

<b>Committee Date</b>	18.03.2021	
<b>Address</b>	Land At Springvale Retail Park Sevenoaks Way Orpington BR5 3SG	
<b>Application Number</b>	20/04509/ADV	<b>Officer</b> - Jacqueline Downey
<b>Ward</b>	Cray Valley East	
<b>Proposal</b>	Signage for the drive thru coffee shop to comprise five internally illuminated fascia signs, two non-illuminated freestanding directional signs, one non illuminated clearance bar, two internally illuminated digital static menu boards signs (one single and one triple digital screens), one non illuminated speaker canopy and two vinyls to windows	
<b>Applicant</b>	<b>Agent</b>	
Cobra Coffee Limited	Mr Matthew Holmes	
1000 Lakeside Western Road Portsmouth PO6 3FE	Office 12A Fleming Court Business Centre Leigh Road Eastleigh SO50 9PD	
<b>Reason for referral to committee</b>	<b>Councillor call in</b>	
	Call-In	Yes

<b>RECOMMENDATION</b>	Grant Advertisement Consent
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KEY DESIGNATIONS
Smoke Control SCA 20

<b>Land use Details</b>		
	Use Class or Use description	Floor space (GIA SQM)
Existing	A1/A3 unit	186sqm
Proposed	A1/A3 unit	186sqm (No change)

<b>Representation summary</b>	Letters to neighbours were sent out on the 11.12.2020	
Total number of responses	12	
Number in support	0	
Number of objections	12	

## 1. SUMMARY OF KEY REASONS FOR RECOMMENDATION

- The proposed signage is considered to be consistent and sympathetic to the appearance of the A1/A3 unit and the wider retail park.
- The signage would not result in an adverse impact on neighbouring amenity
- The signage would not result in an adverse impact on highways safety.

## 2. LOCATION

- 2.1. The site comprises of an A1/A3 detached building (recently completed) and part of the surface car park and drive through for the A1/A3 unit which is within the car park of the Springvale Retail Park at the southern end of the site to the front of Units 3 - 4b (PC World, Dreams and Halfords). The Springvale Retail Park is accessed from the A224 Sevenoaks Way and is situated to the east of the road.
- 2.2. The local area is characterised by a mixture of commercial and residential properties. The Springvale Retail Park is composed of a row of three buildings comprising of 10 units and is bordered to the south by Meadow View which comprises terraced residential properties. The site is close to the junction with Station Road to the south. The site is within Flood Zone 2.
- 2.3. The existing retail park occupies an out of centre location for retail planning purposes as defined by the NPPF glossary and is situated within a Business Area.

## 2.4. Location Plan



## 3. PROPOSAL

3.1. Advertisement consent is sought for 7 illuminated signs and 6 non illuminated signs for the A1/A3 unit granted under ref. 17/04605/FULL1 which is recently completed and is being occupied by a Starbucks coffee shop and the proposed signage would comprise of the following:

### Illuminated signs:

- Sign 4: digital freestanding single menu case – screen 0.84m wide and 2.12m total height
- Sign 6: digital freestanding triple menu case – screen 2.3m wide and 2.12m total height
- Signs 7 and 11: Applied lettering 'starbucks' fascia sign raceway mounted – 2.95m wide and 0.31m high
- Sign 9: Wall mounted directional sign – 1.48m wide and 0.43m high
- Signs 12 and 13: single sided roundel fascia signs (with starbuck logo) – 1.5m in diameter

