

Committee	PLANNING COMMITTEE B	
Report Title	Unit 2, Grosevnor Court, Adenmore, SE6	
Ward	Rushey Green	
Contributors	Georgia McBirney	
Class	PART 1	15 <sup>th</sup> November 2018

<u>Reg. Nos.</u>	(A) DC/18/108247 (B) DC/18/108259
<u>Application dated</u>	26.07.18 as revised on 22.08.18
<u>Applicant</u>	Indigo Planning
<u>Proposal</u>	The installation of a new shop front at Unit 2 Grosvenor Court, Adenmore Road, SE6, together with the installation of an ATM, ventilation louvers and two bollards  Advertisement consent for the display of 4 internally illuminated signs, 2 internally illuminated projecting signs and 1 internally illuminated ATM surround
<u>Applicants Plan Nos.</u>	P-141641-100; PL-141641-210 Rev A; PL-141641-211; P-141641-212 Rev B; received 26 <sup>th</sup> July 2018; P-141641-220 Rev E; P-141642-221 Rev C received 22 <sup>nd</sup> August 2018
<u>Background Papers</u>	(1) Case File LE/943/A/TP (2) Local Development Framework Documents (3) The London Plan
<u>Designation</u>	PTAL 5 Development Site Green Corridor
<u>Screening</u>	N/A

## 1.0 Summary

This report sets out officer's recommendation in regard to the above proposal. The report has been brought before members for a decision as:

- there are three or more valid planning objections

## **2.0 Property/Site Description**

- 2.1 This application relates to a unit in Grosvenor Court, which is situated on the former Catford Stadium and land to the south of the former stadium site, between Catford and Catford Bridge railway stations and the South Circular (A202). The site was in operation as a greyhound-racing track from 1932 until it closed on 5th November 2003. The redevelopment of the site is almost complete and it is now known as 'Catford Green'. Grosvenor Court is the southernmost block on the site, located between Catford and Catford Bridge rail stations.
- 2.2 The Greyhound Stadium Site is split into two main sections. The northern part of the site abuts Ladywell Fields and was where the dog track and main entrance were contained as well as some of the car park. The southern part of the site was the old overspill car park and sits between Catford and Catford Bridge Rail Stations.
- 2.3 The River Ravensbourne runs through the southern part of the site. It enters the site in the southeastern part of the site and leaves and runs diagonally through the site.
- 2.4 The main vehicular access is via Westdown Road, which gives access to the South Circular via Ravensbourne Park. Once the highways works on Adenmore Road are complete, a barrier will prevent access or egress from/to Ravensbourne Park. Instead, vehicles will access and egress from Westdown Road.
- 2.5 The area is mixed in character. Immediately to the east of the site is Catford Bridge Station, while across the rail line is Doggett Road, a terraced residential street facing the railway line and the site. Holbeach Primary School, Grade II listed, is also situated a distance to the north on this road. Catford Town Centre is approximately 200 metres east of the Hayes railway line.
- 2.6 The site borders onto the South Circular on the southern end of the site. South of the A205 is a retail park with branches of Wickes, Halfords, Paul Simon Curtains, Carpets, Sofas, Beds. Opposite the railway line is the St Dunstan's Sport Ground. The sports fields are part of the Culverley Green Conservation Area and are designated as Metropolitan Open Land.
- 2.7 The Waterlink Way is a designated cycle route (Route 21) and path. It follows the River Ravensbourne and enters the site from the Wickes car park south of the South Circular via an underpass next to the Hayes railway line. The route then follows Adenmore Road, passing through the remainder of Catford Green and leaving the site for Ladywell Fields via an underpass under the railway embankment. It continues to the south towards Bell Green and to the north to Lewisham Town Centre.
- 2.8 There is a main sewer running from south to north underneath the site, for which Thames Water require a 12 metre wide easement zone which cannot be built over. A further sewer runs off this main sewer on the southern part of the site and Thames Water require a 6-metre wide easement for that sewer. A maintenance 'manhole' of 7.5-metre diameter is furthermore stipulated where the two sewers converge. Network Rail, which owns the railway tracks to the east and the west of the site, require a 2-metre easement zone from the railway land and banks. Finally, the Environment Agency has stipulated an 8-metre easement zone next to the river for river enhancements.

