

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

Application No : 17/02032/ADV

Ward:
Chislehurst

Address : Queen Mary House Manor Park Road
Chislehurst BR7 5PY

OS Grid Ref: E: 544587 N: 169860

Applicant : McCarthy & Stone

Objections : YES

Description of Development:

Proposed hoarding, freestanding sign boards and flags

Key designations:

Conservation Area: Chislehurst
Biggin Hill Safeguarding Area
London City Airport Safeguarding
Smoke Control SCA 16

Proposal

An application for the demolition of the existing building (Queen Mary House) and its redevelopment to form 50 Assisted Living apartments (Class C2 use) including communal facilities, parking and landscaping was allowed on appeal under reference 15/05237/FULL1. This advertisement application seeks consent for the erection of advertisements in relation to this development.

This application seeks consent for proposed signage, hoarding and flags. The signage relates to the erection of 3 'for sale' sign boards measuring approximately 6m in height and 2.1m in width. There would be two flags either side one of the boards and two flags either side of the other two boards with a height of 6m. There would be a total of 4 flags.

Hoarding is proposed to be erected along the entire Manor Park Road frontage for approximately 120m in length measuring 2.4m in height and adverts are proposed to be spread out on this hoarding to advertise the redevelopment of the site and sale of the apartments. There would be a total of 10 advertisements on this hoarding and it is proposed to be in-situ for a time period of five years.

The site lies within the Chislehurst Conservation Area. There are listed buildings adjoining the north of the site however the proposed advertisements are away from this location to the south of the development. The advertisements do face however the Manor House complex (Grade II) on the opposite side of Manor Park Road, approximately 14m away at the closest point.

Consultations

Nearby owners/occupiers were notified of the application and representations were received, which can be summarised as follows:

- o Excessive number of signs
- o Time period of 5 years is excessive
- o Inappropriate in the Conservation Area
- o Not in keeping with the character of the area

- o Advertisements are too large for a Conservation Area
- o Advertisements are over the top
- o Length of hoarding is excessive
- o No need for such a grotesque advertising campaign

Following the submission of some of the original comments the scheme was revised and the number of adverts reduced, all parties were re-notified of the revised drawings and the following comments were received:

- o Scheme is similar to previously rejected application
- o Excessive number of adverts
- o Prominence of signage
- o Not appropriate in Conservation Area
- o Current green hoarding reflects surrounding vegetation
- o The scheme falls entirely within a residential and conservation area
- o Five years is excessively long time period
- o There have been several breaches of advertisement regs before this application has had a decision
- o McCarthy and Stone should utilise online marketing instead
- o Proposal would change the appearance of Manor Park Road
- o Impact on adjoining residents

The Chislehurst Society raised concerns regarding scale and size of the developments in this location and requested that the time period be set for 3 years.

The Council's Conservation Officer concluded that due to the greatly reduced amount of adverts and flags it would be acceptable subject to a time limiting condition.

APCA objected to the original drawings for the following reasons:

- o Too many adverts on hoarding
- o Detrimental to character and appearance of Conservation Area and setting of neighbouring Listed building

Planning Considerations

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

- BE1 Design of New Development
- BE7 Railings, boundary walls and other means of enclosure
- BE11 Conservation Areas
- BE21 Control of Advertisements and Signs

The Council is preparing a Local Plan. The submission of the Draft Local Plan was made to Secretary of State on 11th August 2017. These documents are a material consideration. The weight attached to the draft policies increases as the Local Plan process advances.

- Draft Policy 37 General Design of Development
- Draft Policy 41 Conservation Areas
- Draft Policy 102 Advertisements

All other material considerations shall also be taken into account.

Planning History

The site has been subject to previous planning applications of which the most relevant are:

15/05237/FULL1; Demolition of existing building and erection of three storey building comprising 52 assisted living extra care apartments (37 x 2 bed and 15 x 1 bed) (C2 use) including communal facilities, parking and landscaping; Refused; Allowed on appeal

16/02226/ADV; Proposed signage, hoarding and flags; Refused

Conclusions

The main issue in this case is whether the proposed signs would be significantly harmful to the appearance of the host building, the character of the conservation area within which the site lies and highway and pedestrian safety.

