Report to Date	Planning applications committee 6 March 2014
Report of	Head of planning services
Subject	Combined report: 13/01483/A, 13/01481/A, 13/01484/A and additional unauthorised advert at various locations on Sweet Briar Road (ring road)

SUMMARY

Item

4(6)

Description:	Site 1 - 13/01483/A – Display of 1 No. non illuminated hoarding
	Site 2 - 13/01481/A – Display of 1 No. non-illuminated display unit.
	Site 3 - 13/01484/A – Display of 1 No. non illuminated hoarding and 2 No. non illuminated directional totem signs on junction of Sweetbriar Road and Hellesdon Hall Road.
	Site 4 – unauthorised hoarding opposite site 3 (not subject to a formal advert application.
Reason for	It was considered appropriate to bring these applications before
consideration at Committee:	committee in this case given the implications of prosecution and enforcement action given the location of the signs on adopted
Committee.	highway land and council owned land.
Recommendation:	Refuse and enforce
Ward:	Mile Cross
Contact Officer:	John Dougan Planner 01603 212526
Valid Date:	Various
Applicant:	Roadside Media
Agent:	None

Introduction

Background

- 1. The stretch of Sweet Briar Road (the outer ring road) running from the signalised junctions at Drayton Road and Hellesdon Hall Road have a series of unauthorised advertising hoardings. Some have been refused advertisement consent, with one application being dismissed at appeal. The key issues are the impact on the amenity of the area and highway safety.
- 2. The Council's planning enforcement team have been investigating the matters, including discussions with advert operators and land owners asking them to remove unauthorised signage or to apply for consent.
- 3. Three applications have been made and this is a joint report to cover all of the current applications.

The Sites

Location and Context

- 4. The three application sites front Sweet Briar Road (A140), which forms part of the main outer ring road of Norwich. This forms part of the Major road network (TRA18).
- 5. A key characteristic of the stretch of road running from Drayton Road through to Dereham Road is that it is lined with mature trees which have the effect of providing an attractive and leafy feel as one travels along the road.

13/01483/A (site 1)

- 6. The unauthorised hoarding, supporting structure and advert commands a very prominent position on the busy traffic lighted Drayton Road, Sweet Briar Road intersection. It is set back from the main road on a sloping piece of verge which is under the ownership of the Highway authority. It is 12.5 metres long and approximately 5 metres high at its highest point.
- 7. Directly to the rear of the structure lies a belt of mature trees which act as significant screening between the ring road and the Sweet briar industrial estate to the south. The site is designated as being a prime employment area (EMP4). It is also designated as being part of a green link network (SR12).
- 8. Directly opposite the site is the ASDA supermarket, the CarShop to the east and Sweet Briar retail park. There are a series of flags to the Carshop boundary with street trees to its frontage. The frontage to the Sweet briar retail park also has significant planting in the form of mature trees and hedging. It is noted that the intersection represents a transition point between the leafy character of Sweet Briar Road and the generally built environment of Boundary Road to the east.
- 9. The structure is at least in part on highway land.

13/01481/A (site 2)

- 10. This comprises a 6.4 metre long hoarding, supporting structure and advert located approximately 50 metres north of the Hellesdon Hall Road intersection positioned on the verge at a distance of 2-3 metres from the back of the footpath.
- 11. The hoarding and its associated supporting structure lies on the edge of land designated as being woodland (NE2) with groups of trees with Tree preservation orders (TPO) on them. It is also designated as being part of green link network (SR12).
- 12. The predominant characteristic of this area is that of a road defined by belt of mature trees to each side of the road, having the effect of screening the industrial estate and providing a pleasant leafy feel to both pedestrians and vehicle users of the ring road.
- 13. It is understood that the structure is on private land.

