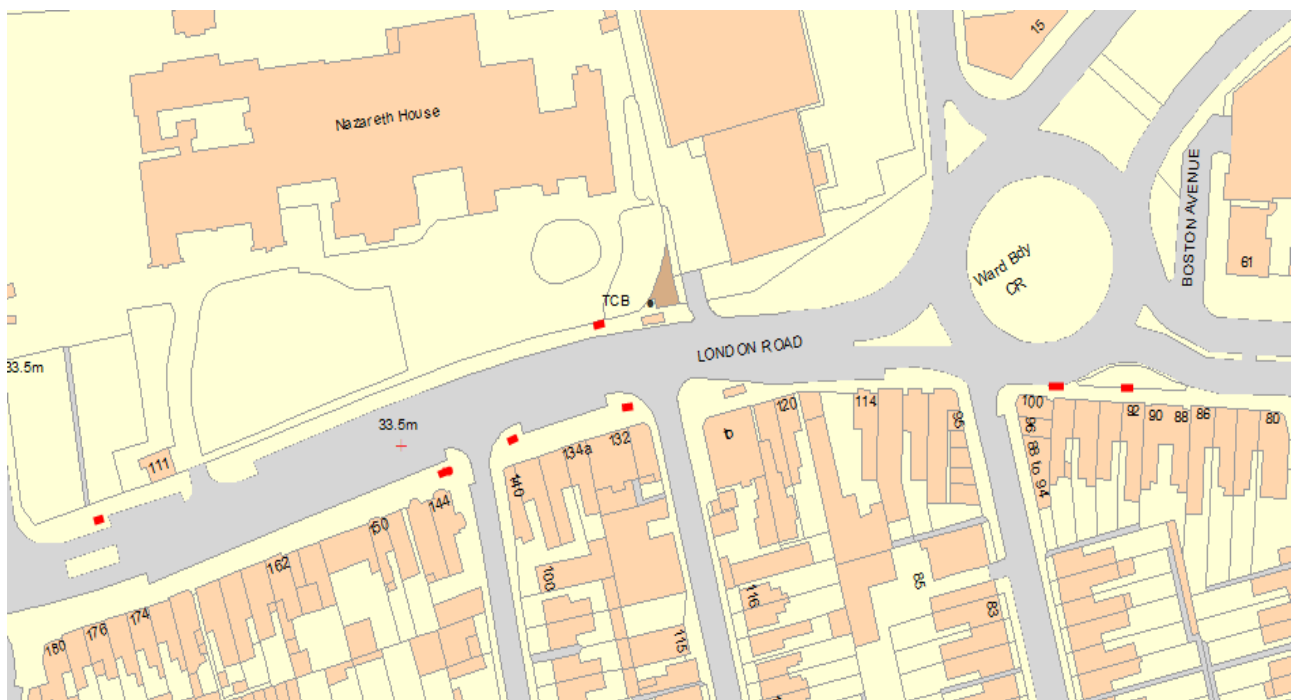


Reference:	18/00329/ADV
Ward:	Victoria
Proposal:	Install non illuminated fascia signs to seven existing highways planters on London Road between Ashburnham Road and Brighten Road
Address:	STREET RECORD London Road Southend-On-Sea Essex
Applicant:	Southend Borough Council
Agent:	n/a
Consultation Expiry:	5 th April 2018
Expiry Date:	11 th June 2018
Case Officer:	Abbie Greenwood
Plan Nos:	Location Plan, Proposed Planter Sign Plan and Elevations, Sign Detail
Recommendation:	Members are recommended to GRANT ADVERTISEMENT CONSENT



1 The Proposal

- 1.1 This application submitted by the Council seeks advertisement consent to install non illuminated signage on existing planters on London Road between Brighten Road and Ashburnham Road. It is proposed that each planter has a sign on each of the four sides. The signs will be constructed of printed plastic and will measure 0.5m high, 0.75m wide and be 0.05m in depth. While it is not a planning matter, the signs will enable the sponsorship of the planters by local businesses.

2 Site and Surroundings

- 2.1 The existing planters are located on the pavement along London Road between Brighten Road and Ashburnham Road. There are 7 in total, 2 on the north side of the road and 5 on the south side of the road. The planters are simple box like forms constructed of black powder coated metal and each contains an ornamental tree. The planters were installed as part of a recent streetscape enhancement scheme.
- 2.2 This section of London Road has a mixed character. On the south side the buildings are generally 2 storey traditional terraces with small commercial units at ground floor and residential above. On the north side the character is more mixed including some commercial properties and the tall boundary wall to Nazareth House.
- 2.3 London Road is a main vehicular route into the centre of Southend and the principal public transport corridor. The site falls within the area covered by the Southend Central Area Action Plan.