The application seeks to overcome a previous refusal under reference 16/02226/ADV which was refused for the following reason:

"1. The proposed signs due to their size and location would be in conflict with Policy BE21 of the Unitary Development Plan, being out of character with the surrounding area and detrimental to the visual amenities of the street scene in this Conservation Area, contrary to Policies BE11 and BE21 of the Unitary Development Plan."

The number of advertisements has been significantly reduced from the previous application which had signage for the full length of the hoarding, 6 sign boards and 8 flags, and they are evenly spaced within the site. It is considered therefore that the reason for refusal has been overcome. The report as follows is as it was under reference 16/02226/ADV amended accordingly.

By virtue of the height, amount, size and location of the signage, deemed consent does not exist for the advertisements proposed and explicit advertisement consent is required. In deciding whether to grant advertisement consent, the planning authority may consider only two issues these being the interests of amenity and public safety.

The proposed hoardings would be located across the entire frontage of the site spanning for approximately 120m and would have a height of 2.4m. The hoardings would contain pictures of the proposed new apartments and details relating to the Development Company and sale of the apartments. Three 'for sale' sign boards are to be erected at two locations within the site boundary and are proposed with two flags either side of the advertisements approximately 6m in height advertising the development.

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. Furthermore, paragraph 6.64 of the UDP states that; "Advertisement hoardings will not generally be acceptable, except during the period of construction where there is a valid planning permission for development of a site. They will also normally be resisted in Conservation Areas and residential and rural parts of the Borough, even on a temporary basis".

Whilst the site is within a residential area and Conservation Area and as such advertising hoarding may be resisted in accordance with Policy BE21, it is acknowledged that for safety and security during construction works the site may need to be secured by way of some hoarding. The hoarding is considered to be of an acceptable design and a betterment to the current hoarding currently erected around the site, providing more visual interest. The four flags proposed are not considered superfluous, highlighting the stand alone signage and located only in two locations along a relatively wide frontage. Whilst it is appreciated that the signage may slightly alter the residential character of this part of the conservation area, these types of advertisements are not unusual and it is considered that

given the short period of time they will be in situ, they will not cause an unacceptable impact upon the Conservation Area.

It is appreciated that the signage is located opposite the Grade II listed properties within the Manor House complex. Given the distances between the proposed advertisements and the heritage assets, the scheme is not considered to unduly impact upon the setting or character of the listed buildings, especially given their time limited siting.

The signage is away from residential properties and no concern is raised in this regard.

All boards and flags are sited behind the hoarding, the hoarding would therefore provide a barrier between both the advertisements and the construction site to ensure sufficient highway and pedestrian safety.

The level of and type of signage raises no objection by the Council's Conservation Officer subject to the signage only being erected for a short time period. The proposed hoardings, banner flags and high level signage is not considered to cause significant harm to the character and appearance of the Conservation Area, has no impact upon the setting of the nearby listed buildings nor adversely affects residential amenity. On balance, the advertisements are considered acceptable subject to a condition restricting their siting to a 1 year period.

Background papers referred to during production of this report comprise all correspondence on the file ref(s) 17/02032/ADV set out in the Planning History section above, excluding exempt information.

RECOMMENDATION: PERMISSION

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** The advertisements hereby granted shall only be displayed for a period no longer than 1 year from the date of consent, or until such time as the sale of the last apartment, whichever is the earlier. The consent must be implemented within 5 years of the date of this decision notice. At the end of the limited period hereby granted, the above advertisements shall be removed.

Reason: The display of advertisements hereby permitted are considered satisfactory only pending and during the development of the site and to comply with Policy BE21 (Control of Advertisements, Hoardings and Signs) in the Unitary Development Plan (2006) and regulation 14(5), Town and Country Planning (Control of Advertisements) Regulations 2007.

- 7** The advertisements hereby consented shall not be carried out otherwise than in complete accordance with the plans approved under this advertisement consent unless previously agreed in writing by the Local Planning Authority.

Reason: In order to comply with Policy BE21 of the Unitary Development Plan and in the interest of the visual and residential amenities of the area and regulation 14(5), Town and Country Planning (Control of Advertisements) Regulations 2007.