



**PLANNING COMMITTEE:** 19<sup>th</sup> February 2019  
**DEPARTMENT:** Planning Service  
**HEAD OF PLANNING:** Peter Baguley

**APPLICATION REF:** N/2018/1748

**LOCATION:** Central Museum & Art Gallery, 4 Guildhall Road

**DESCRIPTION:** Signage to the front of Northampton Museum

**WARD:** Castle Ward

**APPLICANT:** Northampton Borough Council  
**AGENT:** GSS Architecture

**REFERRED BY:** Head of Planning  
**REASON:** Council owned land and is the Applicant

**DEPARTURE:** No

---

#### **APPLICATION FOR DETERMINATION:**

#### **1 RECOMMENDATION**

1.1 **APPROVAL** subject to the standard advertisement conditions as set out in paragraph 9 below.

#### **2 THE PROPOSAL**

2.1 The application seeks advertisement consent for the election of various signage on the original museum building that fronts onto Guildhall Road. The signage includes:

- 4 banner signs;
- A fascia logo sign above the entrance door which is made of powder coated metal;
- A further logo metal sign to be located on the blank wall north of the main entrance;
- 2 poster boxes and 2 opening times information signs.

2.2 The banner signs are to be illuminated by existing lights on the front of the building.

#### **3 SITE DESCRIPTION**

3.1 The application relates to main entrance to the museum, which is constructed in distinctive red bricks.

3.2 The building does not appear on the Statutory or non-Statutory Lists as a heritage asset, but it does lie within the Derngate Conservation Area.

## **4 PLANNING HISTORY**

- 4.1 N/2002/0973 - various illuminated signs. Approved 20 November 2002.
- 4.2 N/2008/0416 - Erection of a banner. Approved 10 April 2008.
- 4.3 N/2009/0416 - Erection of a banner. Approved 19 June 2009.
- 4.4 N/2012/1243 - Non-illuminated sign. Approved 28 January 2013.
- 4.5 N/2017/1362 - Remodelling and extension of museum. New courtyard extension to provide a new shoe gallery, cafe and multi-functional space and to link the buildings. New substation. Demolition to facilitate the extension. Change of use from Offices (Class B1) to museum (Class D1). Approved 22 November 2017.

## **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 Central Area Action Plan (2013).

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 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.

Policy E7: Tourism, Visitor and Cultural Industries. This supports proposals where they contribute to the achievement of regeneration aims and objectives, they strengthen the overall tourism offer, benefit local communities and businesses and is of a use, form and scale which does not harm the quality of the natural or built environment.

Policy BN5: The Historic Environment and Landscape – Heritage assets and their settings and landscapes will be conserved and enhanced in recognition of their individual and cumulative significance.

### **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 – All new development within the Central Area must demonstrate a high design standard and successfully address the design objectives. These include to preserve and enhance the character, appearance and setting of the Central Area's heritage assets and pay suitable regard to the adopted Conservation Area Appraisals and Management Plan.

## 5.5 Other Material Considerations

Derngate Conservation Area Appraisal and Management Plan (2006). At the time of publishing this document, the site was not included in the Conservation Area, but the plan proposed an extension to the Derngate Conservation Area which was subsequently confirmed.

## 6 CONSULTATIONS/ REPRESENTATIONS

6.1 In line with normal practice for advertisement applications, no consultation has been carried out, however comments were received from the **Town Centre Conservation Area Advisory Committee**. Their comments are summarised as follows:

Their submitted comments raised concerns that the signage was bland, lacking imagination and far too discreet for this important major attraction. Comments were also made about the content of the banner signs, as it was considered they do not inform visitors to the town that the location is a museum. There was no precedent for the red/black colour scheme depicted in the drawings, so there is no consistency with the wider identity of Northampton. The Advisory Committee were pleased to see that the previous blue surround to the door facing Guildhall Road is to be removed.

## 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 relates to four banner type signs to be placed on the building, two of which are projecting over the footway, the other two are to be fixed to the wall of the building, where they project forward of the main front wall.
- 7.3 The proposed signs are indicated to be located in similar locations to the previous signage, with the exception of the projecting banners, which replace banners located against the main wall.
- 7.4 In terms of amenity it is considered that the design does not adversely impact on the heritage assets of the area or on the street scene.
- 7.5 The Town Centre Conservation Area Advisory Committee have raised concerns about the signage, implying that it should be more prominent in terms of content, to attract visitors to the museum. The Local Planning Authority has limited powers in terms of negotiation on the content of an advertisement, but it is considered there is a balance to be made in terms of prominence of advertisements and the impact on the area. In this instance, it is considered that the level is appropriate for the setting in terms of scale and visual impact.
- 7.6 In terms of public safety, this generally relates to highway safety, but it can also include prevention of crime.
- 7.7 The museum is not located on a busy highway junction and the illumination is not intermittent, it is considered that there would be no impact on highway safety.

