

SECTION '2' – Applications meriting special consideration

Application No : 14/00432/ADV

Ward:
Chelsfield **And** **Pratts**
Bottom

Address : **Land At Roundabout At Hewitts Road**
 And Sevenoaks Road Orpington

OS Grid Ref: E: 548904 N: 163009

Applicant : **Mrs Jan Butcher**

Objections : YES

Description of Development:

5 x non-illuminated freestanding signs

Key designations:

Area of Outstanding Natural Beauty
Biggin Hill Safeguarding Birds
Biggin Hill Safeguarding Area
Biggin Hill Safeguarding Area
Green Belt
London City Airport Safeguarding
London City Airport Safeguarding
Local Distributor Roads
Stat Routes
Stat Routes
Stat Routes

Proposal

Advertisement consent is sought for 5 non-illuminated freestanding signs. The proposed signs would measure approximately 1.5m in width and 0.6m in height. The signs would be set 0.3m from ground level resulting in an overall height of 0.9m.

The site is located with the Green Belt and a Special Advert Control Area.

Location

The roundabout is located to the eastern side of the borough, adjacent to the boundary with Sevenoaks District Council. The roundabout provides access from the A21 onto the M25.

Comments from Local Residents

Nearby owners/occupiers were notified of the application and no representations were received.

Comments from Consultees

Sevenoaks District Council have raised objections regarding the impact of the advertisement on the visual amenities of the area and the potential impact on highway safety. The following grounds of refusal have been suggested:

"The advertisements represent an acceptable and unnecessary proliferation of signage which appears incongruous because of their prominent siting and which result in visual clutter and harm to the visual amenities of the locality contrary to Regulation 3 (1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and paragraph 67 of the National Planning Policy Framework.

The advertisements result in the distraction of motorists entering the roundabout junction and increase the risk of collision, to permit the advertisements would be a risk to public safety contrary to Regulation 3 (1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and paragraph 67 of the National Planning Policy Framework."

Highways- the Council's Highways engineer states that the sign fronting A21 does not appear to be in any sightlines but TFL should be consulted.

Transport for London- the site of the proposed advertisements is on the A21 which forms part of the Transport of London Road Network. The signs are standard size and non-illuminated and unlikely to have an adverse impact upon highways safety.

Planning Considerations

The application falls to be determined in accordance with the following policies of the Unitary Development Plan:

BE21 Control of Advertisements and Signs
T18 Road Safety

Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

National Planning Policy Framework (para.67) states:

"Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local

planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Planning History

There does not appear to be any planning history at the site.

It is noted that advertisement consent was recently granted for the provision of 4 x non-illuminated sponsorship signs at roundabout at junction of A21 Sevenoaks Road and Rushmore Hill. These signs measured approximately 1m in width and 0.5m high.

Conclusions

The main issues in this case are whether the signs are in keeping with the appearance of the surrounding area and their impact on pedestrian and vehicular safety.

The proposed signs would be located at each entrance point onto the roundabout from the A21, Wheatsheaf Hill, A224, Court Road (Orpington By-Pass). It is noted that signs are positioned to attract the attention of motorists to view the advertisements. Sevenoaks District Council have raised concerns regarding the potential impact upon the highway safety of motorists and due to their siting and size Members may consider the signs to be a hazard to motorists approaching and using the roundabout.

The site is located within the Green Belt, an Area of Special Advert Control and is adjacent to an Area of Outstanding Natural Beauty. Policy BE21 states that advertisements, hoardings and signs should generally not be located in the Green Belt and should not create a hazard to road users. Due to the number and size of the signs proposed, Members may consider that the proposal would cause the visual cluttering of the roundabout. Reference has been made to recently approved signage at the Rushmore Hill, however is noted that these signs were smaller in size and less in number.

Background papers referred to during production of this report comprise all correspondence on the file ref.14/00432 set out in the Planning History section above, excluding exempt information.

