

SECTION '1' – Applications submitted by the London Borough of Bromley

Application No : 14/02204/ADV

Ward:
Chislehurst

Address : Land Fronting 95 - 113 High Street
Chislehurst

OS Grid Ref: E: 543723 N: 170993

Applicant : Mrs C Curr

Objections : NO

Description of Development:

8 non-illuminated lamp column banner signs and one cross-street non illuminated banner sign
RETROSPECTIVE APPLICATION

Key designations:

Conservation Area: Chislehurst
Biggin Hill Safeguarding Birds
Biggin Hill Safeguarding Area
Biggin Hill Safeguarding Area
Biggin Hill Safeguarding Area
Local Cycle Network
Local Cycle Network
Local Cycle Network
Green Belt
Green Chain Walk
London City Airport Safeguarding
London City Airport Safeguarding
London City Airport Safeguarding
London City Airport Safeguarding Birds
Local Distributor Roads
London Distributor Roads
London Distributor Roads
London Distributor Roads
Retail Shopping Frontage Chislehurst
Sites of Interest for Nat. Conservation

Proposal

The proposal includes 8 small banner signs attached to existing lamp-posts positioned at various sites along the High Street. The signs have a height of 2.0m and a width of 0.75m.

The proposed cross-street sign has a length of 7.0m and a height of 1.0m and is sited to cross the High Street at a high level.

Location

The site is located within the High Street and forms part of the Chislehurst Conservation Area.

Comments from Local Residents

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

APCA did not inspect the application.

No technical highways objections are raised.

The Street Trees Officer has not commented on the application.

Planning Considerations

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

BE11 Conservation Areas

BE21 Control of Advertisements and Signs

T18 Road Safety

The Supplementary Planning Guidance for the Chislehurst Conservation Area is also a consideration.

From a heritage and urban design point of view, objections are raised to the cross-street sign as this would harm the visual amenities of the Conservation area. The banner signs are considered to be a common type of sign in Town Centre locations.

Conclusions

The main issues in this case are whether the signs have a harmful impact on the visual amenities of the Chislehurst Conservation Area and whether they impact on pedestrian and vehicular safety.

The application site was visited by the case officer and the aims and objectives of the above policies, national and regional planning guidance, all other material planning considerations including any objections, other representations and relevant planning history on the site were taken into account in the assessment of the proposal.

The Supplementary Planning Guidance for the Chislehurst Conservation Area states:

4.48 It is Council policy that advertisements and signs should have regard to the character of the surrounding area and kept in scale, form and character with the building upon which they are placed. Advertisements and signs in residential areas and in the Green Belt will normally be resisted. (UDP Policies E.12 and E.13)

4.50 In commercial nodes (such as High Street, Royal Parade and some other small pockets) some signage and advertising is necessary to identify businesses and services provided. These must be respectful of the significance of the conservation area's character and appearance, and relate to the scale and style of the building and its surroundings. A sign, which is carefully designed and located to respond to the facade of commercial premises, can be compatible with it in a manner, which utilises surrounding parts of the facade to enhance its message. Recognising Chislehurst's close relationship with its commons, care must be exercised to ensure that signage does not impact inappropriately upon areas beyond commercial nodes, particularly open spaces.'

The banner signs are not considered to be excessive in size and are sited a suitable distance apart to prevent a sense of proliferation. The cross-street sign, however, is not modest and is not considered to respect the special character of this part of the Conservation Area. The High Street is an important part of the Conservation Area and it is considered that the siting and scale of the signage is unsympathetic and is not conducive to sensitive advertisement within this area.

Having had regard to the above it was considered that the advertisement would have no regard for its setting, be a dominant feature in the street scene and have a harmful appearance on the overall visual amenities of the Conservation Area.

