

Planning Applications Committee
2 April 2009
Section C

Agenda Number:	C5
Section/Area:	INNER
Ward:	Mancroft
Officer:	Jo Negus
Valid Date:	6 February 2009
Application Number:	09/00083/A
Site Address :	34 - 36 London Street Norwich NR2 1LD
Proposal:	Display of: (1) 1 no. internally illuminated fascia signs, 1 no. projecting cross and non-illuminated lettering applied to stonework on London Street frontage; and (2) 1 no. internally illuminated fascia signs, 1 no. projecting cross and non-illuminated lettering applied to stonework on Castle Meadow frontage.
Applicant:	Alliance Boots
Agent:	Merrill Brown Ltd

THE SITE

The site is located to the east of London Street, with shop frontages onto both London Street and Castle Meadow. The site is currently occupied by Boots. The site is located in the City Centre Conservation Area in an area noted to have 'very high significance' in the City Centre Conservation Area Appraisal (September 2007). The site is also located in a Primary Retail Area and the City Centre Leisure Area. Castle Meadow is allocated as a Green Transport Spine under the current local plan and is used as a main bus route through the city.

PLANNING HISTORY

There is one previous application relevant this advertisement consent on this site. The current signage that is installed on the building was granted approval in

2003, which comprised of one internally illuminated fascia sign and projecting sign on both elevations of Castle Meadow and London Street. Approval was granted under reference 03/00115/A on 28th October 2003.

THE PROPOSAL

The proposed advertisements on this application are for the replacement of the main 'Boots' logo with a smaller, internally illuminated blue 'Boots' logo, the replacement of the projecting 'Boots' sign with a green cross and individually pinned letters either side of the 'Boots' logo.

CONSULTATIONS

The application was placed in the weekly list and distributed, one letter of representation was received from the Norwich Society. Concerns were raised over the introduction of the individual lettering on the stonework.

PLANNING CONSIDERATIONS

Relevant Planning Policy Guidance:

Planning Policy Guidance 15 – Planning and the historic environment
Planning Policy Guidance 19 – Outdoor advertisement control

Relevant East of England Plan Policies:

ENV7 – Quality in the built environment

Relevant Local Plan Policies:

HBE8 – Development in conservation areas

The proposed signage will be located on both elevations of the site. The existing advertising on the site comprises of the 'Boots' logo on the fascia and as a projecting sign. The proposed signage replaces the 'Boots' logo to remove the white background with just a 'Boots' lozenge sign that would be internally illuminated to only illuminate the lettering. The projecting 'Boots' sign would also be replaced with a green cross. Initially the whole blue 'Boots' lozenge was proposed to be illuminated but this was reduced down to just the white lettering. The proposal also adds individually pinned letter stating 'Pharmacy' and 'Beauty' to either side of the 'Boots' lozenge sign. This lettering would not be illuminated. Initial plans also included an additional green cross to the left hand side of the 'Pharmacy' lettering, but this was felt to unbalance the sign and so it was negotiated to be removed. The 'Boots' lozenge sign and projecting green cross was also reduced in size on the London Street elevation as they were too big in relation to the size of the stone fascia.

