



## Committee Report

**Planning Committee North - 8 December 2020**

**Application no DC/20/4436/ADI**

**Location**

East Point Pavilion  
Royal Plain  
Lowestoft  
Suffolk

**Expiry date** 30 December 2020

**Application type** Illuminated Advertisement Consent

**Applicant** Mr Guy Butler

**Parish** Lowestoft

**Proposal** Illuminated Advertisement Consent - New signage to be a combination of illuminated and nonilluminated fascia panels and vinyl wrap / new cladding

**Case Officer** Matthew Gee  
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### 1. Summary

- 1.1. Advertisement Consent is sought for new signage to the East Point Pavilion, which includes a combination of illuminated and non-illuminated fascia panels and vinyl wrap / new cladding. The proposed works are considered sympathetic to the building and would not adversely impact on the character and appearance of the surrounding area. Furthermore, it is not considered that the advertisement would result in any adverse visual amenity or highway safety impacts.
- 1.2. Therefore, the proposal is considered compliant with local and national planning policy, and as such it is recommended that consent be granted.
- 1.3. The application is referred to planning committee as it has been submitted by East Suffolk Council.

## **2. Site description**

- 2.1. The application site is located within the South Lowestoft Conservation Area, near the South Pier, and within the main tourist area of the town.
- 2.2. East Point Pavilion is a glass, Edwardian-style building situated at the heart of the seafront, opened to the public in May 1993. At the time of launch, it was a largely council run venue with a tourist information office/visitor attraction in the north section of the building and a children's play area in the central section. The southern section was leased separately to a café operator. The internal configuration was modified in 1999.
- 2.3. East Suffolk Council ceased operating from the building in April 2016, when the Tourist Information Centre was closed. Since then, the building has been partially occupied under licence from the Council by a succession of café operators. At present, a small section in the north east corner of the building is being operated as a café.
- 2.4. East Suffolk Council has secured government funding via the Town's Fund, and Cabinet has allocated a portion of that funding to the regeneration of East Point Pavilion. The first phase of that regeneration scheme has Cabinet backing and will feature an internal redesign of the landmark venue to provide community space and options for small, pop-up style businesses to occupy.

## **3. Proposal**

- 3.1. Advertisement Consent is sought for a combination of illuminated and non-illuminated signage to the East Point Pavilion, these include:
  - 5.1 x 4.2 x 0.35m Screen printed marine ply
  - 3.1 x 3.8 x 0m Translucent vinyl and screen-printed marine ply and painted
  - 3.1 x 6.8 x 0m Vinyl to glass, painted timber and di-bond cladding
  - 0.75 x 5 x 0.1m Illuminated acrylic and LED illuminated text. Timber backing
  - 3.1 x 6.8 x 0m Vinyl to glass, painted timber and di-bond cladding
  - 3.1 x 3.8 x 0m Translucent vinyl and screen-printed marine ply and painted
  - 0.5 x 7.85 x 0.1m Illuminated Fret cut metal and neon sign with timber frame
  - Translucent vinyl, painted existing timber
  - 3.1 x 2.2 x 0m Translucent vinyl, painted existing timber

## **4. Consultations/comments**

- 4.1. Two representations of objection has been received raising the following concerns:
  - Design - Colours proposed are not suitable and garish.
  - Light pollution - Further illumination to that which exists at Notley's and Harbour Inn is not necessary.
  - Proposal is inappropriate in the Conservation Area

**Consultees**  
**Parish/Town Council**

Consultee	Date consulted	Date reply received
Lowestoft Town Council	6 November 2020	No response
Summary of comments: No comments received at time of writing, update to be provided in update sheet.		

**Statutory consultees**

Consultee	Date consulted	Date reply received
Suffolk County - Highways Department	10 November 2020	No response
Summary of comments: No objections		

Consultee	Date consulted	Date reply received
SCC Lighting Engineer	6 November 2020	9 November 2020
Summary of comments: The illumination of the external signage does not appear to have any effect with the surrounding Suffolk County Council highway boundaries or excessive light spill into neighbouring properties.		

**Non statutory consultees**

Consultee	Date consulted	Date reply received
Design and Conservation (Internal)	10 November 2020	No response
Summary of comments: No comments received at time of writing, update to be provided in update sheet		

Consultee	Date consulted	Date reply received
Historic England	10 November 2020	No response
Summary of comments: No comments received at time of writing, update to be provided in update sheet		

## 5. Site notices

General Site Notice	Reason for site notice: General Site Notice, Conservation Area, Affects Setting of Listed Building Date posted: 12 November 2020 Expiry date: 3 December 2020
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## 6. Planning policy

- 6.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that *“where in making any determination under the planning Acts, if regard is to be had to the development plan, the determination shall be made in accordance with the plan unless material considerations indicate otherwise”*.
- 6.2. Planning (Listed Buildings and Conservation Areas) Act 1990. Section 72 states that, with regard to Conservation Areas, *“special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area”*.
- 6.3. National Planning Policy Framework (NPPF) (2019)
- 6.4. National Planning Policy Guidance (NPPG)
- 6.5. The East Suffolk Council - Waveney Local Plan was adopted on 20 March 2019 and the following policies are considered relevant:
  - WLP8.29 - Design (East Suffolk Council - Waveney Local Plan (March 2019))
  - WLP8.39 - Conservation Areas (East Suffolk Council - Waveney Local Plan (March 2019))