### **3.0 Planning History**

3.1 There is significant planning history at the site, the most relevant applications are detailed below:

3.2 **DC/17/102706:** Details submitted in compliance with Condition 1 (materials), in relation to Phase 2A (Block A), of application reference number DC/07/67276 as amended by DC/13/84895 and DC/14/89821 dated 06/04/16 for "The construction of 589 residential units, commercial floorspace and a community centre in 13 blocks, rising to a maximum of eight storeys in height, on the site of the former Catford Greyhound Stadium, including the land in between the railway lines and the South Circular (A205), comprising of 216 one bedroom and 311 two bedroom self-contained flats; 39 three bedroom and 23 four bedroom houses/maisonettes, as well as Use Classes A1/A2/B1 retail/commercial floorspace (508 m<sup>2</sup>) and a Use Class D1 community centre (298 m<sup>2</sup>), together with associated landscaping, including river naturalisation and creation of a public plaza between Catford and Catford Bridge Stations, provision of a footbridge to Doggett Road, an electricity sub-station, bin stores, 649 cycle spaces and 248 car parking spaces" at Catford Greyhound Stadium, Adenmore Road SE6." **Granted 18/09/2017**

3.3 **DC/17/103407:** An application submitted under Section 96A of the Town & Country Planning Act 1990 for a non-material amendment in connection with the planning permission granted 29 May 2015 (DC/14/89821), as amended, for "The construction of 588 residential units, commercial floor space and a community centre in 13 blocks, rising to a maximum of eight storeys in height, on the site of the former Catford Greyhound Stadium, including the land in between the railway lines and the South Circular (A205), comprising of 209 one bedroom, 316 two bedroom and 14 three bedroom self-contained flats; 2 two bedroom, 24 three bedroom and 23 four bedroom houses/maisonettes, as well as Use Classes A1/A2/B1 retail/commercial floorspace (508m<sup>2</sup>) and a Use Class D1 community centre (298m<sup>2</sup>), together with associated landscaping, including river naturalisation and creation of a public plaza between Catford and Catford Bridge Stations, provision of a footbridge to Doggett Road, an electricity sub-station, bin stores, 649 cycle spaces and 248 car parking spaces" in order to allow:

- The removal of the 8th floor stair cores and roof collonade on the 8th floor of Block A
- Raising of the parapet at 7th floor level
- Addition of roof terrace amenity space on the 4th floor and the 6th floor podiums

**Granted 19/09/2017**

### **4.0 Current Planning Applications**

#### The Proposals

4.1 These applications seek planning permission (DC/18/108247) and advertisement consent (DC/18/108259) for the installation of a new shop front at Unit 2, Grosvenor Court, Adenmore Road, SE6, together with the installation of ventilation louvers and two bollards.

- 4.2 On the front elevation, the proposed shop front fascia would be 'Sainsbury's Plum' in colour, which would sit above the glazing. The front elevation would include three fascia signs. Two of the fascia signs would read 'Sainsbury's Local'. They would be situated 2.35m above ground level and the dimensions of the signs would be 0.68m in height, have a width of 5.16m and a depth of 0.1m. The 'Sainsbury's Local' signs would be Sainsbury's Plum in colour with the text being orange and white. The signs would be internally illuminated with static illuminance levels of 375cd/m. The third fascia sign on the front elevation would read 'open every day 7am – 11pm'. This sign would be situated 2.35m above ground level and the dimension of the sign would be 0.68m in height, have a width of 5.16m and a depth of 0.1m. The sign would have a plum background and white letters and would be internally illuminated with a static illuminance level of 375cd/m.
- 4.3 On the front elevation (facing east), vinyl incorporating photography is proposed in the glazing furthest to the right. It is also proposed that the width of the automatic entrance door is reduced compared to that originally approved. Also on the front elevation, it is proposed that the door opening furthest to the right would become a security door, which would colour match the glazing frames approved on application DC/17/102706.
- 4.4 An ATM and ATM surround is also proposed on the front elevation. The ATM would be situated 0.89m from the entrance to the residential units. The ATM surround would be orange in colour and would have a width of 1.00m and a height of 1.37m. Two bollards are proposed in front of the ATM and would have a height of 1.00m.
- 4.5 On the west elevation (facing the railway line) two ventilation louvers are proposed and associated with these four no. extract/ intake valves are proposed. The ventilation louvers are proposed to colour match the glazing frames approved under application DC/17/102706.
- 4.6 On the side (south) elevation one fascia sign reading 'Sainsbury's Local' is proposed, it would be situated 2.35m above ground level and the dimensions would be 0.68m in height, with a width of 2.82m and a depth of 0.1m. The sign would have a plum background and orange and white letters and would be internally illuminated with a static illuminance level of 375cd/m. The shop front on the side elevation is proposed to incorporate fascia 'Sainsbury's Plum' in colour. A lockable poster frame with a width of 0.8m and a height of 1.00m is proposed within the fascia on the side elevation.
- 4.7 Two projecting signs are proposed, one would be situated on the left hand side of the shop front and the second on the right hand side of the shop front. The projecting signs would be situated 2.36m above ground level, would project 1.00m from the elevation, and would have a height of 0.62m and depth of 0.1m. The projecting signs would be aluminium and orange in colour and have white text reading 'Sainsbury's Local'. The projecting signs would be internally illuminated with static illuminance level of 204cd/m.