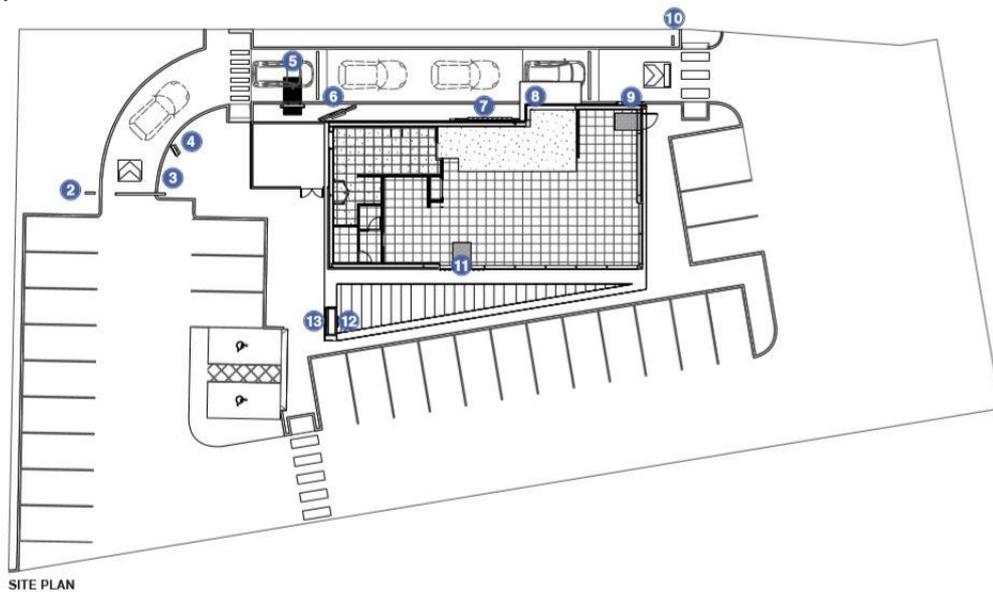
### Non illuminated signs:

- Sign 2: freestanding 'drive thru' directional sign – sign 0.83m wide and 0.48m high and total height 1.5m

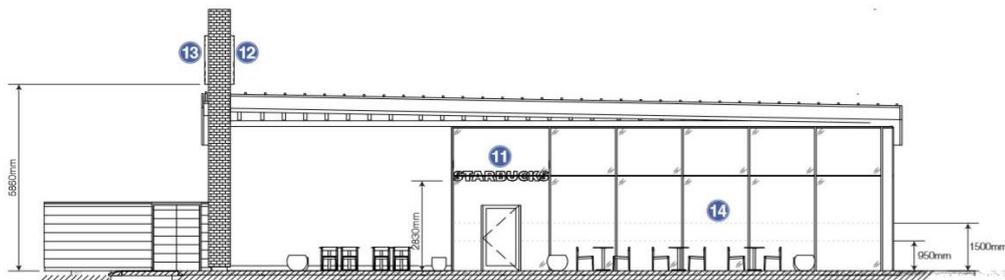
- Sign 3: freestanding clearance bar – pole 3m high by 0.35m wide by 0.25m deep and bar 3.2m wide
- Sign 5: Order canopy – 3.2m high
- Sign 8: frosted vinyl to drive through window – 1.2m wide and 3.5m high
- Sign 10: freestanding ‘No Entry/Thank You’ directional sign -0.48m high and 0.83m wide by 0.19m deep and 1.5m total height
- Sign 14: Manifestation dots vinyls applied to windows – dots 0.05m in diameter and 0.15m apart across the front and side windows

3.2. There is no sign 1 as this was a totem sign which was omitted under the revised plans received 07<sup>th</sup> January 2021.

