



## Committee Report

**Planning Committee** - 10 March 2020

**Application no** DC/20/0272/ADN

**Location**

The Marina Customer Service Centre  
Marina  
Lowestoft  
Suffolk  
NR32 1HH

**Expiry date** 18 March 2020

**Application type** Full Application

**Applicant** Mr Guy Butler

**Parish** Lowestoft

**Proposal** Installation of new East Suffolk Council logo signage at high level to existing building

**Case Officer** Melanie Pieterman

01502 523023

[Melanie.VandePieterman@eastsuffolk.gov.uk](mailto:Melanie.VandePieterman@eastsuffolk.gov.uk)

### 1. Summary

- 1.1. The application seeks advertisement consent for the installation of new East Suffolk Council logo signage at a high level to the existing Marina building.
- 1.2. Officer consider the proposed development to be acceptable in accordance with the Local Plan and
- 1.3. The application comes directly before the planning committee as the applicant is East Suffolk Council, and the land to which the application relates is owned by the Council.

### 2. Site description

- 2.1. The application building is located on the eastern end of The Marina and is adjacent to and adjoining the Marina Theatre, which is a locally listed building. It is a modern two-storey

brick and tile building with a front projecting gable. The building is currently in use by the customer services department of East Suffolk Council.

- 2.2. To the west of the building is London Road North and the associated main shopping street of the town. To the east is Battery Green Road which is one of the main traffic routes into and through the town and the area is predominantly commercial and retail, with some residential properties nearby.
- 2.3. The Marina is within the Town Centre boundary and the street itself is classed as secondary shopping frontage within the Local Plan.

### **3. Proposal**

- 3.1. The proposed development is the installation of new East Suffolk Council logo signage at a high level to the existing building. The proposed sign would be rectangular in shape, bearing the Council logo, and fixed to the front-facing gable feature at a high level.

### **4. Consultations/comments**

- 4.1. No third party comments received.

#### **Consultees**

##### **Lowestoft Town Council**

Consultee	Date consulted	Date reply received
Lowestoft Town Council	27 January 2020	5 February 2020
<p>Summary of comments:</p> <p>The Planning and Environment Committee of Lowestoft Town Council considered this application at a meeting on 4 February 2020. It was agreed to recommend approval of the application. It is noted that Lowestoft Town Council are owners of the adjoining property.</p> <p>Lowestoft Town Council has declared a Climate Emergency. To support this declaration, the Planning and Environment Committee requests that when recommending approval of a planning application the following measures are taken into account:</p> <ul style="list-style-type: none"><li>o Consideration of biodiversity</li><li>o Support for new or improved renewable energy.</li><li>o Support for alternatives to car use e.g. walking, cycling and public transport, and encourage efficient car use, including through appropriate car parking provision, car-sharing, differential car-parking charges, and the use of electric cars.</li><li>o Encouragement for the management of land for nature and an increase in tree cover.</li><li>o Resistance of the use of natural open space for development and encourage reuse of brownfield sites.</li><li>o Support homes which are energy efficient, nature friendly and located close to public transport and amenities.</li></ul>		

## **Statutory Consultees**

Suffolk County Highways : No objections.

### **5. Site notices**

General Site Notice

Reason for site notice: General Site Notice

Date posted: 3 February 2020

Expiry date: 24 February 2020

### **6. Planning policy**

6.1. WLP8.29 - Design (East Suffolk Council - Waveney Local Plan (March 2019))

### **7. Planning considerations**

#### Planning Policy Background

7.1. Section 38(6) of the Planning and Compulsory Purchase Act requires that, if regard is to be had to the development plan for the purpose of any determination to be made under the Planning Acts, determination must be made in accordance with the plan unless material considerations indicate otherwise. The relevant planning policy is set out in section six of this report.

#### Design, External Appearance and Public Safety

7.2. When considering applications for advertisement consent the council as local planning authority can only take matters of amenity and public safety into consideration.

7.3. The proposed sign is to be fixed on the gable of the building facing towards London Road North and is non-illuminated. It is of a corporate design and is to replace existing signage and therefore the installation of the sign is considered acceptable in principle.

