

PART A	
Report of: DEVELOPMENT MANAGEMENT SECTION HEAD	
Date of Committee:	6th September 2017
Site address:	Unit 1, 16, Greycaine Road
Reference Number:	17/01044/ADV
Description of Development:	Consent to display 4 no. non illuminated fascia signs and 4 no. non illuminated other (folded tray) signs. (amended description)
Applicant:	National Tyres Services Ltd
Date received:	25th July 2017
8 week date (minor):	19th September 2017
Ward:	Tudor

1.0 Site and Surroundings

- 1.1 The building is a modern purpose built industrial unit with a typical industrial design consisting of external grey cladding and a gentle curved roof. The building is located at the junction of Greycaine Road and Bushey Mill Lane and was built on land known as 117 Bushey Mill Lane.
- 1.2 The building is the end of a group of 7 units built recently as a development of B1 (Business), B2 (General industrial) and B8 (Storage and Distribution). The site previously contained industrial/commercial buildings. Being the first of this group, the building fronts onto Greycaine Road to the south east and east with its south-west side elevation facing Bushey Mill Lane. The opposite side of Bushey Mill Lane contains 2 storey, semi-detached residential properties.
- 1.3 The building is within the long established Greycaine Industrial Estate which is identified and protected as a designated Employment Area under Policy E1 of the Watford District Plan 2000. This states that acceptable uses in the area are research and development (Use Class B1b), light industry (Use Class B1c), general industry (Use Class B2) and storage and distribution (Use Class B8).



Figure 1 Site Location Plan

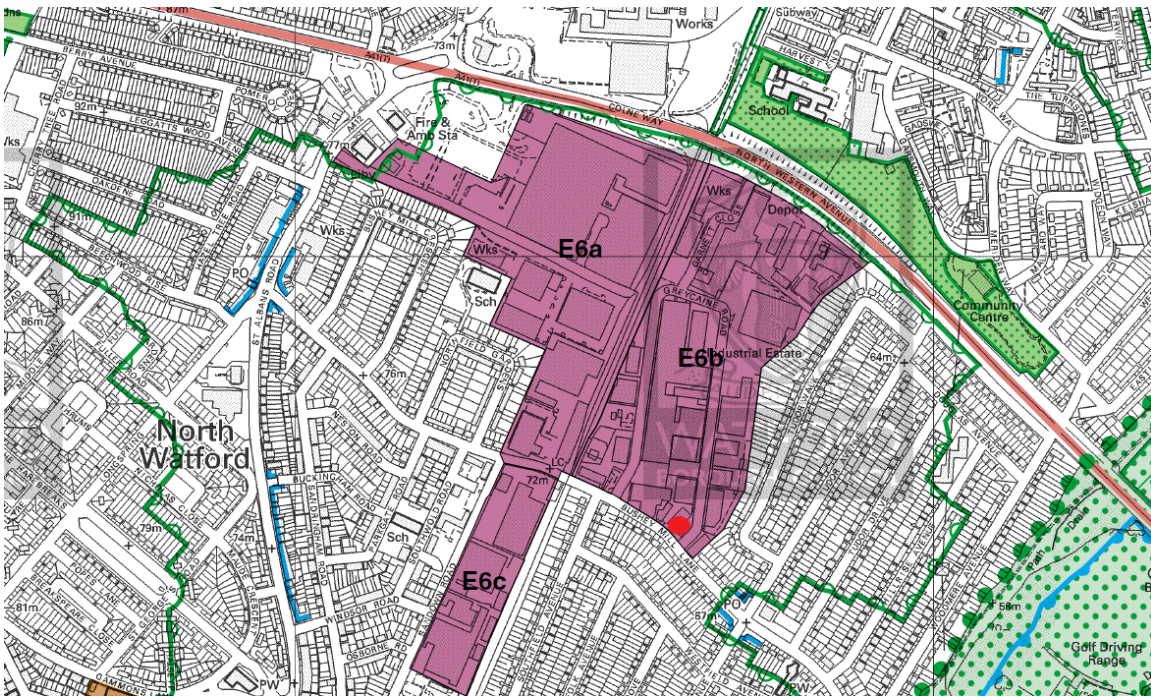


Figure 2: Extract from Proposals Map showing designated employment area (purple) and residential areas (white). Application site marked with red dot.

