

**North Northamptonshire Area Planning Committee
(Thrapston)
13 July 2022**

Application Reference	22/00493/ADV
Case Officer	Peter Baish
Location	OP0038 TL0389, Cotterstock Road, Oundle
Development	3 x stack signs, 8 x flags and signage to sales garage
Applicant	Vistry Homes East Midlands - Ms Georgina McCrae
Agent	N/A
Ward	Oundle
Overall Expiry Date	09 June 2022
Agreed Extension of Time	15 July 2022

Scheme of Delegation

This application is brought before the Area Planning Committee because it falls outside Section 9.2 of the Council's Scheme of Delegation as the proposal has received an objection from Oundle Town Council that constitutes a material planning consideration.

1. Recommendation

- 1.1 That Advertisement Consent is **GRANTED** subject to conditions.

2. The Proposal

- 2.1 The application seeks the installation of three stack gantry signs, eight flag signs and associated signage to the sales garage to advertise the new Bovis housing development on Cotterstock Road, Oundle.
- 2.2 The three stack gantry fascia signs are described as 'Printed gloss sealed 3mm ACM, timber back-frame mounted to 2 white powder coated 5m aluminium posts'. In terms of dimensions the signs would approximately

measure 1.5 metres in width by 3 metres in height and contain standard corporate branded advertising and contact details for the Bovis Homes site at Cotterstock Meadows. The signs would be located either side of the Cotterstock Road entrance (1 either side) and in front of the 'Sales Garage' (one on the grassed area).

- 2.3 The eight flag signs are described as being 'Standard printed polyester'. In terms of dimensions, the signs would measure 6 metres in height by 0.9 metres in width and would contain standard corporate detailing for the Bovis Homes site at Cotterstock Meadows. The flags would be positioned at either side of the Cotterstock Road entrance (three either side) and in front of the 'Sales Garage' (two on the grassed area). All signage would be non-illuminated.

3. Site Description

- 3.1 The site is located on the northern edge of Oundle and is approximately 6.7 hectares in area. The site is bounded to the south by the residential properties of St Peters Road and Oundle Rugby Club. To the west of the site are five residential properties which front Cotterstock Road as well as the primary school. To the north, west and east is open countryside. An electricity sub-station and sewerage treatment works are located north of the site and Snipe Meadows Local Wildlife Site is to the south-east, with the River Nene to the east, which runs in a north-south direction.
- 3.2 The application for advertisement consent follows on from the approval of the reserved matters (21/00966/REM) pursuant to outline application 19/01327/OUT for *'the erection of up to 130 dwellings with public open space, landscaping, sustainable drainage (SuDS) and vehicular access points from Cotterstock Road and St Peters Road. (All matters reserved except for site access)'* which was granted approval at the Development Management Committee on 26th February 2020. The decision was released once the Section 106 Agreement was completed on 12th June 2020.

4. Relevant Planning History

- 4.1 21/00966/REM – Reserved matters: siting, scale, appearance and landscaping of 126 dwellings pursuant to 19/01327/OUT – Outline planning application for the erection of up to 130 dwellings with public open space, landscaping, sustainable drainage (SuDS) and vehicular access points from Cotterstock Road and St Peters Road. (All matters reserved except for site access) (condition 1) – APPROVED – 28.02.2022
- 4.2 19/01327/OUT – Outline planning application for the erection of up to 130 dwellings with public open space, landscaping, sustainable drainage (SuDS) and vehicular access points from Cotterstock Road and St Peters Road. (All matters reserved except for site access) – APPROVED – 12.06.2020

5. Consultation Responses

A full copy of all comments received can be found on the Council's website [here](#)

5.1 Oundle Town Council (OTC)

OTC objects to the height of the poles for signage and flags and the dimensions of the signs and flags which would be far too visually intrusive. OTC would object to the proposal for there to be three flag poles either side of the site entrance and considers that there should be no more than one flag on either side. OTC objects to the siting of any flag poles by the sales garage/showroom given its proximity to the site entrance.

5.2 Highways (LHA)

In respect of the above planning application, the local highway authority (LHA) has the following observations, comments and recommendations:

- Please note that the proposed means of vehicular access shall at no point be less than 10 metres from the give way line of the adjacent junction (in accordance with the LHA Standing Advice Documents dated June 2016).
- Please note the following conditions in accordance with the LHA Standing Advice;
- No part of the sign hereby permitted, shall encroach upon the adjacent highway (and / or Public Right of Way).
- Any means of illumination shall not be of a flashing or intermittent kind with the light source screened so as not to be visible from the adjacent highway (and / or Public Rights of Way).
- A minimum vertical clearance of 2.4 metres from the highway surface to the lower surface of the projecting / overhanging sign shall be provided.

5.3 Neighbours / Responses to Publicity

None received

6. Relevant Planning Policies and Considerations

6.1 Statutory Duty

Planning law requires that applications for planning permission must be determined in accordance with the Development Plan, unless material considerations indicate otherwise.

