



# REGULATORY SERVICES COMMITTEE

23 August 2012

# REPORT

**Subject Heading:**

**A0035.12: Former Broxhill Centre,  
Broxhill Road, Romford**

**Report Author and contact details:**

**Non-illuminated adverts to proposed  
sales area comprising 2 no. fascia  
signs, 4 no. sale boards and 4 no. flag  
signs (application received 2 July  
2012).**

**Helen Oakerbee, 01708 432800  
helen.oakerbee@havering.gov.uk**

**Policy context:**

**Local Development Framework**

**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

The application is for proposed advertisements. The application is connected to a separate planning application for a temporary sales centre on the site of the former

Broxhill Centre (P0814.12), which is reported separately on this agenda. The advertisements include fascia signs, sale boards and flag signs. The application is brought before Committee as it affects land which is in the ownership of the Council.

The proposal is considered to be inappropriate in principle within the Green Belt but that there are very special circumstances which justify the development. The proposal is considered acceptable in all other material respects and it is recommended that planning permission be granted for a temporary period of one year.

## RECOMMENDATIONS

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

1. Temporary Permission: This permission shall be for a limited period only expiring on 23 August 2013 on or before which date the advertisements approved under this permission shall be removed and the site reinstated to its former condition to the satisfaction of the Local Planning Authority.

Reason:-The location of the advertisements in the Green Belt would not be appropriate on a permanent basis. This permission is therefore granted on a temporary basis to enable the Local Planning Authority to retain control, and that the development accords with the Development Control Policies Development Plan Document Policy DC65.

2. Accordance with Plans: The development hereby permitted shall not be carried out otherwise than in complete accordance with the approved plans, particulars and specifications (as set out on page one of this decision notice).

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.

3. SC01A Standard Advert 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

### Reason for Approval:

The proposed development is considered to be inappropriate in principle within the Metropolitan Green Belt. However, it is considered that there are very special circumstances which justify the development as set out in paragraph 6.7 of this report, such that the proposal accords in principle with the National

Planning Policy Framework, as well as Policies DC45, 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 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 application site is the former Broxhill Centre, which is located on the north side of Noak Hill Road, at its junction with Broxhill Road. The site is within the Metropolitan Green Belt. The buildings on the site have already been demolished as the initial phase of development works and there is an unused area of land to the south-western corner of the site, which includes an existing car park, where the proposed development is to be sited.
- 1.2 There is an existing access to the site from Broxhill Road. There is a slight fall in levels towards the south. The site is predominantly hard surfaced, comprising the existing car park and road access to it. There is some mounding on either side of the access road.

### **2. Description of Proposal**

- 2.1 The application is for advertisements, in conjunction with a separate planning application for the creation of a temporary sales area associated with the residential redevelopment of the nearby former Whitworth Centre. Planning permission for the redevelopment of the Whitworth Centre was granted earlier this year.
- 2.2 Advertisement consent is sought for non-illuminated signage comprising fascia boards to the proposed sales building, and free standing sale boards and flag signs. All signage is coloured dark/light green and white.
- 2.3 There are proposed to be 2 no. sale boards at the site entrance from Broxhill Road (one either side of the access); a sale board flanked by a flag advert on either side at the south-west corner of the site and a further sale board flanked by flag adverts, approximately 100m further to the east along Noak Hill Road. The sale boards measure 2m wide by 3.6m high and the flags are 1.8m by 900mm supported on 4.2m high flagposts.

- 2.4 Permission is sought for a temporary period of one year only, after which it is proposed to restore the site to its current site and to provide a sales facility within the Whitworth development site.

### **3. Relevant History**

#### **Whitworth Centre:**

- 3.1 P1558.11 Demolition of existing buildings and redevelopment of the site to create 144 no. one, two, three and four bedroom houses and apartments, plus associated roads, paths, car parking, garages, other ancillary structures and landscaping - Approved.

#### **Broxhill Centre:**

- 3.2 D0200.11 Certificate of Lawfulness for determination as to whether prior approval is required for demolition of the former Broxhill Centre, Broxhill Road – Prior approval not required.
- 3.3 P0814.12 Creation of a temporary sales area as part of the redevelopment of the former Whitworth Centre including single storey buildings, gates and fence – not yet determined.

### **4. Consultations/Representations:**

- 4.1 The application has been advertised on site and in the local press as development affecting the Metropolitan Green Belt. Neighbour notification letters have also been sent to 48 local addresses. No representations have been received.

### **5. Relevant Policies:**

- 5.1 Policies 7.4 (local character and 7.16 (Green Belt) of the London Plan are material considerations, as is the National Planning Policy Framework.
- 5.2 Policies CP14, CP17, DC45, DC61 and DC65 of the Local Development Framework (LDF) Core Strategy and Development Control Policies Development Plan Document (DPD) are material considerations, as is Policy SSA2 of the Site Specific Allocations DPD.

