

PLANNING COMMITTEE – 21 May 2020

PART I – DELEGATED

11. **20/0610/ADV - Advertisement Consent: Installation of five internally illuminated fascia signs at The Centre, Gosforth Lane, South Oxhey, WD19 7AX. (DCES)**

Parish: Watford Rural

Ward: South Oxhey

Expiry of Statutory Period: 25.05.2020

Case Officer: Claire Westwood

Recommendation: That Advertisement Consent be Granted.

Reason for consideration by the Committee: Council interest in land.

1 Relevant Planning History

- 1.1 18/1806/FUL - Single and two storey extension to existing leisure centre with associated works, extended car park and installation of new vehicular access and substation. Permitted 16.11.2018, implemented.
- 1.2 19/1671/NMA - Non material amendment to planning permission 18/1806/FUL: Alterations to layout to include traffic control, relocation of parking bays and cycle shelter. Permitted 20.09.2019.
- 1.3 20/0805/NMA - Non material amendment to planning permission 18/1806/FUL: Addition of support columns to new entrance canopy. Pending consideration.
- 1.4 Various Discharge of Conditions applications.

2 Description of Application Site

- 2.1 The application site is located on Gosforth Lane adjacent to the junction with Otley Way and opposite Fairfield Avenue.
- 2.2 'The Centre' is an existing two-storey leisure centre and community building with car parking which is currently undergoing extensions and alterations following the grant of planning permission 18/1806/FUL. The site is served by a single vehicular access.
- 2.3 To the north of the building is Oxhey Chapel and Vicarage; which are largely screened by existing vegetation to the boundary. Generally speaking, land levels slope down from west to east. To the west is the flank elevation of No. 48 Lincoln Drive, a two-storey residential dwelling with no first floor flank windows. To the west of the car park is Sherwood House, an existing block of flats. These flats and dwellings in Lincoln Drive are at a slightly higher land level. To the east of the site on the opposite side of the road are two-storey residential dwellings, a mixture of terraced and semi-detached properties. These dwellings are located at a lower land level. The area is predominantly residential in character.

3 Description of Proposed Development

- 3.1 This application seeks advertisement consent for the installation of five internally illuminated fascia signs.
- 3.2 All of the proposed signs would be located on the front elevation facing Gosforth Lane. The precise location of the signs is shown on the proposed site plan (A-PL-08).
- 3.3 **Sign 1:** Would read 'everyone ACTIVE'. It would have a maximum width of 3.3 metres and maximum height of 1.4 metres. It would be positioned to the left hand side of the front elevation within the single storey element adjacent to 'Sign 2' and would be approximately

4.2 metres above the ground. The individual lettering would be stainless steel powder coated with a white finish. The lettering would have internal LED strip lighting to give a halo effect.

- 3.4 **Sign 2:** Would read 'THREE RIVERS DISTRICT COUNCIL'. It would have a maximum width of 3.7 metres and maximum height of 0.9 metres. It would be positioned to the left hand side of the front elevation within the single storey element adjacent to 'Sign 1' and would be approximately 4.2 metres above the ground. The individual lettering and TRDC logo would be stainless steel powder coated white. The lettering would have internal LED strip lighting to give a halo effect.
- 3.5 **Sign 3:** Would read 'everyone ACTIVE'. It would have a maximum width of 3.8 metres and maximum height of 1.7 metres. It would be sited over the main entrance doors adjacent to 'Sign 4' and would be approximately 6.9 metres above the ground. The individual lettering would be stainless steel powder coated white with a red dot. The lettering would have internal LED strip lighting to give a halo effect
- 3.6 **Sign 4:** Would read 'THREE RIVERS DISTRICT COUNCIL'. It would have a maximum width of 4.4 metres and maximum height of 1.1 metres. It would be sited over the main entrance doors adjacent to 'Sign 3' and would be approximately 6.9 metres above the ground. The individual lettering and TRDC logo would be stainless steel powder coated green. The lettering would have internal LED strip lighting to give a halo effect.
- 3.7 **Sign 5:** Would read 'SOUTH OXHEY LEISURE CENTRE'. It would have a maximum width of 5.2 metres and maximum height of 1.4 metres. It would be sited to the right of the main entrance approximately 6.9 metres above the ground. The individual lettering would be stainless steel powder coated white. The lettering would have internal LED strip lighting to give a halo effect.
- 3.8 The expected illumination level for all 5 signs is 600cd/sqm.

