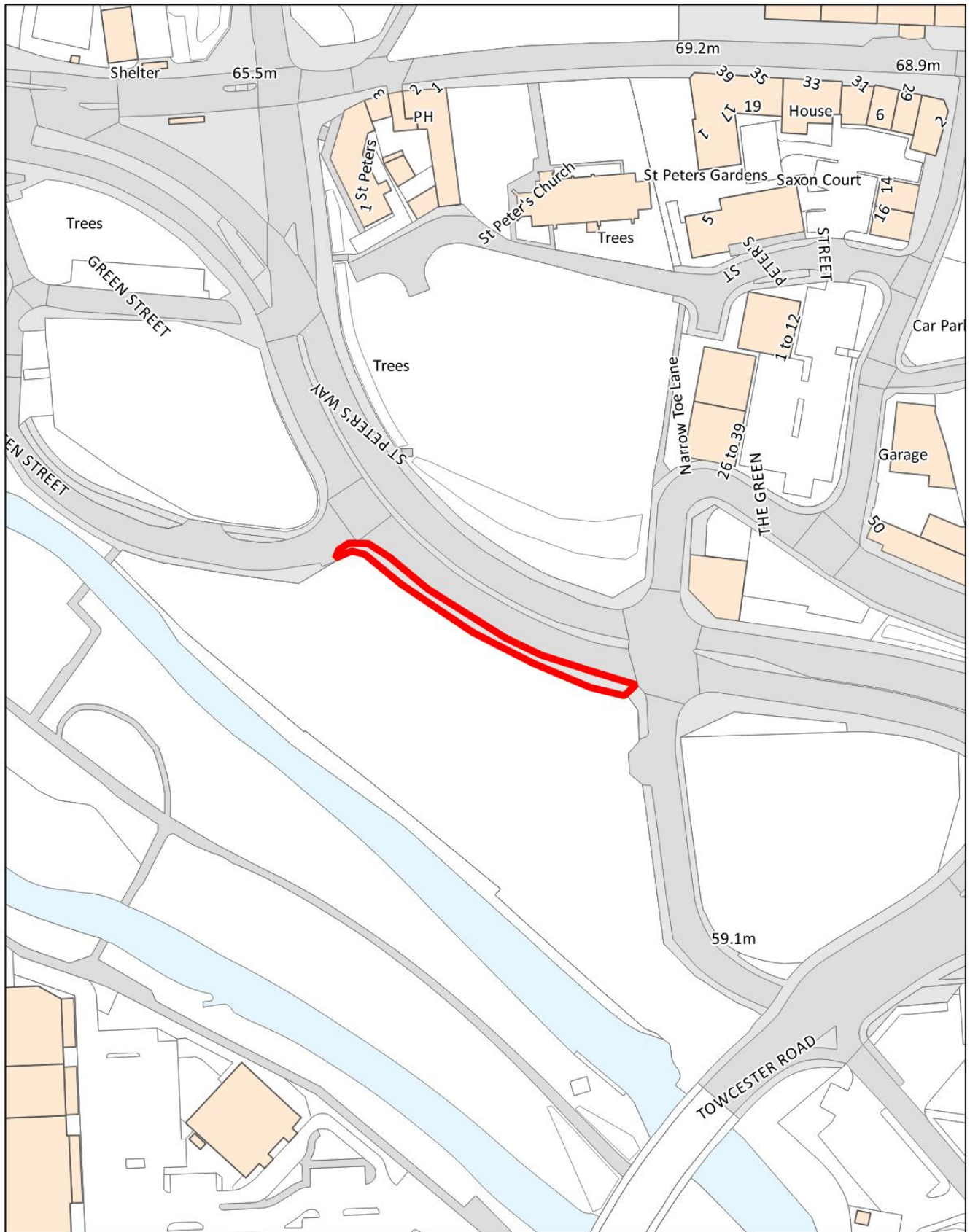
- 10.1 N/2019/0277.

11 LEGAL IMPLICATIONS

- 11.1 The development is not CIL liable.

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: **St Peter's Waterside Development**

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Date: 03-04-2019

Scale: 1:1,250

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