

Southend-on-Sea Borough Council

Report of the Corporate Director of
Enterprise, Tourism & the Environment
To
Development Control Committee
On
27 June 2012

Agenda
Item

Reports on Pre-Meeting Site Visits

A Part 1 Agenda Item

WARD	APP/REF NO.	ADDRESS	PAGE
Thorpe	12/00214/FUL	Roslin Hotel and 14 Thorpe Esplanade, Thorpe Bay	3
Eastwood Park	12/00315/FULH	7 Green Lane, Eastwood, Leigh-On-Sea	8
St Laurence	12/00575/ADV	Car Park 2, Southend Airport, Eastwoodbury Crescent, Southend-on-Sea	15

The minibus for the Site Visits will depart from the bus stop at the front of the Civic Centre at 11.00 a.m.

DEVELOPMENT CONTROL COMMITTEE

SITE VISIT PROTOCOL

Purpose of Visits

- (i)** The purpose of the site visits is to enable Members to inspect sites of proposed developments or development which has already been carried out and to enable Members to better understand the impact of that development.
- (ii)** It is not the function of the visit to receive representations or debate issues.
- (iii)** There will be an annual site visit to review a variety of types and scales of development already carried out to assess the quality of previous decisions.

Selecting Site Visits

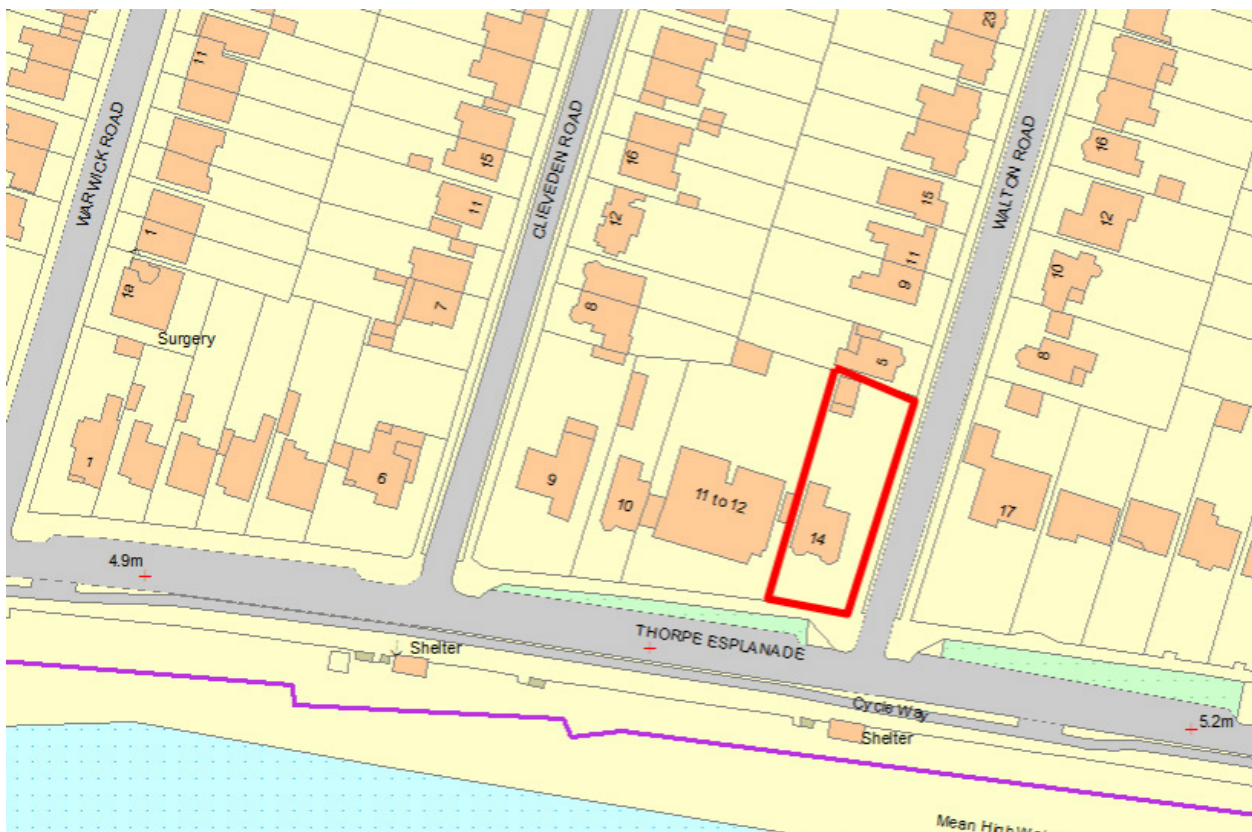
- (i)** Visits will normally be selected (a) by the Corporate Director of Enterprise, Tourism & the Environment and the reasons for selecting a visit will be set out in his written report or (b) by their duly nominated deputy; or (c) by a majority decision of Development Control Committee, whose reasons for making the visit should be clear.
- (ii)** Site visits will only be selected where there is a clear, substantial benefit to be gained.
- (iii)** Arrangements for visits will not normally be publicised or made known to applicants or agents except where permission is needed to go on land.
- (iv)** Members will be accompanied by at least one Planning Officer.

