

DELEGATED DECISION OFFICER REPORT

AUTHORISATION	INITIALS	DATE
File completed and officer recommendation:	NH	17/01/2020
Planning Development Manager authorisation:	AN	20/1/20
Admin checks / despatch completed	CC	20/01/20
Technician Final Checks/ Scanned / LC Notified / UU Emails:	AP	20/1/2020

Application: 19/01791/ADV **Town / Parish:** Harwich Town Council

Applicant: Mr Horwood

Address: 1 Ramsey Road Dovercourt Harwich

Development: 3no Fascia sign and 2no graphic signs.

1. Town / Parish Council

Harwich Town Council Harwich Town Council has no objection to this application.

2. Consultation Responses

ECC Highways Dept

From a highway and transportation perspective the impact of the proposal is acceptable to Highway Authority subject to the following mitigation and conditions:

1 The maximum luminance of the internally illuminated sign shall not at any time exceed the standards contained within the Institution of Lighting Professionals PLG05, which in this case is 600 Candelas per square metre (600 cd/m²).

Reason: To ensure that glare and dazzle is not caused to traffic in the adjoining highway, in the interests of highway safety and in accordance with Policy DM 1 of the Highway Authority's Development Management Policies February 2011.

Informative1: All work within or affecting the highway is to be laid out and constructed by prior arrangement with and to the requirements and specifications of the Highway Authority; all details shall be agreed before the commencement of works.

The applicants should be advised to contact the Development Management Team by email at development.management@essexhighways.org or by post to:

SMO1 - Essex Highways
Colchester Highways Depot,
653 The Crescent,
Colchester
CO4 9YQ

3. Planning History

00/01053/ADV	Raised lettering on frame over entrance, fixed static neon signs on chimney breasts	Approved	21.07.2000
00/01054/FUL	Construct single storey toilet extension to rear of property to replace existing. Replace existing single entrance doors to front elevation with double doors	Approved	21.07.2000
01/01955/ADV	2 x single sided free standing advertisement display units	Refused	17.12.2001
95/01337/FUL	(The Devonshire Arms P.H., 1 Ramsey Road, Dovercourt) Single storey rear extensions to male and female toilets and internal alterations	Approved	31.07.1996
11/00980/FUL	Shop front alterations - blocking up of existing openings, enlarged windows and a pair of swing doors. Installation of an external ATM machine. Installation of seven security bollards. Installation of an external air conditioning condenser. Erection of protective palisade fence.	Approved	19.10.2011
11/00981/ADV	1no. illuminated curved fascia sign, 1no. window graphics sign, illuminated ATM signage and 2no. panel signs.	Approved	20.10.2011
11/01463/FUL	Alterations to shop front and entrance, installation of refrigeration and air conditioning condensers and installation of external roller shutters.	Approved	30.01.2012
12/00058/FUL	Proposed subdivision of first floor accommodation serving the former Devonshire Arms Public House into two apartments, and conversion of ground floor facilities into one apartment for disabled persons.	Approved	20.03.2012
12/00212/ADV	Installation of LED lighting to fascia sign.	Approved	04.04.2012
12/00436/FUL	Proposed two storey extension incorporating 2 new flats and related amendments to previous scheme as approved under 12/00058/FUL.	Approved	16.08.2012
15/00687/FUL	Proposed sub division of first floor	Approved	24.06.2015

accommodation into 2 apartments and conversion of part ground floor into 1 apartment for disabled persons with proposed 2 storey extension for 2 apartments. All as approval 12/000436/FUL (4 extra dwelling units).

16/01863/ADV 1 no. fascia sign, 7 no. other signs. Approved 05.05.2017

4. Relevant Policies / Government Guidance

NPPF National Planning Policy Framework February 2019

National Planning Practice Guidance

Tendring District Local Plan 2007

QL9 Design of New Development

QL10 Designing New Development to Meet Functional Needs

QL11 Environmental Impacts and Compatibility of Uses

EN18B Advertisement Control

TR1A Development Affecting Highways

Tendring District Local Plan 2013-2033 and Beyond Publication Draft (June 2017)

SPL3 Sustainable Design

Status of the Local Plan

The 'development plan' for Tendring is the 2007 'adopted' Local Plan. Paragraph 213 of the NPPF (2019) allows local planning authorities to give due weight to adopted albeit outdated policies according to their degree of consistency with the policies in the NPPF. Paragraph 48 of the NPPF also allows weight to be given to policies in emerging plans according to their stage of preparation, the extent to which there are unresolved objections to relevant policies and the degree of consistency with national policy. As of 16th June 2017, the emerging Local Plan for Tendring is the Tendring District Local Plan 2013-2033 and Beyond Publication Draft.