4 Consultation

4.1 Statutory Consultation

- 4.1.1 Watford Rural Parish Council: No response received.
- 4.1.2 Hertfordshire County Council – Highway Authority: [No objection]

None of the proposed signage is located on or considered to interfere with the highway adjacent to the site. HCC as Highway Authority has considered that the proposal would not have an unreasonable impact on the safety and operation of the highway and therefore has no objections on highway grounds to the application.

The applicant is reminded that the standard of luminance should comply with the recommendations as set out in Chapter 8 of the Institution of Lighting Engineers' Technical Report Number 5 Brightness of Illuminated Advertisements (Third Edition).

- 4.1.3 Environmental Health: [No objection]
- 4.1.4 National Grid: [No objection]

4.2 Public/Neighbour Consultation

- 4.2.1 Number consulted: 45
- 4.2.2 No of responses received: 0 objections, 0 letters of support
- 4.2.3 Site Notice: Expired 29 April 2020 Press notice: N/A

5 Reason for Delay

5.1 No delay.

6 Relevant Planning Policy, Guidance and Legislation

6.1 The Core Strategy was adopted on 17 October 2011 having been through a full public participation process and Examination in Public. Policies CP1, CP9, CP10 and CP12 are relevant to this application.

6.2 The Council have also considered the policies of the Development Management Policies Local Development Document, adopted 26 July 2013 with particular reference to Policies DM6 and DM9.

6.3 In February 2019 the revised NPPF was published, to be read alongside the online National Planning Practice Guidance. The 2019 NPPF is clear that "existing policies should not be considered out-of-date simply because they were adopted or made prior to the publication of this Framework. Due weight should be given to them, according to their degree of consistency with this Framework".

6.4 The Council has had regard to the Localism Act which received Royal Assent on the 15 November 2011, the Growth and Infrastructure Act which received Royal Assent in April 2013 as well as the Wildlife and Countryside Act 1981 (as amended) and the Conservation of Habitats and Species Regulations 2010.

6.5 Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended).

7 Planning Analysis

7.1 Advert Regulations

7.1.1 Outdoor advertisements are within the scope of the control regime specified by the Secretary of State in the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended).

7.1.2 This regime enables local planning authorities to control advertisements, when it is justified, in the interests of "amenity" and "public safety".

7.1.3 Amenity is not defined in the Regulations, although it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality and the presence of any feature of historic, architectural, cultural or similar interest.

7.1.4 Paragraph 132 of the National Planning Policy Framework advises the quality and character of places can suffer when advertisements are poorly sited and designed. It also advises that advertisements should be subject to control only in the interests of amenity and public safety.

7.2 Street Scene

7.2.1 Policy CP12 of the Core Strategy (adopted October 2011) states that development should 'have regard to the local context and conserve or enhance the character, amenities and quality of an area' and 'conserve and enhance natural and heritage assets'.

7.2.2 The proposed signs would be sited along the front (north-east) elevation facing Gosforth Lane. The signs would be internally illuminated via LED lighting creating a halo effect. Signs 1 and 2 would be sited closest to the highway, however, these are at ground floor level reducing their prominence. The higher positioned signs (3, 4 and 5) would be set further back from Gosforth Lane. Whilst the signage would face residential properties, it would be read against the back drop of the host building, The Centre and would reflect the

function of this building. Similarly, considering the width of the building frontage to Gosforth Lane, the signage would not be excessive or overly prominent. It is also noted that the signage would replace existing signage.

7.2.3 The proposed signage would not result in demonstrable harm to the amenity of the site or area and would be acceptable in accordance with Core Strategy Policies CP1 and CP12.

7.3 Impact on neighbours

7.3.1 Policy CP12 of the Core Strategy states that development should 'protect residential amenities by taking into account the need for adequate levels and disposition of privacy, prospect, amenity and garden space'. Policy DM9 of the Development Management Policies document reflects this guidance in respect of possible light pollution to residential environments.