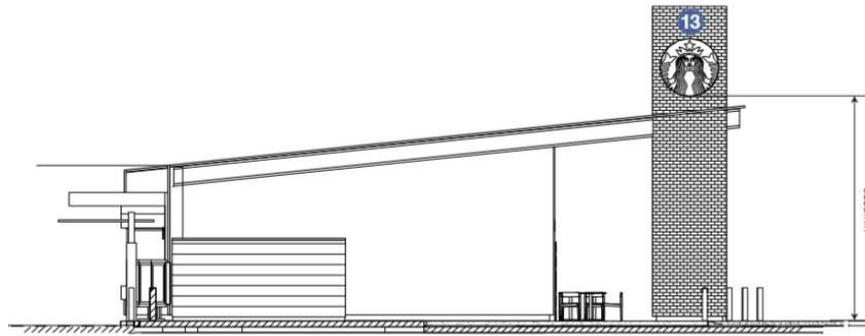
### 3.3. Site plan



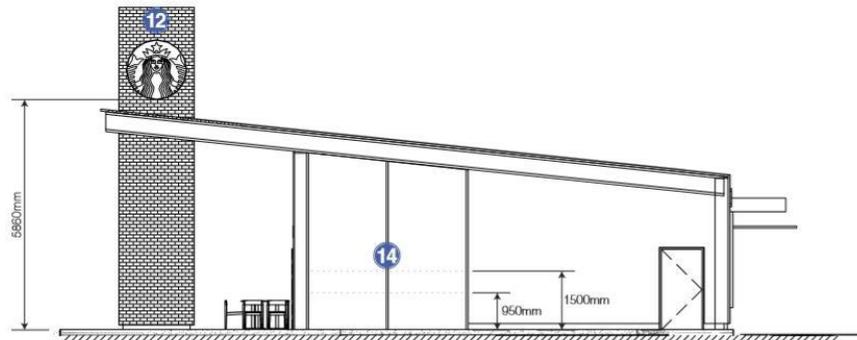
### 3.4. Front elevation



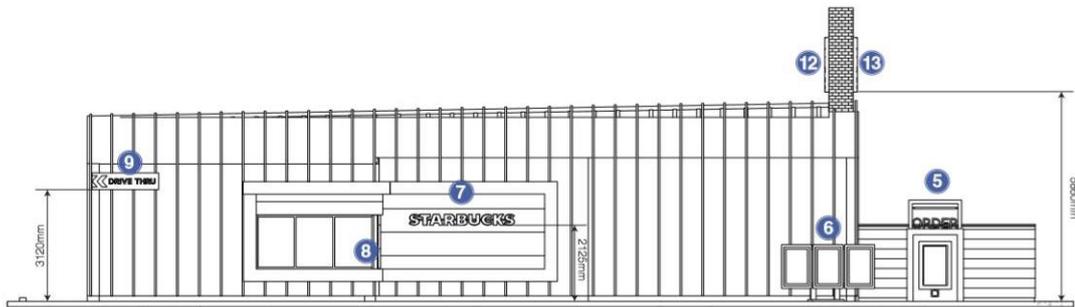
3.5. South side elevation (facing Meadow View)



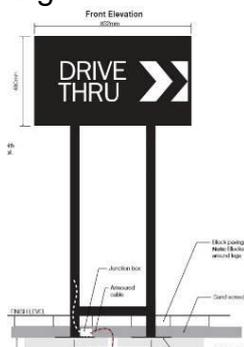
3.6. North side elevation



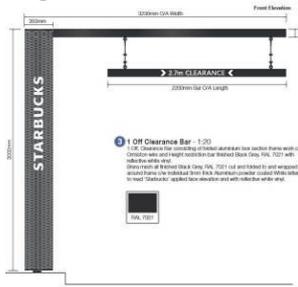
3.7. Rear elevation facing Sevenoaks Way



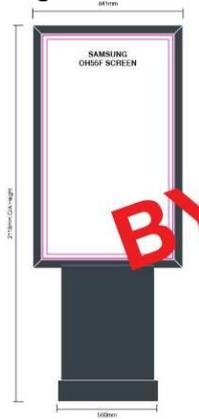
3.8. Sign 2



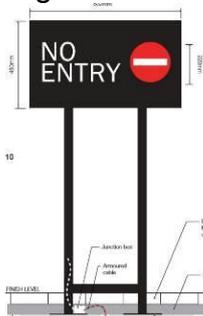
### 3.9. Sign 3



### 3.10. Sign 4



### 3.11. Sign 10



## 4. RELEVANT PLANNING HISTORY

17/00547/FULL1 - Erection of single storey building for class A1 and A3 flexible use (coffee shop) with "Drive Thru" facility and associated alterations to site layout and car parking. - Refused

17/04605/FULL1 - Erection of single storey building for class A1 and A3 flexible use (coffee shop) with "Drive Thru" facility and associated alterations to site layout and car parking. - Allowed on appeal

17/04605/AMD - Amendment to planning ref 17/04605/full1 - Granted

The proposed amendments involve alterations to the signage tower to increase its depth by 0.3m and replace the cedar timber cladding with facing brickwork in dark grey. Additionally, the proposed lower level facing brickwork plinth would be changed in colour from black to dark grey.