Procedures on Site Visits

- (i)** The site will be inspected from the viewpoint of both applicant(s) and other persons making representations and will normally be unaccompanied by applicant or other persons making representations.
- ii)** The site will normally be viewed from a public place, such as a road or footpath.
- (iii)** Where it is necessary to enter a building to carry out a visit, representatives of both the applicant(s) and any other persons making representations will normally be given the opportunity to be present. If either party is not present or declines to accept the presence of the other, Members will consider whether to proceed with the visit.
- (iv)** Where applicant(s) and/or other persons making representations are present, the Chairman may invite them to point out matters or features which are relevant to the matter being considered but will first advise them that it is not the function of the visit to receive representations or debate issues. After leaving the site, Members will make a reasoned recommendation to the Development Control Committee.

Version: 6 March 2007

Reference:	12/00214/FUL
Ward:	Thorpe
Proposal:	Extend delivery hours to allow the loading or unloading of goods or materials to take place on site from 0800 hours Monday to Sunday (application for variation of condition 08 of planning permission 07/01860/FUL dated 30/01/08 which states that the loading or unloading of goods or materials shall not take place on the land before 0900 hours or after 2100 hours Monday to Saturday and before 0900 hours or after 1700 hours on Sundays)
Address:	Roslin Hotel and 14 Thorpe Esplanade, Thorpe Bay
Applicant:	Regis Entertainments Ltd
Agent:	Mr P. Seager, ACS Design Associates Ltd
Consultation Expiry:	19.04.12
Expiry Date:	17.05.12
Case Officer:	Louise Tweedie
Plan Nos:	2842/TP/01C
Recommendation:	GRANT PLANNING PERMISSION



1 The Proposal

The application was deferred from Development Control Committee on 30th May 2012 for a site visit.

- 1.1 The application seeks to extend the delivery hours to allow the loading or unloading of goods or materials to take place on site from 0800 hours Monday to Sunday.
- 1.2 This is an application to vary the condition 08 of planning permission ref. 07/01860/FUL dated 30.01.2008 which states;

“08. Loading or unloading of goods or materials shall not take place on the land before 0900 hours or after 2100 hours Monday to Saturday and before 0900 hours or after 1700 hours on Sundays.

Reason: To protect adjoining residential properties from noise and disturbance in accordance with Policy U2 of the Southend on Sea Borough Local Plan.”

- 1.3 The reference to materials within the condition would include things such as housekeeping items, linens, toiletries, laundry, food and drink.
- 1.4 The following supporting information has been provided by the applicant which details deliveries and times that take place on site:

Bakery delivery	Daily	Between 8am-9am
Milk delivery	Daily	Between 8am-9am
Fresh produce delivery	Daily	Between 9am-10am
Wine/drinks delivery	Fortnightly	From 10am onwards
Laundry	Done on site	
Refuse collection	Mon-Fri	Between 9am-10am

- 1.5 The above permission (ref. 07/01860/FUL) was for the change use of part of rear garden of 14 Thorpe Esplanade to form an access onto Walton Road and additional parking ancillary to the hotel and to erect entrance walls to Walton Road.

2 Site and Surroundings

- 2.1 This application relates to 14 Thorpe Esplanade and the Roslin Hotel which is located on the northern side of Thorpe Esplanade between its junctions with Cliveden Road and Walton Road.
- 2.2 Vehicular access to the site is via Walton Road, to the south of 5 Walton Road.
- 2.3 The application site is predominantly surrounding by residential properties on spacious plots.

3 Planning Considerations

- 3.1 The main planning consideration for this application is the potential impact on the amenity of neighbouring residential properties.

4 Appraisal

Impact on Residential Properties

National Planning Policy Framework; East of England Plan Policy SS1; Core Strategy (DPD1) Policies KP2 and CP4 and Borough Local Plan Policies C11, L1, L6 and U2

- 4.1 The application seeks to alter the delivery hours to bring these forward from 0900 hours as currently permitted to 0800 hours on Mondays to Sundays.
- 4.2 Given the use of the application site as a hotel, it should be noted that this is a 24 hour, seven day a week operation reliant upon early morning deliveries to operate. However, this should be balanced with the impact upon neighbouring residential occupiers, particularly those in Walton Road which are located adjacent to site and the vehicular access for deliveries.
- 4.3 Policy L6 of the Borough Local Plan states that the extension or improvement of hotel accommodation will be encouraged subject to the character and amenities of residential streets not being adversely affected and having regard to the size of the proposal and the level of activity generated.
- 4.4 It is not considered that the loading or unloading of goods or materials on site from 0800 hours Monday to Sunday (an hour earlier than permitted) would be unreasonable given the function of the site as an hotel and the need for morning deliveries. Additionally, 0800 hours is not considered to be an unsociable hour in respect upon the amenities of neighbouring properties.
- 4.5 It should be noted that complaints have been received from a neighbour regarding deliveries taking place to the hotel and causing noise and disturbance. These complaints relate to deliveries taking place prior to 0800 hours and thus if they continue to occur they would be subject to potential enforcement action whether or not the current application is granted permission.

