

Reference: 06/17/0331/A

Parish: Martham

Officer: Mrs Gemma Manthorpe

Expiry Date: 28th July 2017

Applicant: Mr I Kaykusuz

Proposal: Illuminated sign over shop front (already in situ).

Site: 9 The Green Martham

1. REPORT

- 1.1 This application is for the retention of an illuminated advertisement in a conservation area. There has previously been an approval by members for a full planning application for the change of use of an existing commercial unit to A1, A2, A3 and A5 use and the subdivision of the unit to form two separate commercial units. The uses applied for are mixed with the application form stating that each of the two proposed units covering 106.5 square meters and being one of the four proposed uses.
- 1.2 The site has previously been used as a motor repair business (application 06/84/0135/F – siting of a porta cabin for use as a temporary office in connection with a motor fuels repair business) and more recently as Broadland Fuels in a B1 use and has had advertisements to the effect displayed on site.
- 1.3 The advertisement is 2.46m from ground level and measures 0.6 x 8.05 x 0.3 and projects 0.35m from the wall. The description of the advertisement is white text on a black background which is internally illuminated to 180 lumes, the illumination is to be static.

2. Consultations :-

- 2.1 **Neighbours** – There have been three objections to the application from neighbours at the time of writing. The site notice is being displayed currently and consultations are open until the 7th July, should additional consultation responses be received these shall be verbally reported. The objections are summarised as follows:

- The signage is not in keeping with the village.
- Other businesses have subtle signage which doesn't cause a nuisance.
- Recommend that the sign can remain but remains switched off (non-illuminated).
- A multi coloured flashing sign is completely inappropriate.
- The LED sign shines into bedroom window.

- 2.2 **Parish Council** – Objection – completely out of character in a conservation area and central village location. Has permission been granted for window graphics? Any signage must be in keeping with character of rest of village.
- 2.3 **Norfolk County Council Highways** – No objection to the application, condition requested in relation to the maximum illumination. Condition restricts the illumination to 600cd/m² with no part of the illumination being directly visible to users of the adjacent highway.
- 2.4 **Conservation** – This would seem reasonable for a utilitarian building.

3. National Planning Policy Framework

- 3.1 Paragraph 67. Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

4. Saved Great Yarmouth Borough-Wide Local Plan Policies (2001)

- 4.1 POLICY BNV22
PROPOSALS FOR THE DISPLAY OF ADVERTISEMENTS WILL BE PERMITTED IF THEY MEET THE FOLLOWING CRITERIA:
- (A) THEY ARE WELL DESIGNED AND SITED;
- (B) WHERE APPROPRIATE, THEY RESPECT THE CHARACTER AND ARCHITECTURAL FEATURES OF THE BUILDING ON WHICH THEY WOULD BE DISPLAYED;
- (C) THEY WOULD NOT RESULT IN A PROLIFERATION OF ADVERTISEMENTS IN ANY ONE LOCATION;
- (D) THEY WOULD NOT BE UNREASONABLY VISUALLY OBTRUSIVE;
- (E) THOSE IN CONSERVATION AREAS WOULD BE COMPATIBLE WITH THE CHARACTER OR APPEARANCE OF THE AREA; AND
- (F) THEY WOULD NOT GIVE RISE TO A HAZARD TO PUBLIC SAFETY.

5. Core Strategy:

- 5.1 **Policy CS7**

Overall, the majority of town, district and local centres within the borough are performing well, despite the national economic downturn. To enable them to continue to compete with centres outside of the borough, out-of-town retailers and the internet, the Council will:

- a) Focus future development and investment using the retail hierarchy in Table 12 below

Table 12: Retail Hierarchy	Location
Classification	
Main Town Centre	Great Yarmouth
Town Centre	Gorleston-on-Sea
District Centres	Bradwell (Proposed) and Caister-on-Sea
Local Centres	Well defined groups of shops and services in the borough's villages and main towns, such as The Green, Martham; Bells Road, Gorleston and Northgate Street, Great Yarmouth.

- e) Maintain and strengthen the role of local centres and local shops in the borough to better serve the day-to-day needs of local communities

6. Assessment

- 6.1 The advertisement, when originally displayed, was subject to a number of complaints and as such advice was given stating that the advertisement did not benefit from deemed consent under the Advertisement Regulations and consent was therefore required for the display. When the advertisement was initially displayed the illumination was a variety of colours. In addition to the advertisement that is subject to this application there was a projecting sign in the shape of a donor kebab which does not form part of this application and has been removed from the site.
- 6.2 The main objections to the application, including the Parish Councils objection, are in relation to the illumination of the advertisement and that the advertisement, by illumination, changed colour. Through discussions with the applicant the white illuminated lettering could be conditioned to be white which would mitigate the appearance of the advertisement. The illumination levels would also be limited to the lower of the two between that required by highways or that proposed.
- 6.3 By limiting the colour of the lighting to white and maintaining suitable level of illumination the harm is alleviated sufficiently so as not to cause harm to the character or amenity of the area. Although there are other advertisements in the locality these are advertising separate businesses and as such there is not a proliferation within the area.
- 6.4 Policy CS7 of the Core Strategy supports investment in local centres such as Martham. The area is typified, as shown by policy CS7, as a local centre

owing to the number of businesses that are located in the immediate area of The Green. There are a number and variety of business within the vicinity of the application site which all display advertisements. It is noted that the advertisement which is the subject of the current application is not similar to those proposed however it needs to be assessed on its merits.

