LONDON BOROUGH OF WALTHAM FOREST

<table>
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<tr>
<th>Committee/Date:</th>
<th>Planning – 12th April 2016</th>
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<td>Application reference:</td>
<td>160283 / 160299</td>
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<tr>
<td>Applicant:</td>
<td>London Borough of Waltham Forest</td>
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<td>Location:</td>
<td>2 Forest Road, Walthamstow, London, N17 9NH</td>
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| Proposed development:   | 160283: An application for consent to display an advertisement. Installation of horizontal wetlands (logo) sign.  
                         | 160299: An application for consent to display an advertisement. Installation of entrance and information signage. |
| Wards affected:         | 160283: Higham Hill  
                         | 160299: High Street |
| Appendices:             | None                      |

1 RECOMMENDATION
1.1 160283: Grant advertisement consent subject to conditions  
1.2 160299: Grant advertisement consent subject to conditions

2 REASONS REFERRED TO COMMITTEE
-The Council is the applicant in both cases

3 DETAILS OF PROPOSAL AND SURROUNDINGS
3.1 Proposals
3.2 160283: An application for consent to display an advertisement. Installation of horizontal wetlands (logo) sign. This application involves the installation of a standing non-illuminated advertisement 4.5m in length by 1.4m in height adjacent to the northern entrance to the Wetlands at Lockwood Way on the upper part of Blackhorse Lane. The advertisement simply comprises the word ‘Wetlands’
3.3 160299: An application for consent to display an advertisement. Installation of entrance and information signage. This application involves the installation of entrance and information signage to the south eastern corner of the reservoirs adjacent to Forest Road and Wickford Way and at the main entrance to the southern side of Forest Road. The main component involves the erection of a 12.5m high flagpole type sign announcing the Wetlands adjacent to Wickford Way with additional signage set into the road surface just inside the visitor
car parking threshold and at the street boundary to the west of the entrance. The proposal additionally involves in-ground threshold signs to the entrances on Lockwood Way, the north side of Forest Road at the Maynard entrance; the main entrance to the south of Forest Road and the entrance at Coppermill Lane. Wayfinding signs within the Wetlands are proposed within all of the entrance areas and parking and ticket information for the main visitor car park.

3.4 The Sites

3.5 160283: The application site is situated on the western aspect of Blackhorse Lane at the Lockwood Way pedestrian entrance to the northern reservoirs site.

3.6 160299: The application site is formed by the southern part of the reservoirs site including the entrances at the Maynard Reservoir on the northern aspect of Forest Road and the south eastern corner of the reservoir boundary adjacent to Wickford Way; the main entrance on the south side of Forest Road and the southern entrance into the Wetlands on Coppermill Lane.

3.7 Area Context

3.8 The application sites bound the Walthamstow Reservoirs, which comprise 10 operational drinking water reservoirs owned and managed by Thames Water, stretching from the Lockwood Reservoir to the north and the East Warwick Reservoir to the furthest southern extent.

3.9 The area is formed of two parts in which the northern part extends from Lockwood Way accessed from Blackhorse Lane as far as Forest Road to the south. The second, southern part of the site includes the Walthamstow Fisheries and extends from Forest Road southwards to Coppermill Lane adjacent to Walthamstow Marshes. The main entrance to the site lies to the south of Forest Road opposite the Ferry Boat Inn. This entrance will provide the main visitor entrance and car parking area.

