

**Report to** Planning applications committee

29 January 2015

**Report of** Head of planning services

**Subject** Application no 14/01881/A - Prospect House,  
Rouen Road, Norwich, NR1 1RE

**Applicant** Archant

**Reason for referral** Objections

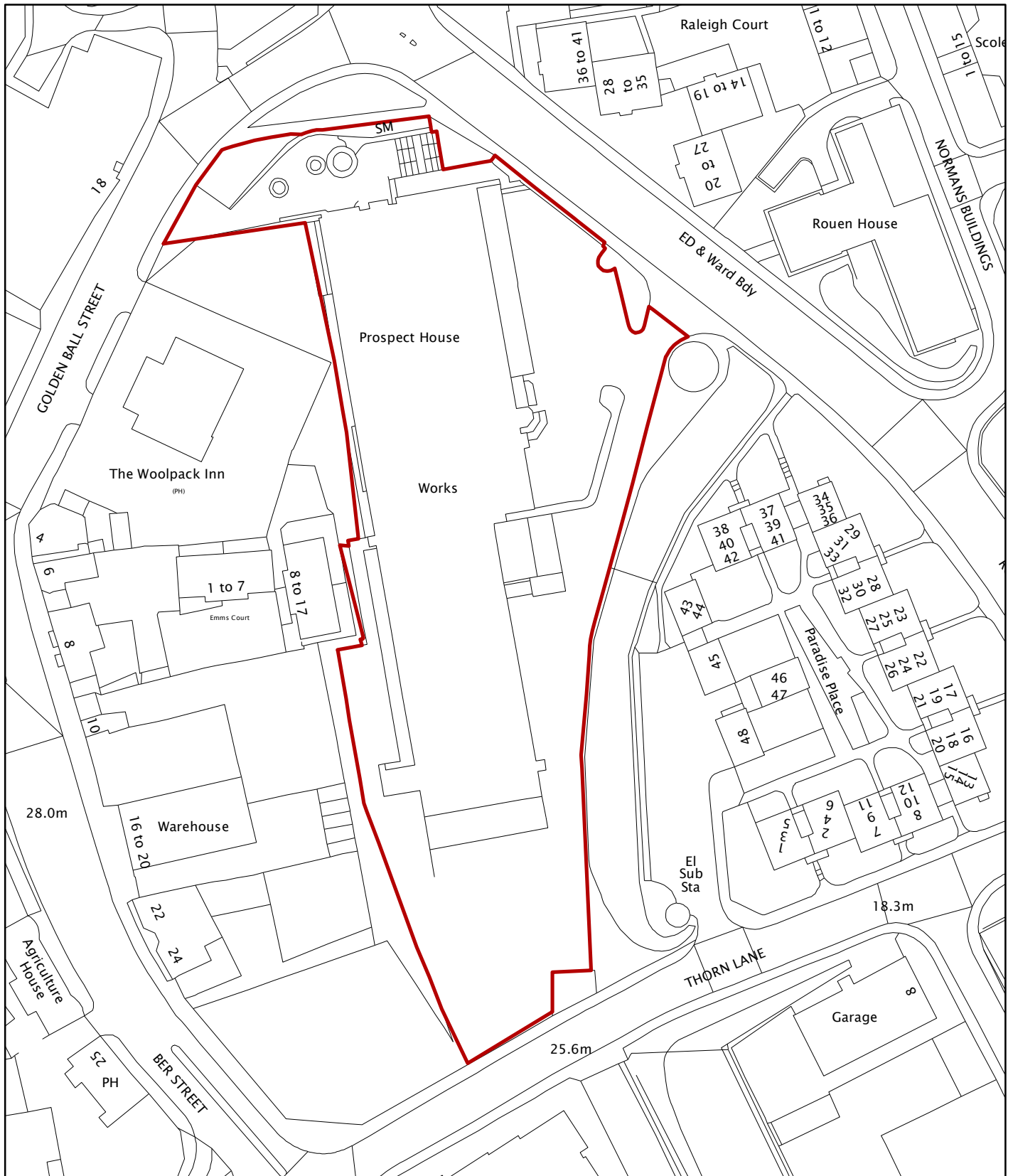
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4(b)