18/04503/ADV - 1 hoarding sign – Granted

19/05311/ADV - 2 x internally illuminated LED digital signs – Allowed on appeal

20/04464/FULL1 - Installation of two external air conditioning units. - Pending Decision

## **5. CONSULTATION SUMMARY**

### **A) Statutory**

- *TFL – No Objection-* The site lies on the Strategic Road Network (SRN) for which TfL and Bromley Council have a joint traffic management duty. As the proposed signs are a standard arrangement for the business, unacceptable adverse driver distraction is unlikely and therefore the impact on the SRN is likely to be negligible.
- *Highways – No Objections -* Illuminated signs visible from the highway must comply with the latest issue of the Institute of Lighting Engineers Technical Report No 5 Brightness of illuminated advertisements.

### **B) Local Groups**

*None were received*

### **C) Adjoining Occupiers**

#### Impact on residential amenities (addresses under para. 7. 2)

- The residents will now have to put up with a Starbucks sign shining through the windows throughout the day and night
- Particularly later in the evenings
- It does not need to be on both sides the only people who see it are the residents
- Signage tower can not be seen from the car park unless using the drive through anyway.
- This tower is too near the houses
- site is not yet open and it already looks like power station of night
- The council needs to consider local residents well being, not encouraging even more traffic, pollution, degraded air quality and dare I say not more concerned about income.
- will cause light pollution into resident's homes
- will look a complete eyesore
- Many of these residents have young children, but that aside it will cause disturbed sleep to anyone living close by
- completely object to the proposed lighting, signage and speakers.
- No consideration has been given to the residents of Meadow View at all

- The opening hours are from 7am till 9pm. This is when the lights must go on or off. NOT at 6.59 until 9.01pm
- it will cause disturbance to our property.
- highly object to having lights and speakers being installed into the area.
- Springvale retail park already has a lot of lighting of a night and it already effects the lighting that comes into my property.
- This 1.8-metre diameter illuminated sign which will be shining directly at bedroom window height is just crazy
- the mature trees be retained at the entrance to Meadow View which will otherwise be removed or at least reduced in height to accommodate the Totem. The trees at least provide a small relief and privacy for residents.
- I would also like to state that no other landscape screening has been put up to mitigate the effect this development will have on residents

#### Design (addressed under para. (7.1)

- The building is already unsightly and unnecessary and does not fit in with the architecture of the other retail units.
- already a totem sign up that is visible from the road for all companies to display their signage
- This development could have gone ahead at the far end of the car park at the furthest distance from us residents where there are only commercial businesses.

#### Pollution (addressed under para. 7.2 and 7.3)

- Would like to know if pollution test has been looked into with the additional amount of exhaust fumes to what is already a very busy road.
- Surely all cars queuing for orders will turn their engines off and their sound systems down

#### Damage to verges (addressed under para 7.3)

- developers are responsible for the chewed up grass behind the bus stop and the dents and distortion of the green fence backing onto Meadow View

#### Parking and traffic concerns (addressed under para 7.3)

- we had free use of the car park for our vehicles over many years by agreement, all of a sudden we have been thrown out, this has been taken up by a local councillor but it seems the developers have suddenly turned a deaf ear after making promises of an arrangement with residents.
- There is further inconvenience to residents in that the proposed totem position (for which there is no accurate positioning shown) at the nearby entrance to Meadow View will encourage motorists to enter Meadow View anticipating entrance to Starbucks down a road unsuitable for motor vehicles with no turning facility requiring backing out into Sevenoaks Way.

