

Reference:	18/00045/ADV	
Ward:	Victoria	
Proposal:	Install 1 x internally illuminated Totem Sign, 2 x internally illuminated single faced logo disk signs, 2 x internally illuminated double sided high directional signs, 1 x high single sided directional sign, 1 x illuminated LED lettering sign, 1 x illuminated building directional sign and vinyl graphics	
Address:	Unit 4, Greyhound Trading Park, Greyhound Way, Southend-On-Sea, Essex, SS2 5PY	
Applicant:	23.5 Degrees Limited	
Agent:	23.5 Degrees Limited	
Consultation Expiry:	29.03.2018	
Expiry Date:	05.04.2018	
Case Officer:	Janine Rowley	
Plan Nos:	Siteplans Revision A 01; A-1001 Architectural Site Plan; A-2001 External Elevations Revision A 14.02.2018; A-2002-External Elevations Revision A 14.02.2018; Signage Details-Southend Greyhound RP Revision A 14.02.2018	
Recommendation:	GRANT ADVERTISEMENT CONSENT	



This application was deferred from the 7th March 2018 Development Control Committee meeting to allow for an update of the application site plan and to verify the siting of the totem pole within the application. Residents have been renotified of the updated proposal.

1 The Proposal

- 1.1 This application seeks to install 1 x internally illuminated 5m high totem Sign, 2 x internally illuminated single faced logo disk signs, 2 x internally illuminated double sided high directional signs, 1 x high single sided directional sign, 1 x illuminated LED lettering sign, 1 x illuminated building directional sign and vinyl graphics

2 Site and Surroundings

- 2.1 The application site is within the Greyhound Retail Park, which consists of several large retail buildings, associated parking areas, located to the north east of the town centre. The application relates to a new drive through facility being built with planning permission, in the eastern corner of the southern side of the Greyhound Retail Park.
- 2.2 To the north, south and west of the site is the remainder of the Greyhound Retail Park buildings and associated car park. Within the northern part of the retail park is a KFC restaurant and drive through and immediately to the south is Mecca Bingo, whilst the remainder of the park is predominantly in retail use.
- 2.3 To the east of the site are two storey terrace dwellings which front Sutton Road.

3 Planning Considerations

- 3.1 The main considerations in relation to this application relate to amenity and public safety.

4 Appraisal

Amenity

National Planning Policy Framework (2012), Core Strategy (2007) Policies KP2 and CP4; Development Management Document (2015) Policy DM1, 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 The Design and Townscape Guide require advertisements to be well designed and sited to respect the character and appearance of buildings and the street scene.

- 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 Design and Townscape Guide states signage should not have a detrimental impact on townscape and should have adequate regard to their setting. It also states the acceptability of illuminated fascia signs will depend on their location and appropriateness to the character of the building.
- 4.5 The proposed signage on the building is typical of that of similar chain cafes and is of a design which relates appropriately to the contemporary style of the building. The advertisements on the building would be of a scale commensurate with that of similar units within the Greyhound Estate, most notably KFC to the immediate north of the site, and are typical of the area. The 5m high totem sign would consist of a round disk atop a comparatively modest width supporting column. It would be positioned forward of the building on top of the grassed area adjacent to the Sutton Road frontage. The two internally illuminated single faced logo disk signs would measure some 1.5m in diameter, affixed one either side of the buildings upward projecting, integral totem feature. The high single-sided directional sign would be fixed to the eaves level of the building, above its glazed shopfront, as would the LED lettering sign. Other vinyl graphics would be located on the building and for the direction of customers within the drive through access route. The level of internal illumination proposed and siting of the advertisements are not considered to harm the amenity of the surrounding area nor detract from the character of the proposed building. With regards to the impact of the signage on residential properties, there are no residential properties which would be materially and directly affected by the proposed signage, given that there is sufficient distance between the application site and the opposite properties fronting Sutton Road.
- 4.6 The proposed 5m totem sign has been amended during the course of the application, reduced from 7m, and is now in keeping with existing adverts to the north of the site.
- 4.7 Given the nature of the advertisement it is considered that the advertisement would not result in any undue noise or disturbance and would not therefore result in any harm to aural amenity in this respect.
- 4.8 The proposal is considered acceptable on amenity grounds and compliant with the development plan.