<b>Ward:</b>	Mancroft
<b>Case officer</b>	Lara Emerson – laraemerson@norwich.gov.uk

Development proposal		
Display of 4 No. illuminated signs and 1 No. non-illuminated sign.		
Representations		
Object	Comment	Support
2	0	0

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



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Planning Application No 14/01526/A

Site Address Prospect House, Rouen Road

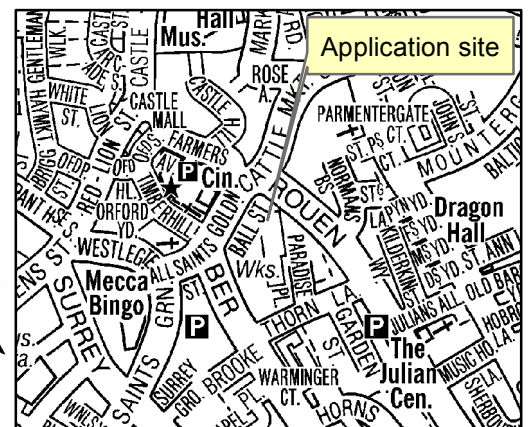
Scale

1:1,000



**NORWICH**  
City Council

PLANNING SERVICES



## The site and surroundings

1. 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.
2. This is a mixed use area with various commercial and residential uses.
3. 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

4. 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

5. Removal of all existing signage
6. Erection of 5 signs to the north, east and south elevations, each displaying the 'Archant' logo in a red colour

	<b>Sign 1</b>	<b>Sign 2</b>	<b>Sign 3</b>	<b>Sign 4</b>	<b>Sign 5</b>
Location	North elevation	North elevation	North elevation	South elevation	East elevation
	Flint wall	Flint wall	Flint wall	Building façade	Building façade
Size of sign	6m x 3m	3m x 1.5m	3m x 1.5m	3.3m x 1.7m	3.3m x 1.7m
Materials	Steel & aluminium	Steel & aluminium	Steel & aluminium	Steel & aluminium	Steel & aluminium
Text	ARCHANT	ARCHANT	ARCHANT	ARCHANT	ARCHANT
Colour	Red	Red	Red	Red	Red
Height above ground level	1.6m	0.5m	0.5m approx	7m	9m
Illumination	External LEDs	Internal LEDs	None	Internal LEDs	Internal LEDs

## Representations

7. 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.
8. 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.

<b>Issues raised</b> Letter of representation	<b>Response</b>
The large sign on the cobbled wall is ugly and this sign should be refused	Paragraphs 16-19
Replacement Archant signage should only be allowed on the upper portion of the Castle frontage and on the Rouen Road frontage	Paragraphs 16-19
The Eastern Daily Press and Evening News branding and signage is an important part of the city's heritage	Paragraph 22
The gold lettering should be retained	Paragraph 22
<b>Issues raised</b> Norwich Society comments	<b>Response</b>
The proposed signs are large, illuminated, inappropriate and clumsy	Paragraphs 16-19
The signs damage the visual quality of this well-known building which has a strong presence in the city	Paragraphs 16-19

The existing signs complement the important Bernard Meadows sculpture	Paragraph 22
It is not necessary to connect the EDP and the EEN with the Archant brand	Paragraph 23

## Consultation responses

9. 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

10. 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. Following negotiations, the signage on the foremost retaining wall (sign 3) is deemed acceptable as long as it is not illuminated.

## Assessment of planning considerations

### Relevant development plan policies

11. **Joint Core Strategy for Broadland, Norwich and South Norfolk adopted March 2011 amendments adopted Jan. 2014 (JCS)**
- JCS2 Promoting good design
12. **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

13. **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

14. 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.
15. 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)**

16. Key policies and NPPF paragraphs – JCS2, DM3, DM9, NPPF paragraphs 9, 17, 56, 60-67 and 128-141.
17. 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.
18. 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.
19. The signs will have a negligible impact on the setting of the conservation area and nearby listed buildings.

### **Main issue 2: Public Safety**

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

### **Other matters raised**

22. 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.
23. The content of the signs and association with any brand cannot be considered as part of this application.

