



PLANNING COMMITTEE: 14th March 2017
DIRECTORATE: Regeneration, Enterprise and Planning
HEAD OF PLANNING: Peter Baguley

APPLICATION REF: N/2017/0027

LOCATION: Delapre Abbey , London Road

DESCRIPTION: Advertisement Consent Application for two welcome / directional signs

WARD: Delapre & Briar Ward

APPLICANT: Mrs Vikki Pearson
AGENT: Mrs Vikki Pearson

REFERRED BY: Head of Planning
REASON: Council owned land

DEPARTURE: No

APPLICATION FOR DETERMINATION:

1. RECOMMENDATION

1.1 **APPROVAL** subject to the conditions as set out in Paragraph 8 below.

2. THE PROPOSAL

2.1 The proposal is for the erection of two non-illuminated signs at the entrance to Delapre Abbey from London Road. One of the signs, to the right hand side of the entrance, would be 3m high whilst the second sign, to the left hand side and positioned behind the wall, would be 3.2m high. Both signs would have a lower section in dark grey concrete, 750mm wide and an upper section in light grey powder coated steel, 800mm wide.

3. SITE DESCRIPTION

3.1 The two proposed signs would be at either side of the main entrance to Delapre Abbey from London Road.

3.2 The site falls within Delapre Park Conservation Area and Registered Battlefield. Within the grounds of Delapre Abbey there are eight listed buildings and structures, all of which are Grade II, other than the Abbey itself which is Grade II*.

4. PLANNING HISTORY

- 4.1 N/2014/0470 – Two sided sign at entrance to Abbey from London Road – Approved 11/06/14 (temporary consent).
- 4.2 N/2014/0538 – Hoarding sign within car park area – Approved 11/06/14 (temporary consent).
- 4.3 N/2014/1388 - Erection of a 6m flag pole and flag – Approved 28/01/15.
- 4.4 N/2016/1057 - Installation of 4no non-illuminated signs – Approved 07/06/16.

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.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires Local Planning Authorities when considering development to pay special attention 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 section is of particular relevance to this application:

Paragraph 67 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.

Paragraph 132 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation.

Paragraph 134 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

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. Policies of particular relevance are:

Policy S10 - Development to achieve the highest standards of sustainable design.

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, the following policies are material to this application:

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

E26 – Conservation Areas: Consent for advertisements in conservation areas will be granted so long as the development preserves or enhances the character and appearance of those areas.

6. **CONSULTATIONS/ REPRESENTATIONS**

Comments received are summarised as follows:

- 6.1 **NBC Conservation** – No objection. The proposed signs have been the subject of pre-application discussion and have been devised to avoid impacting on views of the gate lodge and boundary wall at the entrance to the park. The signs will have an acceptable and reversible impact on the appearance of the Conservation Area and the less than substantial harm is justified as a means of encouraging visitors to Delapre Abbey.
- 6.2 **Historic England** - There is a clear need for signage at the entrance to the park to direct car and foot traffic, as part of the ongoing programme for regeneration of the Abbey and opening it to the public. The proposed location of the two signs has been agreed by Historic England as being the least harmful to the setting of the heritage assets and the appearance of the conservation area. The signs will not obstruct views of the lodge or the park entrance, and will be located where there are already signs or telegraph poles. It was agreed that metal would be an appropriate material for signage in this roadside location due to the risks of arson and damage, and taking into account the number of metal signs and posts already in the vicinity. Historic England has no objection to the application on heritage grounds.

7. **APPRAISAL**

- 7.1 The two relevant material considerations for the determination of applications for advertisement consent are the impacts upon amenity and public safety, as stipulates in the NPPF.
- 7.2 In respect of visual amenity, the principal considerations are that the signage would be at the entrance to the grounds of Delapre Abbey, a Grade II* listed building, and also within the Delapre Park Conservation Area.
- 7.3 The signage has been designed to follow the design ethos of the previously approved signage at the Abbey which takes the theme of an “Urban Country House” and in discussions with the Borough Council Conservation Officer and Historic England, who have confirmed that the signage is in line with what they had previously agreed and therefore raise no objections. In light of this, it is considered that any impact on the setting of the listed building or the Conservation Area would be acceptable and would be offset by the fact that the benefit of helping to secure the future of the Abbey by attracting visitors.
- 7.4 The entrance to the Abbey is within a suburban location and the signage has been designed with this in mind. It is considered that the signage would not be out of keeping with this location and hence not detrimental to visual amenity. It is proposed that the existing two sided sign would be removed from the entrance, thereby reducing visual clutter.
- 7.5 It is not considered that the sign would have any adverse impact in respect of highway or pedestrian safety.