## **6. POLICIES AND GUIDANCE**

6.1. 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.

6.2. 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.

6.3. The Development Plan for Bromley comprises the London Plan (March 2021) and the Bromley Local Plan (2019). The NPPF does not change the legal status of the development plan.

6.4. The application falls to be determined in accordance with the following policies:-

6.5. National Planning Policy Framework 2019

6.6. The London Plan

D1 London's form and characteristics  
D4 Delivering good design

6.7. Bromley Local Plan 2019

Policy 37 General Design of Development  
Policy 102 Advertisements  
Policy 32 Road Safety

## **7. ASSESSMENT**

**7.1. Design – Layout, scale height and massing – Acceptable**

7.1.1. 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.

- 7.1.2. Paragraph 124 of the NPPF (2018) states that the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.
- 7.1.3. London Plan and BLP policies further reinforce the principles of the NPPF setting out a clear rationale for high quality design.
- 7.1.4. The proposal is for signage associated with the new A1/A3 building permitted under ref. 17/04605 and comprises of illuminated fascia signs, freestanding signs within the car park/drive-through area and window vinyl's.
- 7.1.5. The proposed fascia signs to the building are relatively modest in their appearance including applied lettering only style signs for the two 'starbucks' signs of a single colour and the two roundels with the starbucks logo do not fill the whole signage tower. The wall mounted directional sign would be modest in context with the size of the rear elevation of the building, These signs are of an acceptable design and would be located within the context of the Springvale retail park and would be consistent with other examples of signage in the area.
- 7.1.6. The proposed signs would be situated within the area of existing car parking and within the drive-through lane. The two directional drive through signs are modest in size and would not have a significant impact on local character. The menu boards are more sizable, in particular the triple menu case. These would be sited behind the rear elevation of the starbucks facing Sevenoaks Way. The building would already screen views of some of the existing signage to the retail park of the units adjacent to the new building from the road and it is considered that the news signs would not result in an overconcentration or visual clutter of signage from the main road and therefore would not have a significant impact on the visual amenities of the area.
- 7.1.7. A speaker canopy is proposed within the drive through lane, this would be used to communicate with a customer in their vehicle adjacent to the canopy and therefore the noise generated would be limited to the canopy area and this would be situated a significant distance from the neighbouring properties. Approximately 24m from the boundary with the neighbouring residential properties on Meadow View, therefore it is not considered that a significantly harmful level of noise and disturbance would result.
- 7.1.8. Concerns have been raised by local residents regarding the design of the building, however this was already assessed under the previous planning permission for the A1/A3 building and drive through under ref. 17/04605 and has already been considered acceptable.
- 7.1.9. Given all of the above it is considered that the proposal would be consistent with the design and advertisement principles.

## 7.2. Neighbourhood Amenity - Acceptable

- 7.2.1. Policy 37 of the Bromley Local Plan 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.
- 7.2.2. There are nearby residential properties at Meadow View to the north of the site, however the level of illumination proposed is not considered excessive or harmful to residential amenity. It is however considered that a condition should be imposed to ensure that the signage is not illuminated in the late evening and night time hours to protect the residential amenity of the neighbouring properties on Meadow View and to lessen the impact of light pollution.
- 7.2.3. Concerns were raised from a number of local residents with regards to the totem sign that was initially proposed known as 'sign 1' which would have been located near to the boundary with Meadow View and issues raised included lighting and the possibility of sending traffic into Meadow View due to its location close to the entrance of this road. This sign has however been omitted from the proposal under revised plans submitted 12<sup>th</sup> January 2021.
- 7.2.4. The neighbouring properties on Meadow View would be situated at 14.6m from the closest proposed sign, this sign would be a drive through directional sign which is non illuminated and is a maximum of 1.5m in height therefore it is not considered to result in a harmful visual impact or harmful lighting to these neighbouring property.
- 7.2.5. The clearance bar and single menu case would be situated slightly further back from the boundary in this location. The clearance bar would be tall but it is very slim in profile and also non illuminated therefore it is not considered to impact detrimentally on neighbouring amenity. The menu case is illuminated and orientated towards the properties at Meadow View and therefore its level of illumination and to be switched off when the unit is closed should be conditioned.
- 7.2.6. The illuminated roundels are in an elevated position and one side faces Meadow View therefore these sign should not be illuminated in the late evening hours and at night, therefore a condition restricting its level of illumination and hours should be imposed to prevent a harmful loss of amenity to neighbouring residents.
- 7.2.7. The other illuminated signs are orientated towards the other retail units within Springvale Retail Park, Sevenoaks Way and the car park therefore would not directly face onto the neighbouring residential properties. However, a level of indirect illumination would result therefore it is considered that these signs should