7.3.2 The closest neighbouring residential properties are those to the opposite side of Gosforth Lane (a minimum spacing of 20 metre), although it is noted that 'Signs 3, 4 and 5' would face the junction with Fairfield Avenue and would not therefore be directly opposite any dwelling. The signs are not excessive in scale and the level of luminance would not be excessive or result in demonstrable harm. Environmental Health raise no objections.

7.3.3 The signage would therefore not result in any demonstrable harm on the amenities of any of the surrounding neighbouring properties, in accordance with Policies CP1 and CP12 of the Core Strategy and Policy DM9 of the DMP LDD.

7.4 Highways and Access

7.4.1 Core Strategy Policy CP10 requires development to demonstrate that it will provide a safe and adequate means of access, and that development should be designed and located to minimise the impacts of travel by motor vehicle on the District.

7.4.2 The Highways Officer has raised no objections to the proposed signs in terms of impact on highway safety. Given the location of the signs, it is not considered that they would result in any adverse impact on public safety.

8 **Recommendation**

8.1 That ADVERTISEMENT CONSENT BE GRANTED subject to the following conditions

C1 1] The period of the validity of this permission is for five years commencing from the date of the decision notice.

2] 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.

3] 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.

4] 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.

5] 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.

6] 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: To comply with the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) and in accordance with Policies CP1 and CP12 of the Core Strategy (adopted October 2011).

C2 The development hereby permitted shall be carried out in accordance with the following approved plans: A-LOC-01, A-PL-05, 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, A-PL-08.

Reason: For the avoidance of doubt, in the proper interests of planning and to safeguard the visual amenities of the area in accordance with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended), Policies CP1, CP9, CP10 and CP12 of the Core Strategy (adopted October 2011) and Policy DM9 of the Development Management Policies LDD (adopted July 2013).

8.2 **Informatives:**

11 With regard to implementing this permission, the applicant is advised as follows:

All relevant planning conditions must be discharged prior to the commencement of work. Requests to discharge conditions must be made by formal application. Fees are £116 per request (or £34 where the related permission is for extending or altering a dwellinghouse or other development in the curtilage of a dwellinghouse). Please note that requests made without the appropriate fee will be returned unanswered.

There may be a requirement for the approved development to comply with the Building Regulations. Please contact Hertfordshire Building Control (HBC) on 0208 207 7456 or at buildingcontrol@hertfordshirebc.co.uk who will be happy to advise you on building control matters and will protect your interests throughout your build project by leading the compliance process. Further information is available at www.hertfordshirebc.co.uk.

Community Infrastructure Levy (CIL) - Your development may be liable for CIL payments and you are advised to contact the CIL Officer for clarification with regard to this. It is a requirement under Regulation 67 (1), Regulation 42B(6) (in the case of residential annexes or extensions), and Regulation 54B(6) (for self-build housing) of The Community Infrastructure Levy Regulations 2010 (As Amended) that a Commencement Notice (Form 6) is submitted to Three Rivers District Council as the Collecting Authority no later than the day before the day on which the chargeable development is to be commenced. DO NOT start your development until the Council has acknowledged receipt of the Commencement Notice. Failure to do so will mean you will lose the right to payment by instalments (where applicable), lose any exemptions already granted, and a surcharge will be imposed.

Care should be taken during the building works hereby approved to ensure no damage occurs to the verge or footpaths during construction. Vehicles delivering materials to this development shall not override or cause damage to the public footway. Any damage will require to be made good to the satisfaction of the Council and at the applicant's expense.

Where possible, energy saving and water harvesting measures should be incorporated. Any external changes to the building which may be subsequently

required should be discussed with the Council's Development Management Section prior to the commencement of work.

The applicant is reminded that the Control of Pollution Act 1974 allows local authorities to restrict construction activity (where work is audible at the site boundary). In Three Rivers such work audible at the site boundary, including deliveries to the site and running of equipment such as generators, should be restricted to 0800 to 1800 Monday to Friday, 0900 to 1300 on Saturdays and not at all on Sundays and Bank Holidays.

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