3.10 The site is one of only two RAMSAR designated areas in London and includes the largest heronry in London and long and well-established fisheries. The northern part of the site is dominated by the Lockwood and High and Low Maynard reservoirs and is not otherwise developed. The Walthamstow Reservoirs are heavily designated at local, regional national and European Level. As shown on the Waltham Forest Local Plan Policies map, the reservoirs are designated as follows:

- Metropolitan Green Belt;
- Sites of Special Scientific Interest (SSSI);
- Special Protection Areas (SPA),
- RAMSAR (classified wetlands under the Ramsar Convention on Wetlands of International Importance);
- Site of Metropolitan Importance to Nature Conservation • Archaeological Priority Zone.
- Metropolitan Open Land (to the southern fringe of the Warwick Reservoir)
3.11 The area falls within the Lee Valley Regional Park and the Lee Valley Regeneration Corridor. As defined in the London Plan (2011) the site lies within the Upper Lee Valley Opportunity Area and forms the southern end of the London –Stansted – Cambridge –Peterborough Corridor.

4 RELEVANT SITE HISTORY

4.1 2014/0716/LA: Restoration of existing Marine Engine House to a new visitor centre, refurbishment of the existing rangers building as a volunteer hub and the insertion of an upper level viewing platform in the existing coppermill building tower. New entrances and upgraded primary circulation route and associated external works to open up access to Walthamstow wetlands to the public. Construction of a temporary viewing platform on the eastern extent of Forest Road. Approved 05/06/2014

4.2 153457: An application for non-material amendment following a grant of planning permission 2014/0716/LA. Changes in design of swift tower, additional window to entrance door, increase kitchen extension by 11sqm, extension of ground floor storage, increase area of mezzanine floor, new window to west elevation and raising parapet beside engine room. Approved 5/1/2016

5 PUBLIC CONSULTATIONS

The Ferry Boat Inn Public House, 1 Ferry Lane, London

The applications were advertised by site notices placed at the entrances to the sites.

The Council’s Highways section has been consulted and have commented on the plans. No objections have been raised.

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 up to 2026.

The policies considered relevant to this application are as follows:

   CS5: Enhancing Green Infrastructure and Biodiversity
   CS11: Tourism Development and Visitor Attractions
   CS12: Protecting and Enhancing Heritage
   CS15: Well Designed Buildings, Places and Spaces

The Local Plan Development Management Policies Document was adopted in November 2013. This sets out the borough-wide policies that implement the Core Strategy and delivering the long term spatial vision and strategic place shaping objectives. There is an emphasis on collaboration and a positive proactive approach to reaching a balance agreement that solves problems rather than a compromise that fails to meet objectives. The following policies are relevant in this case:

DM12 - Open Space, Sports and Recreation
DM22 - Tourism Development and Visitor Attractions
DM23 - Health and Well Being
DM28 - Heritage Assets
DM29 - Design Principles, Standards and Local Distinctiveness
DM32 - Managing Impact of Development on Occupiers and Neighbours
DM34 – Water
DM35 - Biodiversity and Geodiversity

6.3 London Plan 2011
The London Plan (2015)

7 MATERIAL PLANNING CONSIDERATIONS
7.1 NPPF
The National Planning Policy Framework sets out the Government's planning policies for England and how these are expected to be applied. It is material consideration in planning decisions. It contains a presumption in favour of sustainable development, described as a "golden thread running through both plan-making and decision taking."

For decision-taking the NPPF states that the presumption means "approving development proposals that accord with the development plan without delay" and where the development plan is "absent, silent or relevant policies are out-of-date, granting permission unless adverse impacts would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework as a whole"

The whole NPPF is potentially material to this application, but the specific policy areas considered directly relevant are as follows:
Requiring good design
Protecting Green Belt land
Conserving and enhancing the natural environment Conserving and enhancing the historic environment
7.2 *Other policies*

Blackhorse Lane Area Action Plan (2015)

7.3 *Local Finance Considerations*

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).

i) There are no grants which have been or will or could be received from central government in relation to this development.

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

iii) 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 There have been no representations in relation to either application.

9 **ASSESSMENT**

The details relating to both applications (160283 and 160299) are considered here together.