Public Safety

National Planning Policy Framework (2012), Core Strategy (2007) Policies KP2 CP3, and CP4; Development Management Document (2015) Policy DM15

- 4.9 The proposed advertisements and totem sign are considered acceptable on public safety grounds. The Councils Highway Officer has raised no objection to the proposed advertisements and the luminance levels would not impact harmfully on the public highway.

Conclusion

- 4.10 The proposed advertisements are not considered to have a detrimental impact on the amenity of the surrounding area or on public safety and therefore subject to appropriate conditions, the proposal is considered acceptable and it is recommended that advertisement consent is granted.

5 Planning Policy Summary

- 5.1 National Planning Policy Framework 2012
- 5.2 Core Strategy (2007) Policies KP2 (Development Principles), CP3 (Transport and Accessibility), CP4 (The Environment and Urban Renaissance).
- 5.3 Development Management Document (2015) Policies DM1 (Design Quality), DM15 (Sustainable Transport Management)
- 5.4 Design & Townscape Guide (2009)

6 Representation Summary Traffic and Transportation

- 6.1 No objections.

Public Consultation

- 6.2 A site notice was displayed on the 25th January and no letters of representation have been received.
- 6.3 Councillor Borton has requested this application be dealt with by Development Control Committee.

7 Relevant Planning History

- 7.1 Install one air conditioning unit and associated equipment to east elevation- Pending consideration (18/00044/FUL)
- 7.2 Replace plan numbers 14557-103D, 14557-106B and 14557-108 with 14557-103E, 14557-106C and 14557-108A alterations due to operational requirements and as a result of detailed design (Non-material Amendment to Planning Permission 16/01952/FUL dated 20.01.2017- Allowed (17/02257/NON)
- 7.3 Replace plan numbers 14557-103D, 14557-106B and 14557-108 with 14557-103E, 14557-106C and 14557-108A alterations due to operational requirements and as a result of detailed design (Non-material Amendment to Planning Permission 16/01952/FUL dated 20.01.2017- Allowed (17/01182/AD)

- 7.4 Replace plan numbers 14557-103D, 14557-106B and 14557-108 with 14557-103E, 14557-106C and 14557-108A alterations due to operational requirements and as a result of detailed design (Non-material Amendment to Planning Permission 16/01952/FUL dated 20.01.2017- Allowed (17/01124/NON)
- 7.5 Replace plan numbers 14557-103D, 14557-106B and 14557-108 with 14557-103E, 14557-106C and 14557-108A alterations due to operational requirements and as a result of detailed design (Non-material Amendment to Planning Permission 16/01952/FUL dated 20.01.2017- Allowed (17/00253/NON)
- 7.6 Demolition of existing building, erect single storey coffee shop (Class A1/A3) with drive-through take away facility, servicing area, car parking, outdoor seating, landscaping, bin store and associated works- Granted (16/01952/FUL)
- 7.7 Demolition of existing building, erect single storey restaurant (Class A3) with drive-through take away (Class A5), servicing area, car parking, landscaping and associated works- Granted (14/01723/FUL)

8 Recommendation

8.1 GRANT ADVERTISEMENT CONSENT subject to the following conditions:

- 1 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.

- 2 The advertisements shall be displayed in accordance with the approved plans: Siteplans Revision A 01; A-1001 Architectural Site Plan; A-2001 External Elevations Revision A 14.02.2018; A-2002-External Elevations Revision A 14.02.2018; Signage Details-Southend Greyhound RP Revision A 14.02.2018.**

Reason: To ensure that the advertisements are displayed in accordance with the policies outlined in the development plan.

- 3 (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.

- 4 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.**

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

- 5 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.**

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

- 6 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.**

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

- 7 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.**

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 identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, 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.