

Report to the District Development Management Committee



**Epping Forest
District Council**

Report Reference: DEV-021-2016/17
Date of meeting: 8 February 2017

Subject: Millers Estate Agents, 65 High Street, Epping - Advertisement consent for a proposed new fascia sign.

Responsible Officer: James Rogers (01992 564371).

Democratic Services: Gary Woodhall (01992 564470).

Recommendation:

- (1) That advertisement consent be granted, subject to the following condition:**
- 1. The maximum luminance of the signs granted consent by this Notice shall not exceed 1250 candelas per square metre.**

Report

This application is before this Committee since it is an application that is submitted by or on behalf of Councillor Christopher Whitbread (*Pursuant to The Constitution, Part Two, Article 10(f)*)

Planning Issues

Description of site

1. The application site is located adjacent to a small side road adjacent to Epping High Street, clearly visible from public viewpoints. The existing building on the site is three storeys high which has a ground floor which projects towards Epping High Street and is currently occupied by Millers Estate Agents. The unit is located at the western end of a row of shops, each one has its own unique signage which causes a varied character and appearance to the street scene. The application site is located outside the Epping Town Conservation Area.

Description of proposal

2. The proposal is for express advert consent to display a replacement fascia sign on the Estate Agents.

Relevant History

3. A/EPU/0010/63 – Illuminated Shop Front – Approved
4. A/EPU/0003/70 – Illuminated Fascia Sign – Approved
5. A/EPU/0005/74 – Non-illuminated fascia sign – Approved

Policies Applied

Adopted Local Plan 1998 and Amendment 2006

6. CP2 – Quality of Rural and Built Environment
7. DBE9 – Loss of Amenity
8. DBE13 – Advertisements
9. The National Planning Policy Framework (NPPF) has been adopted as national policy since March 2012. Paragraph 215 states that due weight should be given to relevant policies in existing plans according to their degree of consistency with the framework. The above policies are broadly consistent with the NPPF and should therefore be given appropriate weight.

Draft Local Plan

10. At the current time, only limited weight can be applied to the Draft Local Plan, however the Draft Plan and evidence base should be considered as a material consideration in planning decisions. The relevant policies in this case are as follows:
DM 7 Heritage Assets

Consultation Carried Out and Summary of Representations Received:

11. 5 Neighbours Consulted – no comments received
12. EPPING TOWN COUNCIL – NO OBJECTION

Issues and considerations

13. The two considerations are the potential impacts on amenity and public safety.

Amenity Issues

14. It is evident that no.65 has displayed advertisements throughout its history with both illuminated and non illuminated fascia signage as referenced through previous consents in the 1960s and 1970s.
15. The new fascia signage would be down lit with an external L.E.D strip light, which is not dissimilar to the method of illumination on the next door retail unit. Whilst illumination makes the signage somewhat more prominent in the street scene, being located within Epping High Street, where there are numerous examples of such illumination in the visible street scene, including opposite on Foxy beauty Parlour it is not considered that it will appear overly prominent or harmful to its character or appearance. The applicant has requested 1250 Cd/m for the proposed illumination, which is a reasonable luminance for its position in the street scene.
16. In terms of its detailed design, the lettering fits comfortably within the proposed sign and would not appear discordant within the street scene. The site is 104m from the Epping Town Conservation Area and whilst not in the conservation area, the Senior Conservation Officer has no objection is raised to the signage.

Highway Safety

17. The down lit illumination and reasonable luminescence level will ensure that users of the public carriageway are not dazzled by the new signage. This view is shared by the Councils highway Advisor who has endorsed this view of Officers.

Conclusion

18. The new signage will not cause any harm to amenity issues, or to public safety. Therefore it is recommended that advertisement consent is granted.