

REGULATORY SERVICES COMMITTEE

20 February 2014

REPORT

Subject Heading:

A0086.13 – Dovers Corner Roundabout,
Rainham – Free standing post mounted
sponsorship signs with coloured text and
graphic detail to front of design (received
19/12/13)

Report Author and contact details:

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Policy context:

Local Development Framework
The London Plan

Financial summary:

None

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

Ensuring a clean, safe and green borough	[]
Championing education and learning for all	[]
Providing economic, social and cultural activity in thriving towns and villages	[x]
Valuing and enhancing the lives of our residents	[]
Delivering high customer satisfaction and a stable council tax	[]

SUMMARY

This matter is brought before committee as the site is Council owned. The application seeks advertisement consent for four free standing post mounted

sponsorship signs. Staff conclude the proposal to be acceptable. The application is recommended for approval subject to conditions.

RECOMMENDATIONS

It is recommended that planning permission be granted subject to the following conditions:

1. Compliance with standard conditions - Compliance with the five standard conditions as defined in regulation 2(1) and set out in schedule 2 of the Town and Country Planning: (Control of Advertisements) (England) Regulations 2007, which are:
 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.
2. Accordance with plans - The development hereby permitted shall not be carried out otherwise than in complete accordance with the plans as listed on page 1 of this decision notice approved by the Local Planning Authority.

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 the LDF Development Control Policies Development Plan Document Policy DC61.

3. No part of the signs hereby permitted shall be directly lit or constructed from retro reflective materials.

Reason: In the interests of highway safety, and in order that the development accords with the Development Control Policies Development Plan Document Policy DC32.

4. No advertisements placed on the signs hereby permitted shall carry any information which may be mistaken for a traffic sign, such as arrows.

Reason: In the interests of highway safety, and in order that the development accords with the Development Control Policies Development Plan Document Policy DC32.

INFORMATIVES

1. Statement Required by Article 31 (cc) of the Town and Country Planning (Development Management) Order 2010: No significant problems were identified during the consideration of the application, and therefore it has been determined in accordance with paragraphs 186-187 of the National Planning Policy Framework 2012.
2. The applicant is advised that planning / advertisement consent does not constitute approval for changes to the public highway. The placement of structures on the public highway such as sign boards may require the approval of the Highway Authority. Highway Authority approval will only be given after suitable details have been submitted, considered and agreed. The Highway Authority may require a Licence under the provisions of the Highways Act 1990. The applicant should contact StreetCare, Traffic and Engineering on 01708 433750 to commence the Submission / Licence Approval process.

REPORT DETAIL

1. **Site Description:**

- 1.1 The application site comprises of a roundabout located on the junction of Bridge Road, Rainham Road and New Road, Rainham.

2. **Description of development:**

- 2.1 The application seeks advertisement consent for 4 no. free standing post mounted sponsorship signs. The signs would measure 1.5 metres in width, 0.003 metres in depth and 0.6 metres in height. The signs would have coloured text and a graphic detail to the front, with sponsor details to contain the company name/logo, strapline and one point of contact. The signs would be constructed of aluminium composite panel with black powder coated posts.

3. **Relevant History:**

- 3.1 No relevant planning history.

4. Consultations/Representations:

- 4.1 The occupiers of 13 neighbouring properties were notified of this proposal. No letters of representation were received.
- 4.2 The Highways Authority has no objection to the proposals and recommends two conditions if minded to grant planning permission.

5. Relevant policies:

- 5.1 Policies DC32 (The road network), DC61 (Urban Design) and DC65 (Advertisements) of the LDF Core Strategy and Development Control Policies Development Plan Document are material planning considerations.

6. Staff Comments

- 6.1 The issues arising in respect of this application will be addressed under the headings impact on the streetscene, amenity issues and highways implications.

6.2 Design/impact on street/Garden scene

- 6.2.1 Policy DC65 of the LDF Development Control Policies Development Plan Document states that express consent for advertisements will only be granted if they complement the scale, form and architectural composition of individual buildings and they are by size, design, siting and degree of illumination in character with the surrounding area.

- 6.2 In this instance it is considered that the four free standing signs would be compliant with the objectives of the above policy. It is considered that the signs would appear in keeping with the character of the local area and would not cause any adverse effect on visual amenity. It is considered that the signs would appear sympathetic to the street scene and accord with Policy DC65.

6.3 Impact on amenity

- 6.3.1 It is considered that the four free standing signs would not have an unacceptable impact on neighbouring dwellings particularly as they are non-illuminated. It is considered that the signage is relatively well separated from neighbouring properties.

6.4 Highway/parking issues

- 6.4.1 Policy DC65 states that the Council will ensure that any advertisements or signs do not pose a hazard to traffic. It is considered that the four free standing signs would not result in any distraction or significant influence to the present traffic situation. The Highway Authority has no objection to the scheme subject to two conditions. It is considered that the signs would not create any highway issues.

7. Conclusion

- 7.1 Staff are of the view that the four free standing post mounted signs are acceptable, would not adversely impact on the streetscene or result in a loss of amenity to neighbouring occupiers. It is considered that the signs would not create any highway or parking issues. The proposal is considered to be acceptable in all other respects and it is therefore recommended that advertisement consent be granted subject to conditions.

IMPLICATIONS AND RISKS

Financial implications and risks:

The application relates to a site, which is within the Council's ownership.

Legal implications and risks:

None.

Human Resources implications and risks:

None.

Equalities implications and risks:

The Council's planning policies are implemented with regard to Equalities and Diversity.

BACKGROUND PAPERS

Application forms and plans received 19/12/2013.

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.