- 6.5 The site is located within a conservation area and as such the appearance of the venue should be assessed taking this into consideration. The advertisement regulations do allow, with restrictions, advertisements to be displayed within conservation areas although the current application is not within these parameters and as such express consent is required. Other advertisements within the vicinity are illuminated although in different ways to the current application.
- 6.6 The advertisement is similar to the previous sign at the premises and, as per the Conservation Officers comments, is acceptable given the utilitarian appearance of the building. The Conservation Officer, looking primarily on the advertisements effect on the character of the area, does not object to the application nor illumination and as such the effect on the conservation area is not deemed to be significantly adversely affected.

7. Recommendation

- 7.1 **APPROVE** subject to conditions required to provide a satisfactory form of development, those requested by Highways and a condition ensuring that the illumination is not on outside of the hours that the business is open.

Elaine Helsdon

From: Martham Clerk <marthamclerk@btinternet.com>
Sent: 28 June 2017 12:17
To: plan
Subject: Responses from Martham Parish Council

06/17/0281/F – 3 Staithe Rd, NR29 4PT. Remove existing conservatory and replace with larger brick built room. **No comment**

06/17/0317/F – 2 Daisy Close, NR29 4PT. Proposed single storey rear extension. **No comment.**

06/17/03035/F – 5 Willow Way, NR296 4SH. Side extension to existing house and reconstruction of detached garage. **No comment.**

06/17/0343/F – 41 Low Road, NR29 4RE. Demolish timber bungalow and erect new detached dwelling with cart shed timber garage.

Council has considered the above application and would comment as follows: They feel strongly that the hedgerow be retained, not replaced with fencing. Only hedgerow allowed to be removed would be to improve the visibility splay on the driveway. Objection on both aesthetics, and also due to impact on biodiversity of area. It is a blind corner, currently a view is available across the property, albeit restricted, which improves safety on that corner. Fencing would obscure that.

06/17/0331/A – 9 The Green, NR29 4PL. Retrospective illuminated sign over shop front. **Objection – completely out of character in a conservation area and central village location. Has permission been granted for window graphics? Any signage must be in keeping with character of rest of village.**

06/17/0063/F – 31 Rollesby Road, NR29 4SW. Demolish existing porch and replace with larger porch. **No comment.**

06/17/0267/F – Selwyn House, 28 The Green. Conversion of a barn to two dwellings. **No comment.**

06/17/0358/F – Somerton Road/White Street, Church Farm. Conversion of barn to 2 dwellings plus 43 dwellings. **Please can permission include a restriction on HGV movements around school opening and closing times on the grounds of safety. There is considerable vehicle and bus traffic in that area during this period – but also high volumes of young people on foot.**

Kind regards,

Sarah Hunt
Parish Clerk
(01493) 749938

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Gemma Manthorpe
Great Yarmouth Borough Council
Town Hall
Hall Plain
Great Yarmouth
Norfolk
NR30 2QF

Your Ref: 06/17/0331/A
Date: 22 June 2017

My Ref: 9/6/17/0331
Tel No.: 01603 638070
Email: stuart.french@norfolk.gov.uk

Dear Gemma

**Great Yarmouth: Retrospective illuminated sign over shop front
9 The Green Martham GREAT YARMOUTH NR29 4PL**

Thank you for your recent consultation with respect to the above to which the Highway Authority have no objection subject to the following condition and informative note being appended to any grant of permission your Authority is minded to make.

SHC 33 The level of illumination of the illuminated sign shall not at any time exceed 600cd/m². No part of the source of the illumination shall at any time be directly visible to users of the adjacent public highway.

Reason: In the interests of highway safety.

Inf. 3 This development involves a sign that may affect the public highway. The Applicant should note that the Norfolk County Council, as Highway Authority, reserves the right under the general provisions of Common Law and Section 152 of the Highways Act 1980 to seek the removal of any sign causing an obstruction or nuisance, or which obscures or hinders the ready interpretation of a road traffic sign.