2.0 Advertisements

- 2.1 Advertisement consent is sought retrospectively for non illuminated signage as follows:
- 2.2 There are two external down lights on the front (south east) elevation of the building. These are installed on all the units in the group and serve to light the front car park of the units. Although there is some indirect light onto the fascia sign on this elevation, it remains generally unlit and is considered as a non-illuminated sign.

3.0 Relevant Planning History

Land known as 117 Bushey Mill Lane

17/01080/NONMAT PENDING Non-Material amendment to planning permission 13/00464/EXT for the addition of a loading door between grid lines 2-3 indicated on drawings.

17/00148/ADV AC Consent to display externally illuminated totem style sign.

16/00470/DISCON Details submitted for Condition 11 (Wheel Washing Facilities), Condition 12 (Details of Contractors Parking), Condition 14 (Refuse Store Details), Condition 15 (Green Travel Plan) pursuant to planning permission 13/00464/EXT.

16/00443/DISCON Details submitted for Condition 4 (external materials), Condition 5 (boundary treatment), Condition 6 (layout and construction of vehicular accesses), Condition 7 (surface water drainage), Condition 13 (signage and road markings), and Condition 16 (Landscaping) pursuant to planning permission 13/00464/EXT

13/00464/EXT CPP Renewal of planning permission 10/00146/EXT for demolition of existing buildings and erection of new units B1 (Business), B2 (General Industrial) and B8 (Storage and Distribution) with service yard and car parking.

10/00146/EXT CPP Renewal of planning permission 06/01549/FULM for the demolition of existing buildings and erection of new units B1 (Business) , B2 (General industrial) and B8 (Storage and Distribution) with service yard and car

parking

06/01549/FULM CPP Demolition of existing buildings and erection of new units B1 (Business), B2 (General industrial) and B8 (Storage and Distribution) with service yard and car parking

4.0 Planning Policies

4.1 Development Plan

In accordance with s.38 of the Planning and Compulsory Purchase Act 2004, the Development Plan for Watford comprises:

- (a) *Watford Local Plan Core Strategy 2006-31*;
- (b) the continuing “saved” policies of the *Watford District Plan 2000*;
- (c) the *Hertfordshire Waste Core Strategy and Development Management Policies Document 2011-2026*; and
- (d) the *Hertfordshire Minerals Local Plan Review 2002-2016*.

4.2 The *Watford Local Plan Core Strategy 2006-31* was adopted in January 2013. The *Core Strategy* policies, together with the “saved policies” of the *Watford District Plan 2000* (adopted December 2003), constitute the “development plan” policies which, together with any relevant policies from the County Council’s *Waste Core Strategy* and the *Minerals Local Plan*, must be afforded considerable weight in decision making on planning applications. The following policies are relevant to this application.

4.3 Watford Local Plan, Part 1- Core Strategy 2006-31

- WBC1 Presumption in favour of sustainable development
- SS1 Spatial Strategy
- SD1 Sustainable Design
- UD1 Delivering High Quality Design

4.4 Watford District Plan 2000 (saved policies)

- U25 Advertisements and Signs
- E1 Employment Areas

4.5 Hertfordshire Waste Core Strategy and Development Management Policies Document 2011-2026

No relevant policies.

4.6 **Hertfordshire Minerals Local Plan Review 2002-2016**

No relevant policies.

4.7 **Supplementary Planning Documents**

The following Supplementary Planning Documents are relevant to the determination of this application, and must be taken into account as a material planning consideration.

4.8 *Watford Character of Area Study*

The Watford Character of Area Study was adopted in December 2011. It is a spatial study of the Borough based on broad historical character types. The study sets out the characteristics of each individual character area in the Borough, including green spaces. It is capable of constituting a material consideration in the determination of relevant planning applications.

