

Planning Applications Committee

23 April 2009

Section C

Agenda Number:	C3
Section/Area:	OUTER
Ward:	TOWN CLOSE
Officer:	Anne Napier
Valid Date:	29th January 2009
Application Number:	09/00013/A
Site Address:	Norwich City College Ipswich Road Norwich NR2 2LL
Proposal:	Installation of 4 No. internally illuminated notice boards to front railings.
Applicant:	City College Norwich
Agent:	City College Norwich

THE SITE

The site is situated on Ipswich Road and is located within a predominantly residential area, with Town Close School situated opposite the site. Although the site is outside any Conservation Area, the boundary of the Newmarket Road Conservation Area follows Ipswich Road opposite the site.

Railings situated on a low brick wall exist to the front of the site, with a hedge planted immediately to the rear. There is a footway of some 2.5 - 3 metres in width between the boundary of the site and the adjoining carriageway.

RELEVANT PLANNING HISTORY

There have been a large number of applications submitted on the site over time. The most relevant of these include:

08/00868/A: Illuminated sign to the front of the building: Consent granted
8.10.2008

07/00549/A: Floodlit static illuminated entrance signs: Consent granted
03.07.2007

THE PROPOSAL

It is proposed to install 4 no. internally illuminated notice boards to the front railings of the City College campus. These would be some 0.86m in height, 1.24m in width and would be positioned some 0.9m above ground level. The notice boards would be constructed of aluminium and would project approximately 66mm from the face of the railings. It is proposed that they would be statically illuminated internally.

CONSULTATIONS

In accordance with normal practice, no neighbours were notified and the application was not advertised on site or in the press.

Norwich Society: The proposal litters the boundary in an unnecessary way next to a Conservation Area and should be refused.

PLANNING CONSIDERATIONS

Relevant National Planning Guidance:
PPG19 – Outdoor Advertisement Control

Relevant East of England Plan policies:
ENV7 – Quality in the Built Environment

Relevant Replacement Local Plan Policies:
HBE12 – High quality of design
EP22 – High standard of amenity for residential occupiers

The application proposes the introduction of four notice boards along the frontage of the site which would be similar in appearance to many that are located, for example, outside village halls, police stations or churches and provide a controlled way to provide information and publicise activities relating to the premises without a proliferation of smaller 'ad hoc' notices being displayed.

Although the number of notice boards proposed in this application is greater than that usually associated with such provision, taking the length of the site frontage into account, this is not considered excessive in this location.

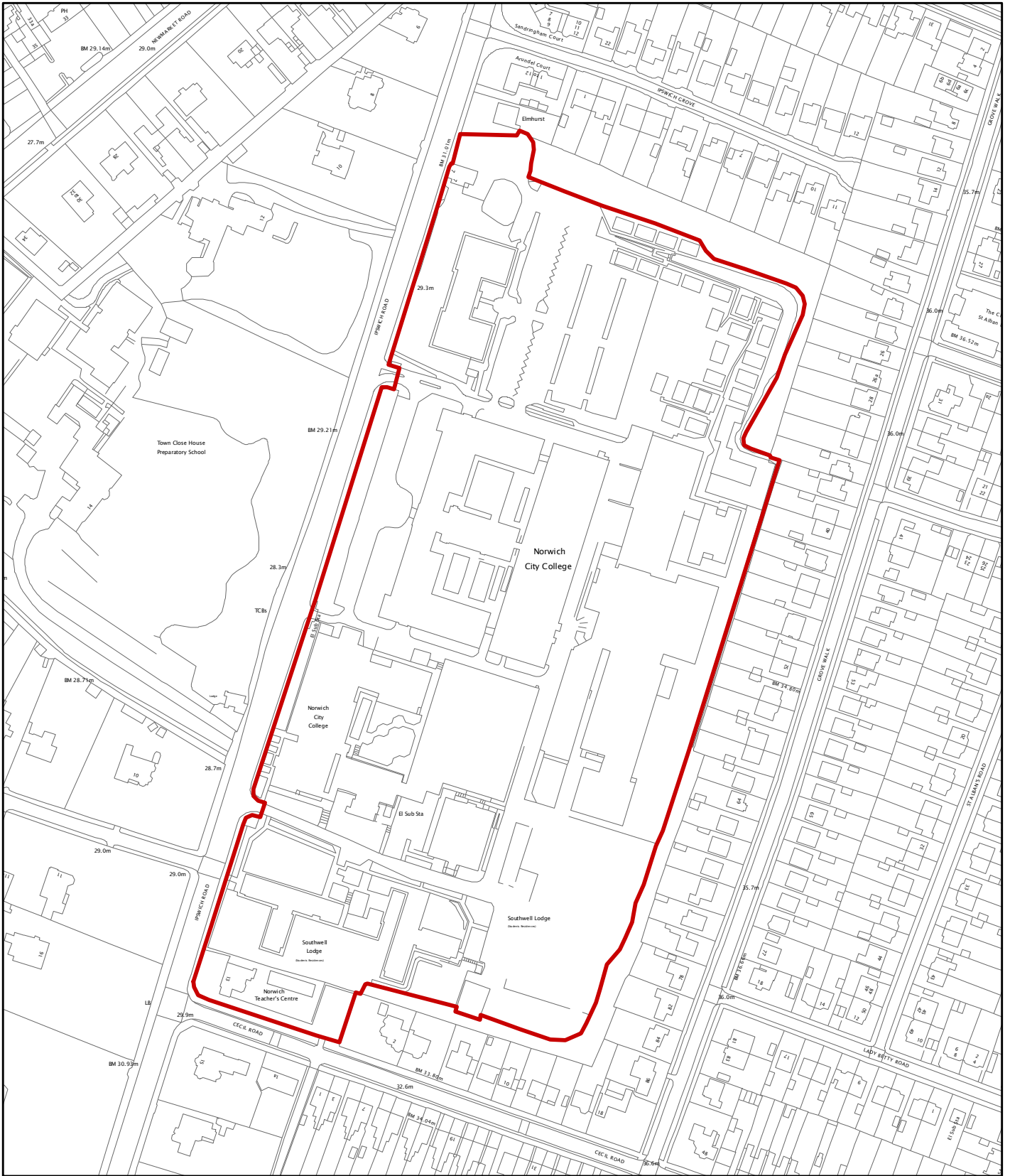
In relation to the illumination proposed, subject to a condition requiring precise details to be submitted, this is not considered unreasonable and would enable the information displayed to be visible to people passing the site during the evenings as well as during daylight hours.

Although the site is opposite a Conservation Area, the proposals are not considered likely to be detrimental to the setting of that Area, to highway safety or public amenity. Therefore, subject to conditions, the proposals are considered acceptable.

RECOMMENDATIONS

Grant advertisement consent subject to:

1. Standard advertisement conditions
2. Precise details of method of illumination to be submitted and agreed
3. Colour of frames to match railings unless otherwise agreed by the LPA.



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Site Address - Norwich City College, Ipswich Road, Norwich

Scale - 1:2500



NORWICH
City Council

DIRECTORATE OF REGENERATION
AND DEVELOPMENT