5.0 Planning Policy Summary

- 5.1 National Planning Policy Framework.
- 5.2 East of England Plan Policy SS1.
- 5.3 Development Plan Document 1: Core Strategy Policies KP2 (Development Principles), CP3 (Transport and Accessibility) and CP4 (The Environment and Urban Renaissance).

5.4 Borough Local Plan Policies C11 (New Buildings, Extensions and Alterations), L1 (Facilities for Tourism), L6 (Hotels and Guest Houses), T8 (Traffic Management and Highway Safety), T11 (Parking Standards) and U2 (Pollution Control).

5.5 Design & Townscape Guide, 2009 (SPD1).

6 Representation Summary

Highways

6.1 No objection.

Environmental Health

6.2 No objection.

Public Consultation

6.3 Neighbours notified and a site notice put up – Four letters of representation have been received which object to the application on the following grounds:

- Delivery area causes congestion and impedes access to car parking.
- Better for deliveries to take place between 09:00 and 11:00 hours when residents have left the hotel.
- Alternative delivery points would be more suitable such as off the seafront.
- Congestion in Walton Road. Potentially detrimental to highway safety.
- Detrimental to the amenities of neighbouring residential occupiers.
[Officer Comment: Environmental Health have raised no objections.]
- Noise, disturbance, vibrations to house from large and heavy delivery vehicles.
- Delivery vehicles cause damage to grass verges.
- Continued deterioration of the environment.
- The Council has failed to enforce the previous delivery hours condition.
- The Council should install a delivery bay to the front of hotel.

6.4 Cllr Woodley has called in the application to the Development Control Committee.

7 Relevant Planning History

7.1 05/00138/FUL: Erect conservatory to front extension to be used ancillary to restaurant – Refused.

7.2 05/00755/FUL: Erect conservatory to front extension to be used ancillary to restaurant (Amended Proposal) – Approved.

7.3 06/00441/FUL: Convert second floor self-contained flat into 3 bedrooms and erect spiral staircase at rear, ancillary to hotel – Approved.

- 7.4 07/00179/FUL: Form new entrance steps with canopy over to front elevation. Widen crossover and form steps up to terrace. Install raised decking with glass balustrade to front. Erect glass balustrade to existing 2nd floor balcony – Approved.
- 7.5 07/01522/FUL: Erect retractable canopy to front elevation, new entrance canopy and stair and replacement balustrading – Approved.
- 7.6 07/01860/FUL: Change use of part of rear garden of 14 Thorpe Esplanade to form access onto Walton Road and additional parking ancillary to hotel and erect entrance walls to Walton Road – Approved.

8 Recommendation

Members are recommended to GRANT PLANNING PERMISSION subject to the following conditions:

01. The development hereby permitted shall be begun not later than 3 years beginning with the date of this permission.

Reason: Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

02. Loading or unloading of goods or materials shall not take place on the land before 0800 hours or after 2100 hours Monday to Saturday and before 0800 hours or after 1700 hours on Sundays.

Reason: To protect adjoining residential properties from noise and disturbance in accordance with Policy U2 of the Southend on Sea Borough Local Plan.

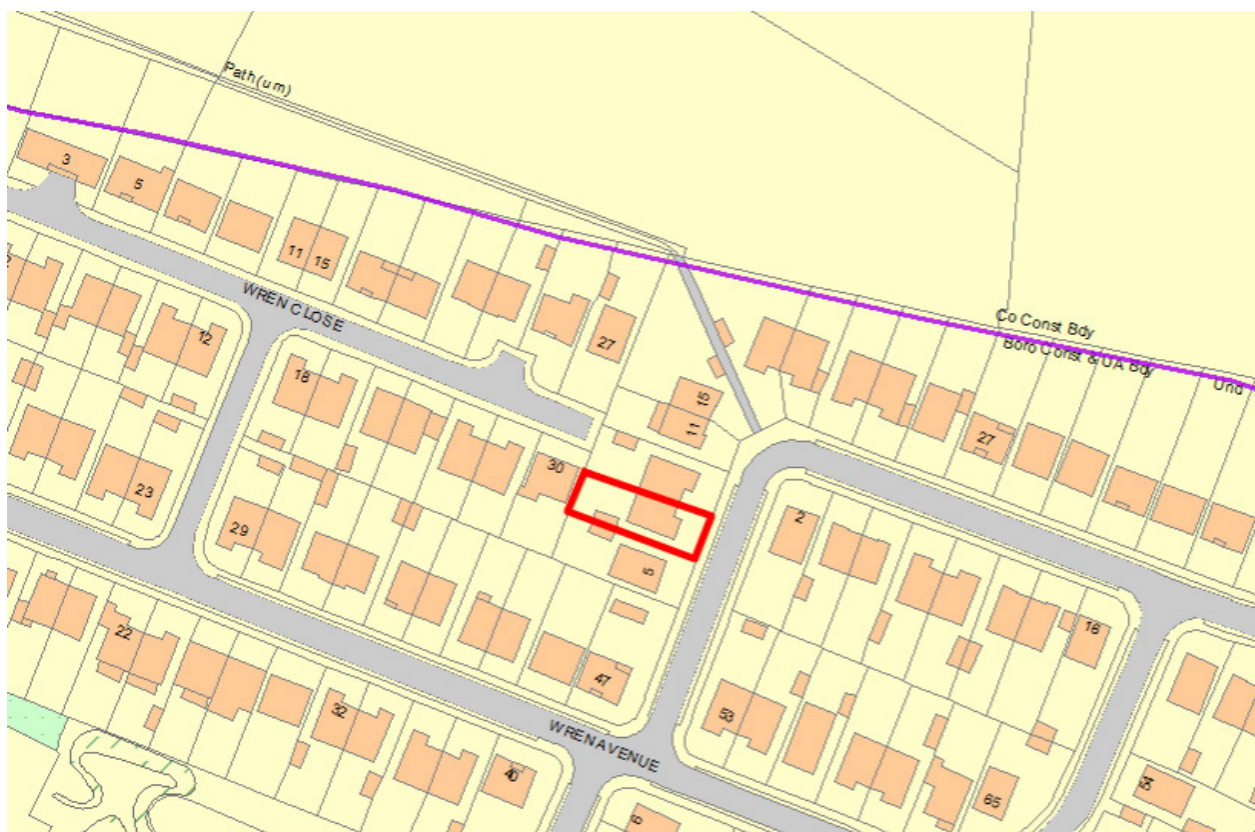
03. Details of any car park lighting to be submitted for approval and carried out only in accordance with these approved details.

