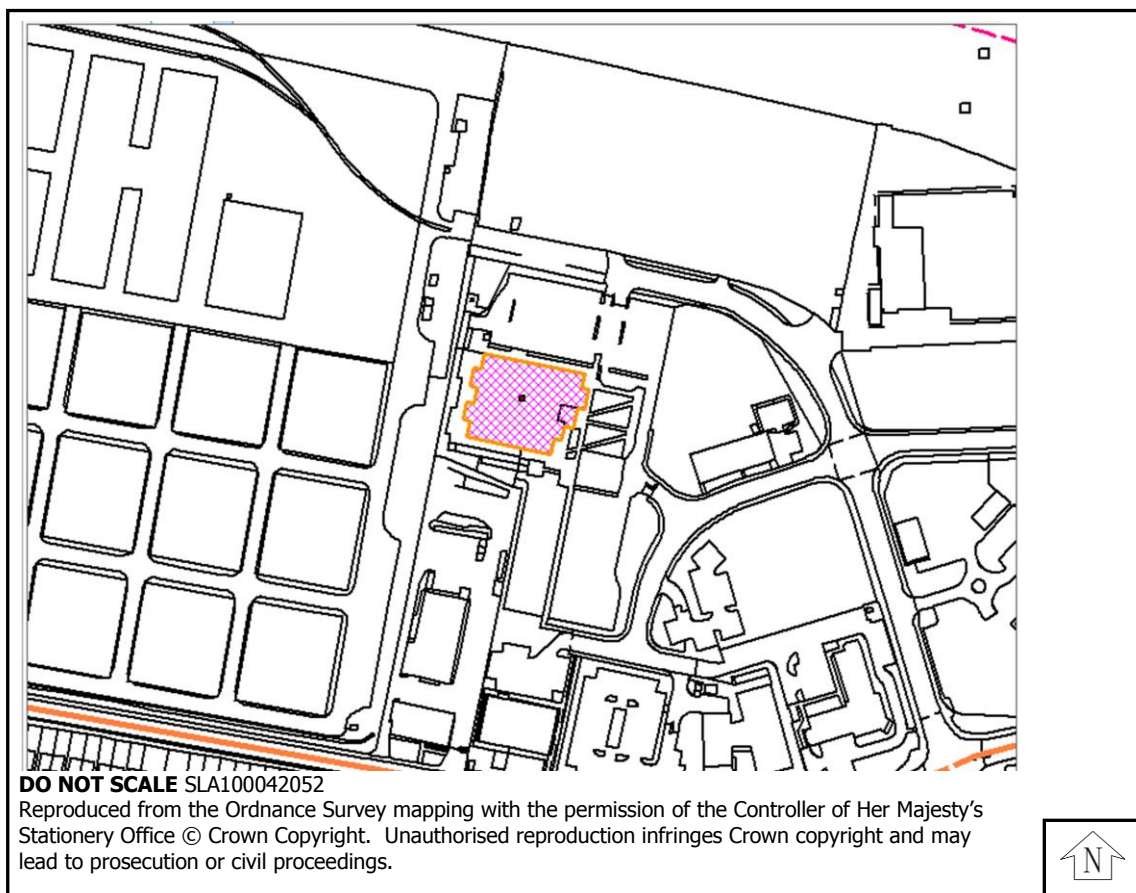


**PLANNING COMMITTEE - 15 JANUARY 2019****APPLICATION NO** DC/18/5066/ADN**LOCATION**Riverside  
4 Canning Road  
Lowestoft  
Suffolk  
NR33 0EQ**EXPIRY DATE** 3 February 2019**APPLICATION TYPE** Non-Illuminated Advertisement Consent**APPLICANT** Waveney District Council**PARISH** Lowestoft**PROPOSAL** Non Illuminated Advertisement Consent - Provision of Corporate Sign for new East Suffolk Council Authority attached to existing building front elevation**1 SUMMARY**

- 1.1 The application is for the replacement of the Waveney District Council logo on the front of the Riverside Building, with the new East Suffolk Council logo.