RECOMMENDATION: SPLIT DECISION

ADVERTISEMENT CONSENT GRANTED for 8 non-illuminated lamp column banner signs

subject to the following conditions:

- | | | |
|---|--------|------------------------|
| 6 | ACF01 | Standard 5 year period |
| | ACF01R | Reason F01 |

ADVERTISEMENT CONSENT REFUSED for one cross-street non illuminated banner sign

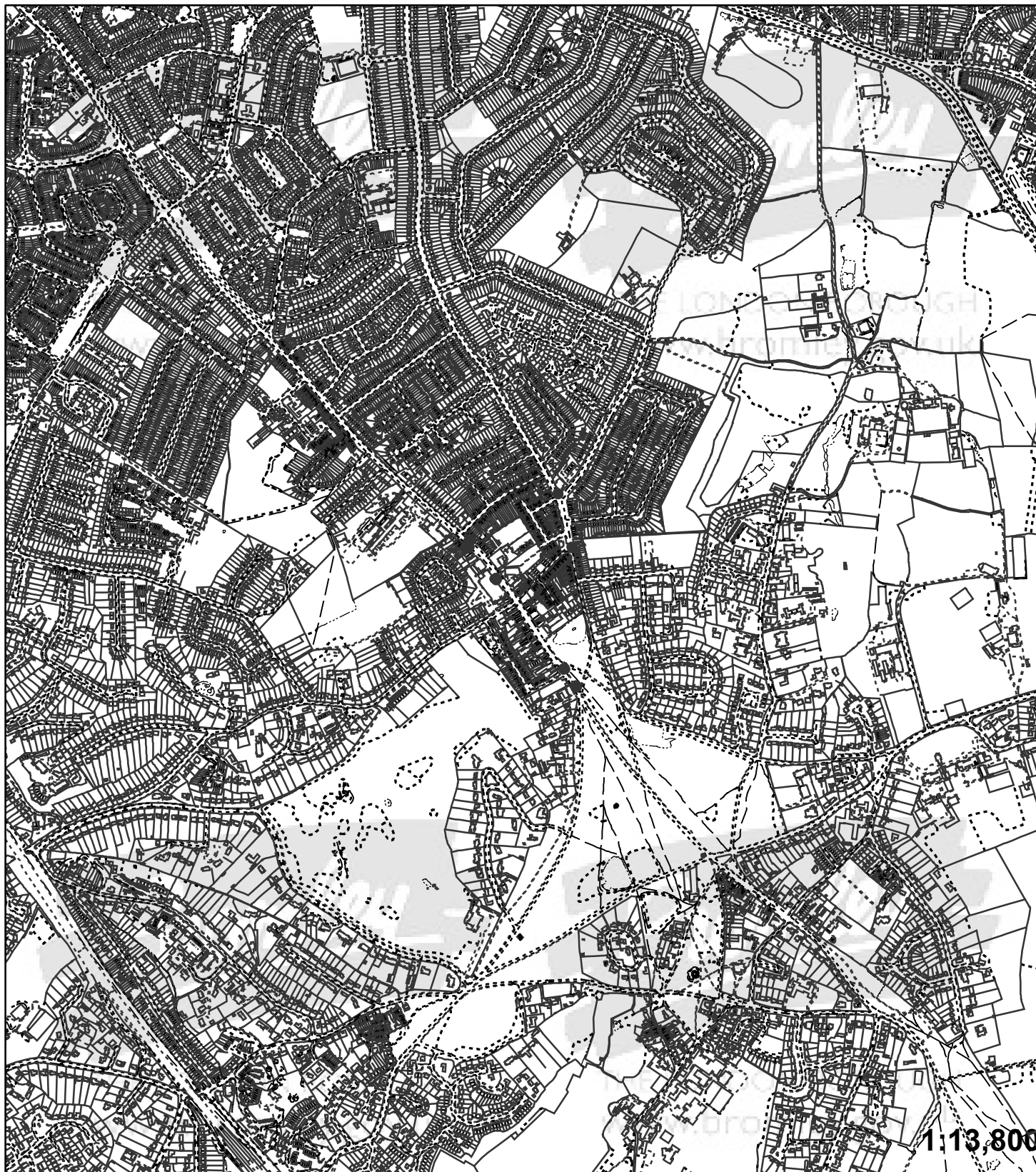
subject to the following grounds:

- 1 The signage, by reason of its design, siting and excessive size, has a harmful impact on the visual amenities of this part of the Chislehurst Conservation Area, contrary to Policies BE11 and BE21 of the Unitary Development Plan and the Supplementary Planning Guidance for the Conservation Area.

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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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