

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

Application No : 17/01505/ADV

Ward:
Orpington

Address : Freestanding Advertisement Outside
281 High Street, Orpington

OS Grid Ref: E: 546152 N: 166023

Applicant : Mrs Amanda Cole

Objections : YES

Description of Development:

Replacement of existing advertising structure with freestanding internally illuminated digital display unit.

Key designations:

Biggin Hill Safeguarding Area
London City Airport Safeguarding
Open Space Deficiency
Smoke Control SCA 29

Proposal

This application seeks the replacement of an existing freestanding advertising structure on the public footway outside No 281 High Street Orpington with a freestanding internally illuminated digital display unit.

The proposed sign will be 2.93m high x 1.34m wide and 0.26m deep and internally illuminated to a maximum of 2,500 candelas per metre squared (cd/m²) auto adjust to ambient levels; 400cd/m² at night time. The proposed materials include steel, aluminium and toughened glass and the illumination will be static. The freestanding sign will be a double forum structure featuring a digital 84" screen on both sides. The units are referred to as 'Forum CIP Units', CIP meaning Community Information Panel. Community information is shown one side and commercial advertising on the reverse. The digital screen is capable of displaying illuminated moving images and content is supplied via secure remote connection.

The application form advises that the installation of the digital asset follows consultation with Bromley Council in line with the mobilisation of the street furniture contract that was awarded to JC Decaux in December 2016.

This application is one of a number of replacement sign applications in Orpington and Bromley High Street locations.

Consultations

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

Highways comments note that illuminated signs visible from the highway must comply with the latest issue of the Institute of Lighting Engineers Technical Report No 5 Brightness of illuminated advertisements. The sign does not appear to interfere with any visibility splays, and no objection is raised.

No concerns are raised from an Environmental Health (pollution) point of view.

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.

Draft Local Plan Policy

Policy 37 General Design of Development
Policy 102 Advertisements
Policy 32 Road Safety

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 and on highway safety.

BE1 requires a high standard of design for all development proposals 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 replace an existing internally illuminated street furniture sign. It will not be dissimilar to that which it replaces but will be of digital display. It is sufficiently separated from nearby residential properties so as not to result in any loss of amenity in this respect and no Highway or Environmental Health (Pollution) concerns are raised.

Given the commercial location and the details of the proposed sign unit and that there is an existing sign which will be replaced, it is not considered to result in such an unacceptable visual impact as to warrant a planning ground of refusal.

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

Background papers referred to during production of this report comprise all correspondence on the file ref(s) 17/01505 and any other applications on the site 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.

- 7 The luminance output of the freestanding Community Information Panel sign shall not exceed 2,500 candelas per square metre from any part of the sign.**

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.

- 8 The luminance of the panel will be set to auto adjust to ambient levels, including to maximum 400 candelas per square metre at night time, 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.

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).**