

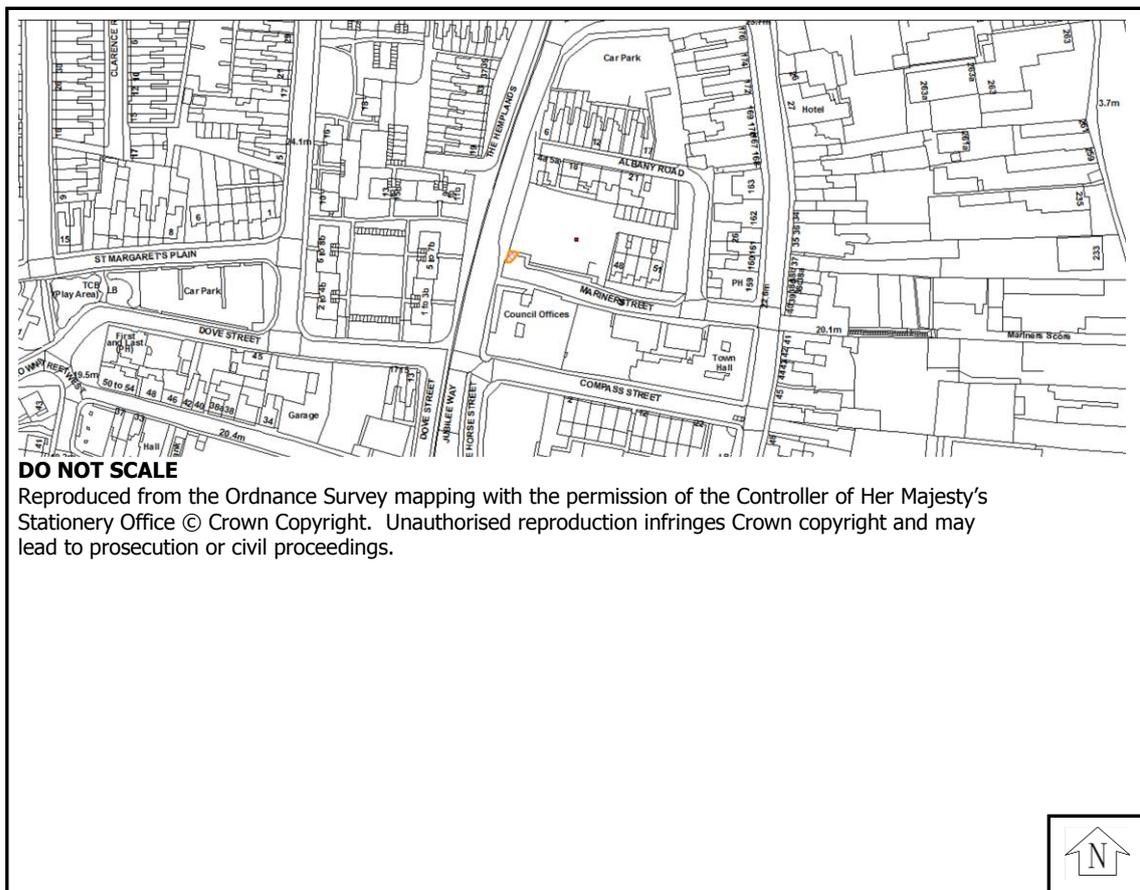
PLANNING COMMITTEE – 11 OCTOBER 2016**APPLICATION NO DC/16/3355/RG3****LOCATION**

Car Park
 Mariners Street
 Lowestoft
 Suffolk

EXPIRY DATE 11th October 2016.
APPLICATION TYPE Advertisement Consent
APPLICANT Waveney District Council

PARISH

PROPOSAL Illuminated Advertisement Consent – 1 No. internally illuminated totem sign.

**1 SUMMARY**

- 1.1 The application is proposing a 5.5m high double sided internally illuminated totem sign in relation to proposed commercial developments allocated under Policy LOW 3 on sites located at Mariners Street and Compass Street. The application is recommended for approval.

