

Report for Resolution

Report to Planning applications committee
Date 29 March 2012
Report of Head of planning services
Subject 12/00314/A – 24 City Road, Norwich, NR1 3AJ

Item
5(5)

SUMMARY

Description:	Display of 1 no. non-illuminated fascia sign	
Reason for consideration at Committee:	An application submitted by a close family member of a member of staff employed in the planning service	
Recommendation:	Approve	
Ward:	Lakenham	
Contact Officer:	Mr John Dougan	Planner (development) 01603 212504
Valid Date:	3 rd March 2012	
Applicant:	Mr Ian Moore, Builders Equipment	
Agent:	n/a	

INTRODUCTION

The Site

Location and Context

1. The area is predominantly residential to the north, east and west of the site with St Marks Church to the southern boundary.
2. The site comprises a series of commercial / industrial buildings of varying forms of construction being accessed from Hall Road and City Road. The subject building is mainly of flat roof construction having brick walls fronting City Road.
3. The elevation fronting City Road already has various forms of signage within the windows and the corner of the east/south elevation.
4. The frontage to City Road is partially screened by a hedge and a tree, with the boundary to St Marks Church being fully screened by trees.

Constraints

5. There are no specific constraints associated with this site.

Planning History

- None relating to advertisement consent on this building. There is an historic consent (4/970756/A) approved in 1997 for non illuminated name and logo signs but this consent does not relate to this particular building

Equality and Diversity Issues

There are no significant equality or diversity issues.

The Proposal

6. The proposed sign is 6 metres by 1.5 metres advising the public of the services offered, being located on the east elevation facing City Road.

Representations and Consultation Responses

7. No representations have been received on the application and no consultations were carried out in respect of the application.

ASSESSMENT OF PLANNING CONSIDERATIONS

Relevant Planning Policies

Relevant National Planning Policies

- PPS1 – Sustainable development
- PPS5 – Planning for the historic environment
- PPG19 – Outdoor advertisement control

Relevant policies of the adopted East of England Plan Regional Spatial Strategy 2008

- Policy SS1 – Achieving sustainable development

Relevant policies of the adopted Joint Core Strategy for Broadland, Norwich and South Norfolk 2011

- Policy 2 – Promoting good design

Relevant saved policies of the adopted City of Norwich Replacement Local Plan 2004

- HBE12 – Design
- HBE9 – Listed buildings and development affecting them

Other material considerations

Draft National Planning Policy Framework July 2011

Written Ministerial Statement: Planning for Growth March 2011

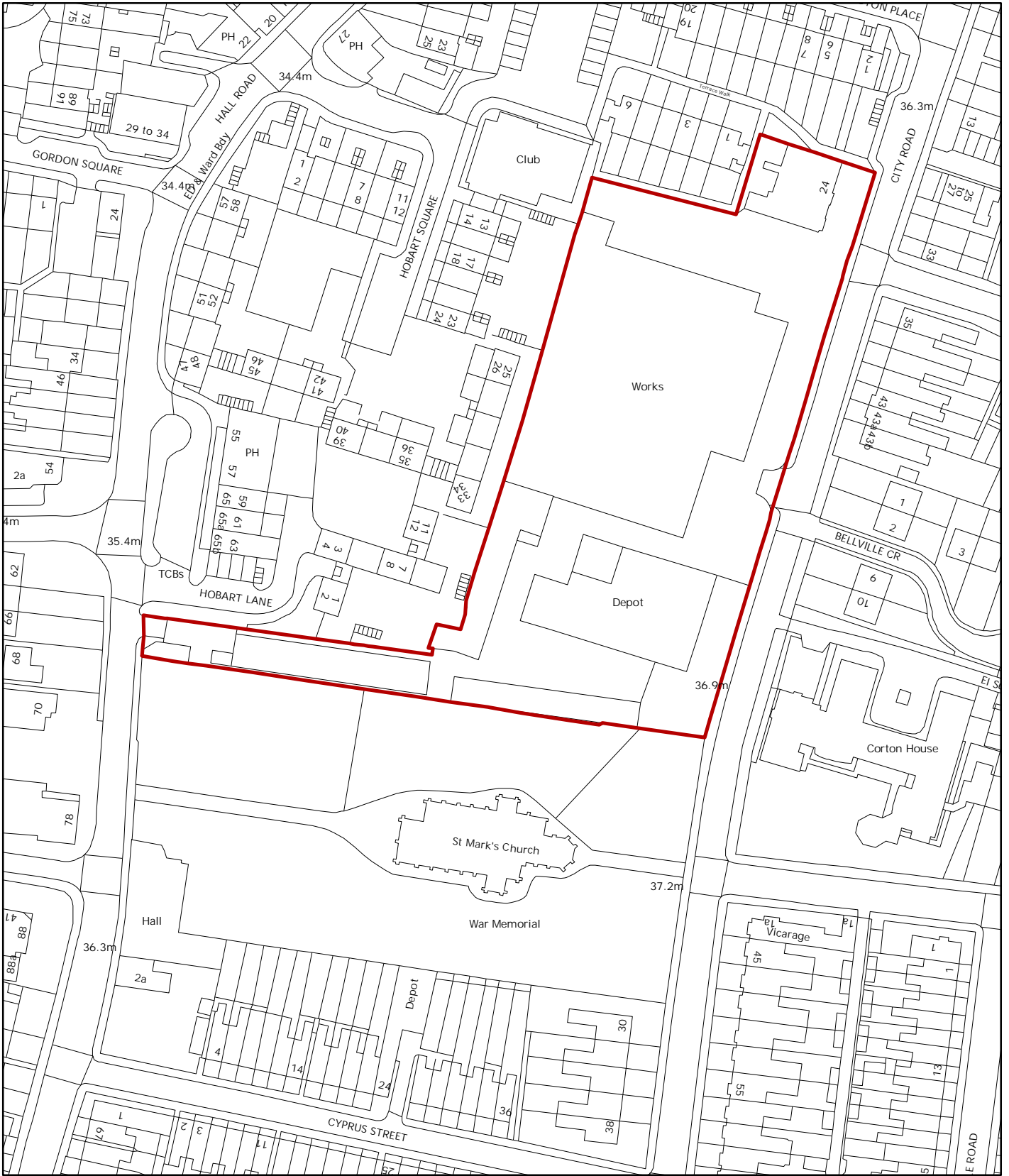
Assessment

8. The principle of the proposal is acceptable subject to good design.
9. The building already has existing signage in place to promote the business and ensure safe operation of the site by visitors and delivery vehicles. Although planning records indicate that no express consent has been granted for this signage, the signs have been in place for some time and are considered acceptable.
10. Whilst the proposal will result in an increase in the amount of signage on this elevation, it is at a level and scale that is consistent with the current advertising arrangement and the appearance of the building.
11. The non-illuminated sign is also not considered to represent significant additional harm to the street scene as it will still continue to read as a commercial / industrial complex when viewed by the residential properties on the other side of the road.
12. Furthermore, the sign will not have an adverse impact on the setting of the church to the south as it is well screened by existing tall trees.

RECOMMENDATION

To approve application no. 12/00314/A and grant advert consent at 24 City Road, Norwich, NR1 3AJ, subject to the following 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; or
 - 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 the visual amenity.



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Planning Application No 12/00314/A
 Site Address 24 City Road
 Scale 1:1,250



NORWICH
 City Council
 PLANNING SERVICES



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