### **Equalities and diversity issues**

24. There are no significant equality or diversity issues.

### **Conclusion**

25. 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. 14/01881/A - Prospect House Rouen Road Norwich NR1 1RE and grant planning permission subject to the following conditions:

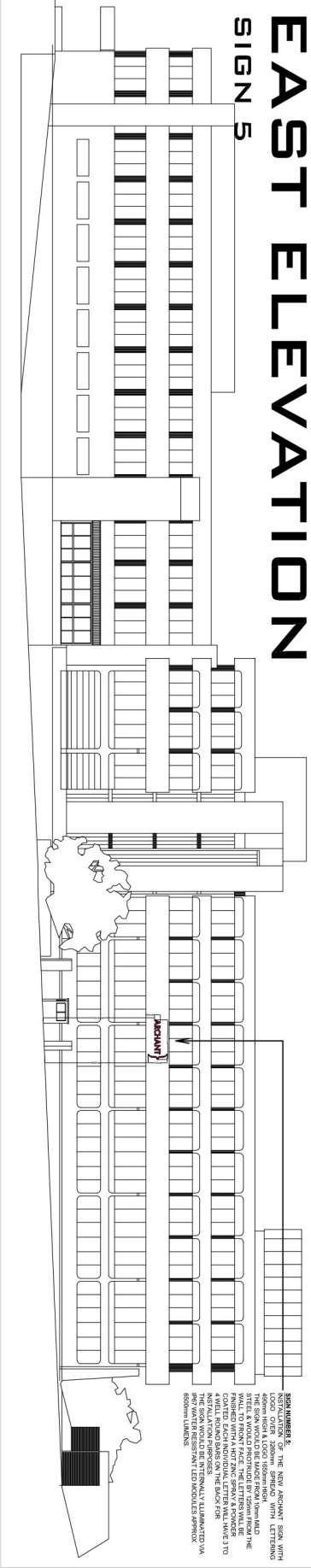
1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to –
  - (a) endanger persons using any highway, railway, waterway, dock, harbour 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.





EAST ELEVATION

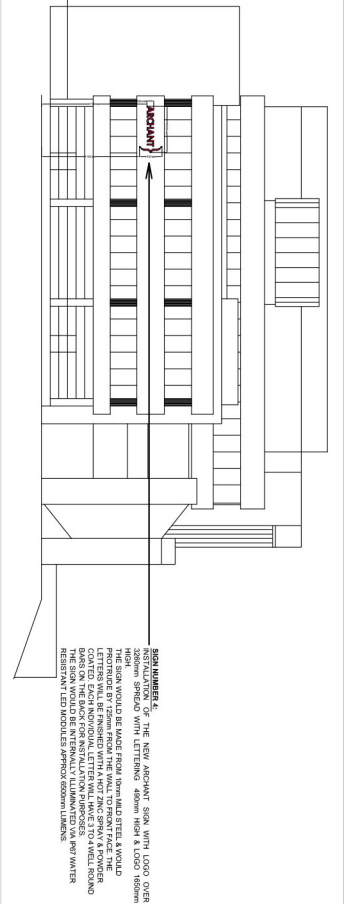
SIGN 5



**SIGN NUMBER 5:**  
INSTALLATION OF THE NEW ARCHANT SIGN WITH LOGO OVER 1200mm SPREAD WITH LETTERING 400mm HIGH & LOGO 1600mm WIDE. THE SIGN WOULD BE MADE FROM SPUN MILD STEEL & WOULD BE FINISHED WITH A HOT ZINC SPRAY & POWDER BASE COAT. EACH INDIVIDUAL LETTER WILL HAVE 3 TO 4 WELL ROUND BARS ON THE BACK FOR INSTALLATION PURPOSES. THE SIGN WOULD BE INTERNALLY ILLUMINATED VIA APPROX 6000MM LED MODULES APPROX 600MM LUMENS.

