

Section '3' - Applications recommended for PERMISSION, APPROVAL or CONSENT

Application No : 12/01147/ADV

Ward:
Darwin

Address : 68 Leaves Green Road Keston BR2 6DQ

OS Grid Ref: E: 541624 N: 162486

Applicant : Mr B Hazell

Objections : YES

Description of Development:

Pole mounted free-standing non-illuminated sign RETROSPECTIVE APPLICATION

Key designations:

Biggin Hill Safeguarding Birds
Biggin Hill Safeguarding Area
Green Belt
Highways Proposal sites
London City Airport Safeguarding
London Distributor Roads

Proposal

Advertisement consent is sought for a pole-mounted free standing sign which is in situ. The sign rises to a maximum height of 1.6m, is situated 0.5m off the ground and is 1.2m wide.

Location

The site fronts Blackness Lane within close proximity to its junction with Leaves Green Road. It has a lawful use as a storage and distribution facility. The site is situated within the Metropolitan Green Belt, and the surrounding area contains a number of residential properties occupying generous sized plots.

Comments from Local Residents

Nearby owners/occupiers were notified of the application and representations were received in relation to the sign which can be summarised as follows:

- inappropriate on a quiet residential lane
- very conspicuous within the wider streetscene of Blackness Lane
- harms the character and openness of the Green Belt

- stands one third (40cm) higher than the sign given consent previously
- is specified to have a black/grey background, when the existing sign is bright white
- could distract drivers, especially at night because of its reflective white background
- is shown to be situated in a white border which does not exist
- the address for the application is wrong
- the sign should not be allowed given the spirit of the Localism Act and the National Planning Policy Framework

Comments from Consultees

No technical Highways objections have been raised.

Planning Considerations

Policies G1 “The Green Belt” and BE21 “Control of Advertisements and Signs” of the Unitary Development Plan are relevant to this application. The site is within an Area of Special Advertisement Control which means there are limits on advertisements that can be displayed without formal consent are in place.

Planning History

There is a comprehensive planning history associated with the application site. Of relevance, under ref. 11/00958, a Certificate of Lawfulness for an Existing Use was issued in relation to the use of existing buildings for storage and distribution.

Under appeal refs. APP/G5180/C/10/2140808 and 2140810 – relating to engineering operations involving the provision of hardstanding and a retaining wall, excavation works, and the deposit of materials within the site – submitted in response to Enforcement Notices, the Inspector determined that the site should be subject to landscaping, although some of the existing hardstanding could remain.

Under ref. 11/03190, advertisement consent was granted for a sign to be situated at the site entrance fronting Blackness Lane. It would be mounted 1.2m above ground level and would extend to a width of 1.2m. Below the main sign advertising the name of the site would be individual name plates relating to each occupied unit.

Conclusions

Policy BE21 of the Unitary Development Plan concerning advertisements advises that these should:

- (i) have regard to the character of the surrounding area;
 - (ii) be in keeping with the scale, form and character of any buildings on which they are placed;
 - (iii) generally not be located in residential areas and the Green Belt, Metropolitan Open Land(MOL) and Urban Open Space;
 - (iv) preserve or enhance the character or appearance of conservation areas;
- and

(v) not be likely to create a hazard to road-users.

Although the site is located within the Green Belt and fronts Blackness Lane – a predominantly residential road located off Leaves Green Road – it is considered that the advertisement is reasonably necessary given the lawful commercial nature of the site. With regard to its design, it is considered that the sign is proportionate in size relative to the characteristics of the area and therefore not unduly conspicuous or harmful to local visual amenity, or harmful to the character or openness of the Green Belt. The Council is unable to exercise control over the content of the advertisement displayed, including its colour, so any discrepancy between the application details and the advertisement displayed in this regard is not a consideration.

Background papers referred to during production of this report comprise all correspondence on files refs. 11/00958, 11/03190 and 12/01147, excluding exempt information.

RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED

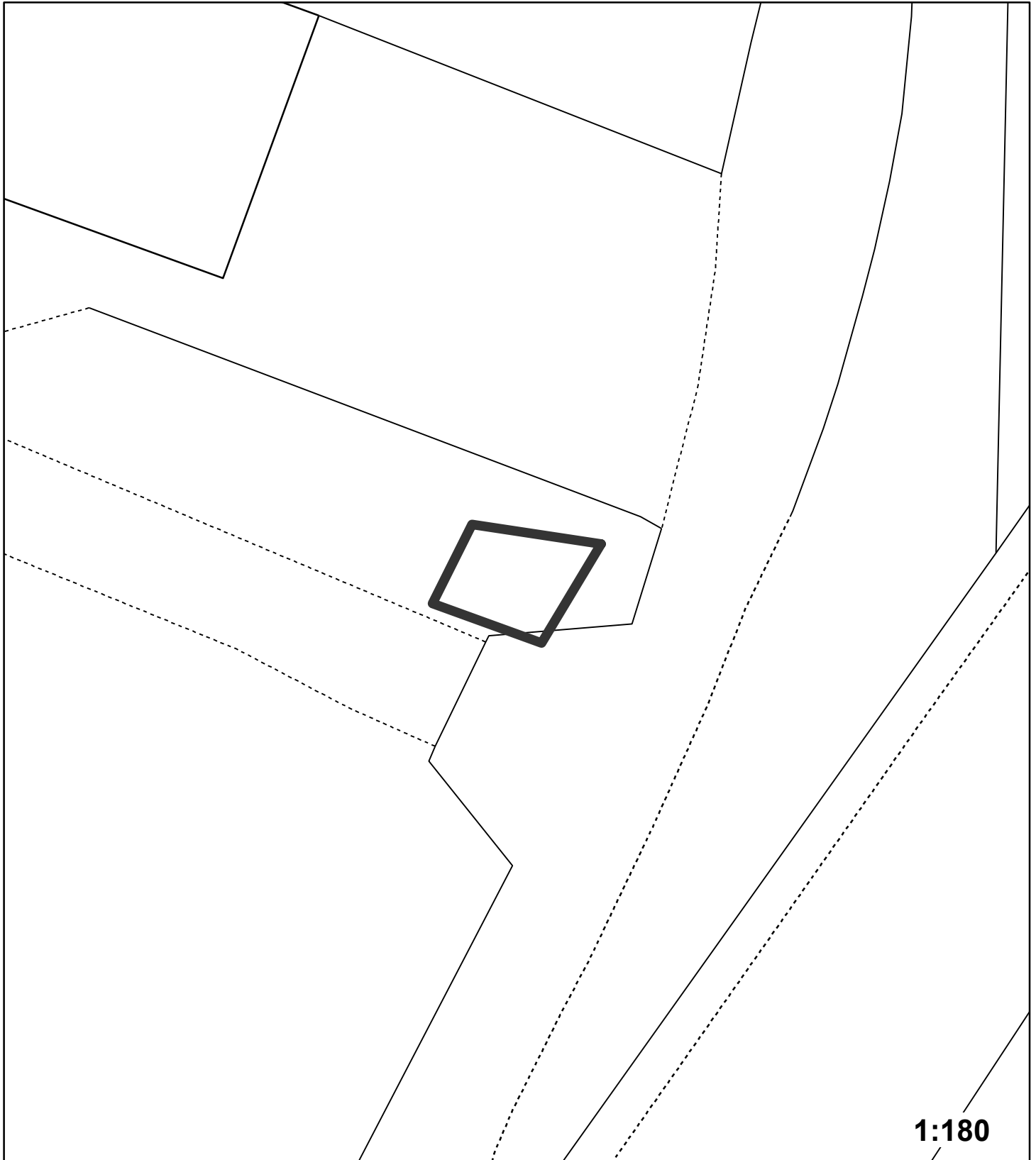
subject to the following conditions:

6	ACF01	Standard 5 year period
	ACF01R	Reason F01

Application:12/01147/ADV

Address: 68 Leaves Green Road Keston BR2 6DQ

Proposal: Pole mounted free-standing non-illuminated sign
RETROSPECTIVE APPLICATION



1:180