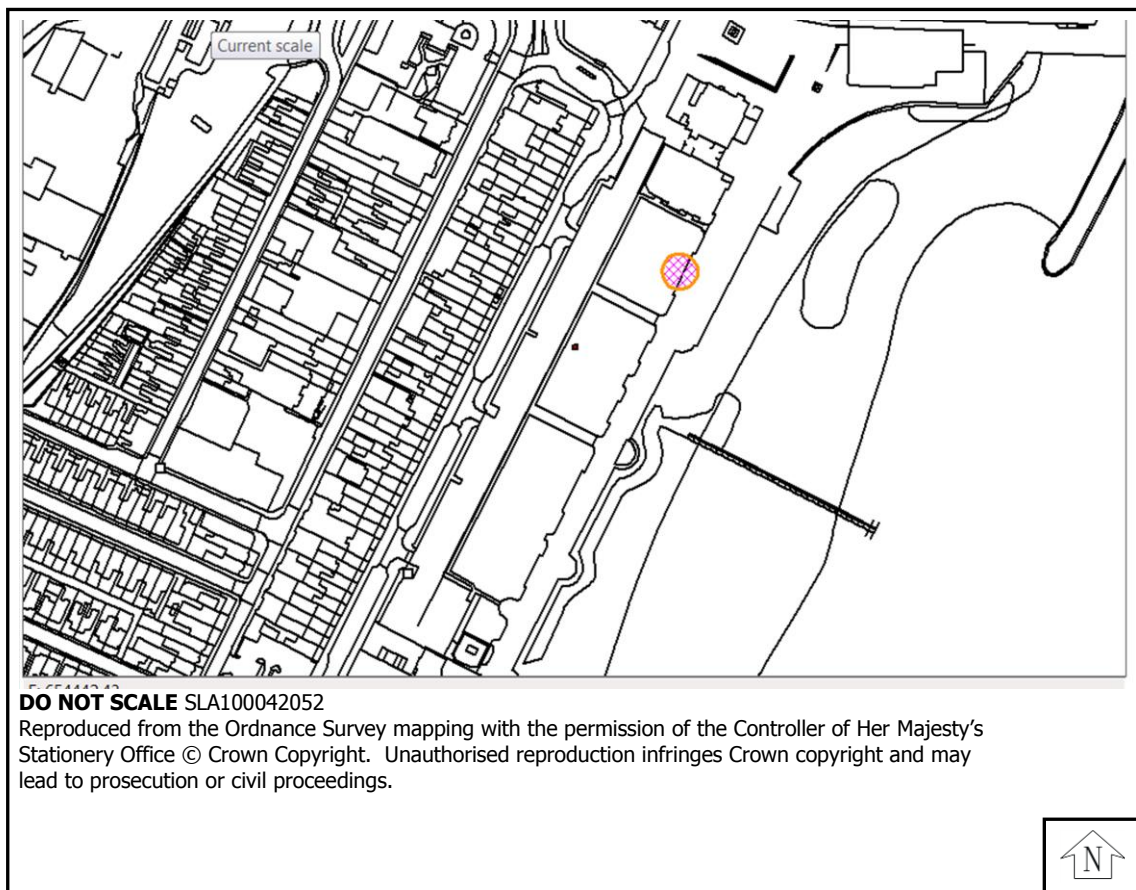


PLANNING COMMITTEE -**APPLICATION NO** DC/18/1548/ADN**LOCATION**Royal Green
Marine Parade
Lowestoft
Suffolk**EXPIRY DATE** 13 June 2018**APPLICATION TYPE** Non-Illuminated Advertisement Consent**APPLICANT** Waveney District Council**PARISH** Lowestoft**PROPOSAL** Non Illuminated Advertisement Consent - Notice board with case for posters and permanent info on Royal Green**1 SUMMARY**

- 1.1 The submitted application seeks approval for an information and notice board as part of the Wayfinding Project which stretches from Kensington Gardens through to Ness Point and the Sparrows Nest gardens.

1.2 The application has been submitted by the Council's Economic Development department, and as such it is required to go before planning committee.

