



**REGULATORY
SERVICES
COMMITTEE**

REPORT

15 September 2011

Subject Heading:	A0040.10 – 13 Farnham Road, Harold Hill – illuminated fascia signage (Application received:18 July 2011)
Report Author and contact details:	Helen Oakerbee Planning Control Manager (Applications) helen.oakerbee@havering.gov.uk 01708 432800
Policy context:	Local Development Framework The London Plan National Planning Policy Statements/ Guidance
Financial summary:	None

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

- Clean, safe and green borough
- 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

The proposal relates to an application for an illuminated fascia sign. The site is Council-owned. Staff consider that the proposal would accord with environmental policies contained in the Local Development Framework Core Strategy and Development Control Policies Development Plan Document and approval is therefore recommended.

RECOMMENDATIONS

That planning permission is granted subject to the following conditions:

1. SC01A 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
2. SC01B The maximum luminance of the fascia signage hereby permitted shall not exceed 800 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 Core Strategy and Development Control Policies Development Plan Document Policy DC65

3. NSC01 The internal illumination shall not be on except between the hours of 08:00 hours and 22:00 hours on Mondays to Saturdays and on Sundays between 09:00 and 17:00 and not at all on Bank or Public holidays without the prior consent in writing of the Local Planning Authority.

Reason: To protect residential amenity in accordance with Policies DC61 and DC65 of the LDF Core Strategy and Development Control Policies DPD.

INFORMATIVES

1. Notwithstanding the details shown on the submitted drawings, the applicant is reminded that this advertisement consent relates solely to the fascia sign and to no other matters whatsoever, including those subject of planning application P1093.10.
2. INF23 Reason for approval:
The proposal accords with Policies DC61 and 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 £85.00 per submission pursuant to discharge of condition.

REPORT DETAIL

1. Site Description

- 1.1 The site comprises a 4-storey mid-terrace commercial property with residential above. The site is situated within the Retail Core of the Minor District Centre.
- 1.2 The site is within a parade of similar commercial/residential uses with mainly A1 uses but also an A2 Use (Betting Office) and an A3 (café restaurant) Use with flats above and community uses including a Library and Church. The area is otherwise mainly residential with 2-storey terraces and 3-storey flats.

2. Description of Proposal

- 2.1 The proposal is for an advertisement sign in connection with the takeaway which was granted permission in March 2011.
- 2.2 The fascia sign would be 6.4m wide and 0.8m high with a depth of 0.1m, located at least 3.3m above ground level. Internal illumination would be provided by eight fluorescent tubes. The applicant has indicated that the tubes would each be 40 – 50 watts.

3. History

- 3.1 P1796.10 - Change of use from A1 (shop) to A3 (café/restaurant) with extract ducting and alterations to shopfront – approved 23-05-11
- P1093.11 - Installation of new shopfront and shutter – currently under consideration.

4. Consultation/Representations:

- 4.1 51 neighbouring and nearby properties were notified of the application. There were no replies.

5. Staff Comments

- 5.1 The issues in this case are the principle of the development, the impact of the development on amenity including visual and residential and highways safety. Policies DC61 and DC65 of the Local Development Framework Core Strategy and Development Control Policies Development Plan Document are relevant.

Principle of development

- 5.2 The proposal is for a fascia advertisement which Policy DC65 indicates are acceptable in principle subject to their impact on visual amenity and highway safety. These are addressed in more detail below.

Impact in the Street Scene

- 5.4 The proposed advertisements would be displayed on a commercial unit which forms one of a number of such units at ground floor level within this part of the retail core of the Minor District Centre.
- 5.5 It is considered that the proposed signage/lighting would reflect existing signage and would, in Staff's view, have an acceptable impact on visual amenity in the streetscene.

Impact on Residential Amenity

- 5.6 There are residential properties opposite the application site and above. The level of illumination can be restricted by condition and hours in which illumination can be used can also be restricted by condition. Staff therefore consider that the proposal would have an acceptable impact on these occupiers' residential amenity.

Highways

- 5.7 The proposed signage would be at least 2.1m above ground level and is static. Staff consider that there would be no impact on highway safety.

6. Conclusions

- 6.1 Staff consider that the proposal would be acceptable in principle and, providing conditions are attached to limit hours and intensity of illumination, the signage would not have any adverse impact on residential amenity, highways or visual amenity in the streetscene. Staff therefore recommend that planning permission be granted.

IMPLICATIONS AND RISKS

7. Financial Implications and risks:

- 7.1 None

8. Legal Implications and risks:

- 8.1 This application is considered on its merits independently of the Council's interest as owner of the site.

9. **Human Resource Implications:**

9.1 None

10. **Equalities and Social Inclusion Implications:**

10.1 None

BACKGROUND PAPERS

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.