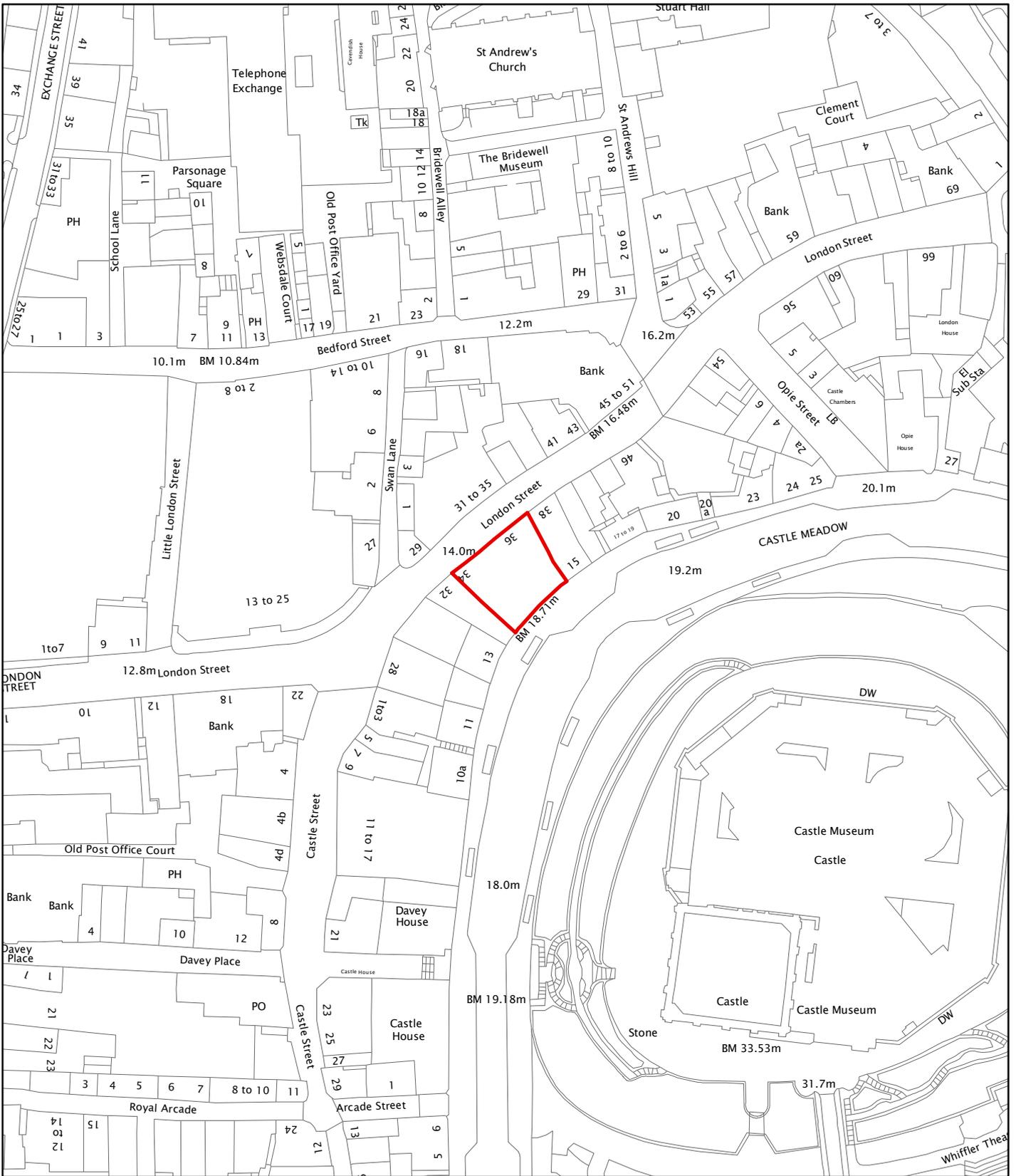
Whilst the addition of more lettering to the stone work is not ideal the building is not statutory or locally listed. It would therefore be difficult to require this lettering to be removed. The lettering has been completed to a high design quality through individually pinning the lettering, and through removal of the green cross as stated earlier.

As only the white lettering within the 'Boots' lozenge sign is illuminated it is considered unlikely to have an adverse impact on highway safety.

The proposed advertising is therefore not considered to have an adverse impact on the visual amenity, or character or setting of the conservation area and is recommended for approval.

RECOMMENDATIONS

APPROVE subject to standard advert conditions.



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 Site Address - 34 - 36 London Street, Norwich
 Scale - 1:1,250



NORWICH
City Council

DIRECTORATE OF REGENERATION
AND DEVELOPMENT

