

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

Application No : 16/02312/ADV

Ward:
Clock House

Address : Land Adjacent 28 Beckenham Road
Beckenham

OS Grid Ref: E: 536585 N: 169549

Applicant : Mrs Cheryl Curr

Objections : YES

Description of Development:

Picture board depicting heritage of Clock House area

Key designations:

Conservation Area: Elm Road
Biggin Hill Safeguarding Area
London City Airport Safeguarding
Open Space Deficiency
Smoke Control SCA 12

Proposal

The application seeks planning permission for a picture board depicting the heritage of the Clock House district. The picture board will have a height of approximately 1.030m and a width of 0.85m.

The application site is located on north side of Beckenham Road, adjacent to Beckenham Library. The site is also situated within the Elm Road Conservation Area.

Consultations

Nearby owners/occupiers were notified of the application and the following representations were received:

- The occupier of 259 Elmers End submitted comments in support of the application- I write in support of this application on behalf of the West Beckenham Resident Association (WBRA)
- The WBRA have worked in close collaboration with Bromley Council to install this history information panel about the Clock House district
- The WBRA hope that planning permission for this community led project can be granted quickly. It will form a valuable addition to the ambiance of the green area outside and assist in the regeneration of the Clock house parade area

The Advisory Panel for Conservation Areas raised no objection the proposal

No objection was raised from a Conservation and Heritage perspective

No objections were raised from Highways perspective

Planning Considerations

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

BE1 Design of New Development
BE11 Conservation Areas
BE21 Control of Advertisement, Hoardings and Signs

Elm Road Conservation Area SPG

Conclusions

The main issues relating to the application is whether the proposed sign would be harmful to the amenity of local residents and the the effect that it would have on the character of the Elm Road Conservation Area.

Policy BE21 of the UDP seeks to ensure that new advertisements, hoarding and signs preserve or enhance the character of Conservation Areas. It is considered that the size and proportions of the proposal are modest. As a result, it is considered that proposal would preserve the character of the Elm Road Conservation Area.

Having had regard to the above it was considered that the development in the manner proposed is acceptable in that it would preserve the character of the Elm Road Conservation Area, compliant with Policies BE11 and BE21 of the UDP.

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).**

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

- 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.