

APPENDIX 3

Townscape Policy Guidance

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APPENDIX 3

Townscape Policy Guidance

This appendix contains detailed guidance on a number of townscape policies in Chapter 2, which will be used by the Borough Council in considering the merits of relevant proposals.

ADVERTISEMENTS

Introduction

- A3.1 Advertisements and trade signs are designed to have visual impact, but inappropriately designed and sited advertisements can have a detrimental effect on the street scene and highway safety. The Borough Council will, therefore, in applying Policy C8 (Chapter 2, page 28) have regard to Planning Policy Guidance Note 19 (PPG 19 - Outdoor Advertisement Control, March 1992) and Circular 5/92 (Town and Country Planning (Control of Advertisements) Regulations 1992) and require advertisement proposals to be in accordance with the specific criteria detailed below.
- A3.2 Advertisement control is of particular importance for proposals affecting the appearance or character of Conservation Areas, Historic Buildings and Frontages of Townscape Merit (see Appendix 1). To ensure that their appearance or character is retained, advertisement proposals in Conservation Areas will also be assessed in accordance with Policy C4 (page 24) and Appendix 2, whilst regard will be had to Policy C2 (page 23) for those affecting Historic Buildings and Policy C6 (page 26) for those affecting Frontages of Townscape Merit.

Design

- A3.3 Advertisements and signs should be well designed in themselves and have adequate regard for their setting. In particular:-
- (i) Garish colours should normally be avoided and lettering should be well proportioned in relation to the size of the area on which it is displayed. Where appropriate consideration should be given to the use of projecting letters or other detailing to provide visual depth and interest.
 - (ii) When located on or near a building they should be related to the building's proportions and should not dominate its appearance. They should also not obliterate features or architectural details such as shop fronts, windows, scrolls, cornices or string courses. They should, therefore, normally be located below cills of first floor windows. However, within:-
 - (a) The Central Seafront Area and those Primary and Secondary Shopping Frontages within the Central Business District (other than within Frontages of Townscape Merit and Conservation Areas or on Historic Buildings), signs may be permitted above fascia level within reasonable limits.

- (b) Other Primary and Secondary Shopping Frontages, Secondary Office Frontages and Fringe Commercial Areas (other than within Frontages of Townscape Merit and Conservation Areas, or on Historic Buildings) signs may be allowed above fascia level but they should normally be below first floor cills, especially where the upper floors are in residential use.
 - (c) Frontages of Townscape Merit, signs should not normally be higher than the existing fascia and only in exceptional circumstances will they be permitted between fascia and first floor cill level.
- (iii) In relation to box signs the following additional considerations will be taken into account:-
- (a) the box sign should relate to the size of the fascia, not obscure architectural details, and be positioned a reasonable distance from any adjoining property's box-sign so as to avoid clutter;
 - (b) box signs should be of a size no greater than approximately 1 metre x 0.6 metres or its equivalent. Projecting box signs should not project more than 1.2 metres from the building and be a minimum of 2.43 metres above pavement level. A preferable form of projecting sign is a traditional hanging sign and the Borough Council will seek such provision in appropriate cases;
 - (c) box signs will normally be limited to one sign per property, although two box signs may be permitted on shops with a double road frontage;
 - (d) box signs will not normally be permitted outside those frontages and areas specified in (ii) above.
- (iv) The proliferation of advertisements on any one property should be avoided and where upper floors of buildings are utilised for business, simple lettering in the form of either a screen behind the windows or on the window panes themselves, should be used instead of box or projecting signs.

Preservation of Residential Amenity

- A3.4 Proposals for advertisements to be located close to housing accommodation or on a commercial premises located in a predominantly residential area, should have due regard to the existing amenities enjoyed by the residents and the character of the area. In particular, proposals for illuminated projecting box signs near to windows of residential accommodation will not be permitted.

Illuminated Fascias and Signs

- A3.5 These types of advertisements can have a significant impact on the character and amenities of an area and traffic safety. Accordingly, in considering proposals for such signs, the Borough Council will normally make any permission conditional in order to ensure that luminance is adequately controlled, having regard to the size of the sign and its location as set out in Table 6:-

Table 6 - Standards of Maximum Luminance for Advertisements

Illuminated Area (<i>Square metres</i>)			Maximum Luminance (<i>candelas per square metre</i>)			
			Zone 1	Zone 2	Zone 3	Zone 4
Up	to	0.50		2900	2000	1000
0.50	to	2.00	no	2300	1600	800
2.00	to	5.00	limit	2000	1200	600
5.00	to	10.00		1500	1000	600
Over		10.00		1200	800	400

Zone 1 - Recognised Display Areas; Central Seafront Area and those Primary and Secondary Shopping Frontages within the Central Business District.

