

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

Application No : 19/03710/ADV

Ward:
Shortlands

Address : Land At Rosemere Place Shortlands
Bromley

Objections: Yes

OS Grid Ref: E: 539176 N: 168215

Applicant : Asprey Homes Ltd

Description of Development:

Free standing sign at the Junction of Rosemere Place and Kingswood Avenue.

Key designations:

Biggin Hill Safeguarding Area
London City Airport Safeguarding
Smoke Control SCA 21
Smoke Control SCA 9

Proposal

This application seeks advertisement consent for the erection of a non-illuminated temporary free standing board advertisement measuring 2.5m (H) x 1.5m (W) x 104mm (D). The advertisement will be at ground level and relates to the a new housing development within Rosemere Place.

The applicant seeks advertisement consent for a period of 1 year.

Location and Key Constraints

The site is a small grass verge which is located at the junction of Rosemere Place with Kingswood Avenue. The verge is on the south side of the Rosemere Place. The surrounding area is residential in character.

Comments from Local Residents and Groups

Nearby owners/occupiers were notified of the application and the following representations have been received:

- The address for the site is incorrect. People will get the wrong impression as to the siting of the sign.
- Understand that Asprey have agreed with the Management committee for Rosemere Place that the stand and sign should be low level and not as high as indicated in the planning application. If this is correct then would have no objections to sighting of sign. However, if it is higher than the hedge

between 40 Kingswood Avenue and Rosemere Place then neighbours do object as it will be unsightly.

This application has been called in by Cllr Cooke who has raised concerns about the impact the sign will have on the streetscene.

Comments from Consultees

Highways: The sign placement does not appear to affect the visibility as you are pulling out into Kingswood Ave. Therefore I would have no objection from a highway perspective.

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 and updated in January 2019.

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

10/01898/ADV - Non illuminated freestanding advertisement board. Permission

18/03627/FULL1 - Erection of 2 two storey 4 bedroom detached dwellings with associated garages, parking, bin storage and landscaping with access achieved from Rosemere Place. Permission.

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 on a small grass verge at the junction of Rosemere Place and Kingswood Avenue. The Council's highways officer has not objected to the placement of the advertisement from a highway safety perspective. It would be freestanding and non-illuminated. The size of the sign would be 1500m wide x 2500m high. Whilst the sign would be relatively tall, it would be seen in the context of a hedge. Its darker colour background and lack of illumination would help to ensure that it does not appear significantly dominant within the streetscene. Additionally, the sign would be temporary in nature for a period of 1 year. Therefore, it is considered that it would be in accordance with Policy 102 of the BLP.

Conclusion

It is considered that the proposed advertisements are acceptable and would not result in material 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.

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.

**RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED
as amended by documents received on 13.11.2019, 16.12.2019,**

Subject to the following conditions:

- 6 This consent shall be for a period of 1 year, 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.