

Forest Heath District Council

**DEVELOPMENT
CONTROL
COMMITTEE**

1 OCTOBER 2014

DEV14/138

**Report of the Head of Planning and Regulatory
Services**

**PLANNING APPLICATION DC/14/1614/ADV - FOREST HEATH DISTRICT
COUNCIL, DISTRICT OFFICES, COLLEGE HEATH ROAD, MILDENHALL**

Synopsis:

Application under the Town and Country Planning Act 1990 and the Planning (Listed Buildings and Conservation Areas) Act 1990 and associated matters.

Recommendation:

It is recommended that the Committee determine the attached application and associated matters.

CONTACT OFFICER

Case Officer: Charlotte Ballard
Tel. No. 01284 757394

Committee Report DC/14/1614/ADV

Date: 29th August **Expiry Date:** 24th October 2014
Registered: 2014

Case: Charlotte **Recommendation:** Grant
Officer: Ballard
Parish: Mildenhall **Ward:** Market

Proposal: Application for advertisement consent - display of 3 non-illuminated fascia signs

Site: Forest Heath District Council, College Heath Road, Mildenhall

Applicant: Anglia Community Leisure

Background:

This application is referred to the Development Control Committee due to the Local Authorities ownership of the site.

Proposal:

1. Advertisement consent is sought for the provision of three signs to be erected on the District Council Office building signposting the new gym. The signs would measure 1.3 x 1.3 metres and be non-illuminated.

Application Supporting Material:

2. Information submitted with the application as follows:
 - Application form
 - Photomontages
 - Elevations of signs

Site Details:

3. The District Offices are bounded on two sides by College Heath Road, the western wing has previously been granted planning permission to be converted to a fitness gym and this wing faces the highway adjacent housing at Peterhouse Close.

Planning History:

4. Dc/14/1289/R4LA - Conversion of part of office space (Class B1) to fitness gym and dance studio (Class D2) - Approved

Consultations: None required.

Representations:

5. Parish Council: Support the application.

Policy:

6. National Planning Policy Framework (2012)
Section 7, Paragraph 67: Advertisements

Officer Comment:

7. The Town and Country Planning (Control of Advertisement) Regulations 2007 require consideration to be given to amenity and public safety when determining applications for advertisement consent.
8. The size, design and locations of the entrance sign and directional signs are considered to relate well to the character of the site which has projecting wings in each direction. Therefore, it is not considered that these signs will have an adverse effect on visual amenity.
9. Due to the modest size of the signs proposed and the positions indicated, which are set back from the public highway they are not considered to create a hazard to passing drivers, pedestrians or cyclists and as such would not cause any harm to public safety.

Conclusion:

10. In conclusion, the application accords with the planning regulations and guidance published within the National Planning Policy Framework.

Recommendation:

11. It is recommended that advertisement consent be **GRANTED** subject to the following 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.
 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.

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.
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.
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.

Documents:

All background documents including application forms, drawings and other supporting documentation relating to this application can be viewed online:

<http://planning.stedmundsbury.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal=NAYSVGPD03F00>

Alternatively, hard copies are also available to view at Planning, Planning and Regulatory Services, Forest Heath District Council, District Offices, College Heath Road, Mildenhall, Suffolk, IP28 7EY

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