

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

**Application No :** 19/00996/ADV

**Ward:**  
Kelsey And Eden Park

**Address :** Land Adjacent And Part Fronting  
515 - 519 Upper Elmers End Road,  
Beckenham

**Objections: No**

**OS Grid Ref:** E: 537282 N: 167608

**Applicant :** Ms Sarah Keegan-Day

**Description of Development:**

1 x post mounted sign on public footpath.

**Key designations:**

Biggin Hill Safeguarding Area  
London City Airport Safeguarding  
Smoke Control SCA 18

**Proposal**

The application seeks advertisement consent for the erection of a free standing pole with mounted sign to include the words 'Welcome to Eden Park Village'.

**Location and Key Constraints**

The site is on the pavement to the front of 515 Upper Elmers End Road, at the junction with Eden Park Avenue.

**Comments from Local Residents and Groups**

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

**Comments from Consultees**

Highways: I would have no objections to this application from a highways perspective, please ask the applicant to ensure that the apparatus is 0.45m away from the carriageway.

**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.

The National Planning Policy Framework was published on 24th July 2018.

According to paragraph 48 of the NPPF decision takers can also give weight to relevant policies in emerging plans according to:

- a) The stage of preparation of the emerging plan (the more advanced the preparation, the greater the weight that may be given);
- b) 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
- c) The degree of consistency of the relevant policies in the emerging plan to the policies in the NPPF.

The Bromley Local Plan was adopted in January 2019.

The development plan for Bromley comprises the Bromley Local Plan (20189) & the London Plan (March 2016). The NPPF does not change the legal status of the development plan.

Bromley Local Plan

37 General Design of Development  
102 Advertisements.

### **Planning History**

No relevant planning history.

### **Considerations**

The main issue in this case is whether the proposed sign(s) would be significantly harmful to the appearance and the character of the streetscene and whether there would be any harm to pedestrian or highway safety.

The sign would be situated towards the front of the pavement. It would be set away from the junction and the applicant has confirmed it will be set-back from the boundary with the highway by at least 0.45m. The position of the pole would not obstruct the highway and no objections have been raised to the proposed advertisements from the highways authority. It is not therefore considered there would be any material harm to highway or pedestrian safety.

The proposal is for one heritage style cast aluminium sign, with black background and text in gold relief. It will be installed on a single steel post finished in black gloss. The sign is considered to be a sympathetic design and would in keeping with the character of the area generally. There are other forms of street furniture within the locality, including lampposts and bollards. It would not be an incongruous addition and is generally considered to be in accordance with Policy 102 of the BLP.

### Conclusion

It is considered that the proposed advertisements are acceptable and would not result in harm to the streetscene in general. There would be no harm to highway or pedestrian safety and therefore the proposal is considered to be in accord with BLP Policy 102.

### **RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED**

**subject to the following conditions:**

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

**Reason: In accordance with Regulation 14(5) of the Town and Country Planning (Control of Advertisements) Regulations 2007.**