4.9 **National Planning Policy Framework**

The National Planning Policy Framework sets out the Government's planning policies for England. The following provisions are relevant to the determination of this application, and must be taken into account as a material planning consideration:

Achieving sustainable development

The presumption in favour of sustainable development

Core planning principles

Section 1 Building a strong, competitive economy

Section 7 Requiring good design

Decision taking

Of particular relevance from the NPPF is paragraph 67 which states that:

67. 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. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

5.0 **Consultations**

5.1 Neighbour consultations

Letters of consultation were sent to the following properties

118 Bushey Mill Lane, Watford, WD24 7PB,
124 Bushey Mill Lane, Watford, WD24 7PB,
113 Bushey Mill Lane, Watford, WD24 7UX,
119 Bushey Mill Lane, Watford, WD24 7UR,
132 Bushey Mill Lane, Watford, WD24 7PB,
130 Bushey Mill Lane, Watford, WD24 7PB,
134 Bushey Mill Lane, Watford, WD24 7PB,
136 Bushey Mill Lane, Watford, WD24 7PB,
128 Bushey Mill Lane, Watford, WD24 7PB,
Unit 3, 16 Greycaine Road, Watford, WD24 7GP
Unit 2, 16 Greycaine Road, Watford, WD24 7GP

5.2 The following is a summary of the representations that have been received:

Number of original notifications:	12
Number of objections:	11
Number in support:	0
Number of representations:	0
Total number of representations:	11

The points that have been raised are summarised and considered in the table below.

Representations	Officer's response
The advertisements have been put up without consent and consultation.	It is noted that the application has been submitted following the request from the planning enforcement officer as part of an enforcement enquiry. The merits of the advertisements are however considered under this application in the same way, with regard to the relevant policy and guidance.
The adverts on Bushey Mill Lane are not suitable for the residential area.	It is noted that the south-east side of the road is residential however the

	<p>north-west side is a long established Industrial estate. The application site is one of several industrial buildings of the estate that front Bushey Mill Lane and this road has an established mix of the two characters. It is therefore considered that the adverts are reasonable and suitable for this mixed streetscene. It is further noted that the building adjacent to the application site contains large green fascia signs facing Bushey Mill Lane.</p>
<p>The advertisements as seen from properties on Bushey Mill Lane are and 'eye sore' and 'intrusive'. The colours are 'vivid' and 'garish'.</p>	<p>It is noted that the red and yellow colours are bold, particularly in relation to the grey building however this is a reasonable scheme of advertisements for the building and the location within the industrial estate. It is to be expected that the residential properties fronting the industrial estate will see a design and style of area that is industrial in nature. As the signage is not illuminated it is not considered that the colouring would represent notable harm to the amenity of the locality as seen in the streetscene or from residential properties.</p>
<p>The consultation period is over August when people are away</p>	<p>The application was received on 25th July 2017. Letters of consultations were sent on the same day providing a 3week period of consultation as statutorily required. Any representation received up to the date of Committee meeting will be accepted and the Committee will be advised of any additional representations in the update sheet for the meeting.</p>

5.3 Statutory publicity

No statutory advertisement was required for this application.

5.4 Technical consultations

Hertfordshire Highways

Hertfordshire Highways have been consulted however their response has not yet been received to add to the report in time for publication. Their response will be added to the update sheet for the meeting.

6.0 Appraisal

6.1 Main issues

As set out in the NPPF (paragraph 67) only interests of amenity and public safety should be taken into account in the control of advertisements. The only points for consideration are therefore:

- (a) Impact on local amenity
- (b) Public safety

6.2 (a) Impact on local amenity

Policy U25 of the Watford District Plan 2000 expands on the issues relating to amenity to include consideration of the effect of the advertisements in terms of the:

- a) character and appearance of the building or locality of display; and
- b) advertisement size, location, design, illumination or colour;

6.3 The building is a modern purpose built commercial building. It has a basic commercial design with external grey cladding and a gentle curved roof. The building itself is also within a group of similar commercial buildings forming a new 'trading estate' within an established Industrial Estate. The Greycaine Industrial Estate is identified and protected as a designated Employment Area (Policy E1 of the Watford District Plan 2000) for uses for research and development (Use Class B1b), light industry (Use Class B1c), general industry (Use Class B2) and storage and distribution (Use Class B8).

6.4 The building is one of a group of 7 and fronts onto Greycaine Road to the south east and east. The south-west side of the building is adjacent to Bushey Mill land, on the opposite side of which are residential properties.

6.5 The main 4 fascia advertisements are mounted on the three elevations of the building, wrapping around the full width of the front and side

elevations and continuing to part of the rear elevation. These will therefore face onto the Greycaine Road and Bushey Mill Lane elevations. Although these fascia advertisements are additions to all elevations of the building these are of a size, position, depth and design entirely suited to the commercial design, use and nature of the building itself and the industrial estate location. The 4 'other' signs on the front and side elevation are small and low level and are again entirely reasonable for the building.

