



# **REGULATORY SERVICES COMMITTEE REPORT**

23 June 2011

**Subject Heading:**

**A0024.11 – 265 Chase Cross Road, Collier Row.**

**Installation of 1 illuminated fascia sign and 1 projecting sign (Application received 28<sup>th</sup> April 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	<input checked="" type="checkbox"/>
Excellence in education and learning	<input type="checkbox"/>
Opportunities for all through economic, social and cultural activity	<input type="checkbox"/>
Value and enhance the life of every individual	<input type="checkbox"/>
High customer satisfaction and a stable council tax	<input type="checkbox"/>

## **SUMMARY**

This proposal is put forward before the committee due to the applicant being a direct relative of an elected councillor. This report has been passed to the Monitoring Officer, who has confirmed that pursuant to the requirements of the

Council's Constitution the application has been processed in accordance with standard procedure.

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 fascia sign hereby permitted shall not exceed 250 cd/m<sup>2</sup>.

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.

8. The maximum luminance of the projecting sign hereby permitted shall not exceed 250 cd/m<sup>2</sup>.

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 located on the northern side of Chase Cross Road, adjacent to an existing parade of shops with residential flats provided above. Two commercial units are currently under construction within a single storey gable ended block. One unit will be A3 in use and the other A1.
- 1.2 The parade of shops adjacent to the application site is of two storeys in height. To the western boundary of the site is a single track road which provides access to garages at the rear of the shops. Residential properties are located to the opposite side of Chase Cross Road. Adjoining the eastern boundary of the site is the former Gobions School site which has been redeveloped to provide 162 residential properties. A number of mature trees also adjoin eastern boundary of the site and although located within the former Gobions School site are subject to Tree Preservation Orders.

**2. Description of proposal**

- 2.1 The application seeks consent for the installation of No.1, illuminated fascia and projecting sign for the A3 unit. The fascia sign measures 3.8m wide by 0.75m high. The projecting sign measures 0.6m high and projects 0.85m.

**3. Relevant History**

- 3.1 P1383.10 – Proposed two single storey commercial units (A1/A3) with proposed installation of extract flue – approved.  
P0870.10 – Change of use to A3 and extract flue – withdrawn.  
P1165.08 – Two single storey retail units – approved.  
P2315.05 – Proposed maisonette over existing altered retail units – refused.

**4. Consultations/Representations**

- 4.1 A total of 18 neighbouring properties were notified in respect of the application, no representations were received at the time of writing this

report. Should any representations be received, they will be reported verbally at the committee meeting.

**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 to the applicant being directly related to an elected councillor.

6.2 Principle of Development

- 6.2.1 The signage proposed is located on the A3 unit of two commercial properties which were given planning permission under P1383.10. The site is located within a Minor Local Centre 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. There is in principle no objection to signage.

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 of a low level and 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 Minor Local Centre creates definition to the parade. The signage proposed for the A3 unit here would continue this pattern and tie this newly constructed block into the adjacent terrace to create a cohesive extension to the Minor Local Centre.

- 6.4.2 The signage runs the length of the café entrance and would be illuminated. There is no objection to illumination in principle. The projecting sign is considered to be modest in nature and while would be visible within the streetscene, would not appear overly dominant.

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 commercial context of the parade.

6.6 Conclusions

6.6.1 It is considered that the proposed fascia and projecting 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 Minor Local Centre of Chase Cross Road. 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 and do not obstruct the major signalised cross roads.

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 applicant's connection to an elected Councillor.

**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 café and is considered to add to the vibrancy of the Minor Local Parade.

**BACKGROUND PAPERS**

Application forms, site plan, received 28<sup>th</sup> April 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.

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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.