## **5.0 Consultation**

- 5.1 This section outlines the consultation carried out by the Council following the submission of the application and summarises the responses received. The Council's consultation exceeded the minimum statutory requirements and met those required by the Council's adopted Statement of Community Involvement.

5.2 A site notice was displayed and letters were sent to residents and businesses in the surrounding area and the relevant ward Councillors.

#### Written Responses received from Local Residents and Organisations

5.3 Three objections were received, summarised below:

- The proposed signage is not in keeping with the green landscape and character of Catford Green
- Illuminated signs would disrupt sleep
- The proposed signage on the side elevation is unnecessary and detracts from the character of the property
- The ATM would be situated under a recessed walkway and due to its recessed nature it could give rise to begging and drug dealing
- The side elevation is adjacent to the residential entrance and should be kept clear of adverts

#### Highways and Transportation

5.4 No objection raised.

#### Metropolitan Police- Secure by Design Officer

5.5 No objection raised in relation to the installation of the ATM, and it was noted that there would be a CCTV camera above the ATM and that there is an opportunity for natural surveillance.

### **6.0 Policy Context**

#### Introduction

6.1 Section 70(2) of the Town and Country Planning Act 1990 (as amended) sets out that in considering and determining applications for planning permission the local planning authority must have regard to:-

- (a) the provisions of the development plan, so far as material to the application,
- (b) any local finance considerations, so far as material to the application, and
- (c) any other material considerations.

6.2 Section 38(6) of the Planning and Compulsory Purchase Act (2004) makes it clear that 'if regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise'. The development plan for Lewisham comprises the Core Strategy, the Development Management Local Plan, the Site Allocations Local Plan and the Lewisham Town Centre Local Plan, and the London Plan. The NPPF does not change the legal status of the development plan.

#### National Planning Policy Framework (NPPF) 2018

- 6.3 The revised NPPF, originally published in 2012, was published on 24th July 2018 and is a material consideration in the determination of planning and related applications.
- 6.4 It contains at paragraph 11, a 'presumption in favour of sustainable development'. Annex 1 of the NPPF provides guidance on its implementation. In summary, this states in paragraph 213, that policies in the development plan should not be considered out of date just because they were adopted prior to the publication of the NPPF and in regard to existing local policies, that '...due weight should be given to them, according to their degree of consistency with this Framework (the closer the policies in the plan to the policies in the Framework, the greater the weight that may be given)'.
- 6.5 Officers have reviewed the Core Strategy and Development Management Local Plan for consistency with the NPPF and consider there is no issue of significant conflict. As such, full weight can be given to these policies in the decision making process in accordance with paragraphs 213 of the NPPF.

#### National Planning Practice Guidance 'NPPG' (2014 onwards)

- 6.6 On 6th March 2014, DCLG launched the National Planning Practice Guidance (NPPG) resource. This replaced a number of planning practice guidance documents, and is subject to continuous periodical updates in difference subject areas.

#### Town and Country Planning (Control of Advertisements) (England) Regulations 2007

- 6.7 This legislation sets out the requirements for the display of advertisements, including projecting and illuminated signage.

#### The Development Plan

- 6.8 The London Plan, Lewisham's Core Strategy, together with the Site Allocations DPD, the Lewisham Town Centre Local Plan and the Development Management Local Plan and together constitute the borough's Development Plan.