Zone 2 - Other Primary Shopping Frontages.

Zone 3 - Other Shopping Areas.

Zone 4 - Elsewhere.

- A3.6 Luminance control is of particular importance in Conservation Areas and whilst regard will be had to Table 6 above, each scheme will be considered on its merits in order to ensure that the building's appearance and the character of the area is not impaired. Flashing signs will not normally be permitted except within the Marine Parade (Southend-on-Sea) area. Red or green signs located near to traffic lights should be avoided, and signs close to or adjoining part of the background to traffic signals or other important traffic signs and having an illumination of less than eight square metres, should not be greater than 600 candelas luminance per square metre. Fascias over one metre in depth should ideally be externally lit to avoid an over-large expanse of illumination.

Petrol Filling Stations

- A3.7 A fairly high degree of illuminated signage is normally acceptable having regard to Table 6 and any residential properties in close proximity. One pole or gantry sign per frontage will normally be regarded as acceptable. Additional poles may be exceptionally permitted where the frontage is particularly long. Pole signs should not be positioned adjacent to side boundaries. Gantry signs will normally be limited to 1.75 metres width and 5.5 metres in height where located on major roads or in commercial areas and elsewhere to a maximum of 1.2 metres width and 5 metres in height. However, the gantry should not normally exceed the height of the canopy of the petrol filling station.

General Amenity

- A3.8 Where advertisement clutter already exists within a site, the Borough Council will only normally grant planning permission for the erection of further advertisements where agreement can be reached with the applicant for the removal of certain advertisements already existing. Such an agreement will then form a condition of the planning consent.

Victoria Avenue Area of Special Control

- A3.9 In addition to the above requirements, advertisements within the Victoria Avenue Area of Special Control, as defined on the Proposals Map (Town Centre Inset), will be required to provide a high standard of design commensurate with the area's importance as Southend's main

office centre and Victoria Avenue's importance as a principal traffic route to the town centre. In particular:

- (i) On individual buildings advertisements should normally be limited to one per elevation at fascia level or entrance canopies plus company name boards at entrances.
- (ii) In addition, for buildings fronting Victoria Avenue, one advertisement at parapet level may be acceptable on elevations readily visible from Victoria Avenue. Such advertisements should not extend above the top of the parapet.
- (iii) Fascia canopy and parapet advertisements should be limited to the name of the building or principal occupier.
- (iv) Fascia canopy and parapet advertisements should normally comprise individual letters fixed to the building. Internal or external illumination will normally be acceptable. Box advertisements will not normally be acceptable.
- (v) Advertisements should integrate satisfactorily with the design of the building. They should not obstruct architectural features, including windows, nor be obtrusive. Their dimensions should be appropriate to the scale of the building and its frontage.
- (vi) The colour scheme of advertisements should be appropriate to the design of the building and should not be obtrusive.

DESIGN GUIDELINES FOR SATELLITE ANTENNAE

Introduction

A3.10 Considerable advances have been made in recent years in satellite communications and an increasing number of residents and businesses in the Borough have taken advantage of this by installing antennae. As a direct line of sight to each other or to the orbiting satellite is required, antennae have principally been erected on the elevations of buildings. The visual impact of such installations on the property itself, to adjacent dwellings, and on the street scene can be significant. The Borough Council will seek to ensure that satellite antennae are so sited as to minimise this impact in accordance with Policy C9 (Chapter 2, page 29) and with Planning Policy Guidance Note 8 (PPG 8 -Telecommunications, December, 1992).

Design and Location of Satellite Antennae

A3.11 The design and location of antennae will be expected to comply with the following guidelines:-

- (i) Satellite antennae should be carefully sited so as to provide a clear line of sight between the dish and the satellite whilst minimising the visual impact on the building and surrounding area. In order to achieve this, locations other than elevations to streets will normally be preferable. In appropriate circumstances such locations can be:
 - within roof valleys;
 - on the roofs of rear extensions;
 - on lower roofs or garages;
 - where the antennae is shielded from public view by roof parapets, chimney stacks or other projections;
 - on walls not fronting a street;

- in rear gardens.
- (ii) Antennae should normally be located so that they are not readily visible against the sky.
- (iii) The colour of satellite antennae should normally blend with the colour of the background, where they are visible from the street or other public places.
- (iv) The size, shape and design of antennae should minimise the visual impact on the building.
- (v) Subject to exemptions in the Town and Country Planning General Development Order, 1988, satellite antennae will normally be limited to one per building curtilage, in order to prevent a cluttered appearance.
- (vi) For blocks of flats and other multiple occupied buildings, the Borough Council will seek the provision of communal antennae facilities to serve the dwellings, thereby avoiding the erection of a conglomeration of satellite equipment to the detriment of the buildings' appearance.
- (vii) Antennae will normally be acceptable on Historic Buildings only where they do not harm the historic or architectural character of the building or its setting or require alterations to, or the loss of, its historic fabric.
- (viii) Within Conservation Areas and on buildings within Frontages of Townscape Merit (see Appendix 1), antennae will normally be acceptable only where they are not readily visible from the street or other public places or are of such a colour, design and position as to be inconspicuous (see also Appendix 2).