Section 1 of the Local Plan (which sets out the strategy for growth across North Essex including Tendring, Colchester and Braintree) was examined in January and May 2018 and the Inspector's initial findings were published in June 2018. They raise concerns, very specifically, about the three 'Garden Communities' proposed in north Essex along the A120 designed to deliver longer-term sustainable growth in the latter half of the plan period and beyond 2033. Further work is required to address the Inspector's concerns and the North Essex Authorities are considering how best to proceed.

With more work required to demonstrate the soundness of the Local Plan, its policies cannot yet carry the full weight of adopted policy, however they can carry some weight in the determination of planning applications. The examination of Section 2 of the Local Plan will progress once matters in relation to Section 1 have been resolved. Where emerging policies are particularly relevant to a planning application and can be given some weight in line with the principles set out in paragraph 48 of the NPPF, they will be considered and, where appropriate, referred to in decision notices. In

general terms however, more weight will be given to policies in the NPPF and the adopted Local Plan.

5. Officer Appraisal (including Site Description and Proposal)

Application Site

The application site refers to 1 Ramsey Road, Dovercourt which is a commercial premises located on the corner of Ramsey Road and Oakley Road.

Proposal

This application seeks advertisement consent for;

Sign 1 - 1 x fascia panel to be 2mm aluminium panel to be powder coated Blue RAL 5005 30% gloss with Brown Arizona Oak woodtex strip to base and it will be non-illuminated.

Sign 2 - 1 x box fascia in white RAL 9010. 5mm Perspex - Opal 030 - Avery 5600 LD/082A. Internally illuminated.

Sign 3 - 1 x fascia panel to be 2mm aluminium panel to be powder coated Blue RAL 5005 30% gloss with Brown Arizona Oak woodtex strip to base and it will be non-illuminated.

Sign 4 - 5mm dibond panel to be wrapped around ATM surround. Colour - Pantone 293 with print. White spots on blue for vinyl panel. Blue header panel with white text to read 'Cash Machine'. Brushed aluminium kick plate to be installed at the bottom.

Sign 5 - Store directory. Vinyl to be applied on glazing.

Assessment

With regard to outdoor advertisements, Paragraph 132 of the National Planning Policy Framework (2018) states that the quality and character of places can suffer when advertisements are poorly sited and designed. Such adverts should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Saved Policy EN18b deals with advertisement control stating that proposals for advertisement should be well designed and sited and respect their surroundings whilst not endangering traffic. Advertisement hoardings will normally be limited to commercial areas.

Saved Policy QL9 and emerging Policy SPL3 state all new development must make a positive contribution to the quality of the local environment, and must relate well to its site and surroundings particularly in relation to its siting and scale.

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

As a result the main considerations are the impact on public amenity and highway safety.

Public Amenity

The proposal includes new signage for 'Tesco'. The proposed signage will be located to the front of the existing building and adjacent to the highway. The proposal consists of 5 signs, 3 fascia and 2 graphic. The signage is considered to be appropriate to the character and appearance of the area. Given the location and the nature of the sign, it is considered that the proposal would not cause any harm to public amenity.

Highway Safety

The Highways Authority raises no objection to the application subject to a condition relating to the illumination of the signage. It is therefore considered that the proposed signage is acceptable in terms of highway safety.

Other Considerations

Harwich Town Council has no objection to this application.

No letters of representation have been received.

6. Recommendation

Approval - Advertisement Consent

7. Conditions / Reasons for Refusal

- 1 All advertisement consents are subject to five standard conditions specified in Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 which are as follows: -

1. 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.

2. No advertisement shall be sited or displayed so as to

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. 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.

4. 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.

5. 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.

Additionally all advertisement consents are for a fixed term of 5 years unless this period is varied on the formal decision notice.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plan: Drawing No. 02_2821_02C and Drawing No.03_2821_03B

Reason - For the avoidance of doubt and in the interests of proper planning.

- 3 The maximum luminance of the internally illuminated sign shall not at any time exceed the standards contained within the Institution of Lighting Professionals PLG05, which in this case is 600 Candelas per square metre (600 cd/m²).

Reason: To ensure that glare and dazzle is not caused to traffic in the adjoining highway, in the interests of highway safety

8. Informatives

Positive and Proactive Statement

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.

Are there any letters to be sent to applicant / agent with the decision? If so please specify:	YES	NO
Are there any third parties to be informed of the decision? If so, please specify:	YES	NO