#### London Plan (March 2016)

- 6.9 The London Plan was updated on the 14 March 2016 to incorporate Housing Standards and Parking Standards Minor Alterations to the London Plan (2015). The new, draft London Plan was published by the Mayor of London for public consultation on 29 November 2017 (until 2 March 2018). The Mayor published proposed modifications to the Draft Plan in August 2018. The document is at an early stage in the process and has some limited weight as a material consideration when determining planning applications. The policies in the current adopted London Plan (2016) relevant to this application are:

- Policy 7.2 An inclusive environment
- Policy 7.3 Designing out crime
- Policy 7.4 Local character

There are no policies in the draft London Plan (2017) which deviate materially from adopted policies and would be of particular relevance to this application.

#### Core Strategy (June 2011)

6.10 The following lists the relevant strategic objectives, spatial policies and cross cutting policies from the Lewisham Core Strategy as they relate to this application:

Core Strategy Policy 15 High quality design for Lewisham

#### Development Management Local Plan (November 2014)

6.11 The following lists the relevant strategic objectives, spatial policies and cross cutting policies from the Development Management Local Plan as they relate to this application:

The following policies are considered relevant to this application:

DM Policy 19	Shopfronts, signs and hoardings
DM Policy 27	Lighting
DM Policy 30	Urban design and local character
DM Policy 31	Alterations/extensions to existing buildings

#### Shopfront Design Guide Supplementary Planning Document (March 2006)

6.12 This document seeks to promote good design in order to enhance the character and appearance of the borough as a whole. The guide advises on the use of sensitive design and careful attention to detail and that whilst shopfront design encompasses a wide variety of styles and details there are certain basic rules that apply everywhere.

### **7.0 Planning Considerations**

7.1 The main issues to be considered in respect of this application are:

- Design
- Impact on Adjoining Properties
- Public and Highway Safety

#### Design

7.2 Urban design is a key consideration in the planning process. The NPPF makes it clear that national government places great importance on the design of the built environment. Good design is a key aspect of sustainable development, and should contribute positively to making places better for people. The NPPF states that it is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private space and wider area development schemes.

7.3 In relation to Lewisham, Core Strategy Policy 15 outlines how the Council will apply national and regional policy and guidance to ensure the highest quality design and

the protection and enhancement of the historic and natural environment, which is sustainable, accessible to all, optimises the potential of sites and is sensitive to the local context and responds to the local character.

- 7.4 DM Policy 19 requires all shopfronts to be designed to a high quality, reflect, and improve the character and quality of their surroundings.
- 7.5 DM Policy 30 requires planning applications to demonstrate a site-specific response which creates a positive relationship with the existing townscape whereby the height, scale and mass of the proposed development relates to the urban typology of the area.
- 7.6 DM Policy 31 requires the development proposals for alterations to be of a high, site specific and sensitive design quality and to respect and/or compliment the form, setting, period, architectural characteristics and detailing of the original building, including external features such as chimneys and porches. High quality matching or complimentary materials should be used appropriately and sensitively in relation to context.
- 7.7 The glazing of the shopfront is identical in colour (RAL 7006 – beige grey) and layout to the glazing approved on application DC/17/102706. The glazing would be the same colour as the glazing in the residential units above and this would help integrate the commercial units. The proposed reduction to the width of the automatic door and the replacement of the existing door with a security door to colour match the frames of the glazing approved on application DC/17/102706, are considered to a high quality finish that would provide consistency throughout the building as such is not considered to have a significant impact on the character of the host building and the wider area.
- 7.8 The introduction of an ATM to the front elevation is a typical feature associated with convenience stores and will be a useful addition to the station area. It is not considered that the ATM or associated bollards would have an unacceptable impact on the character of the host building and the wider area.
- 7.9 Given that the louvres and extract/intake valves on the western elevation would colour match the glazing frames approved on application DC/17/102706, they are not considered to have unacceptable impact on the character of the host building and the wider area.
- 7.10 Objections have been received in regards to the signage being out of character with the area and not inkeeping with the green character of Catford Green. The application site was approved planning permission for use as an A1/A2/A3/B1 unit as part of the Catford Green development, which incorporated commercial floor space at ground floor level with residential accommodation above. Given the approved uses, it a shopfront and signage would reasonably be expected at the site. The application site is also part of a modern apartment block for which a convenience store at ground floor would not be unusual. It is also considered that the context is mixed, situated between the River Ravensbourne, Catford and Catford Bridge Stations and South Circular and not especially sensitive to development of the type proposed. Whilst the objection has been noted, the proposal is not considered unusual given the context of the site.