2 SITE DESCRIPTION

- 2.1 The site is located at the westernmost end of Mariners Street, adjacent to the public footpath that runs alongside the A12 Jubilee Way and the former Waveney District Council

car park. Opposite the site are the former Council offices on the south side of Mariners Street whilst to the north and east is residential development. There is also residential development to the west of the A12. Further to the east of the site along the High Street are commercial and residential premises.

3 PROPOSAL

- 3.1 The proposal seeks consent to display advertisements in relation to proposed commercial developments on sites located at Mariners Street and Compass Street. The application is for a double sided totem sign measuring 5.5m x 2.0m x 0.4m with internally illuminated panels containing four tenants' boards measuring 0.875m x 2.0m each and a main development identity board measuring 2.0m x 2.0m.
- 3.2 The application seeks to replace the 8m high pylon sign that is proposed as part of application DC/16/2787/RG3 also for consideration on this agenda.
- 3.2 There is also a separate application in respect of a proposed restaurant and drive thru on Unit 1 (DC/16/3752/RG3) also for consideration on this agenda. There is a further outline application on Unit 2 for proposed A1, A2, A3 and A5 use (DC/16/2786/RG3) to be considered at a future meeting.

4 CONSULTATIONS/COMMENTS

4.1 **Suffolk County Council Highways:** Notice is hereby given that the County Council as Highway Authority recommends that any permission which that Planning Authority may give should include the conditions shown below:

- The maximum luminance from any one sign within this application shall not exceed 400 candela/m².

Reason: In the interests of highway safety and in order to avoid disability or discomfort glare for either pedestrians or motorists.

4.2 **Suffolk County Council Lighting Engineer:** At present I would make the following comments with regards to the planning application.

- 1: This application is for the erection of a Totem Pole but there is no mention of what the illumination levels will be.

The lighting levels have been shown below and must be adhered too.

PLG05: The Brightness of Illuminated Advertisements.

Illuminated Area (m ²)	Zone E1	Zone E2 Villages	Zone E3 Towns	Zone E4 Cities
Up to 10.00	100	400	600	600
Over 10.00	n/a	200	300	300

- 2: The location of the Totem Pole appears to be within the adopted highway and not within private land, unless WDC have subsequently sold the end of the highway known as Mariners Street. If this is the case then all the street lighting columns within this section of land will have to be removed as part of the development.
- 3: The application will also have to be passed onto Highways England for their consideration as this site is adjacent to the A12.

4.3 **Highways England:** Thank you for your correspondence, received on 24 August 2016, notifying Highways England of the above application.

Highways England has no objection to these proposals subject to the following conditions:

- No part of any sign shall encroach within the highway boundary at any time including during erecting.
- The illuminated advertisement sign shall comply with the guidance and recommendations of the Institution of Lighting Engineers "Brightness of Illuminated Advertisements" Technical Report No. 5.
- The proposed lighting must not cause a glare problem to trunk road users. No lighting source (lamps) shall be directly visible, or visible by reflection, to trunk road users.
- The advertisement must not show any animated pictures
- If the proposal contains changing images then slide change-over shall be at minimum intervals of 30 seconds i.e. no more than two separate advertisements in any 60 seconds.
- No images which could be construed or confused with a road sign shall be displayed
- The advertisements must not carry telephone numbers, web site or postal addresses
- I should be grateful if you would send me a copy of your decision notice in due course.

PUBLICITY

SITE NOTICES

The following site notices have been displayed:

General Site Notice

Reason for site notice: General Site Notice. Date posted
26.08.2016 Expiry date 15.09.2016

5 PLANNING POLICY

- 5.1 The **Core Strategy** was adopted in January 2009. **Policy CS02** requires high quality and sustainable design. In particular proposals should reflect local character and distinctiveness. The **Development Management Policies** were adopted in 2011. **Policy DM02** sets

design principles for new development, in particular proposals should be sympathetic to the character of a site and the quality of the built environment.

