



Planning Advisory Panel North (7 April 2020)

Item 5 - DC/20/0693/ADI - Illuminated Advertisement - Advertisements proposed are to enhance the visibility of the practice at Veterinary Clinic, London Road, Beccles, Suffolk, NR34 9YU

DC/20/0693/ADI

Illuminated Advertisement - Advertisements proposed are to enhance the visibility of the practice

Veterinary Clinic, London Road, Beccles, Suffolk, NR34 9YU

Area Team: North
Case Officer Matthew Gee

The application is at the Planning Advisory Panel because the 'Minded to' decision of the Planning Officer is contrary to Beccles Town Council recommendation to Refuse.

Beccles Town Council

"After noting that some of the signs were identical to those within the previous application DC/19/3460/ADN and determining which signs approval was being sought for, the committee made the following decisions (with reference to the numbering of the signs in the application):

The application was a combination of approvals and refusals as given below:

Facia Signs

- 1. Approved.*
- 2. Refused - on grounds of the illumination of the signage due to this being situated in a residential area.*
- 3. Refused - on grounds of the illumination of the signage due to this being situated in a residential area.*

Other Signs

- 1. Approved*

LEGAL ADDRESS East Suffolk House, Station Road, Melton, Woodbridge IP12 1RT

POSTAL ADDRESS Riverside, 4 Canning Road, Lowestoft NR33 0EQ

2. *Approved*
3. *Approved*
4. *Approved - Practice Opening Hours*
5. *Refused - Pet Health Club– not considered appropriate for this location and should be located within the building.*
6. *Approved.”*

Ward Members (Cllr Elliot, Cllr Brambley-Crawshaw, Cllr Topping)

No comments received.

Statutory Consultees:SCC Highways

No objections

SCC Highways – Lighting Engineers

No objections

Non- Statutory Consultees

None undertaken

Third Party Consultees

Summary of comments from consultees

Officer commentsSite

The site is located within the settlement boundary for Beccles and comprises of a detached two storey building used as a veterinary surgery. The site is bounded by the A145 to the west, residential development to the north and east, and agricultural land to the south. The site is also bounded by a high hedge along the north, south and west boundaries of the site.

Permission was granted in November 2019 for fewer, but similarly designed signage under application DC/19/3460/ADN

Proposals

Advertisement consent is sought for the installation of one non-illuminated sign and two illuminated signs. The signage comprises of:

- One non-illuminated directional sign measuring 1.35m wide by 0.8m high,
- One illuminated logo sign, measuring 0.77m wide by 0.6m high, with an illuminance level of 600Cdm²
- One illuminated title sign, measuring 6m wide by 0.43m high, with an illuminance level of 600Cdm²
- Two non-illuminated signs at site entrance, measuring 0.75m high by 1m wide

- Two non-illuminated signs at front entrance, measuring 0.23m high by 1.12m wide
- Two non-illuminated signs at front entrance, measuring 0.6m high by 1.55m wide

Planning Considerations

The proposed design of the signage is considered to be simple, uncluttered, and is not considered to result in significant harm to the character and appearance of the building. Several of the proposed signs will also replace existing signage around the site. In addition, the level of luminance and the proposed design is not considered to have a significant impact on the character and appearance of the surrounding area or street scene.

SCC Highways do not consider that the proposed luminance level of the signage would result in excessive light spill into the highway, and therefore the safety impact to highway users is considered acceptable. In addition, given the screening around the site, the positioning of the signage, and the distance to neighbours, it is considered unlikely that the proposed signage would significantly impact on the amenity of neighbouring residents.

It is therefore recommended that planning permission be granted.

Recommendation

Approve subject to appropriate conditions