



## Planning Advisory Panel – NORTH (21 April 2020)

### Delegated Report

**Application no** DC/20/0479/ADN

**Location**

Waveney Valley Pool  
St Johns Hill  
Bungay  
Suffolk  
NR35 1PH

**Expiry date** 2 April 2020

**Application type** Non-Illuminated Advertisement Consent

**Applicant** Pulse Design and Build

**Parish** Bungay

**Proposal** Non Illuminated Advertisement Consent - New signage to front aspect and building entrance with additional signage to site entrance.

**Case Officer** Joe Blackmore  
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### Summary

The application seeks consent for the display of adverts at Waveney Valley Leisure Centre.

The site is in the ownership of East Suffolk Council and therefore the application is brought direct to the Planning Advisory Panel for consideration.

The case for development is that the adverts are acceptable in terms of amenity and public safety, in accordance with the objectives of the Local Plan and NPPF (2019). Officers therefore recommend approval.

## Site description

Formerly known as Bungay Pool and Gym, Waveney Valley Leisure Centre is a Council-owned leisure site to the south-west side of St John's Road, on the southern edge of Bungay. The site has planning permission (ref. DC/19/3009/FUL) for extensive refurbishment as part of East Suffolk Council's £3.4million investment into the site - which is expected to be operational in the summer of 2020.

The site is adjacent a permissioned (but not yet constructed) mixed-use development which then adjoins a larger mixed-use land allocation in the East Suffolk Council (Waveney) Local Plan. Therefore, whilst serving the existing community, the leisure centre also forms an important part of the development objectives for the southern entrance to Bungay.

## Proposal

The application seeks consent to display advertisements pursuant to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

Three new advertisements are proposed as part of the refurbishments to Waveney Valley Leisure Centre (owned by East Suffolk Council). The proposed adverts are all non-illuminated and detailed as follows:

### Fascia Sign 1 (to front/NE elevation of building)

Text on a teal background; signage measuring: Height: 1.4 x Width: 4.6 x Depth: 0.001 metres.

### Fascia Sign 2 (to front/NE elevation of building)

Vinyl text on laminate boarding; signage measuring: Height: 0.6 x Width: 12 x Depth: 0.1 metres.

### Sign 3 (laminated boarding fixed to existing brick entrance feature)

White and teal text on grey background; signage measuring: Height: 0.9 x Width: 2.2 x Depth: 0.01 metres.

## Consultations/comments

No third party representations received.

## Consultees

### Town Council

Consultee	Date consulted	Date reply received
Bungay Town Council	10 February 2020	9 March 2020
Summary of comments: "It was proposed by SC, seconded by KL, and unanimously RESOLVED that these plans are recommended for APPROVAL with no comments."		

## Statutory consultees

Consultee	Date consulted	Date reply received
Suffolk County - Highways Department	10 February 2020	27 February 2020
Summary of comments: This proposal is unlikely to have any impact on the highway network in terms of vehicle volume or highway safety.  Therefore, Suffolk County Council as a highway authority does not wish to restrict the granting of permission.		

## Planning policy

National Planning Policy Framework

WLP8.21 - Sustainable Transport (East Suffolk Council - Waveney Local Plan (March 2019))

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

## Planning considerations

Under the regulations, the Council, as Local Planning Authority, can only consider amenity and public safety when dealing with applications for the display of adverts.

East Suffolk Council (Waveney) Local Plan ("The Local Plan") policy WLP8.29 (Design) promotes, amongst other things, development that is well designed; responsive to its context; and respectful of local amenity. NPPF paragraph 109 sets out that development should only be refused on highways safety grounds if there would be an unacceptable impact on highways safety, and this is also reflected in the objectives of Local Plan policy WLP8.21 (Sustainable Transport).

The Highways Authority has been consulted and raise no objections to the proposal. Officers consider that the adverts will not distract motorists and there would be no material impact on users of the highway. The proposal therefore accords with the sustainable transport objectives of WLP8.21 and the NPPF.

The adverts proposed are not visually intrusive. The design of the adverts fits with the overall refurbishment of the leisure centre and represents good design in accordance with WLP8.29. There would be no harm to the character and appearance of the area.

