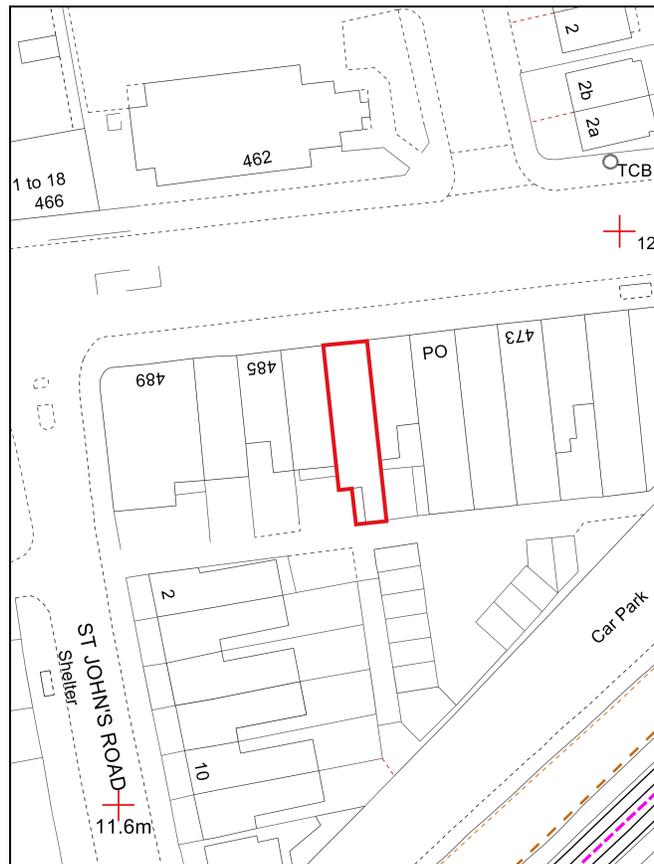

References:	P/2019/1313	00707/481/AD3
Address:	481 London Road TW7 4BX	
Proposal:	An externally illuminated fascia sign	
Drawing numbers:	Unnumbered Location Plan and Unnumbered proposed plans received 01/04/2019	
Application received:	01/04/2019	

1.0 RELEVANT FACTS - SITE AND CONTEXT



- 1.1 The site is on the south side of London Road and in the Spring Grove Conservation Area.
- 1.2 The property forms part of a shopping parade along London Road, which is characterised by commercial use at ground floor level and predominately residential use on the upper levels.
- 1.3 The site contains a three storey mid-terrace building with a take-away shop at ground floor level and residential units above.
- 1.4 The neighbouring properties consist of newsagents at ground floor level with residential use above. To the rear of the site is a service road, accessed from St Johns Road.

Relevant history

- 00707/481/P8** Retention of shop front to existing restaurant
Refused: 10/05/2003
- 00707/481/P9** Erection of a single storey rear extension, and new staircase to rear of existing shop.
Approved: 20/08/2004
- 00707/481/P10** Replacement of existing shopfront to restaurant with a new uPVC glazed shopfront
Approved: 08/11/2016
- 00707/481/AD2** An externally illuminated fascia sign, an externally illuminated box sign and an internally illuminated menu box
Approved: 31/01/2017

2.0 DETAILS OF PROPOSAL

- 2.1 The application proposes the installation of new fascia sign and projecting sign.
- 2.2 The fascia sign in aluminium with LED lights coloured measures 1.2 metres (Height), 6 metres (Width) and 0.1 metres (Depth).
- 2.3 The internally illuminated lettering would measure 0.60 metres in height.
- 2.4 The illuminated sign would be internally illuminated (static) to 5cd/m².
- 2.5 The projecting sign in aluminium and Perspex sheet cladding measures 0.6 metres (Height), 1 metres (Width) and 0.1 metres (Depth). It is not illuminated.

3.0 CONSULTATIONS

- 3.1 Internal consultations on 15/04/2019
- 3.2 Highways requested clarification that if approved the sign would not interfere with the public Highway Lighting and this should be from a certified Street Lighting Engineer.

4.0 POLICY

- 4.1 The determination must be made in accordance with the development plan unless material considerations indicate otherwise. Local finance considerations must also be assessed.

The National Planning Policy Framework

- 4.2 The National Planning Policy Framework (NPPF) came into force on 27 March 2012, and the revised version was published on 19 February 2019

from April 2014 National Planning Practice Guidance (NPPG) in the form of an online guidance resource to support the NPPF came into effect. The Local Planning Authority (LPA) considers that, where pertinent, the NPPF and NPPG are material considerations and as such, will be taken into account in decision-making as appropriate.