#### Impact on adjoining properties



- 7.11 DM Policy 19 states that the Council should refuse permission for advertisements, banners, blinds, canopies, and awnings that are considered to adversely affect the amenity and character of an area or adversely impact on public safety.
- 7.12 The proposed alterations to the shop front, bollards, louvres and extract/intake valves are not considered to have an unacceptable impact on neighbouring amenity.
- 7.13 The proposed fascia signs on the front and side elevations would have a static illuminance level of 375 cd/m and the projecting signs would have a static illuminance level of 204 cd/m. For comparison, a standard candle would emit 1cd/m. Three of the proposed fascia signs would be situated under the colonnade and one fascia sign and both projecting signs not being sited under the colonnade. Within this section of the south circular, a number of commercial units such as Wickes and Halfords benefit from illuminated signage. Given the positioning of the proposed signage, the illuminance levels, and the application site is within an area of mixed character, the proposed signage is not considered to give rise to an unacceptable impact on the surrounding properties.
- 7.14 It has been acknowledged that objections have been raised in regards to the ATM due to concerns of begging and drug dealing. Secure by Design were consulted in regards to the ATM and no objection was raised in relation to the installation of the ATM, and it was noted that there would be a CCTV camera above the ATM and that there is an opportunity for natural surveillance by passers-by. Whilst it is noted that the proposed ATM would be situated 0.89m from the entrance to the residential flats, the proposed ATM would be a part of shopfront, and this coupled with no residential units and the comments from the Metropolitan Police's Secure by Design Officer, the proposed ATM is not considered to result in an unacceptable impact on the residential amenity of the flats within Grosevnor Court.

#### Public and highway safety

- 7.15 Local Planning Authorities are expected to have regards to the effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), on or over water, or in the air. The vital consideration in assessing an advertisement's impact is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting, or so confusing, that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own safety.
- 7.16 In regards to transport safety, considering the consultee comments and the location and nature of the proposed signage, it is not expected to generate a distraction to the drivers of vehicles or cyclists and as such is considered acceptable with regard to transport safety.
- 7.17 In regards to pedestrian safety, the proposed signage would be at a sufficient height and attached to the main building, therefore would not cause an obstruction to pedestrians.

### **8.0 Equalities Considerations**

- 8.1 The Equality Act 2010 (the Act) introduced a new public sector equality duty (the equality duty or the duty). It covers the following nine protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

- 8.2 In summary, the Council must, in the exercise of its function, have due regard to the need to:
- (a) eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act;
  - (b) advance equality of opportunity between people who share a protected characteristic and those who do not;
  - (c) foster good relations between people who share a protected characteristic and persons who do not share it.
- 8.3 The duty continues to be a “have regard duty”, and the weight to be attached to it is a matter for the decision maker, bearing in mind the issues of relevance and proportionality. It is not an absolute requirement to eliminate unlawful discrimination, advance equality of opportunity or foster good relations.
- 8.4 The Equality and Human Rights Commission has recently issued Technical Guidance on the Public Sector Equality Duty and statutory guidance entitled “Equality Act 2010 Services, Public Functions & Associations Statutory Code of Practice”. The Council must have regard to the statutory code in so far as it relates to the duty and attention is drawn to Chapter 11 which deals particularly with the equality duty. The Technical Guidance also covers what public authorities should do to meet the duty. This includes steps that are legally required, as well as recommended actions. The guidance does not have statutory force but nonetheless regard should be had to it, as failure to do so without compelling reason would be of evidential value. The statutory code and the technical guidance can be found at: <https://www.equalityhumanrights.com/en/publication-download/technical-guidance-public-sector-equality-duty-england>
- 8.5 The Equality and Human Rights Commission (EHRC) has previously issued five guides for public authorities in England giving advice on the equality duty:
- 1. The essential guide to the public sector equality duty
  - 2. Meeting the equality duty in policy and decision-making
  - 3. Engagement and the equality duty
  - 4. Equality objectives and the equality duty
  - 5. Equality information and the equality duty
- 8.6 The essential guide provides an overview of the equality duty requirements including the general equality duty, the specific duties and who they apply to. It covers what public authorities should do to meet the duty including steps that are legally required, as well as recommended actions. The other four documents provide more detailed guidance on key areas and advice on good practice. Further information and resources are available at: <https://www.equalityhumanrights.com/en/advice-and-guidance/public-sector-equality-duty-guidance>
- 8.7 The planning issues set out above do not include any factors that relate specifically to any of the equalities categories set out in the Act, and therefore it has been concluded that there is no /minimal impact on equality.