7.8 The signs are located at least 2.6m above ground level, so would not restrict visibility for pedestrians. As the applicant is the Council, consideration would have been given to the location of CCTV cameras prior to the submission of the application and it is understood that view of any CCTV cameras in this area will not be obstructed by the banners. It is therefore considered that there will be no demonstrable impact on public safety.

## **8 CONCLUSION**

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

## **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**

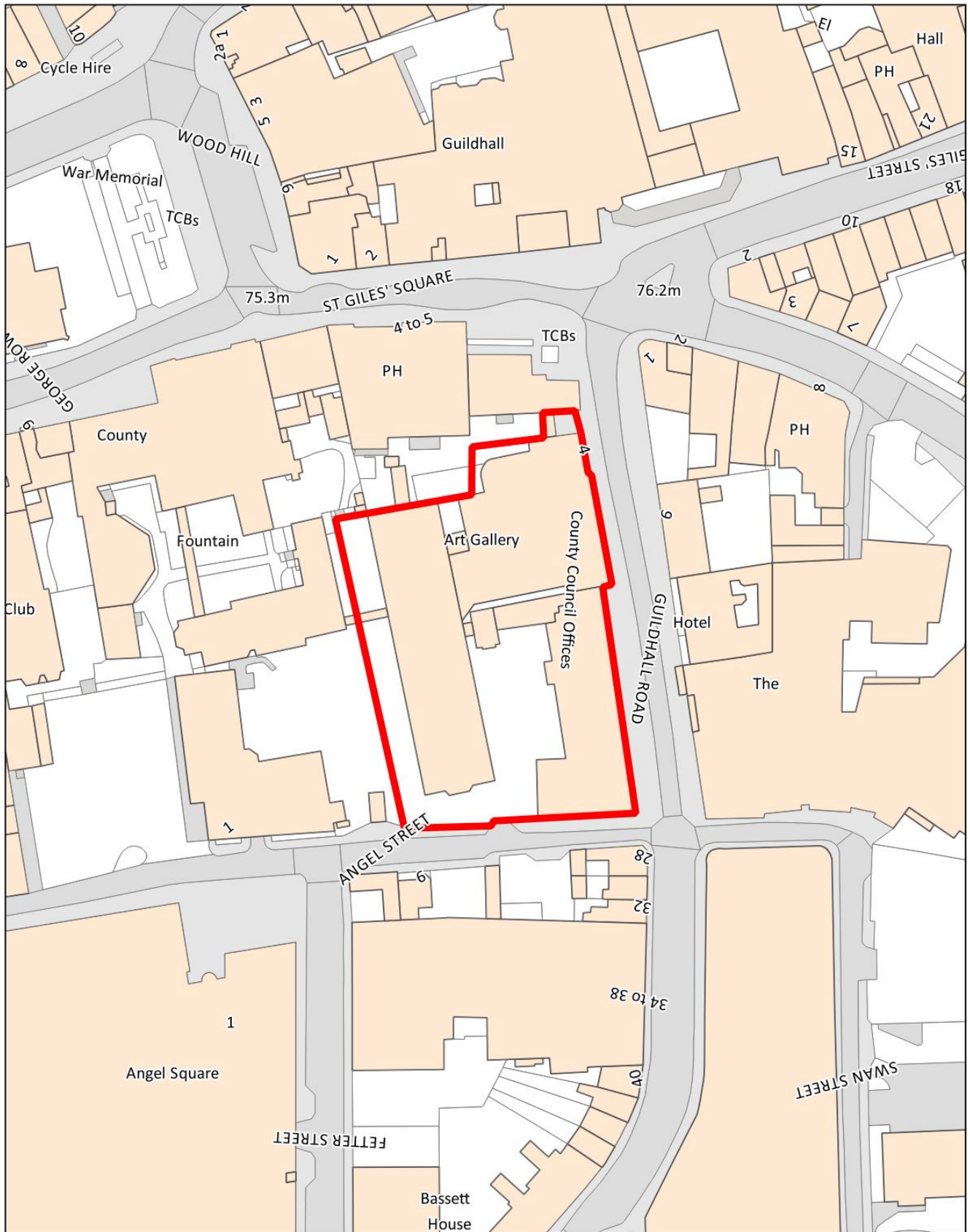
10.1 Application file N/2018/1748.

## **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.



Title: **Museum & Art Gallery, 4 guildhall Rd**

© Crown copyright and database rights 2018 Ordnance Survey licence no. 10019655

Date: 07-02-2019

Scale: 1:1,000

Drawn by: -----