13/01484/A (Site 3)

- 14. The unauthorised hoarding, supporting structure and advert is 12.5 metres long and is positioned behind a knee rail which separates a sloping embankment from the rear of the pedestrian footway.
- 15. The predominant characteristic of this area is that of a road defined by belt of mature trees to each side of the road, having the effect of screening the industrial estate and providing a pleasant leafy feel to both pedestrians and vehicle users of the ring road.
- 16. The hoarding and its associated supporting structure is set within the edge of land designated as being woodland (NE2). It is also designated as being part of a green link network (SR12).
- 17. It is understood that the structure is primarily on council owned land.
- Site 4 (no advert application submitted)
- 18. There is a further sign to the south of site 2 12.5 metres long and positioned on private land. No application has been submitted for this sign and enforcement are

currently investigating if this has deemed consent, it is in a similar location to the sign refused and dismissed at appeal under reference 03/00236/A.

Planning History

- 19.97/0804/A Erection of three advertisement hoarding on Sweetbriar Road/Drayton Road (REF 18.12.97). This application was of a similar scale and position to the application for site 1 being refused for the following reasons (a) The scale and location having a detrimental impact on the highway safety of a major light controlled intersection (b) The scale and location in an area characterised as being a landscaped verge with a backdrop of trees also forming part of a designated green link network would adversely impact on the amenity of this area. (Site 1)
- 20. There was no appeal to the above decision
- 21.03/00236/A Retrospective application for the erection of a non-illuminated 96 sheet advertising hoarding (REF 02.12.03). This application for a sign 12.5 metre long. The above refusal went to appeal and was dismissed on the grounds of the panel being detrimental to the interests of amenity (DISMISSED 31.03.04). (Site 4)
- 22. It is understood that following the appeal decision the panel was removed. However, some time after that a further unauthorised panel was erected in its place.

Equality and Diversity Issues

23. There are no significant equality or diversity issues.

The Proposal

13/01483/A - (site 1)

- 24. To remove the existing unauthorised sign and erect an 8.3 long sign set on a feathered edge plinth, the sign being a total height of approximately 4.8 metres above ground level. The sign will be non-illuminated.
- <u>13/01481/A (site 2)</u>
- 25. To retain a 6.4 metre long hoarding/advertisement.

13/01484/A - (site 3)

26. To remove the 12.5 metre structure/advert and erect a new 8.3 metre hoarding some 5 metres to the east. The application also includes the provision of two totem signs for small adverts for occupiers of the industrial estate.

Consultation responses

<u>Site 1</u>

- 27. **Strategic highway authority** Objection on the grounds that the sign is an unacceptable distraction. The County Council does not allow any advertising on the Strategic Road Network except for small authorised signage with planning permission.
- 28. Local highway authority Objection on the grounds of amenity and highway safety. The sign would cause a distraction to motorists. Similarly, no dedicated waiting facility for maintenance vehicles serving the advertisement hoarding could also have a detrimental impact on highway safety. The sign has been erected on highway land without the consent of the Highway Authority.
- 29. **Tree officer** The nature of the securing foundation is of concern being so close to trees. This should have some arboricultural input in terms of the potential impact on

the roots.

30. **Conservation and design** – Whilst the size of the sign is to be reduced, it will still be a very visible and dominant feature that by its very nature will attract attention amongst its surroundings. The sign detracts from the landscaping which is the main feature softening the edges of the junction. Since it bears no relationship to the gateway characteristics of the junction, there is no justification for its presence in urban design terms. I therefore recommend refusal.

<u>Site 2</u>

31. Strategic highway authority – No objection

32. Local highway authority – Objection on the grounds of amenity and highway safety. The sign would cause a distraction to motorists. Similarly, no dedicated waiting facility for maintenance vehicles serving the advertisement hoarding could also have a detrimental impact on highway safety. The sign has been erected on highway land without the consent of the Highway Authority. However, they conclude that the impact would be less compared with site 3.

