

Planning Statement

Proposed halo-lit illuminated advertisements at 11 Harrington Road, London, SW7 3ES

Proposed Advertisements

The application for advertisement consent proposes the installation of one fascia sign, consisting of individual powder coated aluminium letters (halo illuminated) making up the word “Squirrel”, and a single powder coated aluminium projecting sign with the brand logo displayed.

The proposed projecting sign will not cause any obstruction to the highway as it is positioned >2.0 metres above ground level.

The level of illumination is considered appropriate for the application and will not cause any safety concerns to highway users.

The adjacent properties currently benefit from a mixture of internally and externally illuminated signage of varying heights and sizes. The proposed signage at the application site will not be significantly different in terms of illumination levels and is subsequently considered to be acceptable.

From an operational viewpoint, the proposed signage is essential to advertise the presence of the food and drink operation in a very competitive market. In the absence of illuminated signage, the application site operation is clearly prejudiced by neighboring properties and so must be able to trade on an even basis.

National Planning Policy Framework

NPPF states that investment in business should not be over-burdened by the combined requirements of planning policy expectations (paragraph 21). Planning policy should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. Policies should recognise town centres as the heart of their communities and pursue policies to support their viability and vitality and should promote competitive town centres that provide customer choice and a diverse retail offer, and which reflect the individuality of town centres (paragraph 23).

Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles (paragraph 60). In determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area (paragraph 63).

NPPF acknowledges that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Only those advertisements which will clearly have an appreciable impact on the building or on their surroundings should be subject to the Local Planning Authority's detailed assessment (paragraph 67).

Local planning authorities should approach decision-taking in a positive way to foster the delivery of sustainable development (paragraph 186). Local planning authorities should look for solutions rather than problems, and decision-takers at every level should seek to approve applications for sustainable development where possible (paragraph 187).

Town and Country Planning (Control of Advertisements) Regulations 2007

Paragraph 3 (1) of the Regulations states that advertisement controls are exercisable only in terms of amenity and public safety taking account of material factors "*(a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors*".

Paragraph 3 (2)(a) states that "*factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic architectural, cultural or similar interest*".

Public Safety issues are also referred to within the Regulations at 3 (2)(b)(i) where it is stated "*the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome*" should be considered.

Paragraph 3(4) indicates "*unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed*".

As set out above, the Advertisement Regulations state that the provisions of the Development Plan are taken into account 'so far as they are material'.

Planning Practice Guidance: Advertisements

The recently published Planning Practice Guidance on Advertisements consists of a series of subtopics with questions and answers. It sets out the requirements of the Control of Advertisement Regulations. For applications for express consent it reiterates that Regulation 3 requires Local Planning Authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors.

Development Plan

Policy CF3 of the Consolidated Local Plan (CLP) seeks to secure the success and vitality of the borough's town centres by protecting, enhancing and promoting a diverse range of shops.

Policy CL10 on shopfronts requires them to relate well to buildings above and to either side, respect the buildings original framework and have a positive visual impact on the appearance of the building or the street scene. These requirements are reflected in Policies CL1 on Context and Character and Policy CL2 on Design Quality.

Shopfront Design Guide Lines SPD

The SPD does not promote any particular style or act as a blueprint from which specific designs may be taken but sets out general design principles. These include reference to the street scene and local context, the building as a whole and the shopfront itself. The latter encourages shopfronts to have their own individual style.

It is considered that the advertisements hereby proposed are both sympathetically designed and of high quality. The level of illumination is appropriate and subsequently policy compliant.

Comments

The proposed advertisements are similar to those in the immediate vicinity in respect of illumination levels. As a consequence, the signage is considered acceptable for this central location and echoes the high quality nature of the host building. The signage will not detract from the overall appearance of the area.

The luminance level is sufficiently low to minimise glare and to ensure that there is no impact upon public safety, including avoiding impact upon users of the adjacent highway. This can be controlled by condition.

The proposed signage effectively enhances the appearance of the building and therefore enhances the character and appearance of the conservation area.

In the absence of significant adverse impact, it is considered that the signage complies with relevant planning policy and will not cause any harm to local amenity.