

Planning statement - PP-12858637

Proposed advertisements at Fortune's Dock (Hallsville Quarter Apartments) (includes internally illuminated signage).

Proposed Advertisements

The application for advertisement consent proposes the installation of one sign in today, for the new residential development of build to rent apartments at Hallsville Quarter. The proposed signage consists of 1no primary ID sign with curved lighting feature to indicate the entrance. The primary building ID sign to be displayed on the main entrance of the building consists of internally illuminated letters "Fortunes Dock" the brand logo and curved lighting feature. The proposed signage will not cause any obstruction to the highway as the signage is positioned more than 2.0 metres above ground level. The level of illumination is considered appropriate for the application and will not cause any safety concerns to highway users. The size of the proposed signs is proportionate to the scale of the building they are attached to. The text is not overly large or obtrusive so that it detracts from the main street. The overall sizes of the signs are not excessively large and are limited to the first floor.

Adjacent properties and tenants of the development currently benefit from a mixture of internally and externally illuminated signage of varying heights and sizes. The proposed signage at the application site will not be significantly different in terms of illumination levels and is subsequently considered to be acceptable. From an operational viewpoint, the proposed signage is essential to identify the apartments for residents and visitors.

The site is not in a Conservation Area and the building is not listed.

National Planning Policy Framework.

The National Planning Policy Framework (February 2019) sets out the Governments planning policies for England. Paragraph 132 suggests the control of advertisements should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account cumulative impacts. Advertisements should also be appropriately designed as the quality and character of places can suffer when advertisements are poorly sited and designed.

Town and Country Planning (Control of Advertisements) Regulations 2007

Paragraph 3 (1) of the Regulations states that advertisement controls are exercisable only in terms of amenity and public safety taking account of material factors "(a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors".

Paragraph 3 (2)(a) states that "factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic architectural, cultural or similar interest".

Public Safety issues are also aerodrome" should be considered. referred to within the Regulations at 3 (2)(b)(i) where it is stated "the safety of persons using any highway, railway, waterway, dock, harbour or

Paragraph 3(4) indicates "unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed".

As set out above, the Advertisement Regulations state that the provisions of the Development Plan are taken into account 'so far as they are material'.

Planning Practice Guidance: Advertisements

The recently published Planning Practice Guidance on Advertisements consists of a series of subtopics with questions and answers. It sets out the requirements of the Control of Advertisement Regulations. For applications for express consent it reiterates that Regulation 3 requires Local Planning Authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors.

London Plan

The Draft New London Plan was published in July 2019 setting out emerging policies that will shape the way London develops over the next 20-25 years. The current 2016 Plan, however, is still the adopted Development Plan and forms the basis of current policy.

Quality and Design of Housing Developments - Policy 3.5 states Housing developments should be of the highest quality internally, externally and in relation to their context and to the wider environment, taking account of strategic policies in this Plan to protect and enhance London's residential environment and attractiveness as a place to live.

Newham Local Plan

The Newham Local Plan (2018) is the key strategic document in Newham's Development Plan. It sets out the vision for shaping the future of the Borough and contains policies for guiding planning decisions.

Policy SP8 requires advertisements and signage to integrate with the street scene in promoting public safety and neighbourliness. Protect and enhance accessibility, local connectivity and permeability.

Newham Supplementary Planning Guidance

Newham's Supplementary Planning Guidance Advertisements (2001) provides advice on achieving design excellence. It contains both strategic and detailed policies relevant to all developments needing planning permission and advertising consent, these include:

- When advertisements are displayed on buildings they should be related to the scale of their surroundings and have regard to the architectural features of the locality.
- Illuminated advertisements should not generally be located above ground floor level.
- Flashing and illuminated signs must not be used where they could be a distraction or create

glare for road users.

Comments:

The proposed advertisements are similar to those in the immediate vicinity in respect of illumination levels. As a consequence, the signage is considered acceptable for this location and echoes the high quality nature of the host building. The signage will not detract from the overall appearance of the area.

The luminance level is sufficiently low to minimise glare and to ensure that there is no impact upon public safety, including avoiding impact upon users of the adjacent highway.

The proposed signage effectively enhances the appearance of the residential development.

In the absence of significant adverse impact, it is considered that the signage complies with relevant planning policy and will not cause any harm to local amenity.

We trust you have everything required to validate and determine this application within the statutory time frame. Should you wish to discuss any aspect of this application, please do not hesitate to contact me.

Yours faithfully

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