

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

Application No : 18/00018/ADV

Ward:
Chislehurst

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

OS Grid Ref: E: 544587 N: 169860

Applicant : Rabheru

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 130m 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 6 advertisements on this hoarding and the applicant has requested that the signs be in-situ for a time period of five years.

Location and Key Constraints

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.

Comments from Local Residents and Groups

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

Objections

- Inappropriate and unnecessary
- Inappropriate in the Conservation Area
- Detrimental change to the appearance of Manor Park Road
- No need for the advertisements
- Size and number of signs are inappropriate
- Repeated submissions of similar applications should be considered prejudicial to their case
- No justification for time period requested
- Advertisements are inappropriately proportioned
- It is important to preserve the appearance of this road
- Oversized advertisements

Local Groups

- The Chislehurst Society objected to the appearance of the advertisements in relation to the Listed Buildings and Conservation Area

Comments from Consultees

APCA: No objections subject to a condition to remove advertisements upon completion of works

Conservation Officer: Reduction in signage would overcome previous refusal reason and a condition should be added to any permission to limit the time period for display of advertisements

Policy Context

Section 70(2) of the Town and Country Planning Act 1990 (as amended) sets out that in considering and determining applications for planning permission the local planning authority must have regard to:-

- (a) the provisions of the development plan, so far as material to the application,
- (b) any local finance considerations, so far as material to the application, and
- (c) any other material considerations.

Section 38 (6) of the Planning and Compulsory Purchase Act (2004) makes it clear that any determination under the planning acts must be made in accordance with the development plan unless material considerations indicate otherwise.

According to paragraph 216 of the NPPF decision takers can also give weight to relevant policies in emerging plans according to:

- o The stage of preparation of the emerging plan (the more advanced the preparation, the greater the weight that may be given);
- o The extent to which there are unresolved objections to relevant policies (the less significant the unresolved objections, the greater the weight that may be given); and
- o The degree of consistency of the relevant policies in the emerging plan to the policies in the NPPF, the greater the weight that may be given).

The Council is preparing a Local Plan. The submission of the Draft Local Plan was subject to an Examination In Public which commenced on 4th December 2017 and the Inspector's report is awaited. These documents are a material consideration. The weight attached to the draft policies increases as the Local Plan process advances.

The development plan for Bromley comprises the Bromley UDP (July 2006), the London Plan (March 2016) and the Emerging Local Plan (2016). The NPPF does not change the legal status of the development plan.

London Plan Policies

7.4 Local character

7.8 Heritage assets and archaeology

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

Emerging Local Plan

Draft Policy 37 General Design of Development

Draft Policy 41 Conservation Areas

Draft Policy 102 Advertisements

Planning History

The relevant planning history relating to the application site is summarised as follows

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

17/02032/ADV; Proposed hoarding, freestanding sign boards and flags; Refused

Considerations

The main issues to be considered in respect of this application are:

- Resubmission
- Design
- Neighbouring amenity
- CIL

Resubmission

The application seeks to overcome a previous refusal under reference 17/02032/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 and Draft Local Plan Policy 102, being out of character with the surrounding area and detrimental to the visual amenities of the street scene in this Conservation Area.

To overcome this previous reason for refusal the number and size of the signs along the hoarding have been reduced and the colour of the hoarding is now proposed to be green, as are the flags. It is considered that the reduction in size and number of signs along this road would overcome the previous concerns, as reflected by both APCA and the Council's Conservation Officer.

Design

Design is a key consideration in the planning process. Good design is an important aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people. The NPPF states that it is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.

The NPPF requires Local Planning Authorities to undertake a design critique of planning proposals to ensure that developments would function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development. Proposals must establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit; optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses and support local facilities and transport networks. Developments are required to respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation. New development must create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion; and are visually attractive as a result of good architecture and appropriate landscaping.

London Plan and UDP policies further reinforce the principles of the NPPF setting out a clear rationale for high quality design.

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, 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 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 or until the last apartment has been sold, whichever is the earlier.

Neighbouring amenity

Policy BE1 of the UDP seeks to protect existing residential occupiers from inappropriate development. Issues to consider are the impact of a development proposal upon neighbouring properties by way of overshadowing, loss of light,

overbearing impact, overlooking, loss of privacy and general noise and disturbance.

Whilst it is noted that several neighbours have raised concerns regarding the size, number and type of advertisements in this locality, the signage is set away from the residential properties and therefore no concern is raised in this regard, especially given that it is proposed to include a time limiting condition to any permission.

CIL

The Mayor of London's CIL is a material consideration. CIL is not payable on this application.

Conclusion

The application is a revision of previously refused applications where the size and number of signs have been reduced along the hoarding, it is considered that this reduction would overcome any previous concerns and reasons for refusal and as such the advertisements, subject to a time limiting condition would have little significantly detrimental impact on the character and appearance of the Conservation Area.

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

as amended by documents received on 01.03.2018

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.