TREES, PLANTED AREAS AND LANDSCAPING

Introduction

A3.12 In accordance with Policy C14 (Chapter 2, page 33), the Borough Council will seek to preserve those trees and planted areas which contribute to the townscape of an area whilst ensuring that landscaping forms an integral part of all development proposals, particularly schemes affecting street frontages and open areas visible from public places. Where appropriate, in preparing development proposals designers and architects should take into account the location, size and amenity value of existing trees.

Landscaping

A3.13 In considering landscaping schemes the Borough Council will have regard to the following:-

- (i) existing sound and healthy trees, including street trees, should be retained wherever possible, especially where they are substantial specimens which contribute to the street scene;
- (ii) in deciding upon the location of planting, proper consideration should be given to the mature size of the tree and its effects upon daylighting and underground services, and its proximity to buildings;
- (iii) the provision of shrub planting will be encouraged so as to provide an instant impact in new development;

- (iv) there should be sufficient planting and it should contribute to the development by:
 - (a) softening the appearance of buildings and/or providing a focal point in a space;
 - (b) providing a screen from wind, noise or view; in particular, parking areas and access roads which abut boundaries with existing residential property should be screened.

Planning Conditions and Tree Preservation Orders

- A3.14 Where full details of the landscaping of sites are not included within a planning application, the Borough Council will normally make any permission conditional upon a satisfactory landscaping scheme being agreed and implemented within a specific period. Any existing or new trees or shrubs dying, removed, being severely damaged or seriously diseased within a specified time period after the completion of the development, will normally be required to be replaced.
- A3.15 The Borough Council will normally impose planning conditions requiring appropriate measures to be taken in order to protect existing sound and healthy trees during site construction. Where existing healthy trees are protected by the conditions of a planning consent, or where tree planting is required in a landscaping scheme, the Borough Council will normally ensure the long-term preservation of those trees which contribute to the amenity value of the street scene by serving Tree Preservation Orders as appropriate.

SPECIAL TOWNSCAPE CONSIDERATIONS

Introduction

- A3.16 In considering development proposals for properties in the Burges Estate (part), Chalkwell Avenue (Policy C11, page 30) and Undercliff Gardens (Policy C12, page 31), as defined more precisely on the Proposals Map, the Council will have regard to the additional design guidance set out below.

Burges Estate (part), Southend-on-Sea

- A3.17 The south-west part of the Burges Estate is an attractive residential area overlooking the seafront, developed from the early 1900's onwards in the style of a garden suburb. Its earliest buildings close to the seafront are mostly two-storey detached and semi-detached houses on spacious plots with a consistent architectural style showing the transition between the Edwardian and Inter-War periods.

Dominant features contributing to the area's character are:-

- i) its relatively open layout especially at road junctions and to the rear and side of corner properties;
- ii) the scale and form of its buildings, (two-storey with generous storey-heights, two-storey bow windows, pitched roofs with projecting gables and eaves, timber cornices with dentil detailing, timber balconies and open porches, brick boundary walls and corner turrets); and
- iii) external materials, including heavy rough-cast render, plain clay tiles and timber-framed windows with leaded fanlights.

In applying Policy C11 to this area, the Council will seek to maintain these features and development will be expected to comply with the following guidelines:-

- (i) the erection of new dwellings as a result of redevelopment will be allowed only if the characteristic form and scale of properties is maintained and sympathetic external materials are used;
- (ii) the erection of new dwellings as infill development to the side or rear of existing buildings will not normally be permitted;
- (iii) development within the curtilage of existing properties should respect the open character of existing gardens and open spaces to the front, side and rear of buildings; and
- (iv) extensions to provide accommodation within roofspaces will normally be acceptable where traditional dormer windows are used and no other external changes to the roof are proposed.