## Conclusion

The proposed advertisements are acceptable in terms of visual amenity and highways safety. The adverts will form part of a comprehensive refurbishment of the premises and are well-designed, providing clear and useful direction to visitors of the centre.

## Recommendation

Advertisement consent should be granted, subject to application of standard advert conditions, as below.

### Conditions:

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: in accordance with the standard conditions laid down in Schedule 2, Regulation 2(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

2. No advertisement shall be sited or displayed so as to—
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: in accordance with the standard conditions laid down in Schedule 2, Regulation 2(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: in accordance with the standard conditions laid down in Schedule 2, Regulation 2(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: in accordance with the standard conditions laid down in Schedule 2, Regulation 2(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: in accordance with the standard conditions laid down in Schedule 2, Regulation 2(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

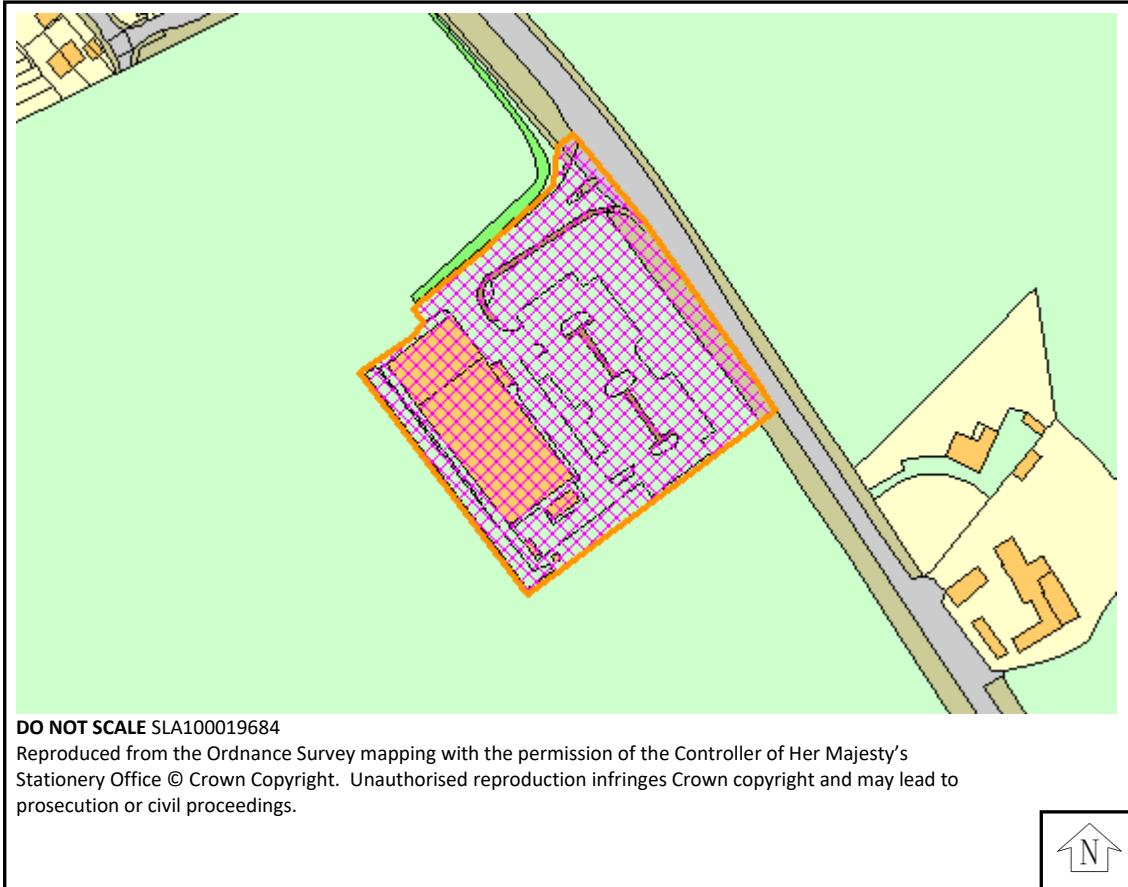
**Informatives:**

1. 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/20/0479/ADN at <https://publicaccess.eastsuffolk.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=Q58BYEQXHK000>

## Map



## Key



Notified, no comments received



Objection



Representation



Support