Reason: To safeguard the amenities of the neighbouring properties from light pollution in accordance with Policy U2 of Southend on Sea Borough Local Plan.

Reason for Approval

This permission has been granted having regard to Policies KP2, CP3 and CP4 of DPD One Southend-on-Sea Core Strategy, SPD One Southend-on-Sea Design and Townscape Guide, to Policies C11, L1, L6, T8 and T11 of the Southend-on-Sea Borough Local Plan, and to all other material considerations. The carrying out of the development permitted, subject to the conditions imposed, would accord with those policies and in the opinion of the Local Planning Authority there are no circumstances which otherwise would justify the refusal of permission.

Reference:	12/00315/FULH
Ward:	Eastwood Park
Proposal:	Demolish garage and erect single storey rear extension
Address:	7 Green Lane, Eastwood, Leigh-On-Sea, Essex, SS9 5AP
Applicant:	Mrs. Patricia James
Agent:	Design Associates
Consultation Expiry:	17.04.2012
Expiry Date:	17.05.2012
Case Officer:	Darragh Mc Adam
Plan No's:	01 Revision C, 04 Revision B
Recommendation:	GRANT PLANNING PERMISSION (with conditions)



1 The Proposal

- 1.1 This application was deferred from the May Committee meeting to allow a site visit.
- 1.2 Planning permission is sought to demolish an existing garage and erect a single storey rear extension. The extension would be approximately 7m deep, between 2.2m – 6.4m wide, have a maximum eaves height of 3.2m and a ridge height of 4.5m. The extension would provide for a family area, bedroom and tv room. The extension would be built up to the boundary with the adjacent property to the south, but it would not be located on the boundary.
- 1.3 The materials to be used in the proposed extension would include facing brickwork, concrete roof tiles, and white upvc window and door frames.

2 Site and Surroundings

- 2.1 The application property is a semi-detached chalet bungalow located on the west side of Green Lane. The side curtilage to the property is hard surfaced and used for parking whilst the front curtilage is in garden use. The property has an average sized rear garden which is bounded to the sides by fencing. Land in the area slopes gently down to the south. There is a detached garage to the rear of the property.
- 2.2 The surrounding area is residential in character. Dwellings along this section of Green Lane are broadly similar in terms of scale/massing and architectural style.

3 Planning Considerations

- 3.1 The main considerations of this application are the principle of the development, design, any impact on neighbouring properties (residential amenity), and the potential for development using permitted development rights.

4 Appraisal

Principle of Development

National Planning Policy Framework 2012, East of England Plan Policy ENV7, Borough Local Plan Policy C11, H3, H5 and SPD1

- 4.1 This proposal is considered in the context of the Borough Council policies relating to design. Also of relevance include Policy ENV7 of the East of England Plan, and Core Strategy DPD Policies KP2 and CP4. These policies and guidance support extensions to properties in most cases but require that such alterations and extensions respect the existing character and appearance of the building. Subject

to detailed considerations, the proposal is considered acceptable in principle.

- 4.2 The proposal does not conflict with any Borough Local Plan policies relating to retaining an adequate stock of small family dwellinghouses. Accommodation that has been formed in the roof space has been carried out under permitted development rights and does not form part of this application.

Design

National Planning Policy Framework 2012, East of England Plan Policy ENV7, Borough Local Plan Policy C11, H5 and Design and Townscape Guide (SPD1)

- 4.3 The proposed rear extension is considered to be acceptable in terms of its size and design relative to the existing property, and complies with Policies C11 and H5 of the Borough Local Plan and SPD1. The extension would be of relatively simple design and not be inconsistent with the design of the main dwelling. Whilst part of the extension would have a flat roof and contrast somewhat with the rest of the dwelling, it would not be prominent from a public vantage point.

