

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

Application No : 16/00931/ADV

Ward:
Hayes And Coney Hall

Address : Land Fronting 48 Hayes Street Hayes
Bromley

OS Grid Ref: E: 540512 N: 166334

Applicant : Town Centre Management Team

Objections : YES

Description of Development:

Freestanding, non-illuminated advert sign

Key designations:

Biggin Hill Safeguarding Area
London City Airport Safeguarding
Open Space Deficiency
Smoke Control SCA 51

Proposal

The proposal is for the erection of a free standing, non-illuminated notice board for community type notices. The sign will be 1.875m high x 1m wide x 0.75 m deep and will be post mounted with angle cornered display case and aluminium polyflex glazed door. The site is located to the west side of Hayes Street and is the pavement area to the front of No 48 Hayes Street.

Consultations

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

- The freeholder of Nos 48 and 48a does not wish for the sign to be located to the front of their property

Highways comments advise that the provision of such a notice board in the highway requires a Licence under section 115 (e) of the Highways Act 1980. They advise that the sign should be set back 450mm from the face of the kerb in Hayes Street. There are no objections to this proposal from the highway point of view subject to the necessary licence being issued. Conditions and informatives are suggested in the event of a planning permission.

Planning Considerations

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

BE1 Design of New Development
BE21 Advertisements, Hoardings and Signs
T18 Road Safety

The Councils adopted SPG guidance is also a consideration.

Conclusions

The main issues relating to the application are the effect that it would have on the character of the area and the impact that it would have on the amenities of the occupants of surrounding residential properties.

BE1 requires a high standard of design for all development proposal and expects that development should not detract from the street scene.

Policy BE21 amongst other matters advises that signs should have regard to the character of the surrounding area and not be likely to create a hazard to road users.

Policy T18 seeks to ensure that road safety is not compromised.

The sign will be placed on a wide area of footway outside No 48 Hayes Street. There are trees, lamp posts, bin and cycle rack in the vicinity. The sign will not be illuminated, and is sufficiently separated from nearby residential properties so as not to result in any loss of amenity in this respect. No Highway concerns are raised.

Neighbour concerns are raised in that they do not want it sited outside their property. There is wide pavement frontage to the units in this location and it is considered that the sign is far enough removed to be disassociated to No 48 and is unlikely to result in any detrimental visual impact into or out of the shop (dry cleaners).

Given the proposed design and size of the sign and the commercial location within which it is sited the proposed sign board is unlikely to result in such an unacceptable impact as to warrant a planning ground of refusal.

Having had regard to the above it was considered that the siting, size and design of the proposed sign is acceptable in that it would not result in a significant loss of amenity to local residents nor impact detrimentally on the character of the area.

RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED

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.

7. The development hereby permitted shall not be carried out otherwise than in complete accordance with the plans approved under this planning permission unless previously agreed in writing by the Local Planning Authority.

Reason: In order to comply with Policy BE1 of the Unitary Development Plan and in the interest of the appearance of the building and the visual amenities of the area

- 8** Before the development hereby permitted is commenced details of the siting and position of the sign shall be submitted to and approved in writing by or on behalf of the Local Planning authority and the development shall be carried out in accordance with the approved details.

Reason: In the interest of highway safety and in order to comply with Policy T18 of the Unitary Development Plan

You are further informed that:

- 1** You should seek engineering advice from the Environmental Services Department at the Civic Centre regarding a licence under section 115 (e) of the Highways Act 1980 (Street Enforcement, Environment & Community Services Department)