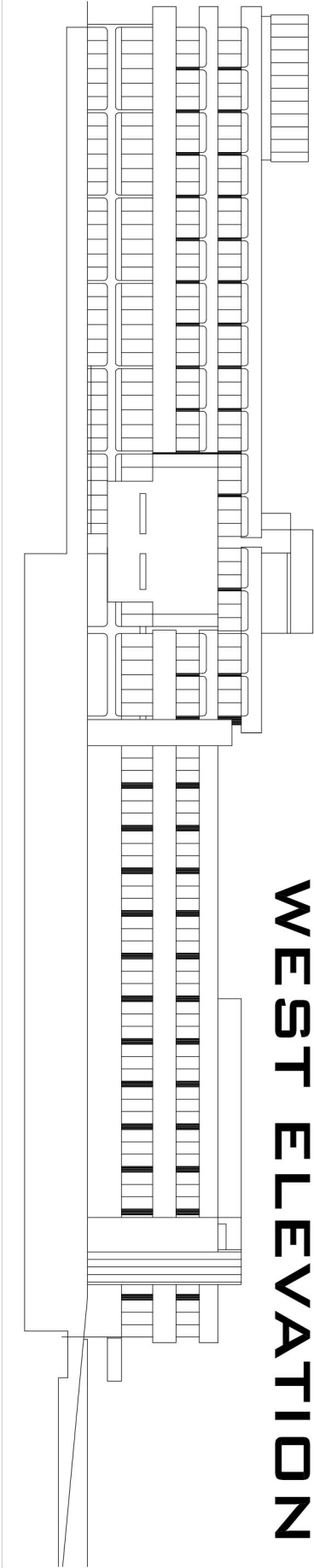
SOUTH ELEVATION

SIGN 4



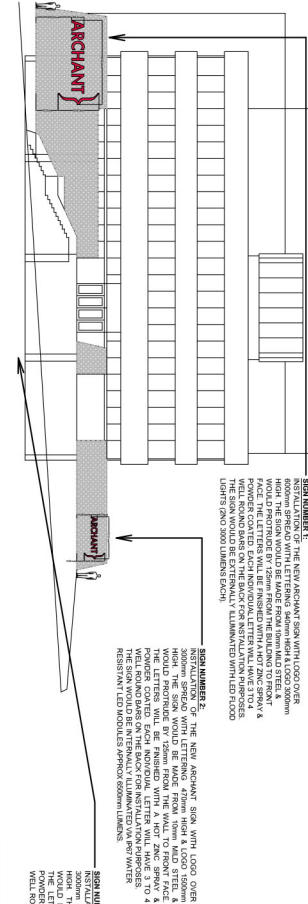
**SIGN NUMBER 4:**  
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WEST ELEVATION



NORTH ELEVATION

SIGN 1 & 2



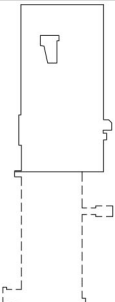
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**SIGN NUMBER 2:**  
THE NEW ARCHANT SIGN WITH LOGO OVER 1200mm SPREAD WITH LETTERING 400mm HIGH & LOGO 1600mm WIDE. THE SIGN WOULD BE MADE FROM SPUN MILD STEEL & WOULD BE FINISHED WITH A HOT ZINC SPRAY & POWDER BASE COAT. EACH INDIVIDUAL LETTER WILL HAVE 3 TO 4 WELL ROUND BARS ON THE BACK FOR INSTALLATION PURPOSES. THE SIGN WOULD BE INTERNALLY ILLUMINATED VIA APPROX 6000MM LED MODULES APPROX 600MM LUMENS.

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BASEMENT



GROUND FLOOR



FIRST FLOOR



SECOND FLOOR



DO NOT SCALE FROM THIS DRAWING  
All dimensions and levels are given in metres unless otherwise stated.  
Confirmations and Site Contractors must verify sizes and conditions on site before construction.  
The Designer before proceeding.  
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bgd burton green design ltd

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Proposed Elevations

Exterior

E

Prospect House  
Norwich

Revisions

NO.	DATE	REVISION
A	24.10.14	AMENDMENT TO ELEVATION DRAWING TO INCLUDE INFORMATION REGARDING SIGN PROVISION FROM BUILDING & PLANNING DEPARTMENT.
B	20.12.14	AMENDMENT TO SIGN 1 SIGNIFY THE EXTERNAL FACE ILLUMINATION FROM THE PROPOSED SPECIFICATION IN LINE WITH COMMENTS FROM THE CONVENTION TEAM.

25.03.14	SCALE	DWG. NO.	REV.
EG	1:200	14-063-02	B