

**Section '3' - Applications recommended for PERMISSION, APPROVAL or CONSENT**

**Application No :** 16/02926/ADV

**Ward:**  
**Cray Valley West**

**Address :** 89 Cotmandene Crescent Orpington  
BR5 2RA

**OS Grid Ref:** E: 546543 N: 169349

**Applicant :** Mr White

**Objections : NO**

**Description of Development:**

2x non-illuminated fascia signs (85, 87 and 89 Cotmandene Crescent)

Key designations:

Biggin Hill Safeguarding Area  
London City Airport Safeguarding  
Smoke Control SCA 20

**Proposal**

This application seeks permission for the following advertisements:

1x non-illuminated fascia sign that is 0.65m high and 11.9m wide. It will be located at Units 85 and 87, and would be 2.9m from ground level.

1x non-illuminated fascia sign that is 0.65m high, 5.65m wide. It would be located at Unit 89 and would be approximately 3m from ground level.

The application has been referred to committee as the site is owned by the London Borough Bromley. It is noted when visiting the site that the proposed signs have been installed.

**Location**

The application site forms units 85, 87 and 89 located on the ground floor, on the north-eastern side of the shopping parade on Cotmandene Crescent. The site is not located within a Conservation Area, nor is it Listed.

**Consultations**

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

## **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

All other material considerations shall also be taken into account.

## **Planning History**

The site has previously been the subject of the following applications;

- 88/01675/FUL - Single storey rear extension - Permitted 22.06.1988
- 03/01780/DEEM3 - Security shuts - Permitted 03.07.2003
- 06/03145/FULL2 - Change of use from retail shop (A1) to 24 hour minicab firm and travel agency - Refused 06.12.2006
- 14/00408/FULL2 - Change of use from retail (A1) to pet grooming, cattery with a maximum of 10 units, and a non-livestock pet shop (Sui Generis) - Permitted 15.05.2014 (Not implemented)

It is also noted that the site is also the subject of a further application ref: 16/02606/FULL1 for alterations to the shopfronts at Units 85, 87 and 89.

## **Conclusions**

The main issue in this case is whether the proposed signs would be significantly harmful to the appearance of the host building and the character of the area.

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 proposal seeks permission for 2x non-illuminated fascia signs. The units 85, 87 and 89 are to be occupied by St Christopher's for which the advertisements proposed would provide external branding. The proposed signs would be 0.65m high, with a 11.9m wide sign located at units 85 and 87, and a separate 5.65m wide sign at Unit 89.

Policy BE21 of the UDP relates to the control of advertisements, hoardings and signs and states that advertisements and signs should be in keeping with the scale, form and character of the surrounding area, as well as considering impacts to road users and pedestrians.

Advertisements and signs are an important part of the street scene and can make an attractive and lively contribution to the appearance of shopping areas. In this case it is considered that the proposed signs would respect the host building and would not be intrusive upon the streetscene, particularly given its location within a

shopping parade which consists of a variety of existing signage. Furthermore the proposed signs would be non-illuminated, and therefore are considered to be compliant with Policy BE21 of the Unitary Development Plan.

Having had regard to the above it is considered that the proposed signs are of a sympathetic design, which would complement the existing building and preserve the character of the area.

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

## **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.**