RECOMMENDATION: PERMISSION BE REFUSED

The reasons for refusal are:

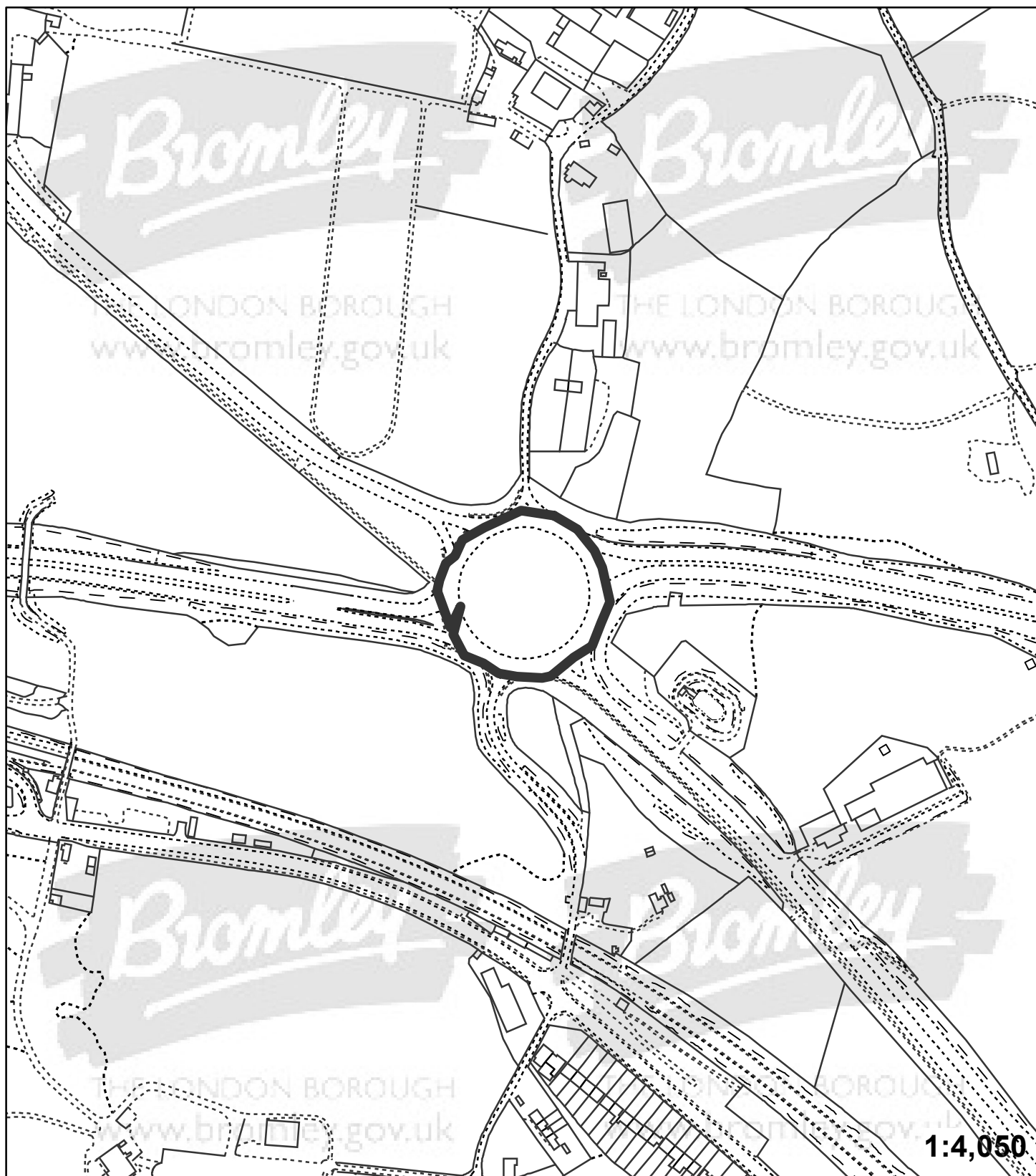
- 1 The proposed freestanding advertisement signs, by reason of their excessive size and prominent siting, would represent an acceptable and unnecessary proliferation of signage which would appear incongruous to the streetscene and Green Belt location, thereby contrary to Policy BE21 of the Unitary Development Plan.

- 2 The proposed freestanding advertisement signs, by reason of their size and prominent siting, would likely to result in the distraction of motorists entering the roundabout junction and likely increase the risk of collision, thereby contrary to Policy BE21 of the Unitary Development Plan.

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Orpington

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"This plan is provided to identify the location of the site and should not be used to identify the extent of the application site"

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