<table>
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<th><strong>Barking and Dagenham Council</strong></th>
<th><strong>Date:</strong> 10 July 2018</th>
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<td><strong>Planning Committee</strong></td>
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<tr>
<th><strong>Application No:</strong> 18/00780/ADV</th>
<th><strong>Ward:</strong> Abbey</th>
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<tr>
<th><strong>Reason for Referral to Planning Committee as set out in Part 2, Chapter 9 of the Council Constitution</strong></th>
<th>The application has been submitted by a Councillor.</th>
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<tbody>
<tr>
<td><strong>Address:</strong> 102 North Street, Barking</td>
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<td><strong>Development:</strong> Installation of 1 internally illuminated fascia sign and 2 non illuminated signs.</td>
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<td><strong>Applicant:</strong> Mr Mohammad Miah</td>
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**Summary:**

The application site is a 2 storey detached building located on the eastern side of North Street, Barking. The application seeks permission for the installation of 1 internally illuminated fascia sign and 2 non illuminated signs.

The proposed advertisements will be used in conjunction with the approved use of the building as a tuition centre (Ref. 17/00176/FUL) and it is considered that they would not adversely impact upon the appearance of the local area or upon local residents due to the positioning and size of the advertisements and will not pose a safety hazard to pedestrians or traffic.

**Recommendation:**

That the Planning Committee grant advertisement consent subject to the following conditions:

1) The development hereby permitted shall be carried out in accordance with the following approved plans: Front elevation photograph; Side elevation photograph.

   **Reason:** For the avoidance of doubt and in the interests of proper planning.

2) The maximum luminance of the fascia sign shall not exceed the levels recommended in The Institute of Lighting Professionals technical guidance note PLG05 "The brightness of illuminated advertisements" 2015 or in any document amending or superseding that report.

   **Reason:** In the interests of the visual amenity of the area, and to ensure that the advertisement does not prejudice the free flow of traffic or conditions of general safety along the adjoining highway and in accordance with policies BP7 and BP11 of the Borough Wide Development Policies Development Plan Document.
1. Introduction and Description of Development

1.1 The application site is a 2 storey detached building located on the eastern side of North Street, Barking. The application seeks permission for the installation of 1 internally illuminated fascia sign and 2 non illuminated signs.

2. Background

2.1 17/00176/FUL – Use of office building as tuition centre - Permitted

3. Consultations

3.1 Not required.

4. Local Finance Considerations

4.1 The application is not subject to the Mayor of London or Council's Community Infrastructure Levy.

5. Equalities Considerations

5.1 The proposed advertisements would be used in conjunction with the approved use of the building as a tuition centre and so would promote the existing use to provide educational opportunities for young people to improve their life chances. There would be no effect on any other equality characteristics.

6. Analysis

6.1 The application proposes the following signage as indicated in the submitted plans:

6.1.1 Internally Illuminated Fascia Sign

This sign would be located on the front elevation of the building at a height of 3.05 metres above the ground. The sign would measure 0.83 metres in height, 5.79 metres in width and 0.1 metres in depth and would consist of white text with a burgundy background.

The sign would be internally illuminated with a luminance level of 5.79cd/m² (candelas per square metre).
6.1.2 **Non Illuminated Signs**

These two signs would be located on the side elevation of the building and would be visible from Gurdwara Way. The signs would measure 1.22 metres in height, 2.44 metres in width and 0.03 metres in depth and would consist of white text with a burgundy background and a yellow and blue mix colour.

The signs will be positioned in line with the existing side elevation window to maintain a clean design to the building.

6.2 **Overview**

6.2.1 Policy BP7 of the Borough Wide Development Policies DPD seeks to ensure that outdoor advertisements do not detract from the character and amenity of the area and/or compromise public safety. Policy BP11 also seeks to ensure that new development protects or enhances the character and appearance of the area.

6.2.2 The fascia sign would be located just below the first floor windows and is considered to satisfactorily relate in scale and proportion to the front elevation. The signs on the side elevation would line up with the first floor window and are not considered to overwhelm the building or adversely affect the character of the area which is dominated by roadscape at the busy junction of North Street and Gurdwara Way. Neither is it considered that these relatively modest sized signs would pose a safety hazard to pedestrians or traffic.

7. **Conclusion**

7.1 The proposed advertisements are considered appropriate for the application site in terms of scale and design.

7.2 In taking all matters in to account it is considered that the proposed development complies with the aims and objectives of the relevant local planning policy requirements and is therefore recommended for approval subject to conditions.

**Background Papers**

Planning Application File: [http://paplan.lbdb.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=P87LSDBLHGN00](http://paplan.lbdb.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=P87LSDBLHGN00)

Local Plan Policy

**Borough Wide Development Policies Development Plan Document (March 2011)**

<table>
<thead>
<tr>
<th>Policy</th>
<th>Description</th>
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<tbody>
<tr>
<td>BP7</td>
<td>Advertisement Control</td>
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<td>BP11</td>
<td>Urban Design</td>
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