

Report to Planning applications committee

26 February 2015

Report of Head of planning services

Subject Application no 14/01526/A - Prospect House
Rouen Road Norwich NR1 1RE

Applicant Archant

Reason for referral Objections and deferred from previous meeting

Item

4B

Ward:	Mancroft
Case officer	Lara Emerson – laraemerson@norwich.gov.uk

Development proposal		
Display of 4 No. illuminated signs.		
Representations		
Object	Comment	Support
2	0	0

Main issues	Key considerations
1) Design & Heritage (Amenity)	Illuminance, size
2) Public Safety	Distraction to motorists
Expiry date	12 th January 2015
Recommendation	Approve

Background, site and surroundings

1. Members will recall that this application was reported to the last planning committee meeting on 29 January 2015. At this meeting members raised concerns over some of the signs and it was also identified during the meeting that there was a discrepancy between the site plan and red line plan. As such the application was deferred for future consideration. It transpired that whilst the red line plan was correct the site plan indicating the location of the signs was incorrect so far as it related to sign 3. Since the last meeting sign 3 has been omitted from the proposals and the illumination is now only proposed between 7am and midnight
2. The building is a large and striking office building dating from the 1960s which occupies a prominent site within the city centre. The building has several significant features including a Bernard Meadows statue at the front entrance and bronze-coloured 'Eastern Daily Press' signage on various parts of the building.
3. This is a mixed use area with various commercial and residential uses.
4. The topography of the area is such that Rouen Road to the east of the site is on significantly lower land than Ber Street to the west of the site.

Constraints

5. The site is within the City Centre Conservation Area and there are some locally and statutorily listed buildings in the vicinity.

Relevant planning history

Ref	Proposal	Decision	Date
4/1989/1125	Two non-illuminated fascia-level signs.	Temporary permission approved	10/10/1989
4/2001/0258	Display of high level intermittent illuminated digital sign.	Approved	03/09/2001
4/2001/0308	Display of advertising banner for a temporary period between 1st May to 14th May 2001	Approved	02/05/2001
4/2002/0252	Installation of an internally illuminated high level sign.	Approved	12/04/2002
04/01323/A	Temporary display of a banner.	Approved	05/01/2005

The proposal

6. Removal of all existing signage.
7. Erection of 4 signs to the north, east and south elevations, each displaying the 'Archant' logo in a red colour. Illumination between 7am-midnight.

	Sign 1	Sign 2	Sign 4	Sign 5
Location	North elevation	North elevation	South elevation	East elevation
	Flint wall	Flint wall	Building façade	Building façade
Size of sign	6m x 3m	3m x 1.5m	3.3m x 1.7m	3.3m x 1.7m
Materials	Steel & aluminium	Steel & aluminium	Steel & aluminium	Steel & aluminium
Text	ARCHANT	ARCHANT	ARCHANT	ARCHANT
Colour	Red	Red	Red	Red
Height above ground level	1.6m	0.5m	7m	9m
Illumination	External LEDs	Internal LEDs	Internal LEDs	Internal LEDs
	7am - midnight	7am - midnight	7am - midnight	7am - midnight

Representations

8. This type of application does not require adjacent properties to be notified nor does it require a site notice or press notice to be erected.
9. 2 letters of representation have been received (1 of which is from the Norwich Society) citing the issues as summarised below. Full representations can be viewed at <http://planning.norwich.gov.uk/online-applications/> by entering the application number.

