

WEST RUNTON - ADV/21/1260 - Installation of free standing external non-illuminated sign for at Dormy House Hotel, Cromer Road, West Runton for Mr S Brundle.

Minor Development

- Target Date: 31st March 2022

Case Officer: Mr R Arguile

Advert Consent

RELEVANT CONSTRAINTS

- Countryside LDF
- Landscape Character Area
- Undeveloped Coast
- Enforcement Case

RELEVANT PLANNING HISTORY

IS1/20/1831: Replacement sign

Advice Given 22.12.2020

The pre-application advice was that officers considered the sign to be acceptable in terms of its scale, appearance and potential impact on the character of the area.

ADV/20/0464: Display of non-illuminated pole mounted advertisements

Refused 04.05.2020

ADV/19/0324: Display of non-illuminated advertisement panel mounted on posts

Refused 08.05.2019

This decision was subject of appeal ref. which was dismissed. A copy of the decision is Attached at **Appendix A**.

ADV/18/1195: Retention of display of non-illuminated advertisement panel mounted on posts to replace existing sign mounted on posts

Refused 07.09.2018

The site has had three applications for a variety of variations of the existing sign in situ, all have been refused with ADV/19/0324 being appealed and dismissed by the inspector.

THE APPLICATION

The application seeks advertisement consent for a free standing non-illuminated sign for the premises 'Dormy House Hotel'. The sign would measure approximately 3.5m by 2.6m. There is an existing sign in situ which measures 4.9m by 2.6m (refused under ADV/18/1195). The sign will be attached to timber square posts which are attached to a small brick wall, near the entrance to the hotel. The original plans of the application stated that the sign would be illuminated. However, was clarified that it would not be illuminated and a reconsultation and amended plan was received.

REASONS FOR REFERRAL TO COMMITTEE

At the request of Cllr S Bütikofer, on the grounds that the proposed sign is out of character within the local landscape and would have a harmful impact

PARISH/TOWN COUNCIL

Runton Parish Council: Object

The sign is not in keeping with its surroundings: disproportionately large, unduly intrusive. An unsympathetic addition to the street scene, out of character, wholly out of scale and dominates the roadside.

REPRESENTATIONS

One letter of objection received on the following grounds.

- Size and scale of the sign near the AONB
- Not in keeping with the character of the area and street scene

The application was re publicised following the receipt of amended plans.

CONSULTATIONS

Landscape Officer: No objection.

Highways Authority: No comments submitted.

Environmental Health: No comments submitted.

Norfolk Coast Partnership: No comments submitted.

HUMAN RIGHTS IMPLICATIONS

It is considered that the proposed development may raise issues relevant to Article 8: The Right to respect for private and family life.

Article 1 of the First Protocol: The right to peaceful enjoyment of possessions.

Having considered the likely impact on an individual's Human Rights, and the general interest of the public, approval of this application as recommended is considered to be justified, proportionate and in accordance with planning law.

STANDING DUTIES

Due regard has been given to the following duties:

Equality Act 2010

Crime and Disorder Act, 1998 (S17)

Natural Environment & Rural Communities Act 2006 (S40)
The Conservation of Habitats and Species Regulations 2010 (R9)
Planning Act 2008 (S183)
Human Rights Act 1998
Rights into UK Law – Art. 8 – Right to Respect for Private and Family Life
Planning (Listed Buildings and Conservation Areas) Act 1990 (S66(1) and S72)

RELEVANT POLICIES

North Norfolk Core Strategy (September 2008):

Policy EN 4 - Design

Material Considerations:

National Planning Policy Framework (July 2021):

Chapter 12 - Achieving well-designed places

North Norfolk Design Guide (December 2008):

Chapter 8 - Shopfronts and Advertisements

OFFICER ASSESSMENT

MAIN ISSUES FOR CONSIDERATION

Paragraph 136 of the national Planning Policy Framework states that “*advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts*”.

- 1. Amenity**
- 2. Public Safety**

1. Amenity

The size of the sign is approximately 3.5m by 2.6m. It is considered that the content of the sign and the design are acceptable as an advertisement identifying the sign to those from the road. It shows the name of the hotel and basic contact information. It will be located close to the public highway to the front of the business. There is one immediate neighbour to the business which is a residential property.

The site lies within an area of ‘Undeveloped Coast’. The Landscape Officer has not raised an objection to the proposal. Given the reduction in size and scale of the sign, it is not considered that it will have a significantly detrimental impact upon the surrounding landscape and should not appear out of context with the surrounding area.

The Planning Inspector's decision in respect of the appeal which was dismissed (APP/Y2620/Z/19/3230374) refers to the local character of the area being spacious and having a semi-rural appearance. It is considered that the reduction in size of the advertisement now proposed is enough so that it is unlikely to have a detrimental impact upon this character. On balance it is considered that the proposal would not have a harmful effect on the visual amenity of the area.

2. Public Safety

No response has been received from the Highway Authority regarding the amended plan showing no illumination. It is considered that the sign is unlikely to cause an issue in terms of highway safety as there is potential to view the curve in the road through the posts as vehicles approach the curve in the road. It would not block the visibility splay, impede forward visibility or the interpretation of road signs.

The proposal is therefore considered to be acceptable in terms of highway safety,

Conclusion

The proposal is considered to be acceptable in terms of amenity and public safety, and is recommended for approval.

RECOMMENDATION:

Approve subject to conditions relating to the following:

- Approved plans
- The 5 standard advertisement conditions

Final wording of conditions and any others considered necessary to be delegated to the Assistant Director - Planning