3 Planning Considerations

- 3.1 The only considerations for advertisement applications are impacts on amenity and public safety.

4 Appraisal

Amenity

National Planning Policy Framework (2012); Core Strategy (2007) policies KP1, KP2 and CP4, Development Management Document (2015) Policy DM1, the Southend Central Area Action (2018) policies DS5 and PA2 and the Southend Design and Townscape Guide (2009)

- 4.1 The National Planning Policy Framework paragraph 67 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. The National Planning Policy Framework advises advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

- 4.2 National Planning Policy Framework states *“The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development is indivisible from good planning and should contribute positively to making places better for people”*.
- 4.3 The Council’s Design and Townscape Guide states:
- “Low quality poorly sited or excessive signage can have an adverse effect on both the image of the business and the wider area”*.
- “Large numbers of adverts add clutter to the streetscene and will not be considered appropriate”*.
- 4.4 The streetscape in this location has a lively commercial character. There are a variety of advertisements on the surrounding buildings associated with the local businesses. The scale of the proposed advertisements and their siting are such that it is considered that they will not have a significant impact on the overall amenity of the area. The amenity impact of the proposal is therefore considered to be acceptable and policy compliant in this regard.

Public Safety

National Planning Policy Framework (2012); Core Strategy Policy KP2 and CP3, Development Management Document (2015) policy DM1 and DM15, Southend Central Area Action (2018) policies DS5 and PA2 and the Southend Design and Townscape Guide (2009).

- 4.5 The proposed advertisements are considered acceptable in terms of their siting and will not obstruct the existing road signs or cause any other public safety issues. The advertisements would be displayed on existing street planters. The Councils Highway Officer has raised no objection to the proposed advertisements in terms of their impact on the public highway safety. The impact of the proposals is therefore considered to be acceptable in these regards.

Conclusion

- 4.6 Having taken all material planning considerations into account, it is found that subject to compliance with the attached conditions, the proposed advertisements would be acceptable and compliant with the objectives of the relevant development plan policies and guidance. The proposal would have an acceptable impact on amenities and there are no adverse impacts on public safety. This application is therefore recommended for approval subject to conditions.

5 Planning Policy Summary

- 5.1 National Planning Policy Framework (2012)
- 5.2 Core Strategy Policies KP1 (Spatial Strategy), KP2 (Development Principles), CP3 (Transport and Accessibility) and CP4 (The Environment and Urban Renaissance)
- 5.3 Development Management Document (2015) policies DM1 (Design Quality), and DM15 (Sustainable Transport Management)

- 5.4 Southend Central Area Action Plan (2018) Policy PA2: (London Road Policy Area Development Principles) and DS5(Transport, Access and Public Realm)
- 5.5 Southend Design & Townscape Guide (2009)

6 Representation Summary

Traffic and Transportation

- 6.1 There are no highway objections to this proposal.

Public Consultation

- 6.2 Site notices were displayed on the 15th March 2018. 1 letter of representation was received concerned that:
- The sponsorship of the planters has not been offered to the local businesses.
 - It would be inappropriate to advertise any goods or services that are already offered by local stores.
 - This proposal should have been considered when the planters were installed in 2017.

[Officer Comment: The concerns are noted and they have been taken into account in the assessment of this application. Particularly noting that advertisement consent turns solely on amenity and safety considerations, the concerns are not found to represent a reasonable basis to refuse advertisement consent. For information, however, the Parks team have confirmed that, if this proposal is consented, they will be contacting local businesses to give them an opportunity to sponsor planters near their premises.]

7 Relevant Planning History

- 7.1 No relevant planning history.

8 Recommendation

Members are recommended to GRANT ADVERTISEMENT CONSENT subject to the following conditions:

- 01 This consent is granted for a period of 5 years beginning from the date of this consent.**

Reason: To comply with Regulation 14(7) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 02 The advertisements shall be displayed in accordance with the approved plans: Location Plan, Proposed Planter Sign Plan and Elevations, Sign Detail**

Reason: To ensure that the advertisements are displayed in accordance with the policies in the Development Plan.

- 03 (a) Any advertisement 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.
- (b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
- (c) Where any advertisement is required under the Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.
- (d) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- (e) 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 coastal waters) or aerodrome (civil or military).

Reason: Required to be imposed to comply with Regulation 14 of the Town and Country Planning (Control of Advertisements) Regulations 2007.

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework. The detailed analysis is set out in a report on the application prepared by officers.