

Reference:

BA/2018/0091/ADV

Location

Whitlingham Country Park, Whitlingham Lane,
Trowse

Application for Determination
Report by Planning Officer

Target Date	04/05/2018
Parish:	Trowse with Newton Parish Council
Reference:	BA/2018/0091/ADV
Location:	Whitlingham Country Park, Whitlingham Lane, Trowse
Proposal:	5 No. Signs
Applicant:	Broads Authority
Recommendation:	Approve.
Reason for referral to Committee:	Broads Authority application

1 Description of Site and Proposals

- 1.1 The application site is along Whitlingham Lane in Whitlingham Country Park to the east of Norwich. The Park operates as a visitor facility, with water sports, a visitor centre and café in the Flint Barn as well as extensive areas of open space for informal recreation. The site attracts over 200,000 visitors per annum.
- 1.2 The application proposes the replacement of four directional signs, an additional directional sign and the removal of two signs installed along Whitlingham Lane, resulting in a total of five new directional signs along Whitlingham Lane. The signs would provide clear direction to the various activities on offer within Whitlingham Country Park and to the various car parks. The entrance sign would include the updated Broads National Park branding.
- 1.3 Sign 1 – At the entrance to Whitlingham Country Park two signs are currently sited on either side of the road. The proposal is to remove both signs and

replace with a single sign on the south side of the road. This sign would be 1.7 metres wide and have a maximum height of 1.4 metres. The sign would read 'Welcome to Whitlingham Country Park' and would include the Broads National Park and Whitlingham Charitable Trust logos.

Sign 2 – At the entrance to the Flint Barn car park a low directional sign is sited on the north side of the road. The proposal is to replace this sign with a sign measuring 1.2 metres wide with a maximum height of 1.5 metres, providing direction to the Flint Barn car park, visitor centre, blue badge parking, campsite and coaches.

Sign 3 – The directional sign measuring 1.2 metres wide by 0.85 metres high is an additional sign located at the eastern side of Whitlingham Country Park, to the south of Whitlingham Lane at the entrance to the Picnic Site car park. The sign would read 'Picnic Site Car Park'.

Sign 4 – At the entrance to the Lime Avenue car park, two signs on the north side of Whitlingham Lane are proposed to be replaced by a single directional sign measuring 1.3 metres wide by 1.5 metres high. The sign would provide direction to Lime Avenue car park, visitor centre, campsite, coaches, blue badge parking, and Whitlingham Adventure.

Sign 5 – At the entrance to the Old Quarry car park an existing directional sign on the south side of Whitlingham Lane is proposed to be replaced with a sign measuring 1.2 metres wide by 1.5 metres high. The sign would provide direction to Old Quarry car park, campsite, coaches, picnic site, woodland walk and read 'No coaches beyond here'.

All the proposed signs are single sided vault signs with square oak support posts. The colours include green, blue, purple and brown.

2 Site History

2.1 No relevant site history

3 Consultations

3.1 Consultations received

Natural England – no objections

4 Policies

4.1 The following Policies have been assessed for consistency with the National Planning Policy Framework (NPPF) and have been found to be consistent and can therefore be afforded full weight in the consideration and determination of this application.

[Development-Management-DPD2011](#)

DP10 – Advertisement and Signs

- 4.2 The National Planning Policy Framework is a material consideration.
[NPPF](#)

5 Assessment

- 5.1 The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development. All advertisements are subject to the standard conditions set out in Schedule 2 to the Regulations.
- 5.2 The size, design, positioning, materials, degree of illumination, visual impact on the built and landscape character of the Broads and public safety must be considered in accordance with Development Management Policy DP10 and the National Planning Policy Framework.
- 5.3 In terms of size, positioning and material the new signs are similar to the existing, with oak posts supporting a modern 'vault' material to allow digital printing. The colour palette and design is contemporary in style and is not considered inappropriate. No degree of illumination is proposed. Accordingly it is not considered the signs would result in any adverse visual impact on the character of the built environment in this area. The proposal is therefore considered acceptable in accordance with Development Management Policy DP10 and the National Planning Policy Framework.

6 Conclusion

- 6.1 In conclusion, it is not considered the signs would result in any adverse visual impact on the character of the built environment in this area.

7 Recommendation

Approve subject to the following conditions:

- i. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
- ii. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
- iii. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

- iv. 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.
- v. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

8 Reason for Recommendation

In the opinion of the Local Planning Authority, the proposal is considered to be in accordance with Policy DP10 of the adopted Development Management Policies DPD (2011).

Background papers: BA/2018/0091/ADV
 Author: George Papworth
 Date of report: 12 April 2018
 Appendices: Appendix 1 – Map