## 7. Planning considerations

- 7.1. Policy WLP8.29 sets out that proposed development should be respectful of the character and appearance of the surrounding area. Furthermore, policy WLP8.39 sets out that proposed development should preserve or enhance the character and appearance of the Conservation Area. The proposed works are considered to re-vitalise the exterior of this building in connection with potential future uses. The works are considered in keeping with the tourist appearance of the area, whilst maintaining the Edwardian-style designed building. The proposed designs are also not considered to detract from the setting of the Grade I Listed Yacht Club opposite the site, given the separation and character of the existing surrounding development. It is therefore considered that the proposal would bring strong visual appearance that preserves the character and appearance of the Conservation Area.
- 7.2. Policy WLP8.29 also sets out that proposed development should not result in an adverse impact on the amenity of the surrounding area. The two illuminated text signs are to be located on the east elevation facing towards the sea; and west elevation facing towards the public square between 'Notleys' and Parade Road North. It is considered that the distance between the illuminated elements and neighbouring residential properties is sufficient that they would not be adversely impacted through excessive light spill. Additionally, the Suffolk

County Council Highways Lighting Engineer has raised no concerns regarding potential impact on neighbouring residents or the highway through light spill.

- 7.3. The proposed signage is also not considered to result in any highway safety concerns as it is located a sufficient distance from the highway edge and would not result in effects that may distract highway users.

## **8. Conclusion**

- 8.1. In conclusion, 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**

- 9.1. It is recommended that advertisement consent is granted subject to conditions.

## **10. Conditions:**

1. 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.

2. 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.

3. 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.

4. The development hereby permitted shall be completed in all respects strictly in accordance with:
  - Site Location Plan, EX-001, received 04/11/2020
  - Proposed elevations, GA-201, received 04/11/2020for 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.

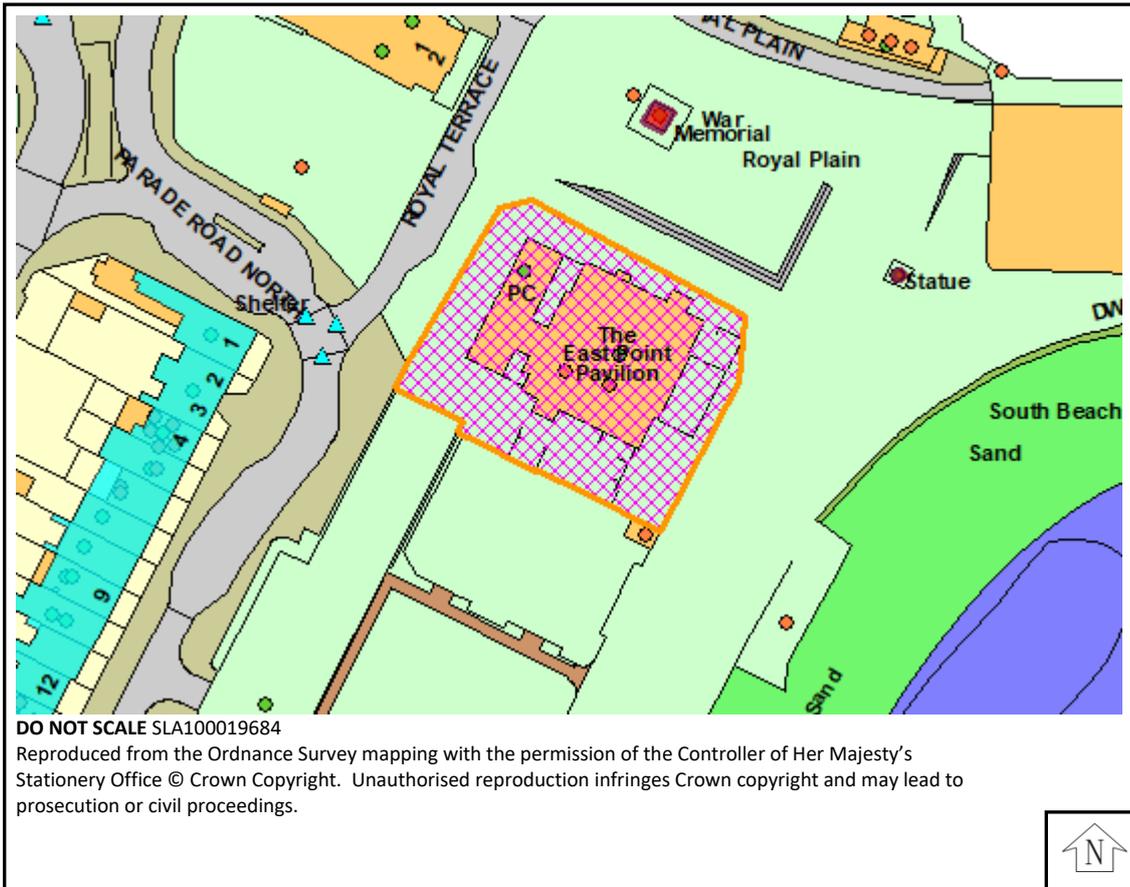
**Informatives:**

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 Papers**

See application reference DC/20/4436/ADI on [Public Access](#)

# Map



## Key

-  Notified, no comments received
-  Objection
-  Representation
-  Support