

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

**Application No :** 16/00931/ADV

**Ward:**  
**Hayes And Coney Hall**

**Address :** Land Fronting 48 - 52 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 revised plans indicate the location to be mostly outside 50-52 Hayes Street, near to the front edge of the pavement.

This proposal was presented to PSC last year (11/8/16) and was deferred to consider revised siting. The siting has now been reviewed and is now re-presented to Members for consideration.

### **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

Revised plans have subsequently been received (15/8/17) and no additional comments have been received at the time of writing the report. Any additional comments received will be reported verbally to Committee.

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.

## **Planning Considerations**

The application falls to be determined in accordance with the NPPF, the London Plan and 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 Policy 37  
Draft Policy 102  
Draft Policy 32

London Plan Policy 7.4

## **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 Nos 50-52 Hayes Street, near to the front edge of the pavement. 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.

Original neighbour concerns were raised in that they did not want the sign sited outside their property. Revised plans have been received indicating an alternative location. To support the application copies of emails from landlords at 50 and 52a Hayes Street, Hayes Village Association and Panagua Bikes have been submitted. There is a wide pavement frontage to the units in this location and it is considered that the sign is unlikely to result in any detrimental visual impact into or out of individual shop units.

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 visual 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.

**as amended by documents received on 15.08.2017**

**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**

**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)**