

PLANNING COMMITTEE: 23rd October 2018
DEPARTMENT: Planning Service
HEAD OF PLANNING: Peter Baguley

APPLICATION REF: N/2018/1346

LOCATION: 2 Little Cross Street

DESCRIPTION: Proposed fascia signs, poster signs and window graphics to existing shop unit

WARD: Castle Ward

APPLICANT: Nickys News
AGENT: Alpen Signs Ltd

REFERRED BY: Head of Planning
REASON: Council owned land

DEPARTURE: No

APPLICATION FOR DETERMINATION:

1 RECOMMENDATION

1.1 **APPROVAL** subject to the standard advertisement conditions as set out below.

2 THE PROPOSAL

2.1 The proposal is an application for advertisement consent, for various signage on a recently opened shop off Little Cross Street.

3 SITE DESCRIPTION

3.1 The application premises comprises a single storey shop unit, which replaces a previous shop which served the area and which has been designed to be in keeping with the character of the area, being finished in a white render.

4 PLANNING HISTORY

4.1 N/2016/0773 - Erect single storey building for convenience store – Approved 27/07/16.

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, Central Area Action Plan and the adopted Spring Boroughs Neighbourhood Plan.

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: Design of 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. Policies of particular relevance are:

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 policies include:

Policy 24: Spring Boroughs

5.5 Other Material Considerations

Spring Boroughs Neighbourhood Plan

The Spring Boroughs Neighbourhood Plan was made in April 2016, and now forms part of the development plan for Northampton. Relevant policies include:

Policy OP1: Sustainable Development Principles

6 CONSULTATIONS/ REPRESENTATIONS

6.1 In line with normal practice for advertisement applications, no consultation has been carried out.

7 APPRAISAL

7.1 Under the provisions of the NPPF, 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 in this case is for a shop fascia sign of standard design, which would be lit by overhead trough lighting. This is a fairly standard design for this type of shop and as such would not appear out of context with the area, thereby not resulting in any detriment to visual amenity.

7.3 Also proposed are large poster signs (described by the applicants as “false windows”) and smaller posters, which would be attached to the walls, and window graphics, to be applied to the limited

glazed area around the door to the shop. These are also not unusual features and it is again considered that the street scene would not be adversely affected by these items.

7.4 There is an existing small sign on the shop, however it has been confirmed that this is temporary in nature and will be removed when the currently proposed signage is installed. This will prevent clutter which would result from conflicting signage designs.

7.5 As the mounted signage would not affect the safety of pedestrians and that the signage would not be distracting to drivers, there would be no impact on highway safety.

8 CONCLUSION

8.1 It is considered that the proposed signage would not have any adverse impact on visual amenity or public safety

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

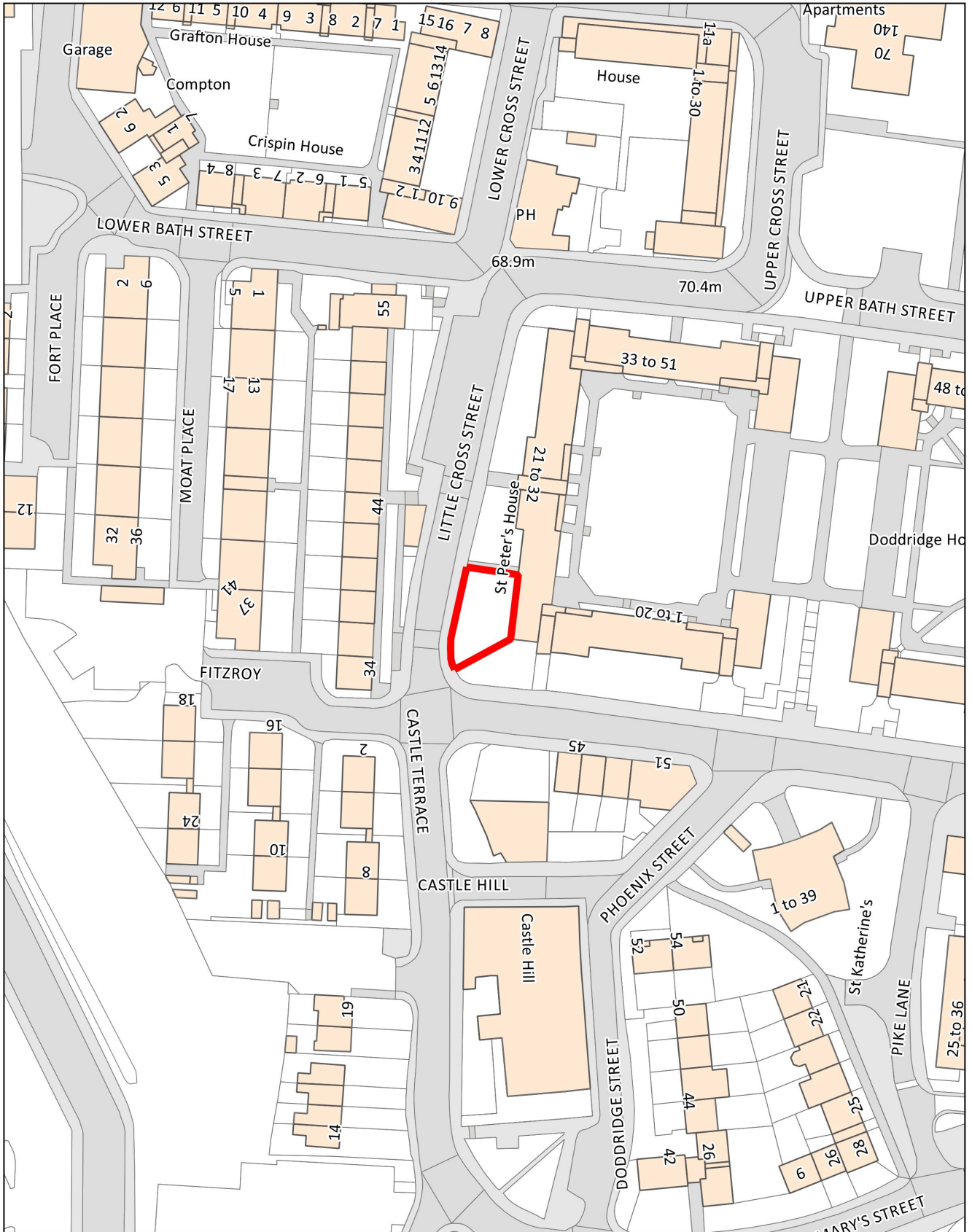
10.1 Application file N/2018/1346.

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: **2 Little Cross Street**

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Date: 15-10-2018

Scale: 1:1.000

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