- 6.6 The colouring of the advertisements is bold with the red and yellow colouring of the brand however due to the scale and proportion of the signage in relation to the building elevations, this is not considered to be excessively dominant. Due to the scale of the building itself, the number and size of the advertisement is not excessive and does not surmount to visual clutter. The lettering of the signage is modest in scale and is proportionate to the fascia areas and the building.
- 6.7 None of the advertisements are illuminated meaning that again any excessive dominance is avoided.
- 6.8 The advertisements on the Bushey Mill Lane side of the building are again wholly suited to the building itself however there is a different context to consider being opposite residential properties. In assessing this, it is noted that the north-west side of the road contains a large section of industrial buildings with associated advertising. There is therefore a clear distinction of built form, use and character between the residential south-west side of the road and the industrial north east side. The advertisements are sited on and clearly related to the industrial side of the streetscene and as such it is not considered that they adversely affect the visual amenity of residential side of the road.
- 6.9 It is noted that the signage is viewed from residential properties as well as from the public domain of the road. For residents on the south west side, facing the site, the presence, use, signage and associated activities of the industrial buildings to the north-east is a long established feature as viewed from their properties. In particular it is also noted that the other industrial buildings of the Greycaine estate which face onto Bushey Mill Lane also contain large fascia signs onto this streetscene directly opposite residential buildings including those at 'AA Self Storage' immediately to the rear of the site. It is therefore not a harmful or unreasonable visual

addition to this context for there to be additional signs on the industrial buildings.

- 6.10 It is noted that the brand colouring of the advertisements make them more visually prominent than the surrounding comparable signs however again, as these are of a suitable scale and are non-illuminated, the visual impact of the signs would be considered as harmful to the amenity.
- 6.11 The advertisements are therefore considered to be appropriate for the streetscene and context as well as for the building itself. As such it is not considered that the adverts create notable or significant harm to the amenity of the local area as seen in the public domain or from neighbouring residential properties. In respect of the specific requirements of policy U25 of the Watford District Plan 2000, the advertisements do not detrimentally affect the character or appearance of the building or locality and are reasonable in size, location, design, illumination and colour for the building and the context.
- 6.12 (b) Public safety
- 6.13 Policy U25 of the Watford District Plan 2000 expands on the issues relating to public safety to include consideration of the likely effect of the advertisements on traffic safety, including pedestrian safety and convenience.
- 6.14 The advertisements are sited on the building itself and so would not physically affect the movement, safety or convenience of pedestrians.
- 6.15 Signage on buildings adjacent to roads is an established feature and not itself considered to represent a harmful distraction to vehicle drivers. Due to the reasonable size of the signage in relation to the building and the non-illumination of the signage, it is not considered that the adverts present any probable harm to highway safety. The outcome of the consultation with Hertfordshire Highways is pending and will be added to the update sheet for the meeting when available. It is however expected that again, due to the non-illumination of the advertisements and their reasonable size, no harm will be foreseen by the Highways Authority.

7.0 Conclusion

- 7.1 As set out in paragraph 67 of the NPPF, advertisements can be assessed only in respect of interests of amenity and public safety. The advertisement are considered to be acceptable in scale and design in relation to the building and its location. The advertisements are not harmful to the amenity of the locality and would not be detrimental to public safety. As such, they are acceptable advertisements in accordance with policy U25 of the Watford District Plan 2000 and paragraph 67 of the NPPF.
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8.0 Human Rights Implications

- 8.1 The Local Planning Authority is justified in interfering with the applicant's human rights in respect of Advertisement display in order to alleviate any adverse effect on amenity and on general public amenity. With regard to any infringement of third party human rights, these are not considered to be of such a nature and degree as to override the human rights of the applicant and therefore warrant refusal of advertisement consent..
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9.0 Recommendation

(A) That planning permission be **granted** subject to the conditions listed below:

Conditions

1. This consent is granted for a period of five years from the date of this consent notice.

Reason: To comply with Regulation 14 (7) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Drawing numbers

Site Location Plan 1:1250

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Case Officer: Alice Reade

Email: alice.reade@watford.gov.uk

Tel: 01923 278279