9.1 **Appearance and Design.**

- **Wetlands Announcement Signs.**

9.2 The signs at issue here are the 12.5m flag pole style announcement sign adjacent to the south eastern corner of the Maynard Reservoirs and the vertical Wetlands announcement signs in steel lettering at the entrances. The Wetlands flag pole sign will be located on the existing site noting that the boundary fence will be diverted from its current position to the rear of the sign. This pole will occupy the site of a two storey viewing tower previously consented but which will not now be built. The signage itself was to have originally been incorporated into the structure in the manner currently under consideration here. In this regard the proposal is not considered to appear out of place in its surroundings and it is an appropriate announcement to one of the Council’s key regeneration schemes, in particular creating a visual link to the Wetlands from Blackhorse Road station and junction area.

9.3 The steel lettering signs at the remaining entrances are considered to fulfil the same function of announcing the key entrances into the Wetlands. In terms of their scale they are considered to be of an acceptable scale and appearance. The materials are considered to be appropriate noting the use of steel intended to achieve a weathered patina of rust over time and thereby blending with the industrial character of the landscape.
- In-ground signs

9.4 These signs are inlaid in the footpaths within the site thresholds and add visual interest to the entrances and are considered to be appropriate additions in terms of scale and materials.

- Information, Parking and Wayfinding

9.5 The signage in respect of the main visitor entrance areas are considered to be appropriate in scale and materials to the setting of the Wetlands and reflect the Councils priorities for visitor access to this key regeneration project.

- Impact on Sites of Acknowledged Importance.

9.6 The signs will be located to the entrances of the main wetlands area. Noting the multiple designations of the land concerned, the signage is considered to be appropriate in scale and materials to the settings in which they are located. It is not thought that the signage would result in any detrimental impacts to the SSSI, SAC and RAMSAR sites in which they are located.

- Highways Impacts

9.7 The signs are located primarily within the boundaries of the Wetlands and signs are not illuminated and are not thought to represent any distraction to drivers or any hindrance to the safe operation of the highway.

10 CONCLUSION

10.1 The applications have been considered in terms of the appearance and design of the advertisements and their impact on sites of acknowledged importance and upon the highway. The signage is considered to be acceptable subject to appropriate conditions and grant of advertisement consent is recommended.

11 ADDITIONAL CONSIDERATIONS

11.1 Public Sector Equality Duty

11.2 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:

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

11.4 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).

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

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

11.7 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.

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

11.9 Human Rights

11.10 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.

11.11 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 in relation to applications 160283 and 160299 is considered to be a proportionate response to the submitted application based on the considerations set out in this report.

12 RECOMMENDATION

160283: The Planning Committee is requested to resolve that advertisement consent be granted subject to the following conditions:

Conditions:

1. This consent shall expire at the end of a period of 5 years beginning with the date of this decision notice.

2. The development shall be carried out in accordance with the details contained in Walthamstow Wetlands Signage and Way Finding Advertisement Consent Lockwood Wetlands Sign Stage all pages 2-6 received on 23rd March 2016
3. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to -

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reasons

1. To comply with the requirements of Regulation 14(7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. For the avoidance of doubt and in the interests of proper planning.

3. To comply with the requirements of Regulation 14(7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

12a RECOMMENDATION

160299: The Planning Committee is requested to resolve that advertisement consent be granted subject to the following conditions:

Conditions:

1. This consent shall expire at the end of a period of 5 years beginning with the date of this decision notice.

2. The development shall be carried out in accordance with the details contained in the Walthamstow Wetlands Signage and Way Finding Content Revision Stage F all pages received on 23rd March 2016
3. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to -

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

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2. For the avoidance of doubt and in the interests of proper planning.

3. To comply with the requirements of Regulation 14(7) of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007.

12.1 Informatives:

160283: 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.
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13 BACKGROUND DOCUMENTS

13.1 The background information for these applications is the relevant application file, the application and any related history files, together with relevant planning policy/policies at national, London and local level.

13.2 These documents are available for inspection Monday to Fridays between 9am and 5pm at Sycamore House, Town Hall, Forest Road, E17 4JF.