also be switched off when the unit is closed and restrictions on the illumination levels should be imposed in order to protect the residential amenities of the neighbouring properties.

- 7.2.8. Therefore due to the size, design and locations of these signs it is considered that they would not lead to an adverse effect upon residential amenity and complies with the above policies.

### **7.3. Impact upon highway and pedestrian safety - Acceptable**

- 7.3.1. The NPPF recognises that transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. The NPPF clearly states that transport issues should be considered from the earliest stage of both plan making and when formulating development proposals and development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.
- 7.3.2. The NPPF states that all developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed
- 7.3.3. London Plan and BLP Policies encourage sustainable transport modes whilst recognising the need for appropriate parking provision. Car parking standards within the London Plan and BLP should be used as a basis for assessment.
- 7.3.4. The site is situated adjacent to Sevenoaks Way, which is a Strategic Road Network (SRN) for which TfL and Bromley Council have a joint traffic management duty. As the proposed signs are a standard arrangement for the business, unacceptable adverse driver distraction is unlikely and therefore the impact on the SRN is likely to be negligible. The proposed signs are set back from the main highway and therefore the proposal is unlikely to have an unacceptable adverse impact on the highways and no objections are raised from the Council's Highways team of TFL
- 7.3.5. Concerns have been raised regarding the pollution from vehicles visiting the restaurant/take away and traffic. The proposed use of the drive through and parking has already been granted under the previous application ref. 17/04605 where pollution concerns were considered under this application. The damage to the grass verges which was also a concern raised by local residents, would not relate to the acceptability of the proposed signs on the planning merits and given the signs are already in situ, there should not be any further damage from construction therefore it is not considered to warrant the refusal of the signs on this basis.

## **8. CONCLUSION**

- 8.1. The proposals are for the illuminated and non illuminated signs to the A1/A3 unit and within the car park and drive-through area. The site has a commercial appearance, and the proposed signage would not unduly affect the character and appearance of the area or have a prejudicial impact on the character of Sevenoaks Way.
- 8.2. There are residential properties surrounding the site, however the level of illumination proposed and size and positioning of the signs are not considered excessive or harmful to residential amenity.
- 8.3. Having had regard to the above it is considered that the proposed signs would not be harmful to the character of the surrounding area, nor detrimentally affect the amenities of nearby residents.
- 8.4. 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: Grant Advertisement Consent**

- 1. Signs maintained in a clean and tidy condition**
- 2. Structure of hoarding maintained in a safe condition.**
- 3. Removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.**
- 4. No signs displayed without permission of the owner of the site**
- 5. No signs to obscure, or hinder the ready interpretation of any road traffic sign etc.**
- 6. Advert time limit**
- 7. Luminance level of the signs not exceeding 275 candelas per square metre**
- 8. Signs should not be illuminated before 07.00am or after 23.00pm each day**
- 9. Proposed roundel sign to the south side should not be illuminated before 07.00am or after 09.00pm each day**
- 10. Digital signs to have static images only**

**Any other planning condition(s) considered necessary by the Assistant Director of Planning**