

Reference:	21/00758/ADV	
Ward:	Eastwood Park	
Proposal:	Install one externally illuminated fascia board and one internally illuminated projecting sign to front	
Address:	153 Rayleigh Road Eastwood Essex SS9 5XE	
Applicant:	Mr M Kugathas	
Agent:	Mr T Ay of Delta Tech Ltd.	
Consultation Expiry:	20.05.2021	
Expiry Date:	03.09.2021	
Case Officer:	Oliver Hart	
Plan Nos:	21.01; 21.02; 21.03; 21.05 RevA; 21.06	
Recommendation:	Members are recommended to: GRANT ADVERTISEMENT CONSENT	



1 Site and Surroundings

- 1.1 The application site contains a three storey mid-terrace building within a small parade of ground floor commercial units with separate residential flats above. The ground floor of the application building is presently vacant although most recently it was in use as a florists. The neighbouring uses in the parade include a hairdressers to the south and an off licence / corner shop, dry cleaners and hot food takeaway to the north. The wider surrounding area is mainly residential in character.
- 1.2 The site is located within a secondary shopping frontage. It does not have any other specific allocation within the Development Management Document Proposals Map. There is variation in the types of shopfronts and signage in the area and the nearby shop fronts have fascia and hanging signage some of which are illuminated.

2 The Proposal

- 2.1 The details of illumination were amended during the course of the application. Advertisement consent is now being sought to install;
- 1x externally illuminated fascia sign and;
 - 1x internally illuminated projecting sign to front
- 2.2 The new 0.6m high x 3.25m wide x 0.1m deep fascia sign is to be finished in grey background with yellow and white lettering (a maximum 30cm high) spelling out the company name; 'Elite Peri Peri'. The fascia is proposed to be externally illuminated with luminance levels of 600cd/m².
- 2.3 The new projecting sign some 0.6m high x 0.6m deep x 0.1m wide will project some 0.7m from the existing shopfront with illuminance levels of 600cd/m². The projecting sign will comprise the company logo which will be finished in grey background with yellow and white lettering.
- 2.4 The application has been called into Development Control Committee by Councillor Collins.

3 Relevant Planning History

- 3.1 21/00757/FUL - Change of use from retail (Class E) to restaurant and takeaway (Class E and Sui Generis), install extraction flue system to rear and form new rear access, install one illuminated fascia sign and one illuminated projecting sign to front- pending consideration appears elsewhere in this agenda.

4 Representation Summary

Public

- 4.1 A site notice has been posted. 4no. neighbour representations have been received. The points of objection raised are in summary:
- Objection to the change of use
 - Illuminated signs would have a detrimental impact on the character of the area

[Officer Comment] All relevant planning considerations have been assessed within the appraisal section of the report. These concerns are noted and where they relate to planning concerns, have been taken into account in the assessment of the application however they were not found to represent a reason for refusal in the circumstances of this case.

4.2 **Highways**

No objection.

4.3 **Environmental Health**

No objection subject to condition restricting luminance.

5 **Planning Policy Summary**

5.1 The National Planning Policy Framework (2021)

5.2 Core Strategy (2007) Policies KP1 (Spatial Strategy), KP2 (Development Principles and CP4 (Environment and Urban Renaissance)

5.3 Development Management Document (2015): Policies DM1 (Design Quality) and DM3 (Efficient and Effective Use of Land),

5.4 The Design and Townscape Guide (2009)

6 **Planning Considerations**

6.1 The Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended) state that applications for Advertisement Consent shall be considered in relation to their impact on amenity and public safety only.

7 **Appraisal**

Visual Amenity

7.1 Policies KP1, KP2 and CP4 of the Core Strategy and Policy DM1 of the Development Management Document seek to secure improvements to the urban environment through quality design.

7.2 Policy DM5 of the Development Management Document states that all development proposals that affect a heritage asset will be required to demonstrate the proposal will continue to conserve and enhance its historic and architectural character, setting and townscape value.

7.3 The Design and Townscape Guide states that '*Advertisements, including illuminated signage are an essential part of commercial development, they can add vitality to an area but because they are intended to have significant public impact, care needs to be taken to ensure that they do not have a detrimental effect on townscape. Over illuminated or poorly located signage could also have a detrimental effect on highway safety. Adverts should be well designed in themselves and have adequate regard for their setting*'.

7.4

The application site lies within a secondary shopping frontage and its front elevation is visible from the public realm.

7.5

The unit has existing advertisement signage. Varying types and styles of signage are present in the parade of shops, including instances of externally illuminated signage at the nearby convenience supermarket. On this basis, the proposed signage, including the projecting sign is considered appropriate to the use and operation of the commercial unit and is not considered to be excessively dominating or overbearing within the public domain, nor would it create clutter in the prevailing street scene.

7.6

The presence of flatted accommodation above the application site is such that there is potential for harm to the amenity of these occupants through light pollution. Environmental Health colleagues have confirmed mitigation measures of the illuminated elements are required and it is considered this can be reasonably dealt with by way of condition.

7.7

Subject to conditions, it is considered that the proposal would be acceptable and policy compliant in the above regards.

Public safety

7.8 As the signage is located away from the highway and pedestrian walkways, it is considered that no harm would be caused on the grounds of any of the relevant aspects of public safety, including highway safety.

7.9 The highways authority has confirmed no objections to the development.

8 Conclusion

8.1 It is considered that the proposed advertisements would not harm the amenity of the site or the wider surrounding area and would not affect public safety. It is therefore recommended that advertisement consent is granted.

9 Recommendation

9.1 GRANT ADVERTISEMENT CONSENT subject to the standard conditions set out in Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

01 The development shall only be undertaken in accordance with the following approved plans: 21.01; 21.02; 21.03; 21.05 RevA; 21.06

Reason: To ensure the development is carried out in accordance with the consent sought, has an acceptable design and complies with policy DM1 of the Development Management Document (2015).

02 The intensity of the luminance of the internally illuminated fascia sign hereby granted consent shall not exceed 600 cd/m²

Reason: In the interests of amenity and general environmental quality in accordance with Core Strategy (2007) Policies KP2 and CP4, Development Management Document (2015) Policies DM1, DM3 and the advice contained in

the Design and Townscape Guide (2009).

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.