

Forest Heath District Council

**DEVELOPMENT
CONTROL COMMITTEE**

3 DECEMBER 2014

DEV/FH/14/002

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

**PLANNING APPLICATION DC/14/1985/ADV - 141/142 ST JOHNS CLOSE,
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.

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Committee Report DC/14/1985/ADV

141/142 St Johns Close, Mildenhall

Date: 23 October **Expiry Date:** 18 December 2014
Registered: 2014

Case Officer: Julie Sheldrick **Recommendation:** Approve with conditions
Parish: Mildenhall **Ward:** Great Heath

Proposal: Application for Advertisement Consent - Display of 3No. externally illuminated fascia signs; 1No. non-illuminated fascia sign; vinyl images to all glass areas on front elevation

Site: 141/142 St Johns Close, Mildenhall, Suffolk, IP28 7NX

Applicant: Forest Heath District Council

Background:

This application is referred to Development Control Committee because Forest Heath District Council is the applicant.

The application is recommended for APPROVAL.

Proposal:

1. Advertisement consent is sought for the following:
 - display of three externally illuminated fascia signs on the front, rear and side (south) elevations
 - display of one non-illuminated fascia sign on the side (north) elevation facing the car park
 - vinyl images to all glass areas on the front elevation
2. This application is being considered in conjunction with the following planning application:
 - DC/14/1993/R3LA - Planning application - External works including renew roof covering, construction of high level cladding panels/fascia, render external walls and construction of fencing (demolition of existing canopy)

Application Supporting Material:

3. Information submitted with the application as follows:
 - Location plan
 - Drawings of existing and proposed elevations and roof plans
 - Details of illumination
 - Annotated photographs
 - Details of vinyl images

Site Details:

4. The building is owned by Forest Heath District Council but is currently occupied as a convenience store by McColl's. The building is single storey with a flat roof, a glazed frontage and brick walls on all other elevations. It lies within a residential area with access from St John's Close. A public car park lies immediately to the north of the building, a new community centre to the east and public open space, including play facilities and a skate park to the south and south-east.

Planning History:

5. The following planning history is considered relevant to the consideration of this application:
 - F/96/569/A – Provision of illumination for existing fascia sign (approved with conditions)
 - F/85/637 – Alterations to shopfront (approved with conditions)

Consultations:

6. Highway Authority: No objection – *"the illumination details will not affect the highway"*

Representations:

7. Mildenhall Parish Council: No response.
8. No letters of representation have been received from local residents.

Planning Policy:

9. The objectives of the National Planning Policy Framework (2012) and guidance contained within National Planning Policy Guidance have been taken into consideration.

Officer Comment:

10. 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.

11. The proposed signs will replace existing signage on the building and along with the external works proposed under planning application ref: DC/14/1993/R3LA, the proposal is considered to improve the overall appearance of the premises.
12. The illuminated signs are proposed to the front, rear and side (south) elevations. The non-illuminated sign is proposed to the side (north) elevation that faces the car park and as such, will not have an impact on highway safety.

Conclusion:

13. The proposed signage is considered appropriate within the context of the site and the commercial character of the building. In conclusion, the proposal is considered to be acceptable and in compliance with the Advertisement Regulations and the objectives of the National Planning Policy Framework.

Recommendation:

14. It is recommended that advertisement consent is **GRANTED** subject to the standard advertisement 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/simpleSearchResults.do?action=firstPage>

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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