6.2 National Policy and Guidance

National Planning Policy Framework (NPPF) (2021)
National Planning Practice Guidance (NPPG)
National Design Guide (NDG) (2019)

6.3 North Northamptonshire Joint Core Strategy (JCS) (2016)
Policy 1 - Presumption in Favour of Sustainable Development
Policy 8 – Place Shaping Principles

6.4 East Northamptonshire Local Plan Part 2: Submission Plan (2011-2031)
Policy EN26 – Cotterstock Road/St Peter's Road, Oundle

7. Evaluation

The following issues are relevant to the determination of this application:

- Principle of Development
- Visual Amenity
- Public / Highway Safety

7.2 Principle of Development

7.2.1 The proposed signs would be associated with the new housing estate where a variety of signage is to be expected and is not uncommon during the construction and marketing phase of a new development. Applications for advertisement consent are subject to planning policy at both national and local levels. Paragraph 136 of the NPPF sets out that: *"the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts"*.

7.2.2 The signage will need to therefore take into account the impact on visual amenity and public safety, as well as the cumulative visual impact.

7.3 Visual Amenity

7.3.1 The application site is located on Cotterstock Road on the periphery of the town of Oundle and occupies a position where the outer edges of the town transitions to the open countryside. The proposed signage is considered to be appropriate in terms of scale and design when considered in context of the site and its surroundings. The signage would clearly be in place to advertise the housing estate that would be under construction and is considered to have no significant impact on the visual amenity of the area. It is expected to see a level of signage considering the construction that will be taking place on the site and in this context the signage is acceptable. As such, it is considered that the proposed signage will not have a significant detrimental impact upon the character/appearance of the area.

7.4 Public / Highway Safety

7.4.1 It is considered that the proposed adverts would not create a negative impact in terms of public safety for either pedestrians or users of the road network. The signage is set back from Cotterstock Road and would not impede into any vehicular or pedestrian visibility splays. The Local Highway Authority has suggested a number of conditions and these are recommended. The proposal is therefore considered to be acceptable in terms of public and highway safety.

7.5 Residential Amenity

- 7.5.1 The NPPF and Policy 8 of the Joint Core Strategy (2016) seek to protect amenity of neighbouring users. The policy also seeks to ensure residential amenity is not harmed as a result of development; the NPPF within the core principles states that planning should "always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings".
- 7.5.2 The proposed signage would have no significant impact on any neighbouring residential amenity due to their size, scale, orientation and location. Overall, the relationship with the neighbouring properties are considered to be acceptable, accordingly the proposal is considered to have no significant detrimental impact upon neighbouring amenity and is therefore in accordance with the NPPF and Policy 8 of the North Northamptonshire Joint Core Strategy 2016.

8. Other Matters

- 8.1 Equality Act 2010: It is not considered that the proposal raises any concerns in relation to the Equality Act (2010).

9. Conclusion / Planning Balance

- 9.1 Taking national and local planning policies into account, and having regard for all relevant material considerations, it is recommended that advert consent be granted, subject to the imposition of the conditions set out below.

10. Recommendation

- 10.1 That advertisement consent be **GRANTED** subject to conditions

11. Conditions

1. This consent shall expire at the end of a period of 5 years from the decision date shown below.
- Reason: Required by Regulation Part 3 (14) (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
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: Required by Regulation Schedule 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
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: Required by Regulation Schedule 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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: Required by Regulation Schedule 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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: Required by Regulation Schedule 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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: Required by Regulation Schedule 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. No part of the sign hereby permitted, shall encroach upon the adjacent highway (and / or Public Right of Way).

Reason: In the interests of highway safety.

8. Any means of illumination shall not be of a flashing or intermittent kind with the light source screened so as not to be visible from the adjacent highway (and / or Public Rights of Way).

Reason: In the interests of highway safety.

9. A minimum vertical clearance of 2.4 metres from the highway surface to any lower surface of any projecting / overhanging sign(s) shall be provided.

Reason: In the interests of highway safety.

10. Except where expressly stated by other conditions on this permission, the adverts hereby permitted shall be carried out strictly in accordance with the following approved drawings/details received by the Local Planning Authority on the following dates:

- 477-LP-01 Rev A - Site Location Plan (12.04.2022)
- OUNDLSAP.01 – Signage Location Plan (12.04.2022)
- Flag Signage (12.04.2022)
- Gantry and Flag Signage (12.04.2022)

- Gantry Signage (12.04.2022)
- Sales Garage Plan (12.04.2022)
- Sales Garage Elevations & Sections (12.04.2022)

Reason: In order to clarify the terms of this advertisement consent and to ensure that the development is carried out as permitted.

11. Within 3 months of the sale of the last dwelling on the site, all signage as approved by this consent shall be removed and the land reinstated to its original condition.

Reason: In the interests of visual amenity.

12. **Informatives**

N/A