

BOROUGH OF KETTERING

Committee	Full Planning Committee - 20/01/2015	Item No: 5.8
Report Originator	Marie Down Development Officer	Application No: KET/2014/0788
Wards Affected	Burton Latimer	
Location	Finedon Road, Burton Latimer	
Proposal	Advertisement Application: 1 no. free standing sign	
Applicant	Orbit Homes	

1. PURPOSE OF REPORT

- To describe the above proposals
- To identify and report on the issues arising from it
- To state a recommendation on the application

2. RECOMMENDATION

THE DEVELOPMENT CONTROL MANAGER RECOMMENDS that this application be APPROVED subject to the following Condition(s):-

1. This consent shall be for a limited period expiring on five years from the date of this notice or on completion of sale on the last property of the development permitted by KET/2012/0228, whichever is the sooner, on or before which date the display shall be permanently discontinued.

REASON: As required by the provision of the Town and Country Planning (Control of Advertisements) Regulations and in the interest of amenity.

2. Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

3. 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, or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

4. 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.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

5. 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.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

6. 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.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

7. No part of the proposed sign shall overhang or encroach on the public highway.

REASON: In the interests of highway safety in accordance with policy 13 of the North Northamptonshire Core Spatial Strategy.

Officers Report for KET/2014/0788

This application is reported for Committee decision because there are unresolved, material objections to the proposal.

3.0 Information

Relevant Planning History

KET/2012/0437 – 1 no. directional sign – Approved

Site Description

Officer's site inspection was carried out on 28/11/2014. The application site is a piece of land which adjoins the highway verge opposite the service entrance to IVG White Ltd on Finedon Road, Burton Latimer. The site is located to the south of the town, within the open countryside.

Proposed Development

1 no. free standing sign.

Any Constraints Affecting The Site

C Road.

4.0 Consultation and Customer Impact

Town Council

Objection. The sign should be appropriately located nearer to the proposed development, opposite Hillcrest Avenue.

Highway Authority

No objection provided the sign does not encroach upon or overhang the highway. Recommends the addition of a condition to this effect.

5.0 Planning Policy

Legislation

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework

Policy 7 – Requiring Good Design

Development Plan Policies

North Northamptonshire Core Spatial Strategy

Policy 13 – General Sustainable Development Principles

Local Plan

Policy 33 – Environment: Advertisements, Signs and Shop Fronts

6.0 Financial/Resource Implications

None.

7.0 Planning Considerations

Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that Local Planning Authorities shall exercise its powers under these Regulations in the interests of amenity and public safety taking account of the provisions of the development plan, so far as they are material, and any other relevant factors. This approach is supported by Policy 7 of the National Planning Policy Framework.

Therefore, the key issues for consideration in this application are:-

1. Amenity
2. Public Safety

1. Amenity

The proposal seeks consent for the erection of 1 no. free standing sign on a piece of land which adjoins the highway verge opposite the service entrance to an existing commercial site, IVG White Ltd. The proposed sign will be in a 'V' formation and will comprise two aluminium composite panels on powder coated aluminium posts. The sign will have a total height of 4.5 metres and a height of 1.8 metres to the base of the sign. The sign will advertise the residential development at Glade Gardens, off Diana Way in Burton Latimer which has consent for the erection of 112 no. dwellings.

The sign will be erected on private land within the open countryside. While the erection of advertisements in the open countryside is typically not desirable the sign will be erected for a temporary period only and a condition will be applied requiring its removal after a period of five years which is the standard period of consent for advertisements or upon completion of sale on the last property, whichever is the sooner.

Burton Latimer Town Council has objected to the proposal on the grounds that the advertisement should be appropriately located nearer to the proposed development and suggests a location opposite Hillcrest Avenue. It is acknowledged that the proposed sign is located at a distance from the development and alternative locations have been explored with the applicant. However, the land opposite Hillcrest Avenue has planning permission for the erection of 35 no. dwellings. As such it is unlikely that the applicant will gain consent from this landowner to display a sign advertising a different residential development. Discussions also took place with the applicant as to whether sign could be moved further north to the southern end of the roundabout connecting Finedon Road with The Rushes/Riverview development. However, the applicant has advised that the proposed location was selected as there is a natural break in the hedgerow and

moving the sign closer to the roundabout would require the existing hedgerow to be cut back. In view of this and given the temporary nature of the sign it is considered that the proposal has an acceptable impact on amenity. Conditions will be applied to the permission requiring the sign to be maintained in good order.

2. Public Safety

The sign is located clear of the highway on private land. The Highway Authority has been consulted on the proposal and has raised no objection provided no part of the sign overhangs or encroaches on the highway. A condition will be added to the permission to this effect.

Conclusion

The proposed advertisement is acceptable in terms of impact on amenity and public safety. Although the sign is located in the open countryside at a distance from the residential development which it advertises the proposed location is the most appropriate for the sign which will be erected for a temporary period only. As a result the proposal meets the requirements as set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and relevant national and local planning policy. It is therefore recommended for approval, subject to the addition of relevant conditions.

Background Papers

Title of Document:

Date:

Contact Officer:

Marie Down, Development Officer on 01536 534316

Previous Reports/Minutes

Ref:

Date: