LONDON BOROUGH OF WALTHAM FOREST

<table>
<thead>
<tr>
<th>Committee/Date:</th>
<th>Planning 24 September 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application reference:</td>
<td>2013/1159</td>
</tr>
<tr>
<td>Applicant:</td>
<td>London Borough of Waltham Forest</td>
</tr>
<tr>
<td>Location:</td>
<td>Uplands Business Park, Blackhorse Lane, E17</td>
</tr>
<tr>
<td>Proposed development:</td>
<td>Refurbishment of industrial estate frontages and improvements to wayfinding</td>
</tr>
<tr>
<td>Wards affected:</td>
<td>Higham Hill</td>
</tr>
<tr>
<td>Appendices:</td>
<td>None</td>
</tr>
</tbody>
</table>

1 **RECOMMENDATION**

1.1 That conditional planning permission is granted.

2 **REASONS REFERRED TO COMMITTEE**

2.1 The application relates to a wider development, part of which lies on land owned by the Council.

3 **DETAILS OF PROPOSAL AND SURROUNDINGS**

3.1 This application is one of 4 concurrent applications proposing changes to the frontages of the several industrial estates located at the northern end of Blackhorse Lane. The proposals form part of the borough’s ‘Industrial Estate Frontages and Wayfinding’ scheme, intending to improve the appearance of the frontages and improve legibility by creating a series of signs that guide visitors to the correct part of the appropriate estate.

3.2 This application relates to the Blackhorse Lane frontage of the Uplands Business Park. To the north and south of the site are the other industrial estates and business park forming part of the Blackhorse Lane industrial area. The area to the east of the site, on the other side of Blackhorse Lane and beyond, is predominantly residential in character.

3.3 The application proposes the replacement of four signs at the entrances to the business park, and the erection of an additional two signs on the roofs of buildings fronting the main road.

3.4 The northern-most sign at ground level faces up Blackhorse Lane to the north. It is set within soft landscaping at the corner of an entrance to the business park. The next sign is located approximately 80m to the south along the frontage at a second entrance. The third and fourth signs are located further along the frontage at the site’s third entrance.

3.5 The existing signs are all approximately 3m wide and 4m high, and free-standing. The proposed replacement signs replicate these
dimensions and are also free-standing. The top of each proposed sign features a low-energy LED lighting channel.

3.6 The two roof signs are to be affixed to the front corner of the roofs of two large buildings fronting Blackhorse Lane. The signs will face the road and spell out the word ‘Uplands’ in individual block lettering affixed to a metal frame. The signs are both 3.4m wide and 1m high.

4 RELEVANT SITE HISTORY

4.1 None relevant.

5 PUBLIC CONSULTATIONS

5.1 74 nearby properties were consulted by letter.

6 DEVELOPMENT PLAN

6.1 Adopted Waltham Forest Core Strategy 2012

The Waltham Forest Core Strategy (2012) was adopted on 1st March 2012. The Core Strategy contains 16 policies designed to deliver the Council’s vision for the physical, economic, environmental and social development of the Borough. These policies will be used to direct and manage development and regeneration activity for the next 15 years, up to 2026. The policies considered relevant to this application are as follows

6.1.1 CS8: Making Efficient Use of Employment Land
6.1.2 CS13: Promoting Health and Well Being
6.1.3 CS15: Well Designed Buildings, Places and Spaces

7 MATERIAL PLANNING CONSIDERATIONS

Other policies

Supplementary Planning Document – Urban Design (February 2010)

National Planning Policy Framework

Emerging LDF Development Management Policies Proposed Submission (2012): DM policies were examined in public at the end of May 2013 and the proposed submissions document can be regarded as a significant material consideration. The most relevant policy is DM30: Design Principles, Standards and Local Distinctiveness.

Emerging Blackhorse Lane Area Action Plan Preferred Options

Local Finance Considerations are a material consideration in the determination of all planning applications. Local Finance Considerations can include either a grant that has been or would be given to the Council from central government or money that the council has received or will or could receive in terms of Community Infrastructure Levy (CIL). In terms of this report;
a. There are no grants which have been or will or could be received from central government in relation to this development

b. The Council has not received and does not expect to receive any income from CIL in relation to this development

c. The Council has not received and does not expect to receive any income from Mayoral CIL in relation to this development

8 REPRESENTATIONS

8.1 No comments/objections have been received.

9 ASSESSMENT

9.1 The main issues to be considered in relation to this scheme are the impact of the proposals on the function of the Blackhorse Lane Strategic Industrial Location (SIL) and on the character and appearance of the area.

9.2 Policy CS8 of the adopted Waltham Forest Core Strategy (2012) encourages the upgrading and enhancing of the borough’s Strategic Industrial Locations (SILs) to support their employment function. Policy CS15 requires that all new development exhibit a high quality of design that responds positively to local character.

9.3 This application proposes 6 signs, 4 of which replace existing signs and 2 of which are new signs proposed for the roofs of building facing Blackhorse Lane. The replacement signs have the same dimensions as existing and the proposed LED lighting channel will be modest in area and low-energy. The new signs will therefore have no greater impact on the public realm than the existing signs.

9.4 The signs proposed for the roofs are of a scale appropriate to the substantial buildings they will be affixed to. Though they are wide, the signs are made up of individual block letters affixed to a supporting steel framework rather than a single expanse of material and the space between the letters will reduce the visual impact. The detailed design, size and siting of the signs is appropriate in this industrial location.

9.5 It is appropriate that an integrated approach is taken to the design of the signs, with similar signs and sculptures proposed across the industrial estates. That the new signs will highlight the visitor’s location in the context of the wider group of industrial estates will improve the legibility and the overall function of the estates, thereby enhancing the overall Blackhorse Road SIL.

10 CONCLUSION

10.1 It is considered that with the imposition of conditions the proposed development is acceptable and that there are no grounds on which to withhold planning permission.
11 ADDITIONAL CONSIDERATIONS

11.1 Public Sector Equality Duty

11.1.1 In making your decision you must have regard to the public sector equality duty (PSED) under s.149 of the Equalities Act. This means that the Council must have due regard to the need (in discharging its functions) to:

A. Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act

B. Advance equality of opportunity between people who share a protected characteristic and those who do not. This may include removing or minimising disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic; taking steps to meet the special needs of those with a protected characteristic; encouraging participation in public life (or other areas where they are underrepresented) of people with a protected characteristic(s).

C. Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.

11.1.2 The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

11.1.3 The PSED must be considered as a relevant factor in making this decision but does not impose a duty to achieve the outcomes in s.149 is only one factor that needs to be considered, and may be balance against other relevant factors.

11.1.4 It is not considered that the recommendation to grant permission in this case will have a disproportionally adverse impact on a protected characteristic.

11.2 Human Rights

11.2.1 In making your decision, you should be aware of and take into account any implications that may arise from the Human Rights Act 1998. Under the Act, it is unlawful for a public authority such as the London Borough of Waltham Forest to act in a manner that is incompatible with the European Convention on Human Rights.

You are referred specifically to Article 8 (right to respect for private and family life), Article 1 of the First Protocol (protection of property). It is not considered that the recommendation to grant permission in this case interferes with local residents' right to respect for their private and family life, home and correspondence, except insofar as it is necessary to protect the rights and freedoms of others (in this case, the rights of the applicant). The Council is also permitted to control the use of property in accordance with the general interest and the recommendation to grant permission is considered to be a
proportionate response to the submitted application based on the considerations set out in this report.

12 **RECOMMENDATION**

The Planning Committee is requested to resolve that planning permission be granted subject to the following conditions:

**Conditions:**

1. The development to which this permission relates must be begun not later than the expiration of three years beginning from the date of this decision notice.

2. The development shall be carried out in accordance with plan numbers: 048 GA505, 048 GA513, 048 GA513P, 048 GA514, 048 GA514P, 048 AD511P Rev A and 048 AD520P Rev A, received on 19 July 2013.

**Reasons:**

1. To comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

2. For the avoidance of doubt, and in the interest of proper planning.

**Informatives:**

1. To assist applicants the Local Planning Authority has produced policies and written guidance, all of which is available on the Council’s website and which offers a pre planning application advice service.

The scheme was submitted in accordance with guidance following pre application discussions and the decision was delivered in a timely manner.

13 **BACKGROUND DOCUMENTS**

13.1 None