Yours sincerely

Stuart French

Highways Development Management & Licensing Officer
for Executive Director for Community and Environmental Services

To: Conservation Officer

My Ref: 06/17/0331/A

From: Development Control Manager

Date: 9th June 2017

Case Officer: Mrs G Manthorpe
Parish: Martham 13

Development at:-

9 The Green
Martham
GREAT YARMOUTH
NR29 4PL

For:-

Retrospective illuminated sign
over shop front

Applicant:-

Mr I Kaykusuz
c/o 23 Regent Street
GREAT YARMOUTH
Norfolk

Agent:-

Mr A Middleton
23 Regent Street
GREAT YARMOUTH
Norfolk

The above mentioned application has been received and I would be grateful for your comments on the following matters:-

Please let me have any comments you may wish to make by 23rd June 2017.

COMMENTS:

• THIS WOULD SEEM REASONABLE FOR
A UTILITARIAN BUILDING

• IAN HARRY 16.6.17

Internet Consultees

Application Reference 06/17/0331/A

Attachments

Invalid Consultee Comment? ☐

Copy to existing Consultee? ☐

Name Liz Robinson
Address 8 Hazel Drive
Martham
Great Yarmouth
Norfolk

Post Code
Telephone
Email Address

For or Against ☐ Subject

Speak at Committee ☐

This signage is totally out of place in the village. All the other shops, take aways, pubs etc. have subtle signage that works very well and doesn't cause a nuisance to surrounding properties. It must be awful living near this takeaway, not withstanding the noise, late night car door slamming and increased traffic they are now subjected to neon flashing signs.

Date Entered 12-06-2017

Internet Reference 0WPC1157

Ack'd 5/7/17

Jill K. Smith

From: Janice Meaker <
Sent: 04 July 2017 20:21
To: plan
Subject: Keebab 06/17/0331/A 1>

I have lived in my lovely thatched house in Martham 28 years a lovely quaint village quiet. Now i cannot get parked, I have litter strewn about, late young people coming out of the pub and getting a Keebab shouting. When I go to bed and it is hot I can no longer have my window open as people in the shop shout sometime late at night. I already go to bed with Blackpool lights shinning in my window. I cannot sleep until they are closed. These extra lights are unreasonable. I already have doors slamming and car radios playing late. Shop open until 12pm. The village is ruined.

Janice Meaker
1 Black Street,
Martham.

Sent from my iPad



06/17/0331/A

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Elaine Helsdon

From: Caroline Sime on behalf of enquiries
Sent: 14 June 2017 09:48
To: plan
Cc:
Subject: FW: Martham pitta and Keebab
Attachments: Video.MOV

Good Morning Planning department

Please see the below email and attachments received in our general enquiries. Please reply to the customer directly who has been copied into this email so that they have a record of the email being forwarded to you.

Kind regards

Caroline
Customer Service Advisor
Great Yarmouth Borough Council
Telephone: 01493 856100
E-mail: enquiries@great-yarmouth.gov.uk
Website: www.great-yarmouth.gov.uk
Correspondence Address: Town Hall, Hall Plain, Great Yarmouth, Norfolk NR30 2QF

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It takes 24 trees to produce 1 ton of office paper! Think... is it really necessary to print this email?

From: Janice Meake
Sent: 09 June 2017
To: enquiries
Subject: Martham pitta and Keebab

This is the second time I have written. I am writing regarding the planning permission given to the pizza and kebab shop opposite my lovely 1720 thatched cottage. I would like to know why permission was granted. We have LED light sign bright and shining straight into my bedroom window, parking is abominable and dangerous.

I have lived in Martham 25 Years it was a lovely quaint village and peaceful now it is bedlam. Why have you spoilt out lovely village.?

The shop is madness anything to earns Bob. See photo.

Please see photo which I will also forward to the police.

Elaine Helsdon

06/17/0331/A

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From: Gemma Manthorpe
Sent: 13 June 2017 17:26
To: plan
Subject: FW: Signage of Pizza and Kebab take away

Gemma Manthorpe LLB (Hons)
Senior Planning Officer
Great Yarmouth Borough Council

Telephone: 01493 846 638
E-mail: gm@great-yarmouth.gov.uk

Website: www.great-yarmouth.gov.uk

Correspondence Address: Town Hall, Hall Plain, Great Yarmouth, Norfolk NR30 2QF

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From: Robert Porter
Sent: 13 June 2017 16:33
To: Gemma Manthorpe
Subject: Re: Signage of Pizza and Kebab take away

Hi Gemma,

The Pizza and Kebab shop in Martham have now applied for retrospective planning permission for their sign.

I wish to formerly object on the grounds that a multi coloured flashing sign of this size is completely inappropriate and out of keeping with the rest of the village centre. Martham is not a tourist centre and what might be considered appropriate on Beach Road Hemsby or Great Yarmouth seafront is not suitable for our village.

My recommendations would be to allow the sign to remain so the shop owners do not incur any extra expense but that it remains switched off or for the avoidance of any doubt is disconnected.

If planning objections do not come under your remit please can you forward this to the appropriate person.

Thank you for your help.

Mary Jones Porteous
The Wilderness,
30 Repps Road,
Martham,
Great Yarmouth,
Norfolk.
NR294QT

