

## BOROUGH OF KETTERING

<b>Committee</b>	<b>Full Planning Committee - 04/06/2019</b>	<b>Item No: 5.2</b>
<b>Report Originator</b>	<b>Richard Marlow Senior Development Officer</b>	<b>Application No: KET/2018/0828</b>
<b>Wards Affected</b>	<b>Slade</b>	
<b>Location</b>	<b>Cransley Park, Northampton Road, Kettering</b>	
<b>Proposal</b>	<b>Advertisement Application: 3 no. non-illuminated fascia signs and 1 no. non-illuminated roof lettering</b>	
<b>Applicant</b>	<b>Tansor Ziran Projects Ltd</b>	

### 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. 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: In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).
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, 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.
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.  
REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.
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.

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

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.

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

6. No illumination (by methods either internal or external) of the signs hereby permitted is granted by this consent and the signs shall not be specifically illuminated.

REASON: In the interests of the amenities of the area.

## **Officers Report for KET/2018/0828**

This application is reported for Committee decision because it has been called in by a Ward Member.

### **3.0 Information**

#### **Relevant Planning History**

KET/2018/0827 - Erection of coffee shop (A3) with drive thru, parking and associated works. Pending.

#### **Site Visit**

Officer's site inspection was carried out on 01/04/2019

#### **Site Description**

The site is located within the wider Cransley Park commercial development and is set to the east of the main access road and roundabout into the site.

#### **Proposed Development**

The application seeks advertisement consent for 3 no. non-illuminated fascia signs and 1 no. non-illuminated roof lettering (separate letters – COSTA).

#### **Any Constraints Affecting the Site**

None

### **4.0 Consultation and Customer Impact**

#### **NCC – Local Highway Authority (LHA):**

No comments received.

#### **Neighbours**

No comments received

### **5.0 Legislation**

The Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

### **6.0 Financial/Resource Implications**

None

### **7.0 Planning Considerations**

The Town and Country Planning (Control of Advertisement) (England) Regulations 2007 requires Local Planning Authorities to only consider two issues when determining applications for Advertisement Consent – the impact of the proposal upon the amenity of the area and the impact upon Public Safety.

The NPPF in Paragraph 132 states that ‘The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts’.

The signage reflects the corporate identity of COSTA. The roof sign is limited in extent, non-illuminated and makes best use of the building’s location. Whilst they are prominent; they are not excessive in scale with individually mounted letters. The signs attached to the building are also not overly large or distracting and again are non-illuminated. The proposals would not interact with its surroundings or neighbouring uses adversely. The site is not within close proximity to any dwellings. As such the proposal is considered to be acceptable with no impacts to residential amenity or cumulative impacts or highway safety subject to the imposition of standard safeguarding conditions.

### **Conclusion**

As such the proposal respects the visual amenities site and the character and appearance of area. It will also not have a detrimental impact upon highway safety or cause a nuisance to neighbours and therefore consent should be granted.

#### **Background Papers**

Title of Document:

Date:

Contact Officer:

Richard Marlow, Team Leader on 01536 534316

#### **Previous Reports/Minutes**

Ref:

Date:

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