Impact on Neighbouring Properties

National Planning Policy Framework 2012, East of England Plan Policy ENV7, Borough Local Plan Policy C11, H5 and SPD1

- 4.4 Paragraph 343 of SPD1 (under the heading of Alterations and Additions to Existing Residential Buildings) states, amongst other criteria, that extensions must respect the amenity of neighbouring buildings and ensure not to adversely affect light, outlook or privacy of the habitable rooms in adjacent properties. Policy H5 of the Borough Local Plan requires development to respect existing residential amenities, and Policy C11 requires that new extensions create a satisfactory relationship with surroundings.
- 4.5 It is not considered the proposed development would give rise to any adverse overshadowing or loss of light to neighbouring properties. It would be situated to the north of the nearest adjoining property and would be separated from other adjoining properties. It is not considered the extension would give rise to any adverse overlooking given that it would be single storey. It is not considered the proposed extension would be overbearing to any neighbouring property because there is a sufficient separation distance between the two. The height of the extension is not considered to be excessive, and it would be sited up against the side of an outbuilding at No. 5.

Previous Planning History

- 4.6 Planning permission to demolish the garage, form a hip to gable end, erect dormer windows to front and rear, and erect a single storey rear extension was refused in November 2011 (Ref. No. 11/00887/FULH). There were two reasons for refusal in this instance relating to the height on the boundary and the scale, bulk and detailed design (see paragraph 8.2). The current application is only to demolish the garage and erect a single storey rear extension. Much of the works that have been omitted have been or are capable of being carried out separately under permitted development rights and do not form part of this application. This is dealt with in more detail below.

Other Matters

- 4.7 Another consideration in this instance is that significant works could likely be carried out to the dwelling under permitted development rights if the current application were to be refused. For example the existing garage could be converted to residential accommodation in connection with the main dwelling. Alternatively, a side extension running the full depth of the dwelling could be constructed, or another option would be a 3m deep rear extension running the full width of the original dwelling. This would have a much more significant impact on the amenities of the adjoining dwelling than the development proposed in this application.

5 Conclusion

- 5.1 The proposed single storey rear extension by reason of its siting, design, form and profile would not be out of character with or detrimental to the character and the visual amenities of the street scene or adjacent properties and meets the Council's planning policies.

6 Planning Policy Summary

- 6.1 National Planning Policy Framework 2012.
- 6.2 East of England Plan (May 2008) Policy ENV7 (Quality in the Built Environment).
- 6.3 Development Plan Document 1: Core Strategy Policies KP2 (Development Principles) and CP4 (Environment & Urban Renaissance).
- 6.4 Southend-on-Sea Borough Local Plan Policies C11 (New Buildings, Extensions and Alterations), and H5 (Residential Design and Layout Considerations).
- 6.5 Supplementary Planning Document 1: Design & Townscape Guide, 2009.

7 Representation Summary

Public Consultation

7.1 Four neighbours notified of the application; No's 2, 5 and 9 Green Lane, and 30 Wren Close. Two responses were received from the same property. The responses object to the proposal for the following reasons:

- This is the second planning application for the same thing and it has already been turned down once [**Officer Comment: This application differs substantially from the previous refusal**].
- Objections remain the same as the first application.
- Rooms in the roof are already being built despite objections [**Officer Comment: These are being built as permitted development pursuant to a certificate of lawful development granted in January 2012**].
- The extension is too close to a bedroom wall in adjoining property and therefore there is potential for noise pollution. The room closest has been changed to show it as a bedroom but with teenage boys living in the property there is no guarantee that a bedroom will be quiet.
- The plans show the extension will be built on the boundary which is objected to as this could undermine a garage on adjoining property [**Officer Comment: foundation issues would need to be addressed at building control stage. In any case, party wall or property damage issues are not material planning considerations**].
- The plans show that the guttering overhangs my property [**Officer Comment: An informative will be added to remind the applicant of responsibilities under the Party Wall Act**].
- It is requested that the reasons for the refusal of this application the first time be reviewed as they are still valid.
- Works at the property in question are causing a great deal of distress to occupants in neighbouring property.
- Proposal will give rise to additional parking demand.

8 Relevant Planning History

8.1 Certificate of lawful development application granted in January 2012 for '*Form hip to gable roof extension, erect 2 dormer windows to rear and alter elevations (Lawful Development Certificate - Proposed)*' - 11/01584/CLP.

8.2 Planning permission refused in November 2011 to '*Demolish garage, form hip to gable end, erect dormer windows to front and rear and erect single storey rear extension*' - 11/00887/FULH. There were two reasons for refusal:

- 1) *The proposal by virtue of the scale, bulk and detailed design of the extensions*

will result in an incongruous form of development that is detrimental to the character of the existing building and would further imbalance the pair of semi-detached dwellings to the detriment of the character of the area contrary to Policy ENV7 of the East of England Plan, Policies KP2 and CP4 of the Core Strategy, Policy C11 of the Borough Local Plan and the Design and Townscape Guide (SPD1).

- 2) *The proposal due to its height and proximity to the boundary would result in a form of development that is overbearing and unneighbourly and therefore detrimental to the amenity of the occupiers of the adjoining residential property at no.5 Green Lane contrary to Policies KP2 and CP4 of the Core Strategy and Policies C11 and H5 of the Borough Local Plan.*

9 Recommendation

Members are recommended to GRANT PLANNING PERMISSION subject to the following conditions:

01 The development hereby permitted shall begin not later than three years from the date of this decision.

Reason: Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

02 The development hereby permitted shall be carried out in accordance with the following approved plans: 01 Revision C, 04 Revision B.