Site 3

- 33. Strategic highway authority Objection The proposed signs would add to the distraction of highway users on this busy and important traffic route. This is likely to result in driver hesitation and sudden vehicle slowing manoeuvres which in turn would lead to the deterioration of the efficiency of the through road as a traffic carrier and be detrimental to highway safety.
- 34. Local highway authority Objection The proposal would have an adverse impact on amenity and highway safety.
- 35. **Tree officer** The nature of the securing foundations so close to trees is of concern. This should have some arboricultural input in terms of the potential impact on the roots.

ASSESSMENT OF PLANNING CONSIDERATIONS

Relevant Planning Policies

National Planning Policy Framework:

Statement 7 – Requiring good design

Statement 11 - Conserving and enhancing the natural environment

Relevant policies of the adopted Joint Core Strategy for Broadland, Norwich and South Norfolk 2011

Policy 1 – Addressing climate change and protecting environmental assets

Policy 2 – Promoting good design

Policy 6 – Access and transportation

Relevant saved policies of the adopted City of Norwich Replacement Local Plan 2004

HBE12 – High quality design with special attention to height, scale, massing and form. SR12 – Green links

NE3 – Tree protection control of cutting, lopping etc

NE2 – Protection of woodland

EMP4 – Policy for prime employment areas

TRA5 – Approach to design for vehicle movement and special needs

TRA8 – Provision for servicing

TRA18 – Major road network

Other Material Considerations

Emerging policies of the forthcoming new Local Plan (submission document for examination, April 2013) Written Ministerial Statement: Planning for Growth March 2011

Development Management Policies Development Plan Document – Presubmission policies (April 2013).

DM3 - Delivering high quality design DM7 – Trees and development DM30 – Access and highway safety

DM31 - Car parking and servicing

Procedural Matters Relating to the Development Plan and the NPPF

The Joint Core Strategy and Replacement Local Plan (RLP) have been adopted since the introduction of the Planning and Compulsory Purchase Act in 2004. With regard to paragraphs 211 and 215-216 of the National Planning Policy Framework (NPPF), both sets of policies have been subjected to a test of compliance with the NPPF. The 2011 JCS policies are considered compliant, but some of the 2004 RLP policies are considered to be only partially compliant with the NPPF, and as such those particular policies are given lesser weight in the assessment of this application. The Council has also reached submission stage of the emerging new Local Plan policies, and considers most of these to be wholly consistent with the NPPF. Where discrepancies or inconsistent policies relate to this application they are identified and discussed within the report; varying degrees of weight are apportioned as appropriate.

Principle of Development

Policy Considerations

- 36. The National Planning Policy Framework states that poorly placed adverts can have a negative appearance on the built and natural environment. Advertisements should be subject to control only in the interests of amenity and public safety, taking into account of cumulative impacts.
- 37. Whilst some objections have been received on certain criteria of emerging policy DM3, a degree of weight can still be given to the remaining criteria, particularly the one which states that proposals should respect, enhance and respond to the character and local distinctiveness of the area.
- 38. Other key considerations include the fact that all of the application sites are located on a strategic 'A' class road. Therefore, it is important to consider highway safety implications of the signage.
- 39. Emerging policy DM30 has received an objection from the County highway authority so no weight can be applied. Whilst an objection has been received on policy DM31, it only relates to certain aspects of the policy and not the part relating to servicing.
- 40. Significant weight can be given to policy DM7 as no objections have been received.