- 5.2 The **Site Specific Allocations Document** was adopted in 2011. **Policy LOW 3** allocates the Town Hall, Council Offices and car parks at Mariners Street and Compass Street for mixed use including student accommodation, offices/studio/creative industries, live-work units (approx. 9 units) and housing (7 units).

6 PLANNING CONSIDERATIONS

- 6.1 Separate applications on this agenda consider a proposed restaurant and drive-thru take away (DC/16/3752/RG3) and the proposed signage (DC/16/2787/RG3). There is a further separate outline application on the Mariners Street car park which seeks consent for a building for A1, A2, A3 and A5 use (DC/16/2786/RG3).
- 6.2 Regulation 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety. 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 the safety of persons using any highway.
- 6.3 The application site falls within the Policy LOW 3 allocation. The Planning and Design Statement states:

“The proposed totem sign relates to commercial developments now proposed on sites that are part of a larger allocation for redevelopment as set out in Policy LOW 3. The LOW 3 allocation takes in the Council car parks at Mariners Street and the corner of Compass Street, the Town Hall and the former Council Offices at Mariners Street and Crown Street. The LOW 3 site is designated for mixed use including office uses, commercial and housing.

The proposed totem sign will contribute to raising the profile of the commercial development of the site and help to attract and retain footfall for the surrounding shops and services. Signage is an essential part of the proposals whereby customers can be directed to the commercial units when they are passing by car on the A12 Jubilee Way.

The proposed totem sign will reduce the need for a number of individual brand signs and will present a coherent identity for the entire LOW 3 site re-development. A suggested name for the proposed main identity is White Horse Square, after a pub that used to be on this street, linking the LOW 3 site back to its historical past. The commercial development of the site brings a new use to what are now unoccupied sites and the signage associated with that new use will potentially have an impact on residential amenity of nearby residents. The totem sign proposed reduces the need for a number of signs on the LOW 3 site, which will be positive in respect of the amenity of nearby residents.”

- 6.4 A separate 8m high pylon sign was included within application DC/16/2787/RG3 although this is now no longer proposed with the Agent providing the following explanation:
- 6.5 “My clients have now considered that the best interests of the development as a whole would be served by having one central totem sign, placed on the corner of Mariners Street and within Site 2”.
- 6.6 This means that the totem sign proposed in this application will provide the advertising for both the land to the rear of the Town Hall and the Mariners Street car park (Sites 1 and 2). It is considered that it would be preferable in the interests of the appearance of the area to have

one totem sign serving sites 1 and 2 rather than two separate totem signs in relatively close proximity to one another.

- 6.7 It is acknowledged that a certain level of advertising is to be expected with the proposed redevelopment of the area allocated under Policy LOW 3 (sites 1 and 2) and that by combining the advertising for both sites onto one sign reduces the extent of advertising proposed. Accordingly therefore the proposed totem sign in the position indicated, is considered acceptable.
- 6.8 As the illuminated area of the proposed sign exceeds 10sqm the Suffolk County Council Lighting Engineer recommends that the brightness of the illumination should not exceed 300 candela/m². This can be controlled by condition should the application be approved.

7 CONCLUSION

- 7.1 The application is proposing an illuminated totem sign in respect of part of the land allocated by Policy LOW 3 (Sites 1 and 2). It is considered preferable to have one sign for both sites as this reduces the level of signage proposed. The location of the sign adjacent to the A12 is considered acceptable. Accordingly the application is recommended for approval subject to conditions.

8 RECOMMENDATION:

- 8.1 That permission be granted, subject to the following 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. 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.

5. The maximum luminance from the sign hereby approved shall not exceed 300 candela/m² at any time.

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

6. The proposed lighting must not cause a glare problem to trunk road users and no lighting source (lamps) shall be directly visible, or visible by reflection, to trunk road users.

Reason: In the interests of road safety.

BACKGROUND INFORMATION: See application ref: DC/16/3355/RG3 at www.waveney.gov.uk/publicaccess
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