Reason: To ensure that the development is carried out in accordance with the policies outlined in the Reason for Approval.

03 All new work to the outside of the building must match existing original work in terms of the choice of materials, method of construction and finished appearance. This applies unless differences are shown on the drawings hereby approved or are required by conditions to this permission.

Reason: In the interests of visual amenity in accordance with East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, Borough Local Plan 1994 policy C11, and SPD1 (Design and Townscape Guide).

Reason for Approval

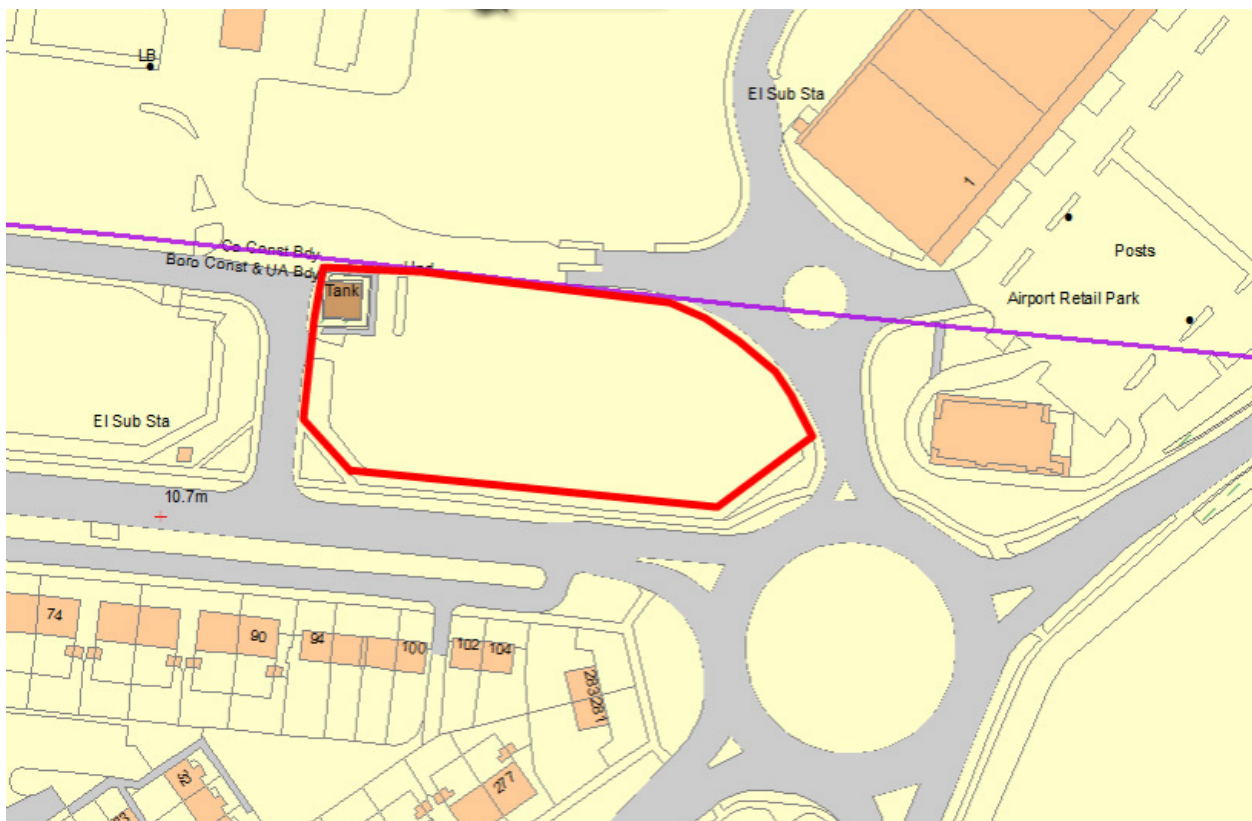
This permission has been granted having regard to the National Planning Policy Framework 2012, Policy ENV7 (Quality in the Built Environment) of the East of England Plan, Policy KP2 (Development Principles) and CP4 (The Environment and Urban Renaissance) of the Core Strategy, Policies C11 (New Buildings, Extensions & Alterations) and H5 (Residential Design & Layout Considerations) of the Borough Local Plan, the Design and Townscape Guide (SPD) and all other material considerations. The carrying out of the development permitted, would accord with those policies and in the opinion

of the Local Planning Authority there are no circumstances which otherwise would justify refusal of permission.

Informative:

1. You are advised that the development hereby approved is likely to require approval under Building Regulations. Our Building Control Service can be contacted on 01702 215004 or alternatively visit our website http://www.southend.gov.uk/info/200011/building_control for further information.
2. This grant of planning permission does not give permission for the encroachment of any part of this development, including eaves, guttering, rainwater goods etc, onto land outside the application site or outside the control of the applicant. Any such encroachment may require an agreement under the Party Wall etc Act 1996 and it is the applicant's responsibility to ensure any such agreement is made.