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

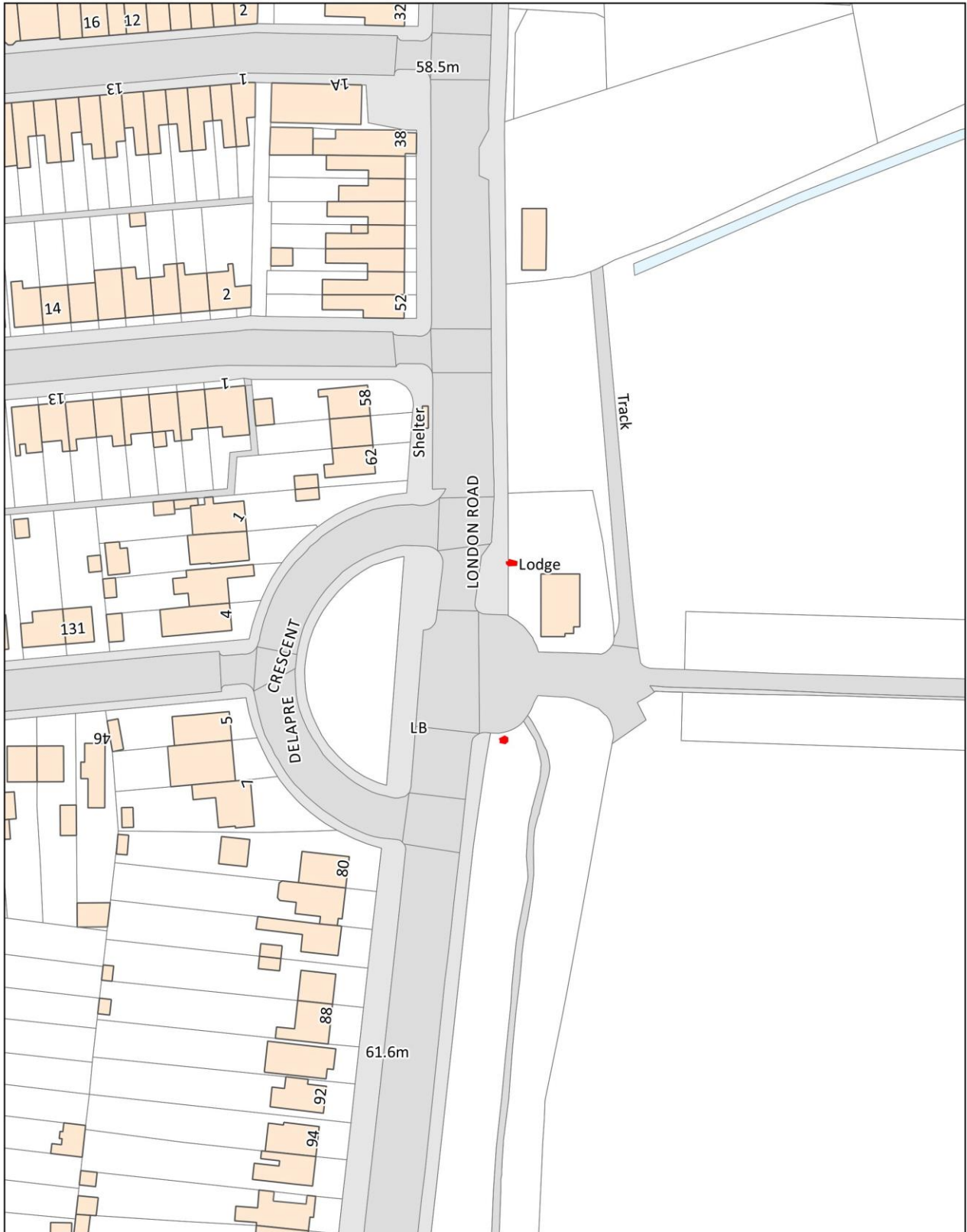
9.1 Application file N/2017/0027.

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: **Delapre Abbey, London Road**

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Date: 01-03-2017

Scale: 1:1,000

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