Properties covered by these guidelines are:-

The Broadway	3-49	4-44
Burges Road	4-82	47-87
Burges Terrace	1-9 (consec)	
Gloucester Terrace	1-15	
Parkanaur Avenue	7	
Thorpe Bay Gardens	1-43	
Thorpe Esplanade	25-38 (consec)	
Thorpe Hall Avenue	8	
Tyrone Road	4-12	9

Chalkwell Avenue, Westcliff-on-Sea

- A3.18 Chalkwell Avenue is both an attractive residential street and a thoroughfare to the seafront. It also provides views across the Thames estuary to the Kent coast. The Borough Council has for a number of years sought to retain its unique local character. Accordingly, in addition to the design guidance contained in Policies C11 and H5 (page 51), the Council will normally restrict development in this area to two-storey housing with pitched roofs and traditional external materials. Development on the east side of Chalkwell Avenue may be permitted to three-storeys north of Imperial Avenue and will be restricted to single-storey only with roof accommodation between Crosby Road and the railway bridge.

Undercliff Gardens, Leigh-on-Sea

A3.19 In order effectively to meet the objectives of Policy C12, the Borough Council will require the following specific design criteria to be achieved in the Undercliff Gardens area of Leigh-on-Sea, namely:-

- (i) All building developments along the Undercliff Gardens frontage between 28 to 104 Undercliff Gardens, should:
 - a) conform to the existing line of building;
 - b) extend to no more than 12 metres (39 feet) to the rear of the line of building;
 - c) be limited in height to 9 metres (29.5 feet) above the level of the Undercliff Gardens footpath for buildings with pitched roofs and to 8 metres (26 feet) for buildings with flat roofs, including motor rooms and similar structures;
 - d) be limited to a maximum of three storeys including those in the roofspace;
 - e) be limited in width to 15 metres (49 feet);
 - f) provide a minimum separation between adjacent buildings of 3 metres (10 feet).
- (ii) Buildings to the west of the Undercliff Gardens footpath numbered 116 to 124 are situated in the centre of important views from Cliff Parade across to the Chalkwell Bay. Accordingly, no increase in their height or massing will be allowed which intrudes into these views.
- (iii) Hardstandings and car ports fronting Grand Parade which retain views of the estuary will normally be permitted as an alternative to garages, subject to appropriate landscaping. Garages and sheds fronting Grand Parade will only be permitted if they do not substantially obstruct views of the estuary, subject to:-
 - (a) a maximum of one single garage per property frontage or a maximum of _ of the property frontage containing garages and sheds, whichever is the greater;
 - (b) a maximum height of 1 metre (3 feet) above the level of the adjacent pavement to Grand Parade;
 - (c) a minimum set back from garages of 6 metres (19.5 feet) from the back edge of the pavement and observance of recommended highway gradients.
- (iv) Appropriate landscaping, boundaries and enclosures which respect the open character of the area and enhance views of the estuary will be required for new development. Walls and fences to the Grand Parade boundary will be limited to 1 metre (3 feet) in height.

BEACH HUTS

A3.20 To ensure that the design of beach huts is compatible with the open character of the seafront in accordance with the provisions of Policy C16 (Chapter 2, page 34), the Borough Council will require all such proposals to comply with the following design criteria:-

- (i) Positioning of Huts and Windows: In order to protect the amenities of adjoining hut users;

- (a) The hut, including verandah, should not project beyond the forwardmost (seaward) part of any adjoining hut. Rear projections may be variable dependant on criteria (ii) below, but should not project unreasonably beyond any adjacent hut. On Shoebury Common a general uniform building line will be maintained back and front.
 - (b) Foundations and the base of the hut should be approximately level with those of any adjoining hut.
 - (c) The hut should be placed centrally on the plot with a separation distance of not less than 1 metre between the hut and any adjoining hut. This distance may be reduced to a minimum of 0.6 metres dependant on the existing layout of the huts.
 - (d) Any opening windows or shutters on the side of the hut should be arranged to open inwards or be of a removable type.
 - (e) No shutters, when open, should project beyond the forwardmost (seaward) part of any adjoining hut.
- (ii) Size and Height of Hut: The hut should be a maximum of 5 metres in length, including verandah, with a height of 2.3 metres above the base of the hut to the eaves. The width of the hut will vary according to the individual site.
- (iii) Design: A pitched or flat roof should be provided dependant on which form of roof structure predominates in the locality. However, a flat roof may be acceptable in areas where pitched roofs predominate provided the height of the eaves is not greater than 2.3 metres above the base of the hut. A pitched roof will not be permitted in a predominantly flat roofed area. Provision for a verandah is optional, but this feature must be contained within the overall length of the hut in accordance with criteria (ii).
- (iv) Materials: Huts should normally be constructed in ship-lap boarding and stained light brown. All huts must have an internal lining of half-hour fire resistance materials.