Reference:	12/00575/ADV
Ward:	St Laurence
Proposal:	Install two internally illuminated directional signs, three internally illuminated fascia signs, various post and panel signs, two entrance lights and six floodlights
Address:	Car Park 2, Southend Airport, Eastwoodbury Crescent, Southend-on-Sea, Essex, SS2 6ZH
Applicant:	Leach Rhodes Walker
Agent:	Willmott Dixon
Consultation Expiry:	22 nd June 2012
Expiry Date:	18 th June 2012
Case Officer:	Janine Argent
Plan Nos:	L(90)01 Rev C; Production Sheet: 1, 2, 3, 4, 5
Recommendation:	GRANT ADVERTISEMENT CONSENT



1 The Proposal

1.1 This application proposes the erection of two internally illuminated directional signs, three internally illuminated fascia signs, seven post signs and panel signs and six floodlights to illuminate the building. The various adverts, sought in respect of the new hotel currently under construction at Southend Airport include and the hotel company's branding.

1.2 The advertisements will be sited as follows:

To the car park and south elevation (facing Eastwoodbury Crescent)

- A freestanding directional sign sited to the entrance to the car park (990mm wide x 1219mm high).
- An internally illuminated directional sign to the hotel car park entrance (660mm x 1219mm).
- On the south elevation of the building, this will include 4 floodlights (8200 lumens up-lighters) and two sets of internally illuminated letters and logo of the 'Holiday Inn' (1549mm x 6401mm).
- Three signposts detailing for disabled parking spaces within the car park (300mm wide x 1864mm).
- A sign within the car park detailing directional and security information (990mm wide x 914mm high).
- Car park exit sign to the south of the car park (990m wide x 1219mm high).
- Aluminium panel for security signs on posts
- Two down lights fixed on the building to illuminate entrance (small LED fittings).
- Within the car park internally illuminated directional sign (660mm wide x 1219mm high).

1.3 To the north elevation there will be 2 floodlights and internally illuminated letters and logo of the Holiday Inn (1549mm x 6401mm).

1.4 The luminance levels proposed of the illuminated advertisements are 250 lumens and 8200 lumens for the floodlights.

2 Site and Surroundings

2.1 The site is located on the western side of the Harp House roundabout, adjacent the airport retail park. The site is within the airport complex, on its south eastern corner.

2.2 To the northeast is the airport retail park, to the northwest and west is the rest of the airport complex, most of which is within Rochford District Council's boundary. To the south are residential properties.

2.3 The highway network consists of Manners Way to the east, Rochford Road to the south, Southend Road to the north, and Eastwoodbury Crescent to the south and west, with the Harp House roundabout acting as the link to these roads and the airport service road.

3 Planning Considerations

- 3.1 The main considerations in relation to this application relate to visual amenity and public safety.

4 Appraisal

Amenity

National Planning Policy Framework, DPD1 (Core Strategy) Policy KP2; Southend on Sea Borough Local Plan Policy C8.

- 4.1 The National Planning Policy Framework paragraph 67 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. The National Planning Policy Framework advises advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 4.2 Policy C8 of the Southend on Sea Borough Local Plan and the Design and Townscape Guide require advertisements to be well designed and sited to respect the character and appearance of buildings and the street scene.
- 4.3 The Council's Design and Townscape Guide states;
- "Low quality poorly sited or excessive signage can have an adverse effect on both the image of the business and the wider area".*
- "Large numbers of adverts add clutter to the streetscene and will not be considered appropriate".*
- 4.4 Local Plan Policy C8 sets out guidance for the control of advertisements. SPD1 states signage should not have a detrimental impact on townscape and should have adequate regard to their setting. It also states the acceptability of illuminated fascia signs will depend on their location and appropriateness to the character of the building.
- 4.5 The proposed signs would be of a scale commensurate with that of the building, and sit well within the areas of the building designed for signage. The scale and position is considered appropriate.
- 4.6 The luminance levels proposed are 250cd/m. This is considered to be of an acceptable level and would not have a detrimental impact upon the amenity of the area. A condition can be imposed to control the level of luminance in accordance with Institute of Lighting Engineers guidance.
- 4.7 The proposed advertisements are not considered to have a detrimental impact upon the amenity of the area or lead to a proliferation of advertisements within the area. The application is therefore considered acceptable on amenity grounds and is compliant with Council policy.

Public Safety

National Planning Policy Framework, Southend on Sea Borough Local Plan T8

- 4.8 The proposed advertisements are located on the building and within the car park set back from the highway. The internally illuminated signs proposed are considered acceptable in terms of their luminance levels. Therefore, no objection is raised to the proposal due to design or illumination in relation to any form of traffic or transport on land (including the safety of pedestrians), or in the air. Furthermore, the Councils Highway Officer has raised no objection to the proposed advertisements.

Conclusion

The proposed advertisements and floodlights are not considered to have a detrimental impact upon amenity or public safety and therefore, no objection is raised to the application.

5 Planning Policy Summary

- 5.1 National Planning Policy Framework 2012
- 5.2 East of England Plan Policies ENV7 (Quality in the built Environment) and SS1 (Achieving Sustainable Development).
- 5.3 Development Plan Document 1: Core Strategy Policies KP2 (Development Principles) and CP4 (The Environment and Urban Renaissance).
- 5.4 Borough Local Plan Policies C8 (Advertisements) and T8 (Traffic Management and Highway Safety).
- 5.5 SPD1 Design & Townscape Guide 2009

6 Representation Summary

Traffic and Transportation

- 6.1 No objections.

