

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

Application No : 17/01039/ADV

Ward:
Copers Cope

Address : Land At Junction With High Street
Rectory Road Beckenham

OS Grid Ref: E: 537441 N: 169783

Applicant : Mr Antony Chubb

Objections : YES

Description of Development:

Externally illuminated flag pole sign

Key designations:

Conservation Area: Beckenham Town Centre
Smoke Control SCA 12

Proposal

Advertisement Consent is sought for a flag pole sign to be attached to the existing flag pole on the pavement outside Beckenham Junction Station. The sign will have a height of 0.9m and a length of 1.8m and will be sited 6.0m above ground level. The sign will be externally illuminated by way of a spotlight on the adjacent lamp post. The existing pole has been erected under local authority permitted development rights.

The application is submitted by the London Borough of Bromley.

Location

The site of the proposed sign is the pavement outside Beckenham Junction Station close to the junction of Rectory Road and Southend Road.

Comments from Local Residents

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

- The flag pole has no historical or cultural interest to the public at large. The proposed location is inappropriate and hindrance to the street scene and there is no reasoning to site an illuminated flag pole in this position other than advertising. It does not reflect the architectural landscape of the area which needs to be preserved; the positioning and siting of the pole will be intrusive and will negatively impact the view and general street scene of the junction.
- The proposed location of the flag pole is on a public right of way /pavement /publicly owned land therefore it cannot be permitted unless it

is in the public interest. This application is from a private individual to which the applicant has no freehold or license to occupy the section of land; the application and erection of the pole is of benefit to a private individual and contravenes the public right of way.

- The illumination will be greatly intensified at night and will definitely cause sleepless nights to my neighbours and I who live and work at 1-7 Rectory Road. It will cause nuisance.
- The pole has been erected ahead of the application's determination.

Consultations

Highways – no objections raised.

Environmental Health (Pollution) – no objections raised.

The Advisory Panel for Conservation Areas (APCA) did not inspect the application.

Planning Considerations

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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

T18 Road Safety
BE11 Conservation Areas
BE21 Control of Advertisements and Signs

Emerging Local Plan

The Council is preparing a Local Plan and the final consultation on its proposed submission draft of the Local Plan closed on December 31st 2016 (under The Town and Country Planning (Local Planning) (England) Regulations 2012 as amended). The updated Local Development Scheme was submitted to Development Control Committee on November 24th 2016 and Executive Committee on November 30th 2016, and indicated the submission of the draft Local Plan to the Secretary of State in the early part of 2017. These documents are a material consideration. The weight attached to the draft policies increases as the Local Plan process advances.

Draft Policy 32 - Road Safety
Draft Policy 41 – Conservation Areas
Draft Policy 102 – Advertisements

Planning History

None.

Conclusions

The main issue in this case is whether the proposed sign would be significantly harmful to the amenities and general characteristics of the area and whether the sign would impact on public safety, particularly highway safety in this instance.

Impact on the Amenities of the Area

The site lies within the Beckenham Town Centre Conservation Area where the Council will seek to preserve and enhance the special character of the area. The Beckenham Town Centre Conservation Area does not yet have a Supplementary Planning Guidance document. The previous Beckenham St Georges Conservation Area guidance makes reference to advertisements but this is more aimed at retail uses and is not particularly applicable to the current application. Therefore the proposal should be assessed on its own merits.

The proposed flag sign will be attached to the existing flagpole at the site. The additional impact on the visual amenities of the area must therefore be assessed in regards to the new flag only, and not the existing flag pole. The flag is relatively modest in respect to the entirety of the Conservation Area and there is a positive promotional message of some public benefit.

It is considered that the flag sign would be in context with the pole to which it will be attached. The sign will have a length of 1.8m and height of 0.9m and these dimensions are not considered to be excessive. The sign will be sympathetically lit with external spot illumination and this is considered an appropriate form of illumination within the Conservation Area. The associated trough lighting will also be modest in scale. It is considered on balance that the flag sign would not result in a significantly detrimental impact on the visual amenities and character of the area.

Impact on Highway Safety

The impact of the proposal on public safety, particularly highway safety, must be assessed as part of the application. In this case, the application is a Council initiative and no objections are raised by the Council's Highways Officers.

Summary

Having had regard to the above, it was considered that the development in the manner proposed is acceptable in that it would not impact detrimentally on the amenities of the area and would not impact harmfully on conditions of highway safety. Members are therefore advised to grant Advertisement Consent.

Background papers referred to during production of this report comprise all correspondence on file ref. DC/17/01039, excluding exempt information.

RECOMMENDATION: GRANT ADVERTISEMENT CONSENT

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

Reason: Regulation 13(5), Town and Country Planning (Control of Advertisements) Regulations 1992.

- 6 Before the external illumination becomes operational, details shall be submitted to and approved in writing by the Local Planning Authority. The approved lighting shall be orientated and screened to prevent light spillage and shall be permanently maintained as such thereafter.**

Reason: In order to comply with Policy BE21 of the Unitary Development Plan and to ensure that excessive brightness of illumination does not detract from the amenities of the area.