Site 1

<u>Amenity</u>

- 41. There are no residential properties so the key issue is the development's impact on the amenity and character of the area.
- 42. It is important to note that the site commands a prominent setting on a location which is a key entrance point to the city, defined by the mature street trees to either side of the road and the bank of mature woodland between the ring road and the Sweet briar industrial estate.
- 43. Whilst there are other examples of signs on the intersection, they are in a more planned arrangement (set behind street trees) such as those displayed on the Car Shop site and with a completely different backdrop to the application site which is set against a bank of mature trees which forms part of green link which aims to safeguard and enhance natural features of importance.
- 44. It is acknowledged that a reduction in size will reduce the impact on the character of the area. However, the sheer size and elevation of both the existing and proposed sign is at odds with the soft landscaping to the rear which plays an important function in defining the edge and entrance to the City of Norwich and enhancing the green links network.
- 45. It may be argued that there are other unauthorised signs in the wider area. However, these may well be subject to possible enforcement action by the council in the future.
- 46. The approval of such a proposal or indeed the retention of the existing sign could also act as a precedent for signs of a similar scale further along Sweet Briar Road leading down to Dereham Road, further eroding the character of this part of the ring road which currently has some pleasant landscaping in the form of mature trees which help define the boundary of the City.
- 47. The structure is in very close proximity to the bank of mature trees to its rear, so any works associated with the construction of the sign could have a detrimental impact on the health of those trees which play an important contribution to the visual amenities of the street scene and the green links network. No arboricultural information has been provided to demonstrate that they will be protected. Were approval recommended this could potentially be overcome via condition.
- 48. The intersection has undergone some recent changes which have improved the setting and entrance to the city including built/landscaping enhancements to the Carshop site and junction improvements which have included the introduction of soft landscaping to improve safety to each of the slip lanes.
- 49. Regularising such a structure and advert is considered to be a backwards step. Therefore the scale and location of the existing and proposed structure and advert in an area characterised as being a landscaped verge with a backdrop of trees also forming part of a designated green link network would adversely impact on the amenity of this area.

Public safety

- 50. It is acknowledged that a sign of this scale has been located in this location for a reasonable period of time. It could therefore be argued that if the Highway Authority considered it to be an unacceptable distraction to road users they should have used their highways powers to secure its removal, this matter is picked up further in the enforcement sections below.
- 51. Nevertheless the fact that the Strategic Highway Authority consider the sign as resulting in an unacceptable distraction on a Strategic Road Network on a busy intersection must be given significant weight.
- 52. The local highway authority have raised concerns that there is no dedicated waiting facility available for vehicles maintaining the advert, meaning vehicles may have to park on a very busy main road. Such a scenario could cause further distraction to vehicles entering the intersection or using the slip lanes, increasing the chances of collision. The scale of this impact is reduced by the fact that the frequency of any maintenance is not likely to be high and in reality it is expected that such vehicles would temporarily park up on the verge.

Site 2

Amenity

- 53. The unauthorised sign is highly visible in the street scene due to the stark contrast of the structure relative to the soft landscaping of the mature trees. That being said, due to it being in line with the bank of trees, it is less prominent to the other unauthorised signs on the nearby Hellesdon Road / Hall Road intersection to the south.
- 54. A key concern is that retention of the sign along with the other unauthorised adverts, would have a cumulative effect of further eroding the character of this part of the ring road which currently has some pleasant landscaping in the form of mature trees and green link network along the ring road.
- 55. On examination of the appeal decision for a 12.5 metre hoarding/advert 25 metres to the south, it is evident that the inspector described the road as being open and almost of a semi rural character with grassed verges and a light screen of trees to the south west. The inspector also added that the appeal site is within a pleasant and more substantial tree belt, designated as a group Tree Preservation Order, bordering the main road to the east. In addition, it was observed that the greenery around the junction complements other roadside 'green space' helping to relieve any intrusion from the city's commercial fringe. In keeping with this welcome greenery, the permitted commercial profile of the area is low-key rather than assertive.
- 56. The observations drawn by the inspector about the character of the area contributed to a conclusion that such a large advertisement would be a substantial roadside element emphasised by its forwards siting and shallow display alignment to the carriageway, allowing for a fairly long range of visibility, the freestanding panel creating a discordant and unduly assertive feature within the tree belt, in a position effectively divorced from any commercial activity. The overly large and poorly sited panel therefore crudely disrupts the amenity value of the trees and imposes itself unduly on the wider landscape setting of this strategically important

route around the city.