2 SITE DESCRIPTION

2.1 The information board, for which this application relates, will be located on the boundary between the Royal Green and the Seafront Promenade.

2.2 Both the Royal Green and the Seafront Promenade have no public vehicular access, and are heavily trafficked by pedestrians and cyclists.

3 PROPOSAL

3.1 Consent is sought for a 1.58m wide and 0.729m high board containing both an area for removal posters and for information on Lowestoft. The board will be fixed to two poles, and will overall measure approximately 1.9m above ground level.

4 CONSULTATIONS/COMMENTS

4.1 Neighbour consultation/representations:

No Representations received

4.2 Parish/Town Council Comments:

Lowestoft Town Council Planning Committee considered this application at a meeting on 8 May 2018. It was agreed to recommend approval of the application.

5 PUBLICITY

5.1 The application has been the subject of the following press advertisement:

Category	Published	Expiry	Publication
Conservation Area,	27.04.2018	17.05.2018	Beccles and Bungay Journal
Conservation Area,	27.04.2018	17.05.2018	Lowestoft Journal

SITE NOTICES

The following site notices have been displayed:

General Site Notice	Reason for site notice: Conservation Area, Date posted 20.04.2018 Expiry date 10.05.2018
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6 RELATED APPLICATIONS

Reference No	Proposal	Decision	Date
DC/17/2657/AND	Non Illuminated Advertisement Consent - Wayfinding Project - Information/Navigation signs from Kensington Gardens to Ness Point.		

7 PLANNING POLICY

7.1 The Development Management Policies were adopted in 2011. Policy **DM02** sets down Design Principles for new development, and **DM30** relates to the protection and enhancement of the historic environment.

8 PLANNING CONSIDERATIONS

8.1 The main considerations are those of the visual impact on the townscape and associated conservation areas. Those impacts are balanced against the benefits that the way marking will bring to the town by making its local landmarks more accessible, the area will become more interactive, visually interesting and informative. The board is a continuation of the wayfinding project that has had previous permission for a number of signs located around Central Lowestoft.

8.2 The board will contain a map, details on the Royal Green, and a protected area for the placement of posters. The board fits into the existing styling of the previously approved 'wayfinding' signage, and thereby creates uniformity between them signage around Lowestoft.

8.3 Officers considered that there will be limited harm to the views along the Seafront Promenade, and lead to a less than substantial harm to the associated conservation area. Similarly any visual intrusion within the local street scene is negligible. Officers take the view that the proposals will in effect draw the eye to areas of interest and the town being viewed as a cohesive unit rather than somewhat separate. On that basis the proposals will enhance and improve the wider townscape.

8.4 This is a wide reaching project, with a large number of areas covered it is considered that there would be minimal impact on the visual amenities of the areas subject to this application and there would be significant benefits to bringing the town together in a more cohesive way.

9 CONCLUSION

9.1 It is considered that the proposed sign would add to the existing 'wayfinding' signage around Lowestoft. The impact will be to create a cohesive visitor / heritage offer that will better enable residents and visitors alike to access and appreciate the wider area. The signs are of an appropriate scale, form and design and would not have an unacceptable impact on the associated conservation area and would increase awareness of the 'Royal Green'

RECOMMENDATION

Approve subject to the following standard advertisement conditions:

1. This consent shall be for a period of five years.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

2. All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

3. Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.

Reason: as required by the Town and Country (Control of Advertisements) Regulations in force at this time.

4. Where any advertisement is required under these Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

5. Before any advertisement is displayed in pursuance of this consent the permission of the owner of that land or other person entitled to grant permission in relation thereto shall be obtained.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

6. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign or so as otherwise to render hazardous the use of any highway.

Reason: In the interests of road safety and the amenities of the area.

ADDITIONAL NOTES

The Local Planning Authority has assessed the proposal against all material considerations including planning policies and any comments that may have been received. The planning application has been approved in accordance with the objectives of the National Planning Policy Framework and local plan to promote the delivery of sustainable development and to approach decision taking in a positive way.

BACKGROUND INFORMATION:

See application ref: DC/18/1548/ADN at

www.eastsuffolk.gov.uk/public-access

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