



REGULATORY SERVICES COMMITTEE

21 July 2011

7 REPORT

Subject Heading:

**A0031.11 – Boots Opticians, 16
Farnham Road, Harold Hill**

**Installation of 2 illuminated fascia
signs (Application received 2nd June
2011).**

Report Author and contact details:

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Policy context:

Local development Framework

Financial summary:

None

The subject matter of this report deals with the following Council Objectives

Clean, safe and green borough	[X]
Excellence in education and learning	[]
Opportunities for all through economic, social and cultural activity	[]
Value and enhance the life of every individual	[]
High customer satisfaction and a stable council tax	[]

SUMMARY

This proposal is put forward before the committee due to the application site being in Council ownership.

Staff consider that the proposal would accord with relevant policies contained in the LDF Core Strategy and the Development Control Policies Document Plan. Approval is therefore recommended, subject to planning conditions.

RECOMMENDATIONS

That planning permission be granted subject to the following conditions.

1. This consent is granted for a period of five years commencing on the date of this notice.

Reason:-

To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. 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, (including any coastal waters) or aerodrome (civil or military).

Reason:-

To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. 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.

Reason:-

To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason:-

To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. 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.

Reason:-

To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. The development hereby permitted shall not be carried out otherwise than in complete accordance with the approved plans, particulars and specifications.

Reason:-

The Local Planning Authority consider it essential that the whole of the development is carried out and that no departure whatsoever is made from the details approved, since the development would not necessarily be acceptable if partly carried out or carried out differently in any degree from the details submitted. Also, in order that the development accords with Development Control Policies Development Plan Document Policy DC61.

7. The maximum luminance of the two fascia signs hereby permitted shall not exceed 600 cd/m².

Reason:-

To comply with the recommendations of the Institute of Public Lighting Engineers Technical Report No. 5 (Third Edition) in the interests of amenity, and in order that the development accords with the Development Control Policies Development Plan Document Policy DC65.

INFORMATIVE

1. Reason for Approval

The proposed development is considered to be in accordance with the aims, objectives and provisions of Policies DC32, DC61, DC65 of the LDF Core Strategy and Development Control Policies Development Plan Document.

Note: Following a change in government legislation a fee is now required when submitting details pursuant to the discharge of conditions, in order to comply with the Town and Country Planning (Fees for Applications and Deemed Applications) (Amendment) (England) Regulations, which came into force from 06.04.2008. A fee of £85 per request (or £25 where the related permission was for extending or altering a dwellinghouse) is needed.

REPORT DETAIL

1. Site Description

- 1.1 The site is a commercial unit (A1), currently in use as an opticians, located within the retail core of Harold Hill on the junction between Farnham Road and The Arcade. The surrounding locality is commercial in nature at ground floor. There are residential flats above. Farnham Road has parking bays in the centre. Beyond the retail core are residential properties in a range of styles including semi-detached dwellings and larger blocks of flats.

2. Description of proposal

- 2.1 The application seeks consent for the installation of No.2, illuminated fascia signs. The first sign would front onto The Arcade and measures 2.4m wide, 0.5m high and is set 2m above ground. The second fascia sign fronts onto Farnham Road and measures 2.5m wide, 0.55m high and is set 2.7m above ground.

3. Relevant History

- 3.1 None

4. Consultations/Representations

- 4.1 A total of 54 neighbouring properties were notified in respect of the application, no representations were received.

5. Relevant Policies

- 5.1 Policies (DC61 (Urban Design) and DC65 (Advertisements) of the LDF Core Strategy and Development Control Policies Development Plan Document are considered to be relevant.

6. Staff Comments

- 6.1 This proposal is put forward before the committee due application site being in Council ownership.

6.2 Principle of Development

- 6.2.1 The site is located within a retail core of Harold Hill where signage defines the frontages of commercial properties. DC61 and DC65 require development to respect the scale, form and massing of individual buildings and the wider locality. In principle there is no objection to signage, subject to the submission of a detailed design proposal.

6.3 Impact on Amenity

6.3.1 The advertisements would not overlook or lead to the loss of light to any surrounding property, nor would they lie directly in front of a residential property. It is therefore considered that the proposals would not have an adverse impact upon amenity. The illumination is contained only to text of the signage.

6.4 Design/Impact on Street scene

6.4.1 DC65 states that advertisements will be only be granted if they complement the scale, form and architectural composition of individual buildings, are by their size, design, siting and degree of illumination in character with the surrounding area. The signage of commercial properties within this retail core creates definition to the parade. The proposed replacement signage for the A1 unit here would continue this pattern, the contemporary appearance of the signage is also considered to improve the overall appearance of the shop front, thereby contributing to the ongoing regeneration efforts of Harold Hill.

6.5 Highway/Parking

6.5.1 Policy DC65 states that the Council will ensure that any advertisements or signs do not pose a hazard to traffic. The signs visible from the public highway, and set on the site boundaries, however, the signs are considered to not result in any distraction or significant influence to the present traffic situation, given the surrounding commercial context.

6.6 Conclusions

6.6.1 It is considered that the replacement fascia signs are of an appropriate scale and form on the original building and within the wider street scene. They would enhance the commercial character and function of the designated retail core of Harold Hill. Additionally, the signs are not considered to unduly compromise public safety or pose a hazard to traffic, as they are situated on a building frontage.

6.6.2 The proposal is considered to be in accordance with the aims and objectives of the LDF Development Control Policies Development Plan Document and approval is recommended accordingly.

IMPLICATIONS AND RISKS

Financial implications and risks: None

Legal implications and risks: This application is considered on its own merits and independently from the Council's interest as owner of the site.

Human Resources implications and risks: None

Equalities implications and risks: The Council's planning policies are implemented with regard to Equalities and Diversity. The signage would emphasise the outward appearance of the retail unit and is considered to add to the vibrancy of the retail core of Harold Hill.

BACKGROUND PAPERS

Application forms, site plan, received 2nd June 2011.

1. The planning application as submitted or subsequently revised including all forms and plans.
2. The case sheet and examination sheet.
3. Ordnance survey extract showing site and surroundings.
4. Standard Planning Conditions and Standard Green Belt reason for refusal.
5. Relevant details of Listed Buildings, Conservation Areas, Article 4 Directions.
6. Copy of all consultations/representations received and correspondence, including other Council Directorates and Statutory Consultees.
7. The relevant planning history.