Letter of representation (to previous proposals)	Response
The large sign on the cobbled wall is ugly and this sign should be refused (sign 1)	Paragraph 20
Replacement Archant signage should only be allowed on the upper portion of the Castle frontage and on the Rouen Road frontage	Paragraphs 18 - 25
The Eastern Daily Press and Evening News branding and signage is an important part of the city's heritage	Paragraph 28
The gold lettering should be retained	Paragraph 28
Norwich Society comments (to previous proposals)	Response
The proposed signs are large, illuminated, inappropriate and clumsy	Paragraphs 18 - 25

The signs damage the visual quality of this well-known building which has a strong presence in the city	Paragraphs 18 - 25
The existing signs complement the important Bernard Meadows sculpture	Paragraph 28
It is not necessary to connect the EDP and the EEN with the Archant brand	Paragraph 29
Norwich Society comments (to revised proposals)	Response
We support the omission of sign 3	Paragraph 22
Sign 1 is out of scale with its background	Paragraph 20
Sign 2 is acceptable	Paragraph 21
Sign 4 is acceptable	Paragraph 23
Sign 5 is superfluous	Paragraph 24
Illumination is unnecessary, especially since it is now only proposed during the day	Paragraph 19 & 25
The red colour of the signs is not sympathetic to the bronze of the Bernard Meadows sculpture	Paragraph 18 - 25

Consultation responses

10. Consultation responses are summarised below. The full responses are available to view at <http://planning.norwich.gov.uk/online-applications/> by entering the application number.

Design and conservation

11. There is no objection to the signage on the building. However it would be preferable not to have signage on the flint retaining walls and it should be located elsewhere on the building itself. Sign 3 is the most objectionable (and this has subsequently been removed).

Assessment of planning considerations

Relevant development plan policies

12. **Joint Core Strategy for Broadland, Norwich and South Norfolk adopted March 2011 amendments adopted Jan. 2014 (JCS)**
 - JCS2 Promoting good design
13. **Norwich Development Management Policies Local Plan adopted Dec. 2014 (DM Plan)**
 - DM3 Delivering high quality design
 - DM9 Safeguarding Norwich's heritage

- DM30 Access and highway safety

Other material considerations

14. Relevant sections of the National Planning Policy Framework March 2012 (NPPF):

- NPPF7 Requiring good design (particularly paragraph 67)
- NPPF12 Conserving and enhancing the historic environment

Case Assessment

15. Planning law stipulates that advertisements should be subject to control only in the interests of amenity and public safety, taking into consideration the development plan, so far as material, and any other relevant factors.
16. Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Factors relevant to public safety include highway safety (including railways, waterways and aerodromes), whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any highway sign or signal and whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Main issue 1: Design & Heritage (Amenity)

17. Key policies and NPPF paragraphs – JCS2, DM3, DM9, NPPF paragraphs 9, 17, 56, 60-67 and 128-141.
18. The building is a prominent and striking building which can be viewed from a number of surrounding streets. Views from Golden Ball Street are restricted by a number of street trees. The most significant feature is the 1968 Bernard Meadows designed sculpture outside the front entrance.
19. The replacement signage is modest in size when compared with the scale of the building itself. In fact the proposed signs are substantially smaller than the existing signs. The illuminance of some of the signs is not considered to detract from the overall visual amenity of the building and its surroundings.
20. Sign 1 is on a flint wall on the northern elevation and is the largest of the signs. However, being set back from the street, screened somewhat by mature vegetation and only illuminated between 7am-midnight prevents over-dominance.
21. Sign 2 is also on a flint wall on the northern elevation but it is smaller and causes no design concerns.
22. Sign 3 has been omitted from the proposals.
23. Sign 4 is small and unobtrusive on the south elevation.
24. Sign 5 is small and unobtrusive on the east elevation. It is necessary due to this being the main visitor entrance.

25. The signs will have a negligible impact on the setting of the conservation area and nearby listed buildings. A condition is recommended which limits the illumination of signs to 7am-midnight.

Main issue 2: Public Safety

26. Key policies and NPPF paragraphs – DM30, NPPF paragraphs 35 and 66.
27. The signs themselves and their static illumination are unlikely to cause any distraction to passing motorists. Therefore, the signs do not pose a threat to public safety.