Public Consultation

- 6.2 Two site notices displayed on the 1st June 2012 and no letters of representation have been received.
- 6.3 Councillors Flewitt and Lewin have requested the application be dealt with by Development Control Committee.

7 Relevant Planning History

- 7.1 Application for approval of details pursuant to Condition 16 (Air Conditioning/Ventilation/Extraction Details) of planning permission 10/01155/FULM dated 08/09/10- Pending consideration (12/00670/AD)

- 7.2 Application for Approval of Details pursuant to condition 31 (Public Art Scheme) of planning permission 10/01155/FULM granted on 8th September 2010- Permitted (12/00589/AD)
- 7.3 Application for approval of details pursuant to conditions 8 (Parking Spaces), 9 (Travel Plan) , 21(Acoustic Insulation), 22 (Opening Hours), 23 (Servicing Strategy), and 24 (Waste Management Plan) of planning permission 10/01155/FULM dated 08/09/2010- Permitted (12/00425/AD)
- 7.4 Application for approval of details pursuant to condition 19 (Energy Assessment) of planning application 10/01155/FULM granted on 8th September 2010- Permitted (12/00312/AD)
- 7.5 Provision of flues on external elevations to boiler and combined heat and power unit (Non Material Amendment following planning permission 10/01155/FULM dated 03/09/10)- Allowed (12/00270/NON)
- 7.6 Application for approval of details pursuant to condition 3 (Highways), condition 17 (Lighting) and condition 26 (Water and Resource Efficiency) of planning permission 10/01155/FULM granted on 08/09/10- Permitted (11/00367/AD)
- 7.7 Application for approval of details pursuant to condition 3 (Highways), condition 17 (Lighting) and condition 26 (Water and Resource Efficiency) of planning permission 10/01155/FULM granted on 08/09/10- Permitted (11/00298/AD)
- 7.8 Application for Approval of Details pursuant to Condition 02 (Samples of Materials) Condition 07 (cycle storage) Condition 10 (Landscaping) Condition 15 (site investigation report) Condition 20 2 and 25 (drainage details) and Condition 30 (traffic scheme) of Planning Permission 10/01155/FULM dated 08.09.10- Permitted (11/00225/AD)
- 7.9 Removal of drop off bay and 3-* entrance at the western end, reduction in overall length of the building by 3.8m and internal changes to layout (Non-material amendment to planning permission 10/01155/FULM dated 08/09/2010)- Granted (11/00127/NON)
- 7.10 Erect 5 storey building comprising 129 bedroom hotel with restaurants and bars to ground and fifth floor and ancillary offices and meeting rooms to ground and fourth floor and lay out cycle store and car parking spaces- Granted (10/01155/FULM)

8 Recommendation

8.1 Members are recommended to GRANT ADVERTISEMENT CONSENT:

1 Condition:

This consent is granted for a period of 5 years beginning from the date of this consent.

Reason:

To comply with Regulation 14(7) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 2 Condition:**
The advertisements shall be displayed in accordance with the approved plans: L(90)01 Rev C; Production Sheet: 1, 2, 3, 4, 5.

Reason:

To ensure that the advertisements are displayed in accordance with the policies outlined in the reason for approval.

- 3 Condition**
The luminance of approved internally illuminated signage shall not exceed 250 lumens (cd/m²).

Reason:

In the interest of visual amenity and to avoid light pollution and nuisance in accordance with DPD1 (Core Strategy) policy KP2 and CP4 (The Environment and Urban Renaissance) of the Core Strategy, Policy C8 (Advertisements) of the Southend on Sea Borough Local Plan, the Design and Townscape Guide (SPD) and all other material considerations. The opinion of the Local Planning Authority there are no circumstances which otherwise would justify refusal of permission.

- 4 Condition**
The luminance of approved floodlights up light shall not exceed 8200 lumens (cd/m²).

Reason:

In the interest of visual amenity and to avoid light pollution and nuisance in accordance with DPD1 (Core Strategy) policy KP2 and CP4 (The Environment and Urban Renaissance) of the Core Strategy, Policy C8 (Advertisements) of the Southend on Sea Borough Local Plan, the Design and Townscape Guide (SPD) and all other material considerations. The opinion of the Local Planning Authority there are no circumstances which otherwise would justify refusal of permission.

- 5**
- (a) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.
 - (b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
 - (c) Where any advertisement is required under the Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.
 - (d) 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.
 - (e) No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including coastal waters) or aerodrome (civil or military).

Reason:

Required to be imposed to comply with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Reason for approval:

Consent has been granted for the hereby approved signage having regard to the National Planning Policy Framework, Policy ENV7 of the East of England Plan, Policy KP2 (Development Principles) and CP4 (The Environment and Urban Renaissance) of the Core Strategy, Policy C8 (Advertisements) of the Borough Local Plan, the Design and Townscape Guide (SPD) and all other material considerations. The installation of the signage permitted, would accord with those policies and in the opinion of the Local Planning Authority there are no circumstances which otherwise would justify refusal of permission.