- 57. It is acknowledged that the current application is substantially shorter at 6.4 metres compared to the one dismissed at appeal and sits more parallel with the road and tree belt.
- 58. Whilst the above may be the case, the structure is still at odds with the soft landscaping to the rear, all of which is considered to be a backwards step which would contribute to cumulative incremental erosion of the green links network and leafy character of the area.
- 59. The structure is in very close proximity to the bank of mature trees to its rear (some of which had TPO status), so any works associated with the future maintenance of the sign could have a detrimental impact on the health of those trees which play an important contribution to the visual amenities of the street scene and the green links network. Were approval recommended this could potentially be overcome via condition.

Public safety

60. The strategic highway authority has no objection.

- 61. The local highway authorities are of the view that the advert would cause distraction to motorists having an adverse impact on highway safety.
- 62. The lack of a dedicated waiting area could also have the effect of causing an obstruction which could increase the changes of further driver distraction whilst approaching the intersection. On the basis of all of the above, the highway authority consider that the sign and activities associated with its maintenance could result on a detrimental impact on highway safety.
- 63. However, they do concede that the impact is less compared to the impacts associated with site 4.
- 64. Given the relationship of the advert with the road and being some distance from the intersection, it is concluded that the impact on the advert on public safety would not be significant.

Site 3

<u>Amenity</u>

- 65. The conclusions made by the planning inspector are considered relevant for the current advert. See paragraphs 55-56.
- 66. It is acknowledged that a reduction in size of the unauthorised 12.5 hoarding/sign to a 8.3 metre long structure will reduce the impact on the character of the area. However, the sheer size and elevation of both the existing and proposed sign would still be at odds with the soft landscaping to the rear which plays an important function in contributing to the leafy character of the area which is designated a green links network.
- 67. The structure is in very close proximity to the bank of mature trees to its rear so any works associated with erection of the new sign or future maintenance could have a detrimental impact on the health of those trees which play an important contribution to the visual amenities of the street scene and the green links network. No arboricultural information has been provided to demonstrate that they will be

protected. Were approval recommended this could potentially be overcome via condition.

68. Two totem signs are also proposed as part of this application either side of the Junction of Hellesdon Hall Road. These are smaller signs 1.5m wide and are proposed to detail the names of occupiers of the industrial estate. Given their smaller scale and the fact that they are proposed to relate directly to the industrial estate the signs are considered to be acceptable. It is recommended that a condition of any consent is that they only provide advertising for premises located and operating from the industrial estate.

Public safety

- 69. The highway authority state that the sign would cause distraction to cars approaching the intersection.
- 70. It is acknowledged that a sign of this scale has been located in this location for a considerable period of time. It could therefore be argued that if the Highway Authority considered it to be an unacceptable distraction to road users they should have enforced by the Highway Authority using the Highways Act 1980. This is discussed further in the enforcement sections below.
- 71. Whilst there may be a certain logic to this argument, the local planning authority is presented with a formal application and must be mindful of the impact of developments and the potential for harm to public safety.
- 72. The fact that the Strategic Highway Authority view the sign as resulting in an unacceptable distraction on a Strategic Road Network on a busy intersection must be given significant weight.
- 73. The local highway authority have raised concerns that there is no dedicated waiting facility available for vehicles maintaining the advert, meaning vehicles may have to park on a very busy main road. Such a scenario could cause further distraction to vehicles entering the intersection or using the slip lanes, increasing the chances of collision. The scale of this impact is reduced by the fact that the frequency of any maintenance is not likely to be high and in reality it is expected that such vehicles would temporarily park up on the verge.

Planning enforcement options

- 74. It is possible to prosecute for any unlawful display of adverts under section 224 of The Town and Country Planning Act 1990. However such action potentially only results in the removal of the advert and not the structure it is attached to. Enforcement action against the structure can only be taken by means of an enforcement notice under section 172 of the Act or a section 225A notice, described further below.
- 75. New powers inserted by the Localism Act under section 225A of The Town and Country Planning Act 1990 provide for the Local Planning Authority to remove structures used for the unauthorised display of adverts subject to first serving a removal notice. This provides for the Local Planning Authority to physically remove the structure and potentially recover the costs of doing so.

