

# REGULATORY SERVICES COMMITTEE

# REPORT

15 December 2011

<b>Subject Heading:</b>	A0061.11 – 192 Hilldene Avenue, Romford  1 x internally illuminated fascia sign, 1 x internally illuminated projecting sign and ATM surround (Application received 21 <sup>st</sup> October 2011)
<b>Report Author and contact details:</b>	Helen Oakerbee (Planning Control Manager) 01708 432800
<b>Policy context:</b>	Local Development Framework
<b>Financial summary:</b>	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

The application proposes 1 no. internally illuminated fascia sign, 1 no. internally illuminated projecting sign and an ATM surround at 192 Hilldene Avenue, Romford. The site is Council owned. The planning issues are set out in the report below and cover the impact on the street scene, residential amenity and highway safety. Staff are of the view that the proposal is acceptable and it is recommended that permission be granted subject to conditions.

## RECOMMENDATIONS

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

1. Accordance with plans - 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.

2. 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.

3. Maximum luminance - The maximum luminance of the fascia sign hereby permitted shall not exceed 600 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.

4. Maximum luminance - The maximum luminance of the projecting sign hereby permitted shall not exceed 800 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.

## INFORMATIVES

1. Reason for Approval:

It is considered that the proposal satisfies the relevant criteria of Policies DC61 and DC65 of the LDF Development Control Policies Development Plan Document.

## REPORT DETAIL

## **1. Site Description**

- 1.1 The site lies within a parade of shops on the southern side of Hilldene Avenue, Romford. The premises are occupied by NatWest Bank. The application site is located in a four-storey building, with residential flats located on the upper floors.

## **2. Description of Proposal**

- 2.1 The proposal is for 1 no. internally illuminated fascia sign, 1 no. internally illuminated projecting sign and an ATM surround. The proposed signage would replace the existing internally illuminated fascia sign, existing internally illuminated projecting sign and ATM surround. The proposed signs would be situated above the shop front in a position similar to the existing signs. The fascia sign measures 16.4m in length across the frontage and 0.7m in height with white lettering with a blueberry colour background. The projecting sign measures 0.95m in length and 0.75m in height with a red chevron logo and a blueberry colour background.

## **3. Relevant History**

A0078.02 – Fascia and projecting signs – part illuminated – Approved.

## **4. Consultations/Representations**

- 4.1 Neighbour notification letters have been sent to 41 local addresses. No letters of representation have been received.

## **5. Staff Comments**

- 5.1 This proposal is put before the Committee as it is council owned land. The main issues to be considered by Members in this case are street scene issues; amenity implications and highways issues. Policies DC61 and DC65 of the LDF Core Strategy and Development Control Policies Development Plan Document are relevant to the determination of the application.

## **6. Design/Street scene**

- 6.1 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 and the buildings they are on.
- 6.2 In this instance it is considered that the proposal is compliant with the objectives of the above policy. It is considered that the proposal would be in keeping with the character of the local area and not cause any adverse affect on visual amenity. The height and design of the signs and the ATM surround are not dissimilar to adverts on adjacent premises, or the advertisements that currently

exist on the building. It is considered that the original proportions of the host building have been respected and the new fascia sign, projecting sign and ATM surround would appear sympathetic to the street scene. Therefore, the proposal is in accordance with Policy DC65.

## **7. Impact on amenity**

- 7.1 Policy DC65 requests limited hours of illumination when the application site is located in a predominantly residential area. The application site is located in a commercial area with extensive signage. It is not considered that the proposed signage and ATM surround would have an unacceptable impact on neighbouring dwellings. A condition will be imposed to keep the luminance to a minimum to minimise any potential impact to residential dwellings in the immediate vicinity.

## **8. Highway/Parking**

- 8.1 Policy DC65 states that the Council will ensure that any advertisements or signs do not pose a hazard to traffic. It is not considered that the proposal would result in any distraction or significant influence to the present traffic situation. The Highway Authority has no objection to the proposal.

## **9. Conclusion**

- 9.1 It is considered that the proposed signs and ATM surround appear in character with the street scene and are not harmful to residential amenity. No highway concerns have been raised to the siting of the signs. 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.

**BACKGROUND PAPERS**

Application form and plans received on 21<sup>st</sup> October 2011.