

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

Application No : 15/05658/ADV

Ward:
Plaistow And Sundridge

Address : Parish School 79 London Lane Bromley
BR1 4HF

OS Grid Ref: E: 540189 N: 170454

Applicant : Mr R Bollen

Objections : NO

Description of Development:

Installation of non-illuminated signage to school access gates fronting Park Avenue

Key designations:

Biggin Hill Safeguarding Area
London City Airport Safeguarding
Open Space Deficiency
Smoke Control SCA 7

Proposal

The application seeks advertisement consent for the Installation of non-illuminated signage to school access gates fronting Park Avenue. The signage will be affixed to the gates and comprise of two 3mm flat alu panels with vinyl graphics and gloss laminate measuring 0.725m by 0.7m. One sign will include the school logo and 'Parish C. E. Primary School' and the other the contact details of the headteacher and school.

Location

The school is located on a parcel of land which is bordered by the rear of properties in London Lane, Park Avenue, Kinnaird Avenue, and Burnt Ash Lane/Nash Green. The signage will be located on gates which provide an entrance to the school from Park Avenue between no.'s 32 and no. 38. Parish Church of England Primary School is a Grade II* Listed Building. However, given the small scale nature of the proposed signage and the proximity from the Listed Building it was considered that a separate Listed Building Application would not be required in this instance.

Comments from Neighbours

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

Any further comments received will be reported verbally at the meeting.

Comments from Consultees

No internal or external consultees were consulted.

Planning Considerations

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

BE21 Control of Advertisements, Hoardings and Signs

All other material considerations shall also be taken into account.

Planning History

The most relevant planning history is as follows;

Under ref: 13/01690/FULL1, planning permission was granted for the 'Formation of pedestrian access to School (between Nos. 34a and 38 Park Avenue) with 1.95m high steel gates and 1.6m high brick piers fronting Park Avenue, 1.8m high timber/palisade fencing to boundary with No. 34a Park Avenue, associated landscaping works, lighting and CCTV'. It is these gates that the proposed signage will be affixed to.

Conclusions

The main issues in this case are whether the proposed new signage would be significantly harmful to the streetscene and character of the area within which the signage will be located, the amenities of the neighbouring properties, and public safety including impact on pedestrian and highway safety.

Policy BE21 of the UDP states that advertisements, hoardings and signs 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; (v) not be likely to create a hazard to road-users.

The proposed signage will provide the school name and contact details and will be blue with white writing. They will be non-illuminated and will be located on the existing gates to the school entrance on Park Avenue, with the base of the signs 1m from the ground. Taking this into account and given the size and design of the proposed signage, they are not considered to cause any undue harm to the character and appearance of the street scene or the residential area in general, and will not result in any significant impact to the amenities of the neighbouring residential properties. In addition, the location of the signs and the lack of any illuminance will mean that the signage would not cause any hazards to pedestrians or road users.

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.

Having had regard to the above it is considered that the proposed signage is of an appropriate design which would be sympathetic to and not detract from the character of the wider streetscene or area in general, and would not cause undue harm to the amenities of the neighbouring residential properties nor highway or pedestrian safety.

RECOMMENDATION: GRANT ADVERTISEMENT CONSENT

Subject to the following conditions:

- 1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.**

Reason: Regulation 14(1) (a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.**

Reason: Regulation 14(1) (a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.**

Reason: Regulation 14(1) (a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 4. No advertisement is to be displayed without the permission of the owner of the site or any person with an interest in the site entitled to grant permission.**

Reason: Regulation 14(1) (a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of , any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway, (including any coastal waters) or aerodrome (civil or military).**

- 6. This consent shall be for a period of 5 years, beginning with the date of this decision notice.**

Reason: Regulation 14(5), Town and Country Planning (Control of Advertisements) Regulations 2007.