Other matters raised

28. The existing signs can be removed at any time without the need for planning consent so the loss of these signs does not form part of the consideration of this application.
29. The content of the signs and association with any brand cannot be considered as part of this application.

Equalities and diversity issues

30. There are no significant equality or diversity issues.

Conclusion

31. The development is in accordance with the requirements of the National Planning Policy Framework and the Development Plan, and it has been concluded that there are no material considerations that indicate it should be determined otherwise.

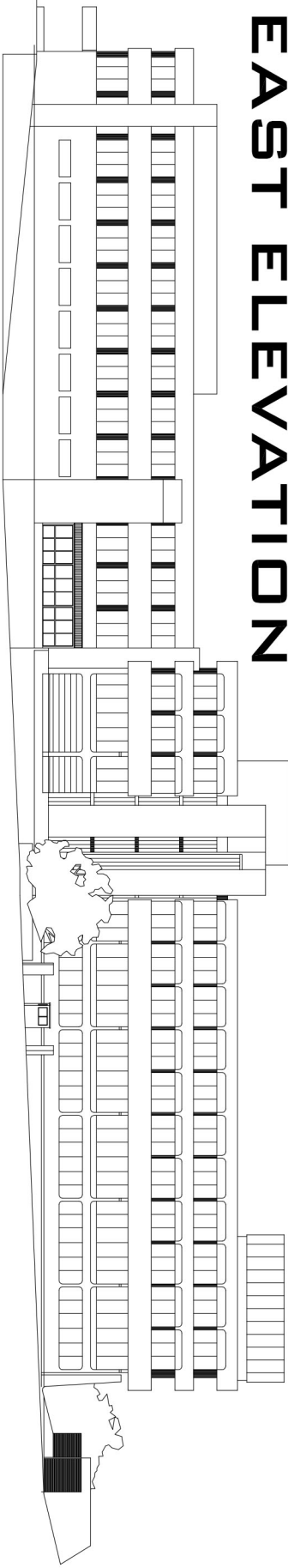
Recommendation

To approve application no. 14/01526/A - Prospect House Rouen Road Norwich NR1 1RE and grant planning permission 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.
6. In accordance with plans.
7. No internal or external illumination of the signs shall be used on the site between 00:01 hours and 07:00 hours on any day.

