

BOROUGH OF KETTERING

Committee	Full Planning Committee - 22/07/2015	Item No: 4.2
Report Originator	Nicola Thompson	Application No: KET/2015/0514
Wards Affected	Queen Eleanor and Buccleuch	
Location	East Kettering Development - Parcel PS4, New Primary School, Cranford Road (land off), Cranford	
Proposal	Advertisement Application: 1 no. non-illuminated logo fascia sign, 2 no. non-illuminated fascia signs of individual letters and 1 no. non-illuminated free standing sign	
Applicant	Mr A Wordie Alledge Brooke LLP,	

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 of five years from the date of this notice, on or before which date the display shall be permanently discontinued.

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

2. 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.

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.

Officers Report for KET/2015/0514

This application is reported for Committee decision because the proposal is a contentious application which, in the opinion of the Head of Development Services, is a matter for the decision of the Committee.

3.0 Information

Relevant Planning History

The site has a long planning history. However the most recent, relevant history is as follows:

KET/2013/0695 – Variation and Removal of Conditions application in relation to outline application KET/2013/0514 (Tranche 2) – APPROVED

KET/2014/0255 – Reserved matters: Primary School and associated works to Parcel PS4 – APPROVED 13.10.2014

Site Description

Officer's site inspection was carried out on 2nd July 2015

Kettering East is an area of 328.5 hectares to the east of Kettering and Barton Seagrave. Kettering East is positioned adjacent to existing development on the town's eastern edge, bounded by the A14 trunk road to the south and open countryside to the north and east. Aside from the Primary School under construction, the remainder of site currently comprises arable farmland, allotments and some woodland. The only existing buildings located within the site are those at Poplars Farm within the northern part of the site.

The first primary school that is under construction is development parcel PS4 as shown on the strategic masterplan. It is located south of the District Centre, adjacent to parcel DC3, and south of the Barton Road/Warkton Lane access (Access E). The application site is also positioned adjacent to residential parcels R21 and R22 and the secondary school site (SS1). The primary school site overall area is 2 hectares.

Proposed Development

This proposal seeks advertisement consent for the following non-illuminated signs:

- 1x logo fascia sign (1.615m height x 0.97m width x 0.003m depth) Silver stainless steel material
- 2x individual letter fascia signs (6.29m height x 1.5m width x 0.003m depth and 2.168m height x 0.45m width x 0.003m depth) Silver stainless steel material
- 1x free standing sign (1.2m height x 2.4m width x 0.003m depth) Composite aluminium on aluminium posts

Any Constraints Affecting The Site

None affecting this specific parcel of the East Kettering site.

4.0 Consultation and Customer Impact

NCC Highways

No objection.

The signs are all on private land.

Barton Seagrave Parish Council

No objections.

Neighbours

No representation received to date.

5.0 Planning Policy

National Planning Policy Framework

Paragraph 67: Impact of adverts

Development Plan Policies

North Northamptonshire Core Spatial Strategy

Policy 13 – General sustainable development principles

Local Plan

33 – Advertisements, signs and shop fronts

Other

Town and Country Planning (Control of Advertisements) Regulations 2007

6.0 Financial/Resource Implications

None

7.0 Planning Considerations

The control of advertisements is set out within the control regime covered by the Town and Country Planning (Control of Advertisements) Regulations 2007. This regime enables local planning authorities to control adverts in the interests of amenity and public safety.

The key issues for consideration in this application are:-

1. Impact of development proposals on amenity

Local Plan Policy 33 requires that signs are integral and subsidiary to the location they promote and sympathetic in style, siting, materials and illumination. CSS Policy

13 require that developments do not have unacceptable amenity impacts.

NPPF paragraph 67 states that poorly placed adverts can have a negative impact on the environment and that the cumulative impact of signage should be considered.

The proposed signage would be located within the primary school grounds. The fascia signage would be located to the north and east elevations on the school building facing the car park and pedestrian entrances. The free standing sign would be located at the permanent school vehicular entrance point. The proposed signage is considered to be acceptable in the context of the building and school grounds and would not appear overly prominent. It is considered that the proposed signage would be sympathetic to the future surrounding development and is therefore not deemed to be inappropriate or cause visual clutter to the area.

2. Impact of development proposals on public safety

Policy 13(n) of the North Northamptonshire Core Spatial Strategy and Policy 33 of the Local Plan require development not to have an adverse impact upon the highway network or to prejudice highway safety. All of the proposed signs are non-illuminated. NCC Highways have been consulted with the proposal and raise no objections. The proposals would not pose a risk to public safety, obstruct pedestrians or cause a distraction to vehicular traffic.

Conclusion

The proposed signage is in accordance with the relevant policies of the Development Plan and the control regime covered by the Town and Country Planning Act (Control of Advertisements) Regulations 2007. It is recommended that advert consent be granted subject to the standard advertisement conditions.

Background Papers

Title of Document:

Date:

Contact Officer:

Previous Reports/Minutes

Ref:

Date:

Nicola Thompson, on 01536 534316