

**Report Item No: 1**

<b>APPLICATION No:</b>	EPF/1929/06
<b>SITE ADDRESS:</b>	Glyn Hopkin 1 Cartersfield Road Waltham Abbey Essex EN9 1JD
<b>PARISH:</b>	Waltham Abbey
<b>APPLICANT:</b>	Glyn Hopkin Ltd.
<b>DESCRIPTION OF PROPOSAL:</b>	Erection of 3m vertical banner on 6m high pole.
<b>RECOMMENDED DECISION:</b>	<b>GRANT</b>

**NO CONDITIONS**

**Description of Proposal:**

Display of vertical banner (flag type) sign measuring 3m high x 1.5m wide attached to 6m high pole.

**Description of Site:**

Nissan dealership garage located on the corner of Cartersfield Road and Sewardstone Road. The proposed vertical banner sign is to be located on the Cartersfield Road frontage about 35m from the Sewardstone Road junction.

The site is in the urban area of Waltham Abbey and within an industrial area identified in the Local Plan. In accordance with its designation, the locality has a strong commercial character. The site does not form part of a Conservation Area.

The lawful use of the site is as a car dealership. It comprises open displays of cars around a modern showroom building together with associated advertising including an internally illuminated pylon sign, 6m high and 2m wide, situated at the junction of Cartersfield Road and Sewardstone Road.

**Relevant History:**

A/EPF/1541/04 - Erection of free standing signage and various internally illuminated and non-illuminated fascia signs. Approved 20.9.04.

**Policies Applied:**

Local Plan Policy:  
DBE13 – Display of advertisements

### **Issues and Considerations:**

In considering applications for signage the only considerations are amenity and public safety.

**Amenity:** The proposed sign is located well back from Sewardstone Road within an industrial estate and opposite a currently disused site. The proposed pole is no higher than an existing internally illuminated pylon sign at the entrance to the site and it is not considered that in this location it will be visually intrusive.

**Public Safety:** The proposed pole is set back from the public footpath and between metal safety barriers and will not obstruct sight lines. The position of the bottom of the banner at 3m high is clearly above the height at which its flapping could cause any injury to pedestrians.

The Town Council have raised concern that the non-rigid banner may cause noise and disturbance to the occupants of Nobel Villas, which are situated on the opposite side of Sewardstone Road. Although it is acknowledged that flags can sometimes cause noise nuisance, in this instance given the vertical design of the banner, the distance from Nobel Villas (about 50m) and the fact that there is a main road between the proposal and the dwellings it is not considered that undue harm to residential amenity will arise.

### **Conclusion:**

In conclusion it is considered that the proposed sign will not cause harm to amenity or public safety and the application is therefore recommended for approval.

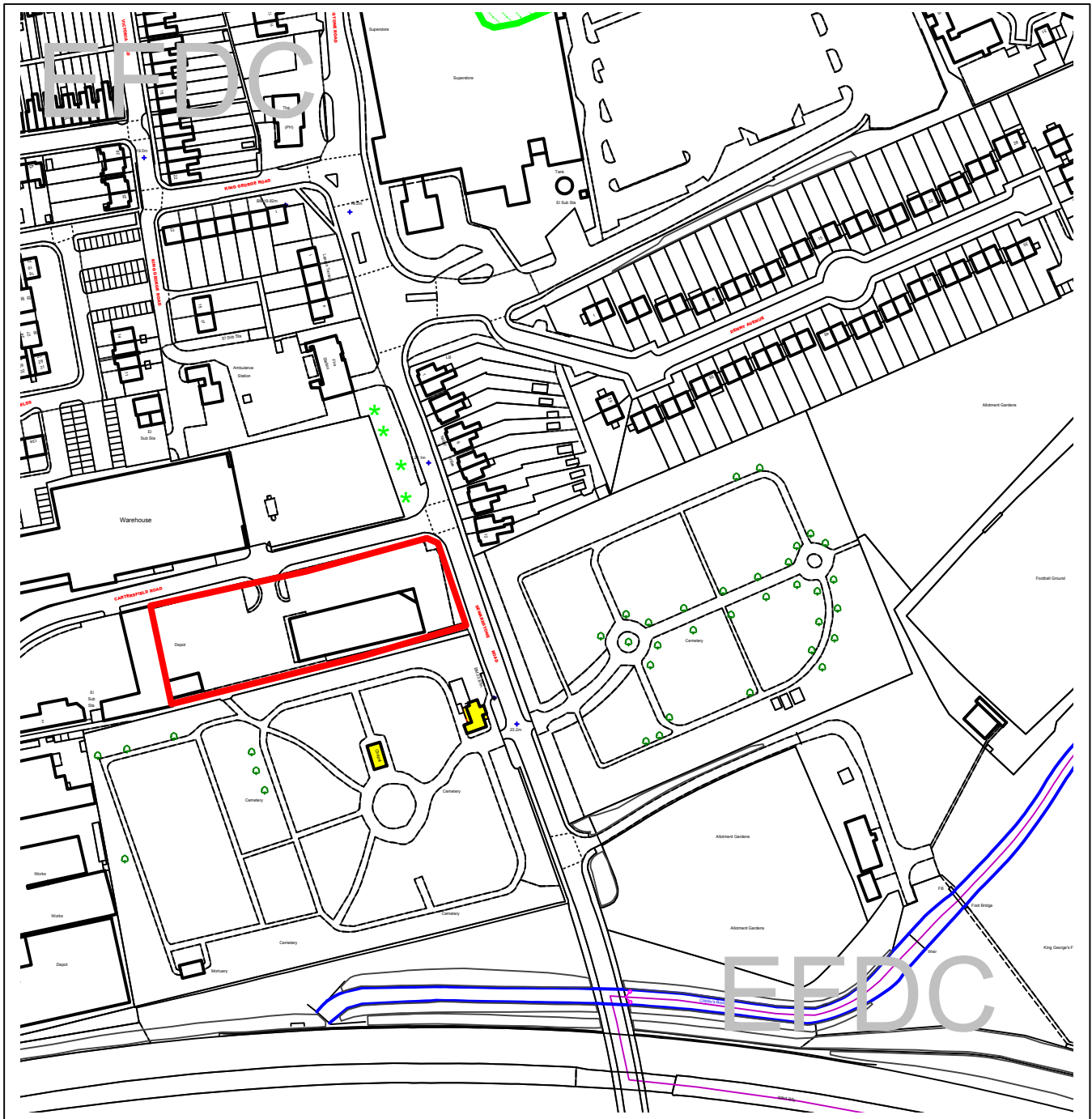
### **SUMMARY OF REPRESENTATIONS:**

TOWN COUNCIL – No objection subject to the banner being of rigid construction.  
NEIGHBOURS – No response received.



# Epping Forest District Council

## Area Planning Sub-Committee



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<b>Agenda Item Number:</b>	<b>1</b>
Application Number:	EPF/1929/06 A
Site Name:	Glyn Hopkin Showroom, Cartersfield Road, Waltham Abbey
Scale of Plot:	1/2500