EAST ELEVATION



BASEMENT



GROUND FLOOR



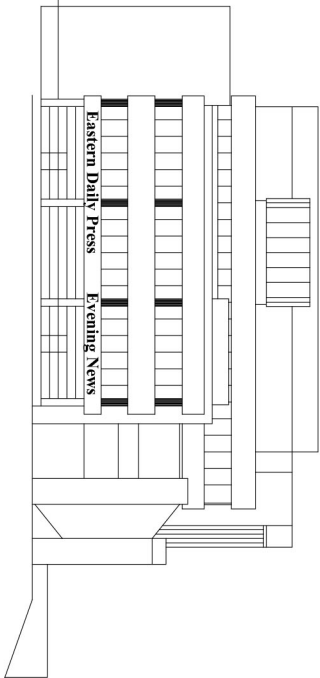
FIRST FLOOR



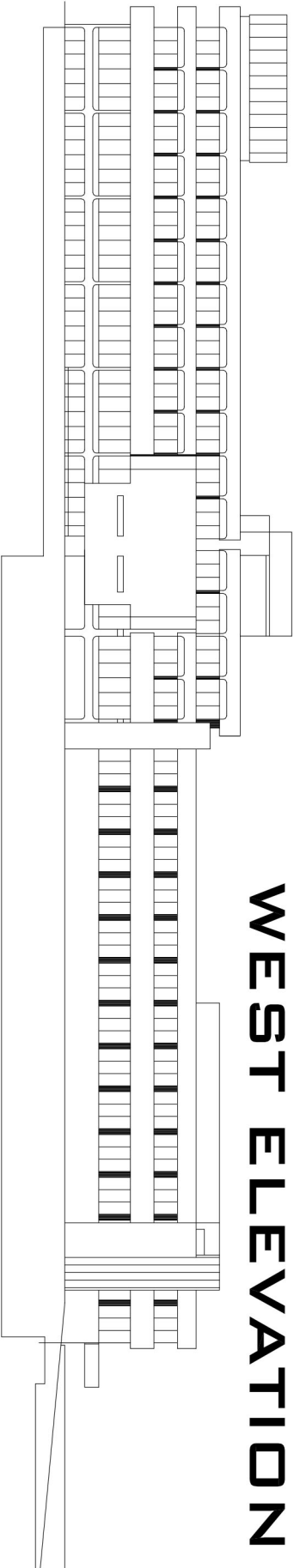
SECOND FLOOR



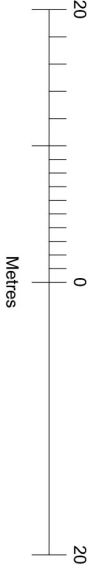
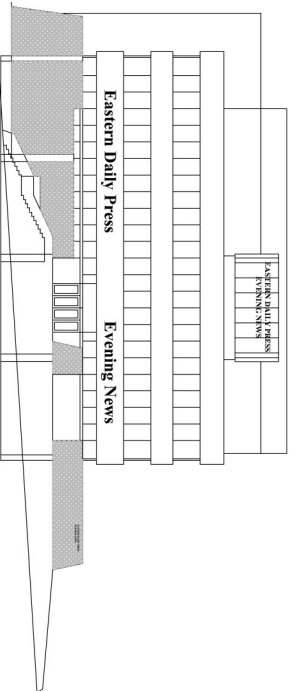
SOUTH ELEVATION



WEST ELEVATION



NORTH ELEVATION



DO NOT SCALE FROM THIS DRAWING
All dimensions and levels are given in metres unless otherwise stated.
The Designer shall be responsible for the accuracy of the information provided.
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bgd burton green design ltd

3 MILLER ROAD, THORPE & NORWICH, NORWICH, NR7 6JZ
01603 441424, 01603 441425, 01603 441426, 01603 441427, 01603 441428

ARCHANT

Existing Elevations
Exterior

E

Prospect House
Norwich

Revisions

A1

25.03.14	SCALE	DWG. NO.	REV.
EG	1:200	14-063-01	

[illegible]

GROUND FLOOR

The ground floor plan shows a large rectangular building with a central corridor. On the left side, there are several rooms of varying sizes. On the right side, there is a large room with a smaller room attached to its side. A small room is labeled 'BASEMENT'.

SOUTH ELEVATION

SIGN 4

WEST ELEVATION

[illegible]

NORTH ELEVATION

SIGN 1 & 2

The drawing shows the North Elevation of a building. The facade is composed of several vertical panels. On the left, there is a large rectangular panel. To its right is a smaller panel containing a sign. Further right is another large panel, and to its right is a smaller panel containing a second sign. The signs are rectangular with text. A scale bar at the bottom indicates a length of 20 metres. A north arrow is located in the bottom right corner, pointing towards the top right of the page.

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ARCHANT

Prospect House
Norwich

AT

A	24.10.14	AMENDMENT TO ELECTION PAYMENT TO INCLUDE INFORMATION REGARDING SIZE OF SIGN, PROHIBITION FROM BUILDING & ILLUMINATION
B	20.12.14	AMENDMENT TO SIGN 3, REMOVING THE EXTERNAL FACE ILLUMINATION FROM THE PROPOSED SPECIFICATION, IN LINE WITH COMMENTS FROM THE CONSERVATION TEAM
C	02.02.15	AMENDMENT TO PROPOSED SIGNAGE FOLLOWING PLANNING COMMITTEE COMMENTS/FEEDBACK

25.09.14	SCALE	DWG. NO.	REV.
EG	1:200	14-063-02	C