

Planning Applications Committee

February 19 2009

Section C

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| Agenda Number: | C12 |
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| Section/Area: | OUTER |
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| Ward: | EATON |
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| Officer: | Elizabeth Franklin |
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| Valid Date: | 23 December 2008 |
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| Application Number: | 08/01317/A |
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| Site Address : | Dignity Funerals Ltd 4 Church Lane Norwich NR4 6NZ |
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| Proposal: | To erect a sign in the shape of an ornamental clock on a post, double sided and illuminated. |
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| Applicant: | Mr Graham Barber |
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| Agent: | Mr Alfred Duffin |
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THE SITE

The site is located on the east side of Church Lane, opposite Waitrose supermarket and is a detached modern 2 storey building that backs onto the rear gardens of dwellings on Tamarind Mews. The building sides onto the car park of the Bank to the north and similarly the Bank to the south. Land rises up to the north, and the nearest dwelling is 14 metres to the north east. The site lies within the Eaton Conservation Area.

RELEVANT PLANNING HISTORY

08/01132/F - Single-storey extension to rear of property. (APPR - 18/12/2008)

THE PROPOSAL

The proposal is to erect a sign in the shape of a double sided and illuminated ornamental clock on a post at the front of the building at the access of the premises on Church Lane. The sign will be 3metres from the ground and will be 950mm high, 750mm wide and 150mm deep, facing in either direction on Church Lane. Both the post and the sign will be painted burgundy, with cream text and face to the clock.

CONSULTATIONS

The application has been advertised on the site and in the press. One letter of objection has been received and comments are:

- The sign will be distracting to motorists;
- Inappropriate advertising.

PLANNING CONSIDERATIONS

National Planning Policy:
PPS 1 - Delivering Sustainable Development.

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

Relevant Local Plan Policies:
HBE 8 – Development in Conservation Areas.

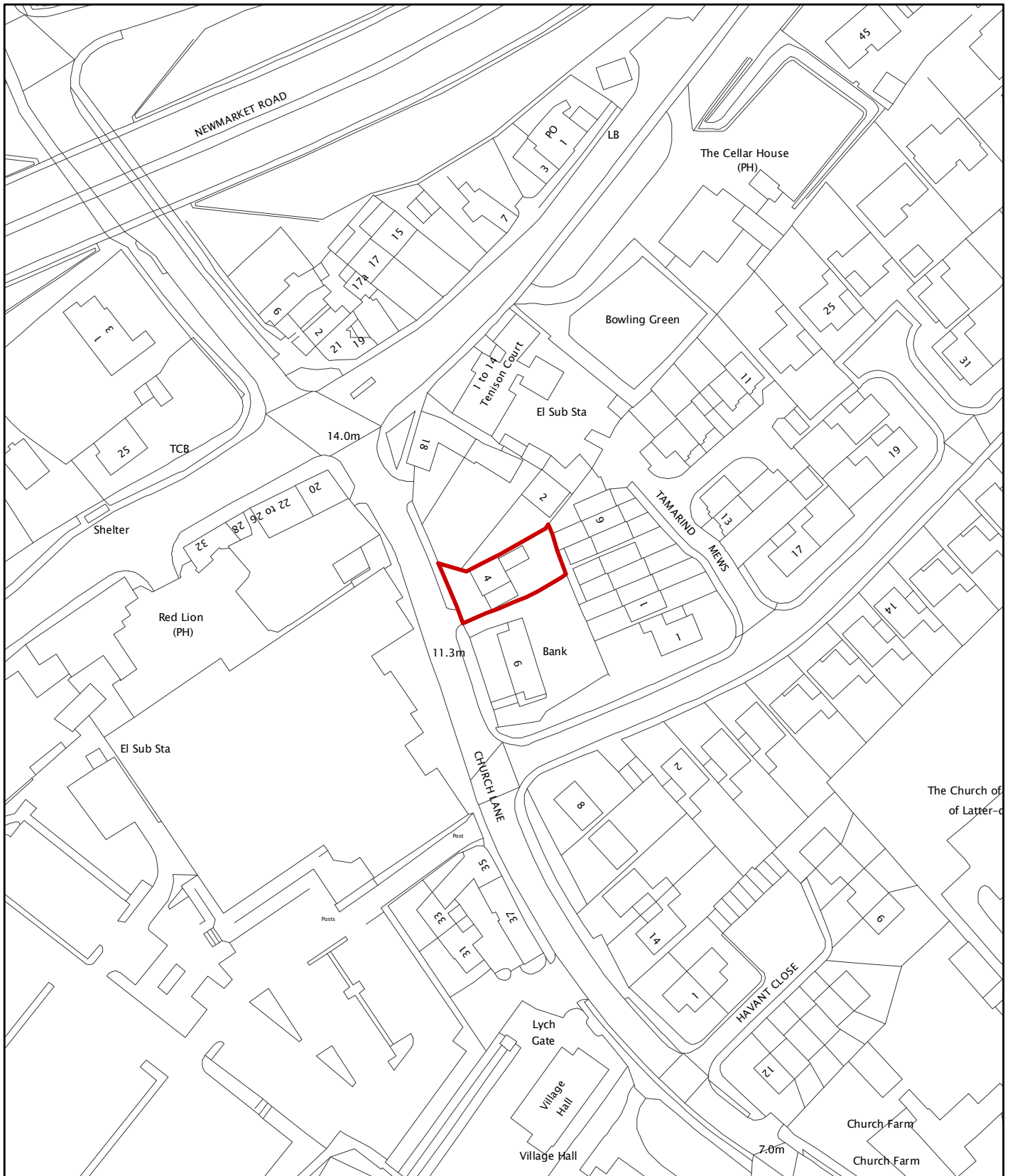
The location and positioning of the sign is at the access to the premises which is opposite the front doors to Waitrose supermarket and there are no residential properties that directly overlook the frontage to no4 Church Lane. Traffic lights are approximately 50metres to the north of the site at the junction of Church Lane and Eaton Street.

Affixed to the wall of Waitrose is illuminated box signage and the proposed sign is considered to have no greater impact than any other illuminated signage in the area. It is considered that the illuminated sign will not be distracting to motorists as it will be seen in the context of the commercial part of the village. The design is quite pleasing and in keeping with the business use and the surrounding area as a whole.

RECOMMENDATIONS

APPROVE subject to standard advert conditions.

(Reasons for approval will be reported to the meeting).



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Planning Application No- 08/01317/A
 Site Address - Church Lane , Eaton, Norwich
 Scale - 1:1250



NORWICH
City Council

**DIRECTORATE OF REGENERATION
 AND DEVELOPMENT**