- 1.2 The application has been submitted on behalf of the District Authority, and as such is required to go before the Planning Committee.
- 1.3 Recommendation is for approval, subject to the conditions detailed in section 8 of this report, and no objection being received from the Highways Authority.

## **2 SITE DESCRIPTION**

- 2.1 The site is located within the Physical Limits of Lowestoft, and comprises of a detached three storey office building for the District and County Councils.
- 2.2 The site forms part of a larger site allocated for comprehensive redevelopment as employment land within the Lowestoft Lake Lothing and Outer Harbour Area Action Plan (January 2012).

## **3 PROPOSAL**

- 3.1 Advertisement Consent is sought for a replacement sign measuring 2.7m high, 3.4m wide, and 0.1m deep, situated 9m above ground level.

## **4 CONSULTATIONS/COMMENTS**

- 4.1 **Parish/Town Council Comments:** No response received
- 4.2 **Neighbour consultation/representations:** No responses received
- 4.3 **Suffolk County Highways Authority:** No response received

## **5 SITE NOTICES**

The following site notices have been displayed:

General Site Notice	Reason for site notice: General Site Notice, Date posted 13.12.2018 Expiry date 08.01.2019
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## **6 PLANNING POLICY**

- 6.1 The National Planning Policy Framework and associated Guidance forms a material consideration in the determination of this application in particular those areas of guidance relating to the location of town centre uses.
- 6.2 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
- 6.3 The Waveney Core Strategy was adopted in 2009 and contains the following policies of relevance to the determination of this application:
- CS02, requires development to be of High Quality and Sustainable Design.

6.4 The Waveney Development Management Policies Document was adopted in 2011 and contains the following policies of relevance to the determination of this application:

- DM02, sets out the Council's Design Principles for new development.

## **7 PLANNING CONSIDERATIONS**

7.1 Policy DM02 states that proposals should seek to produce developments in keeping with the overall scale, character, and height of the site, and use appropriate materials for the locality.

7.2 The application seeks to replace the District Council's current logo on the front of the Riverside Building, with the Council's new logo following the merger of Suffolk Coastal District Council and Waveney District Council in April 2019.

7.3 The proposed sign will use the new East Suffolk Council logo. It is considered that the design and materials used would be sympathetic to the building and to the wider street scene. In addition, the proposed signage is considered to be of an appropriate scale and design for the building for which it relates and as such is considered acceptable.

7.4 Policy DM02 also states that proposed development should *"Protect the amenity of the wider environment, neighbouring uses and occupiers of the proposed development in terms of overlooking, loss of privacy, loss of outlook, loss of light, pollution (including contaminated land, light pollution or emissions), odour, noise and other forms of disturbance"*

7.5 The proposed sign is considered to be located a sufficient distance from neighbouring properties as to have no adverse amenity impact to neighbouring residents.

7.6 Policy DM02 also requires that proposed signage have no adverse impact on the safety of pedestrians and road users. It is considered that the signage is located a sufficient distance from public roads or footpaths, that it would not result in any obstruction to pedestrian or road traffic.

7.7 The Highways Authority has still to comment on highway safety, however, it is expected that these will be supplied in an accompanying later paper. If the proposed were to be considered acceptable, then it would be subject to the comments of the Suffolk County Councils Highways Authority being provided.

## **8 CONCLUSION**

8.1 In conclusion, it is considered that the proposed signage respects the character and appearance of the locale, the amenity of neighbouring residents, and would have no adverse safety implication. As such the principle and detail of the development is considered to be acceptable and in compliance with relevant development plan policies and the National Planning Policy Framework.

## **9 RECOMMENDATION**

It is recommended, that the application be approved 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. 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. The development hereby permitted shall be completed in all respects strictly in accordance with drawing nos. 1, received 12/10/2018 , for which permission is hereby granted or which are subsequently submitted to and approved by the Local Planning Authority and in compliance with any conditions imposed by the Local Planning Authority.

Reason: For the avoidance of doubt as to what has been considered and approved.

**BACKGROUND INFORMATION:**

See application ref: DC/18/5066/ADN at

[www.eastsuffolk.gov.uk/public-access](http://www.eastsuffolk.gov.uk/public-access)

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