### **6. Staff Comments**

- 6.1 The issues arising from this application are the principle of the development, the impact on the character and openness of the Green Belt, the visual impact of the development, the effect on local amenity and parking and highway implications.

#### **6.2 CIL Liability:**

- 6.2.1 The application is not liable for Mayoral CIL as no new floorspace is created.

### 6.3 Principle of Development:

6.3.1 The application site is located within the Metropolitan Green Belt, where there is a presumption against new development unless it is for specifically identified uses that are judged, by policy, to be acceptable in principle. The proposed advertisements do not fall within a category of development that is specifically identified within planning policy and is therefore considered to be unacceptable, in principle, under the provisions of both the National Planning Policy Framework and Policy DC45 of the LDF.

6.3.2 It will therefore be considered later in this report whether there exist any very special circumstances which outweigh the, in principle, objection to the proposed development within the Green Belt.

### 6.4 Impact on the Green Belt:

6.4.1 As stated above, the development is considered inappropriate in principle within the Green Belt under the provisions of the NPPF and the LDF.

6.4.2 In terms of the impact on the character and openness of the Green Belt, it is noted that the proposed advertisements are required in connection with the proposed use of the land as a temporary sales facility, including a sales building (which is the subject of a separate planning application). The acceptability of these proposals therefore is linked to the separate planning application, particularly the proposed fascia signs, which would be displayed on the sales building if approved.

6.4.3 In the event that planning permission for the sales building is granted, Staff consider the proposed fascia signs would also be acceptable and would not have any cumulatively harmful impact on the character or openness of the Green Belt. The proposed sale boards and flags would, to some extent, detract from the character and openness of the Green Belt at this point as, by their very purpose, they are designed to be of a scale that attracts attention and stand out in the streetscene. In the short term however, Staff consider that the proposal could be accepted given its location within a site where development works have (i.e. demolition of the former site buildings) and will be taking place. The advertisements are relatively tall but care has been taken to restrict their number to a reasonable minimum and to space them reasonably far apart. These factors serve to reduce the impact of the development on the character and openness of the Green Belt.

6.4.4 Staff therefore consider, that the proposed development would not materially harm the character and appearance of the Green Belt providing any permission was limited to a temporary period. One year has been suggested by the applicant and Staff consider this to be reasonable.

### 6.5 Impact on Amenity:

6.5.1 The proposed advertisements are non-illuminated and are set well away from the nearest residential properties in Sunset Drive. It is not therefore considered they would materially harm nearby residential amenity.

6.6 Parking and Highway Issues:

6.6.1 The proposal is not considered to present any material highway concerns.

6.7 Very Special Circumstances:

6.7.2 As referred to in section 6.3 above, the proposal represents inappropriate development in principle in the Green Belt and should only be approved where there are very special circumstances to justify the development.

6.7.3 The case for very special circumstances submitted with the application refers to the linkage between the Broxhill Site and the Whitworth Centre site under the provisions of Policy SSA2, the extent of works that are necessary to be undertaken at the Whitworth centre site before a sales presence can be established on the site and the local regeneration benefits stemming from the redevelopment of the Whitworth Centre site and the opportunity to create an early sales presence. The proposed advertisements would be a necessary part of the proposed sales area.

6.7.4 Staff acknowledge that the redevelopment of the Broxhill and Whitworth Centre sites are inextricably linked under the provisions of Policy SSA2. The redevelopment of the Whitworth Centre site will enable the improvement of the leisure facilities at Broxhill and the first stages of this have already commenced with the demolition of former buildings on the Broxhill site, which have been undertaken by the developers of the Whitworth site.

6.7.5 Substantial works are required on the Whitworth site, including the creation of a new roundabout on Noak Hill Road, which means that a sales site cannot yet be established here. However, the opportunity to establish a temporary sales centre across the road at Broxhill will allow homes to be sold off-plan, prior to their completion, and complements the wider aim of local regeneration.

6.7.6 The sales facility is only required for a temporary period of one year and this factor, combined with the reasonable short term impact of the development on the character of the Green Belt and the contribution of the development of these sites to wider regeneration objectives is considered to constitute the very special circumstances required to justify this development.

## **7. Conclusion:**

7.1 The proposal gives rise to development which is inappropriate in principle within the Green Belt. However, it is considered that the impact on the Green Belt is not materially harmful for the short term duration proposed and that very special circumstances exist to justify the development. The

proposal does not materially harm local amenity or adversely impact on the functioning of the highway. It is therefore recommended that advertisement consent be granted for a temporary period of one year.

## IMPLICATIONS AND RISKS

### **Financial implications and risks:**

None directly arising from this proposal.

### **Legal implications and risks:**

None.

### **Human Resources implications and risks:**

None.

### **Equalities implications and risks:**

None.

## BACKGROUND PAPERS

*None*