The Development Plan

- 4.3 The Development Plan for the Borough comprises the Council's Local Plan (adopted by the Council on 15 September 2015), the West London Waste Plan and the London Plan Consolidated with Alterations since 2011.
- 4.4 The draft New London Plan was published on 29 November 2017, for consultation from 1 December 2017 to 2 March 2018. The policies of the draft Plan are capable of being a material consideration in planning decisions. The draft New London Plan was published on 29 November 2017, for consultation from 1 December 2017 to 2 March 2018 and is now being Examined in Public. The policies of the draft Plan are capable of being a material consideration in planning decisions. The Council consider that as the Mayor progresses the draft New London Plan through the formal statutory process towards adoption, its material weight in relation to assessing planning applications will increase.
- 4.5 The Council are currently undertaking two Local Plan Reviews; the West of Borough Local Plan review and the Great West Corridor Local Plan review. Consultation on the 'Preferred Options Consultation' document for both these reviews, and amendments to the adopted Local Plan, was undertaken between 23 October 2017 and 10 December 2017. The policies of these draft Plans are capable of being a material consideration in planning decisions. Their policies will gain more weight as it moves through the examination process to adoption; however the weight given to them is a matter for the decision maker. At this stage the Local Plan Reviews are being prepared for the formal Regulation 19 Public Consultation due to take place in May 2019 therefore the policies contained within them will carry more weight.

Control of Advertisement Regulations

- 4.6 The Town and Country Planning (Control of Advertisements) Regulations 2007 require that Councils determine advertisement applications in the interests of amenity and public safety. Local plan policies interpret these requirements at a local level.

4.7 Relevant Local Plan Policies

CC1	Context and Character
CC2	Urban design and architecture
CC5	Advertisement panels, hoardings and structures

4.8 Supplementary Planning Guidance

Hounslow Shop Front Design Guidelines 2013

5.0 ASSESSMENT

The visual impact of the proposed signage upon the character of the area

- 5.1 Local Plan policy CC1 (Contact and Character) states that the Council will recognise the context and varied character of the borough's places and seek to ensure that all new development conserves and takes opportunities to enhance their special qualities and heritage.
- 5.2 Local Plan policy CC5 (Advertisement Panels, Hoardings and Structures) states that the Council will recognise that advertisements can have economic development benefits and that they may support regeneration objectives in appropriate locations, however all advertisements must respect their context with suitable regard to considerations of amenity and public safety.
- 5.3 Whilst the site is within a local shopping parade, the site also is in the Spring Grove Conservation Area. Local plan policy CC4 says the Council will ensure any development in a conservation area preserves or enhances the character and appearance of the area.
- 5.4 Due to the scale, design and positioning of the illuminated advertisement it fails to preserve the character and appearance of the Spring Grove Conservation Area, contrary to the provisions of policies CC1, CC2, CC4 and CC5 of the Local Plan.

Highway safety

- 5.5 Paragraph 067 and 068 of the Planning Practice Guidance indicates the main types of advertisements which may cause danger to road users are those which, because of their size or sitting, would obstruct or confuse a road user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road users because of their unusual nature. It goes on to state that "there are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality..."
- 5.6 The illumination of the advertisement is unlikely to cause an adverse impact on the transport network, such as to highway or pedestrian safety, however the stated illumination (within the application form) of 5cd/m² is not correct information. The Council would need a correct information to make this assessment prior to confirm proposal's compliance with Policy EC2 of the Local Plan.

6.0 EQUALITIES DUTIES IMPLICATIONS

- 6.1 The Council has to give due regard to its Equalities Duties and in particular with respect to its duties arising pursuant to the Equality Act 2010, section

149. It is considered that there will be no specific implications with regard to the Council's duty in respect of its equalities duties and that if approving or refusing this proposal the Council will be acting in compliance with its duties.

7.0 LOCAL FINANCE CONSIDERATIONS AND THE COMMUNITY INFRASTRUCTURE LEVY

7.1 This proposal would not be liable to pay Community Infrastructure Levy.

8.0 RECOMMENDATION:

REFUSE

Reasons:

The proposed internally illuminated fascia sign, because of its position, size, design, appearance would be an intrusive display, out of scale and character with this and surrounding properties, detrimental to the visual amenity of the locality and the Spring Grove Conservation Area contrary to Local Plan policies CC1, CC2, CC4 and CC5.

Informatives:

- 1 Refuse no pre app no discussion

CONSULTATIONS CHECKED		<input checked="" type="checkbox"/>				
CIL LIABLE	YES	<input type="checkbox"/>	NO		<input checked="" type="checkbox"/>	
DRAFT LIABILITY NOTICE		<input type="checkbox"/>	LIABILITY NOTICE		<input type="checkbox"/>	
PRE-COMMENCEMENT CONDITIONS AGREED BY AGENT?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
ADVISE ENFORCEMENT OF DECISION	YES	<input type="checkbox"/>	NO		<input checked="" type="checkbox"/>	
PENDING LIST – WEEK NUMBER		N/A				
LANDFILL	YES	<input type="checkbox"/>	NO		<input checked="" type="checkbox"/>	
AUTHORITY TO ISSUE (Initials)		MER				