



REGULATORY SERVICES COMMITTEE

14 March 2013

REPORT

Subject Heading:

A0002.13 – 63 Pettits Lane, Romford

Retention of 3 no. non-illuminated fascia signs (Application received 23rd January 2013)

Report Author and contact details:

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Policy context:

**Local Development Framework,
London Plan
National Planning Policy**

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	[x]
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

This matter is brought before committee as the applicant is related to Councillor Trew. The application seeks retrospective advertisement consent for three non-illuminated fascia 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.
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.

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.

Reason for Approval

The proposal is considered to accord with the aims and objectives of Policies DC61 and DC65 of the LDF Development Core Strategy and Development Control Policies DPD.

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.

REPORT DETAIL

1. Site Description

- 1.1 The application site comprises a detached two storey building occupied by Truly Scrumptious Early Years Nursery, which is located on the junction of Pettits Lane and Havering Drive, Romford. There are residential properties surrounding the site.

2. Description of Proposal

- 2.1 The application seeks retrospective advertisement consent for 3 no. non-illuminated fascia signs.

Two fascia signs measure 1.1 metres in width, 0.01 metres in depth and 1.2 metres in height. One fascia sign measures 0.85 metres in width, 0.01 metres in depth and 0.95 metres in height. The text is light blue and the background is white. Two signs are located on the front and flank elevations of the building at first floor level. One sign is located adjacent to the parking area to the rear of the site, attached to the boundary fence.

3. Relevant History

- 3.1 P0322.11 – Revised parking layout to create an additional parking space with relocated boundary fencing – Approved.

Q0177.11 – Discharge of condition 7 of P0322.11 – Discharged in part.

P0301.11 – Variation of condition 4 of planning application P2091.04 to increase the number of children on site from 20 to 30 – Approved.

P1212.10 – Single storey pavilion to rear garden – Approved.

P1211.10 – Variation of condition 3 and 4 of P2091.04 to increase the number of children on site from 20 to 34 and the number of children allowed outside from 10 to 20 – Withdrawn.

P2091.04 – Permanent retention of day nursery at first floor – Approved.

P1593.03 – Further of temporary planning permission for a further one year (use of first floor as childrens day nursery) – Approved.

P0597.02 – Erection of 2 no. covered ways and change of use to first floor from domestic to early years centre – Approved.

P1470.99 – Single storey side extension and change of use of ground floor to day nursery with self-contained flat above for use of the proprietor – Approved.

4. Consultations/Representations

- 4.1 Notification letters were sent to 15 neighbouring properties. The neighbour notification period had yet to expire at the time of drafting this report. Members will be verbally updated during the meeting of any further representations received.

Two letters of objection were received with detailed comments that have been summarised as follows:

- The house is illuminated enough due to the yellow and orange paintwork.

- It is alleged that permission was originally granted for one hoarding facing Pettits Lane and one facing Havering Drive.
- The amount of signage.
- There are five additional signs, not three as per the description of the proposal.
- The signage is out of keeping with the surrounding area.
- Parking.

4.2 In response to the above, it is noted that there are two pole mounted signs facing onto Pettits Lane and Havering Road, which are considered to have deemed consent and as such, do not require advertisement consent. The painting of the building in yellow and orange paint did not require planning permission. The remaining issues will be addressed in the following sections of this report.

5. Relevant Policies

5.1 Policies DC61 (Urban Design) and DC65 (Advertisements) of the Local Development Framework Core Strategy and Development Control Policies Development Plan Documents are material planning considerations.

6. Staff Comments

6.1 This proposal is put before the Committee as the applicant is related to Councillor Trew. The application file has been seen by the Monitoring Officer and pursuant to the constitution the Monitoring Officer has confirmed that the application has been processed in accordance with standard procedures. The issues arising in respect of this application will be addressed under the headings impact on the streetscene, amenity issues and parking 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 and the buildings they are on.

6.2 In this instance it is considered that the three fascia signs are compliant with the objectives of the above policy. It is considered that the signs appear in keeping with the character of the local area and do not cause any adverse effect on visual amenity. It is considered that the original proportions of the host building have been respected and the fascia signs appear sympathetic to the street scene. Therefore, the three fascia signs are in accordance with Policy DC65.

6.3 Impact on amenity

6.3.1 It is considered that the three fascia signs do 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. It is Staff's view that the proportions of the fascia signs is relatively modest in relation to the host building.

6.4 Highway/parking issues

6.4.1 It is considered that the fascia signs do not create any highway or parking issues. The Highway Authority has no objection to the proposal.

7. Conclusion

Having regard to all relevant factors and material planning considerations staff are of the view that the three non-illuminated fascia signs are acceptable. Staff are of the view that the signs do not adversely impact on the streetscene or result in a loss of amenity to neighbouring occupiers. It is considered that the signs do not create any highway or parking issues. The proposal is considered to be acceptable in all other respects and it is therefore recommended that retrospective advertisement consent be granted subject to conditions.

IMPLICATIONS AND RISKS

Financial implications and risks:

None.

Legal implications and risks:

The application file has been seen by the Monitoring Officer and pursuant to the constitution the Monitoring Officer has confirmed that the application has been processed in accordance with standard procedures.

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

Plans and application form received on 23rd January 2013.