7.4. With regards to amenity, there are relatively few issues in terms of visibility, street scene impacts and impacts on nearby businesses and residences due to the small size; high level siting; and non-illuminated nature of the signage. It will sit quite comfortably within the confines of the gable projection above the second floor.

7.5. The remaining issue is the potential for impact on public safety. The Highways Authority has no objection to the proposal and officers consider it would not cause a highways safety issue. There are no public safety issues arising from this modest signage to front of the building.

### **8. Conclusion**

8.1 Therefore, for the reasons given above, the proposed development is considered acceptable in accordance with the East Suffolk (Waveney) Local Plan 2019, in particular policy WLP8.29. Officers consider that no harm would arise from the proposed signage and therefore the application is recommended favourably.

## **9. Recommendation**

9.1 Approve with standard advertisement conditions as below.

## **10. 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. 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.

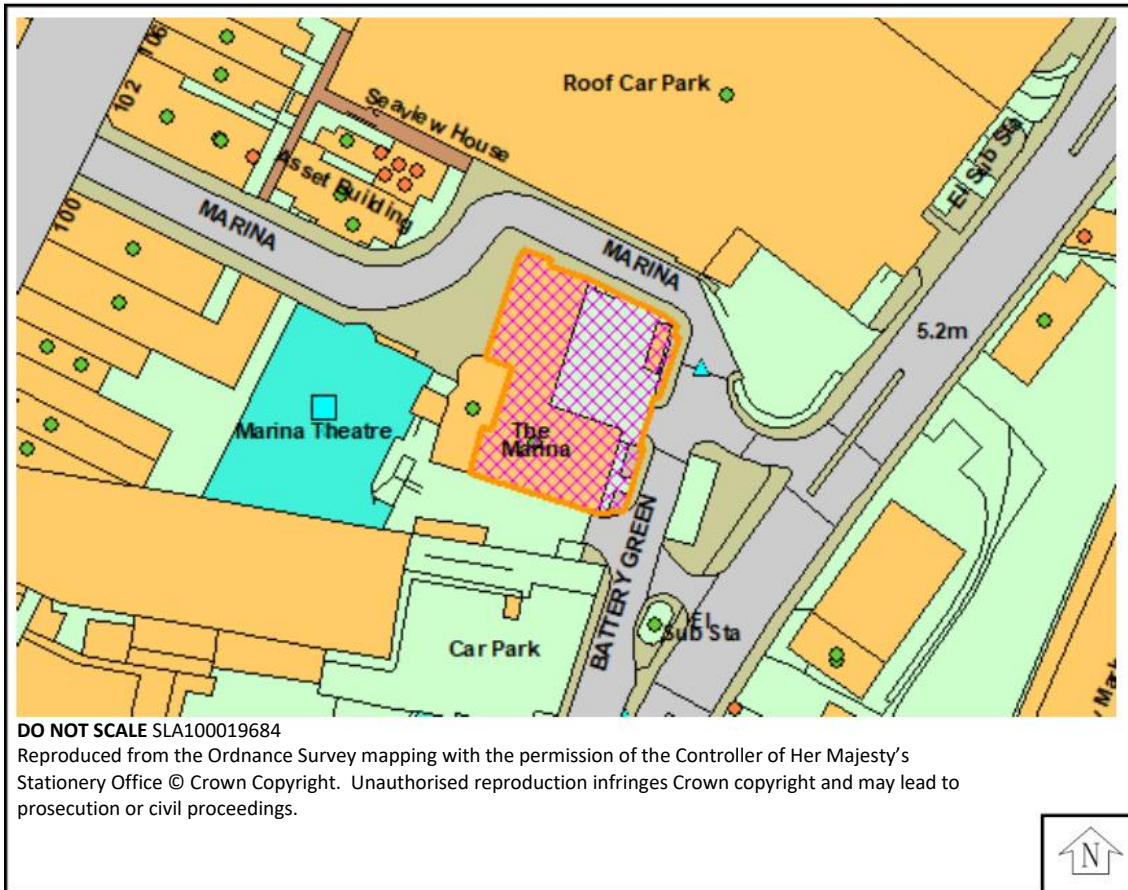
## **Informatives:**

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 reference DC/20/0271/FUL at <https://publicaccess.eastsuffolk.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=Q4K97VQXHB500>

## Map



## Key



Notified, no comments received



Objection



Representation



Support