## **9.0 Human Rights Implications**

9.1 In determining this application the Council is required to have regard to the provisions of the Human Rights Act 1998. Section 6 of the Human Rights Act 1998 prohibits authorities (including the Council as local planning authority) from acting in a way which is incompatible with the European Convention on Human Rights. "Convention" here means the European Convention on Human Rights, certain parts of which were incorporated into English law under the Human Rights Act 1998. Various Convention rights are likely to be relevant including

Right to a fair trial  
Respect for your private and family life, home and correspondence  
Peaceful enjoyment of one's property

9.2 This report has outlined the consultation that has been undertaken on the planning application and the opportunities for people to make representations to the Council as Local Planning Authority.

9.3 Members need to satisfy themselves that the potential adverse amenity impacts are acceptable and that any potential interference with Convention rights will be legitimate and justified. Both public and private interests are to be taken into account in the exercise of the Local Planning Authority's powers and duties. Any interference with a Convention right must be necessary and proportionate. Members must therefore, carefully consider the balance to be struck between individual rights and the wider public interest.

9.4 The rights potentially engaged by this application, including right to a fair trial and right for your private and family life, home and correspondence and peaceful enjoyment of one's property are not considered to be unlawfully interfered with by this proposal.

## **10.0 CONCLUSION**

10.1 These applications have been considered in the light of policies set out in the development plan and other material considerations.

10.2 Officers consider that the proposals are acceptable with regards to their design, impact on neighbouring amenity and impact on public and highway safety.

## **11.0 RECOMMENDATIONS:**

**Applicatoin DC/18/108247**

**GRANT PERMISSION** subject to the following conditions:-

- (1) The development to which this permission relates must be begun not later than the expiration of three years beginning with the date on which the permission is granted.

**Reason:** As required by Section 91 of the Town and Country Planning Act 1990.

- (2) The development shall be carried out strictly in accordance with the application plans, drawings and documents hereby approved and as detailed below:

P-141641-100; PL-141641-210 Rev A; PL-141641-211; P-141641-212 Rev B received 26<sup>th</sup> July 2018; P-141641-220 Rev E; P-141642-221 Rev C received 22<sup>nd</sup> August 2018

**Reason:** To ensure that the development is carried out in accordance with the approved documents, plans and drawings submitted with the application and is acceptable to the local planning authority.

### **INFORMATIVES**

- (1) The Council engages with all applicants in a positive and proactive way through specific pre-application enquiries and the detailed advice available on the Council's website. On this particular application, positive discussions took place which resulted in further information being submitted.

### **DC/18/108259**

**GRANT ADVERTISEMENT CONSENT** subject to the following conditions:-

- (1) (a) This consent is granted for a fixed period expiring 5 years from the date of consent.
- (b) 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.
- (c) No advertisement shall be sited or displayed so as to:-
- (i) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).
- (ii) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air.
- (iii) Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (d) 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.
- (e) 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.

(f) 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:** In accordance with the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

(2) The development shall be carried out strictly in accordance with the application plans, drawings and documents hereby approved and as detailed below:

P-141641-100; PL-141641-210 Rev A; PL-141641-211; P-141641-212 Rev B received 26th July 2018; P-141641-220 Rev E; P-141642-221 Rev C received 22nd August 2018

**Reason:** To ensure that the development is carried out in accordance with the approved documents, plans and drawings submitted with the application and is acceptable to the local planning authority.

(3) The illuminated advertisements hereby granted consent shall not be displayed otherwise than in complete accordance with the approved plans, unless previously agreed in writing by the local planning authority.

**Reason:** To protect the visual amenities of the area and to comply with the terms of the application and DM Policy 19 Shopfronts signs and hoardings of the Development Management Local Plan (November 2014).

## **INFORMATIVES**

(1)The Council engages with all applicants in a positive and proactive way through specific pre-application enquiries and the detailed advice available on the Council's website. On this particular application, positive discussions took place which resulted in further information being submitted.