- 76. The head of planning currently has delegated powers to take all forms of enforcement action with the exception of the approval of the service of an enforcement notice under Section 172 of the Town and Country Planning Act 1990 (and certain provisions in relation to listed buildings which are not relevant here).
- 77. Sites 1, 2 and 3 are all displaying advertisements and are not considered to benefit from deemed consent. The structures are also considered to be operational development and have been erected within the last ten years without the grant of planning consent.
- 78. Enforcement officers are currently investigating if site 4 has deemed consent due to the length of time it has been in place. The sign is in a similar location to the sign refused (retrospectively) and dismissed at appeal under reference 03/00236/A, however these is some evidence that the sign was removed and replaced after the appeal decision. At this stage authorisation is not sought to serve an enforcement notice under section 172 for this sign, however officers may test the case by action under section 224 in the first instance.
- 79. It is considered that site 1 is at least in part located on adopted highway and therefore could be removed by highways. The unauthorised sign adjacent to site 3 is on Council owned land and therefore could be removed by the Council as land owner. Property services have confirmed that they have not given any consent to the display of the sign and are not receiving any income from it.
- 80. Taking action on these signs and structures under section 225A or 172 would result in the serving of notices on the highway authority and the Council as land owner and as such it is recommended that the committee formally request that the Head of Development Services investigate the matter and seek the removal of the signs using other powers under the Highways Act as any such action falls outside of the Committee's remit..
- 81. The recommendation is that powers be given to the Head of Planning to take enforcement action to secure the removal of the signs and associated structures at sites 1, 2 and 3 including the serving of an enforcement notice under section 172 and the taking of direct action including prosecution if necessary. However prior to taking any further action on sites 1 and 3 it is recommended that the committee formally request that the Head of City Development Services take action to seek the removal of the signs as this would seem to be the most appropriate option.

Conclusions

- 82. Whilst each of the four sites are not identical, by virtue of the scale and location of the proposal in the context of the existing environment, the advertisements would be overly prominent and appear out of keeping having a detrimental impact on the visual amenities of the street scene. The totem signs are relatively small scale and will not have a significant detrimental impact on the visual amenities of the street scene.
- 83. It is considered that the signs on sites 1 and 3 would result in a significant detrimental impact on highway safety of a busy intersection on a Strategic A Class Road.

84. It is recommended that the proposed signs be refused for the reasons outline in the recommendations below and that delegated authority be given to the Head of Planning to take appropriate enforcement action to seek the removal of existing signs as per the recommendations below.

Recommendations

<u>Site 1</u>

- (1) refuse planning permission for Application No (13/01483/A Land to the south side of the junction of Boundary Road, Drayton Road and Sweet Briar Road) for the following reason(s):-
 - The advertising hoarding by reason of its size, position and location would be overly prominent and an inappropriate form of advertising which would have a negative impact on the appearance of the environment and would detract from the character of the adjacent landscape belt to the detriment of the visual amenity of the surrounding area. The advertising hoarding would therefore be contrary to the objectives of paragraph 67 of the National Planning Policy Framework, policy 2 of the Joint Core Strategy for Broadland, Norwich and South Norfolk 2011, saved policies HBE12 of the adopted City of Norwich Replacement Local Plan 2004 and emerging policy DM3 of the Development Management Policies DPD Regulation 22 submission document, 2013.
 - 2. Given the size and location of the advertising hoarding on an important junction in the strategic highway network it is considered that the sign presents an unacceptable distraction to road users and could have a significant detrimental impact on the highway safety of a busy intersection in the strategic road network. The advertising hoarding would therefore be contrary to paragraph 67 of the National Planning Policy Framework 2012 and policy 6 of the Joint Core Strategy for Broadland, Norwich and South Norfolk 2011.
- (2) authorise the Head of Planning services to secure the removal of the advert and associated structure at site 1 including the serving of an enforcement notice under section 172 of The Town and Country Planning Act 1990 and the taking of legal proceedings, including prosecution if necessary.
- (3) request the Head of City Development Services to seek the removal of the sign given its location on highways land.
- <u>Site 2</u>
 - (1) refuse planning permission for Application No (13/01481/A Land north of junction between Hellesdon Hall Road and Sweet Briar Road) for the following reason(s):-
 - The advertising hoarding by reason of its size, position and location would be overly prominent and an inappropriate form of advertising which would have a negative impact on the appearance of the environment and would detract from the character of the adjacent landscape belt to the detriment of the visual amenity of the surrounding area. The advertising hoarding would therefore be contrary to the objectives of paragraph 67 of the National Planning Policy Framework, policy 2 of the Joint Core Strategy for Broadland, Norwich and South Norfolk 2011, saved policies

HBE12 of the adopted City of Norwich Replacement Local Plan 2004 and emerging policy DM3 of the Development Management Policies DPD Regulation 22 submission document, 2013.

(2) authorise the Head of Planning services to secure the removal of the advert and associated structure at site 2 including the serving of an enforcement notice under section 172 of The Town and Country Planning Act 1990 and the taking of legal proceedings, including prosecution if necessary.

Site 3

- (1) part refuse planning permission for Application No (13/01484/A Land at junction of Hellesdon Hall Road and Sweet Briar Road) for erection of a 64 sheet advertising panel on the south side of the junction the following reason(s):-
 - The advertising hoarding by reason of its size, position and location would be overly prominent and an inappropriate form of advertising which would have a negative impact on the appearance of the environment and would detract from the character of the adjacent landscape belt to the detriment of the visual amenity of the surrounding area. The advertising hoarding would therefore be contrary to the objectives of paragraph 67 of the National Planning Policy Framework, policy 2 of the Joint Core Strategy for Broadland, Norwich and South Norfolk 2011, saved policies HBE12 of the adopted City of Norwich Replacement Local Plan 2004 and emerging policy DM3 of the Development Management Policies DPD Regulation 22 submission document, 2013.
 - 2. Given the size and location of the advertising hoarding on an important junction in the strategic highway network it is considered that the sign presents an unacceptable distraction to road users and could have a significant detrimental impact on the highway safety of a busy intersection in the strategic road network. The advertising hoarding would therefore be contrary to paragraph 67 of the National Planning Policy Framework 2012 and policy 6 of the Joint Core Strategy for Broadland, Norwich and South Norfolk 2011.
- (2) part approve planning permission for Application No (13/01484/A Land at junction of Hellesdon Hall Road and Sweet Briar Road) for the erection of two totem signs either side of the junction subject to the following conditions:
 - Five standard conditions required to be imposed by the advertisement regulations;
 - 2. The development to be in accordance with approved plans;
 - 3. The signs shall provide advertising for businesses located on the sweet briar industrial estate only.
- (3) authorise the Head of Planning services to secure the removal of the existing advert and associated structure at site 3 including the serving of an enforcement notice under section 172 of The Town and Country Planning Act 1990 and the taking of legal proceedings, including prosecution if necessary.
- (4) request the Head of City Development Services to seek the removal of the sign given its location on council owned land.



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Planning Application No

Site Address Scale 13/01483/A & 13/01481/A & 13/01484/A Sweet Briar Road 1:5,782





PLANNING SERVICES





Sweet Briar Road Industrial Estate, Sweet Briar Road/Hellesdon Hall Road, Norwich.

Proposed Estate Totems + ADU



Sweet Briar Road Industrial Estate, Sweet Briar Road/Hellesdon Hall Road, Norwich.

Proposed Estate Totems + ADU

