

Committee Date	14.10.21	
Address	Telephone Kiosk Fronting 75 High Street Beckenham BR3 1AN	
Application number	21/02651/ADV	Officer Joanna Wu
Ward	Copers Cope	
Proposal (Summary)	Two digital 75 inch LCD display screens, one on each side of the proposed BT Hub unit	
Applicant Ms Bella Noakes	Agent Mr Martin Brown	
British Telecommunication PLC pp HWH300 PO Box 67501 BT Centre London EC1P 1PG	Harlequin Group Rutland House 5 Allen Road Livingston EH54 6TQ	
Site Notice: Required	Displayed on 06.07.21	
Reason for referral to committee	Call in	Councillor call in Yes

RECOMMENDATION	REFUSAL
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<p>KEY DESIGNATIONS</p> <ul style="list-style-type: none"> • Conservation Area: Beckenham Town Centre • Areas of Archaeological Significance • Biggin Hill Safeguarding Area • London City Airport Safeguarding • Smoke Control
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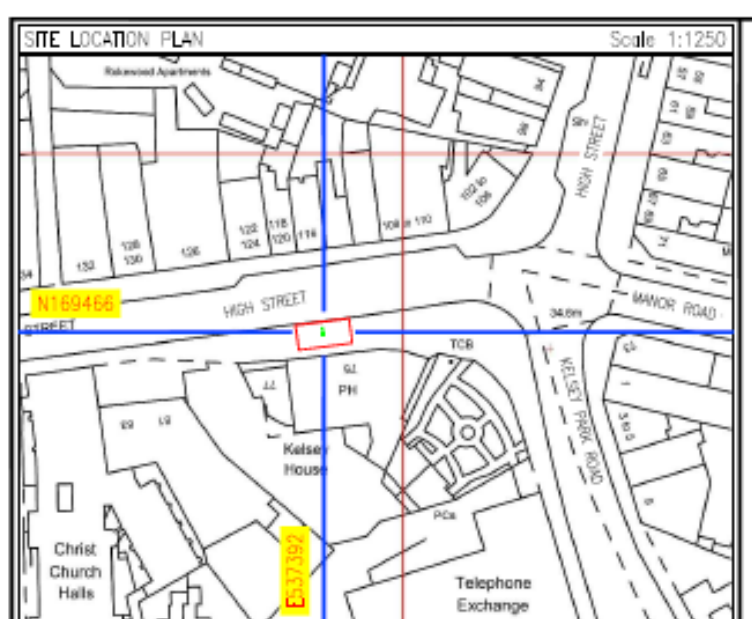
Representation summary	Neighbour letters issued – 20/07/21	
Total number of responses		0
Number in support		0
Number of objections		0

1. SUMMARY OF KEY REASONS FOR RECOMMENDATION

- The proposed advertisements would introduce visual clutter which negatively impacts on the function and appearance of the public realm.
- The proposal would fail to respect the character of the Beckenham Town Centre Conservation Area

2. LOCATION

- 2.1 No. 75 is currently occupied as a restaurant and there are tables and chairs outside on its forecourt. There is also a temporary wooden fence erected to separate the tables and chairs area from the pedestrian area.
- 2.2 There is an existing BT Freestanding Public Payphone (Street Talk 6) situated outside 75 High Street Beckenham. The frontage of the High Street is predominantly retail in character on the west side of the road. The site is in Beckenham Town Centre Conservation Area.
- 2.3 The existing BT Payphone was installed in 2007 (planning ref: 07/01597/ADV) and measures 1.3m wide, 2.6m high and 0.8m deep.
- 2.4 Site Location Plan:



3. PROPOSAL

3.1 The application is for the installation of a digital illuminated advertisement display within a replacement BT street hub unit, which is currently being considered under planning ref. 21/02578/FULL1. The Street Hub would incorporate two digital LCD advert screens. These digital displays, one on each side, would measure 1.67m long and 1m wide.

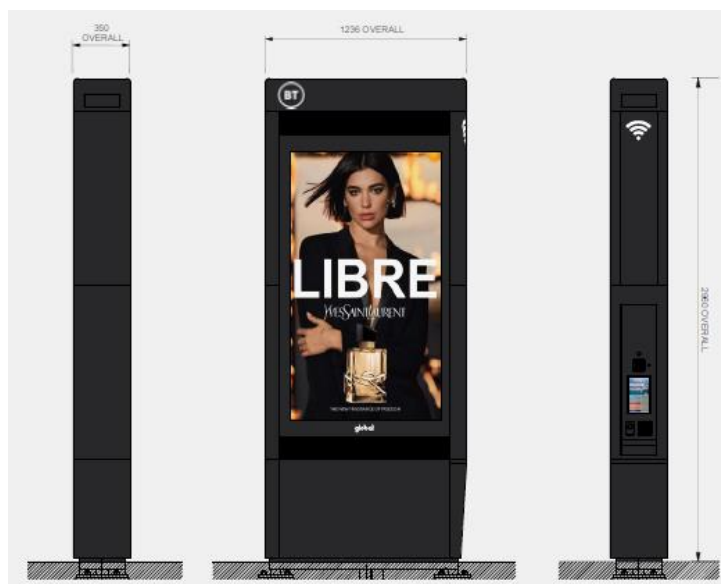
3.2 The screens would display content at 10-second intervals.

3.3 In the supporting document “Express Advertisement Consent Supporting Statement”, the maximum level of illumination is stated to be 2500.00cd/m2 but during periods of darkness this would be reduced to a maximum brightness of 600.00cd/m2

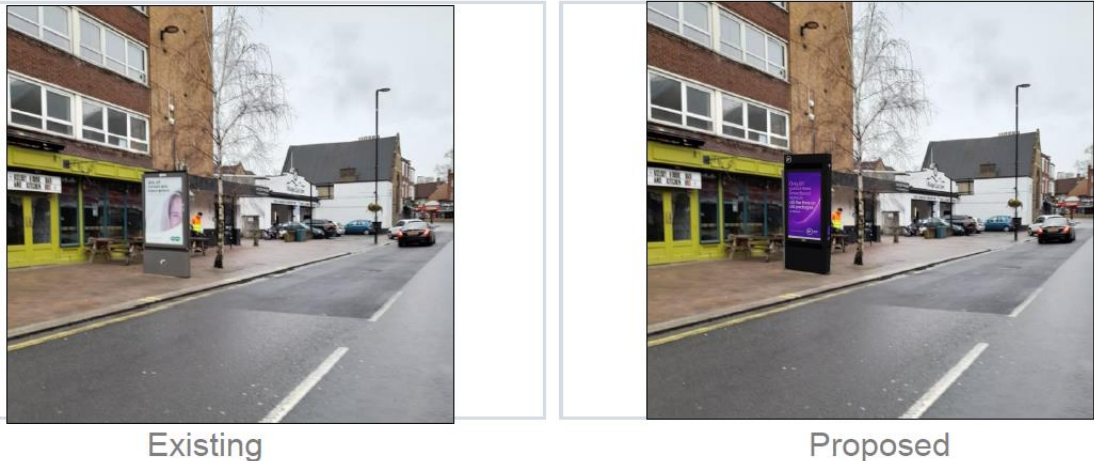
3.4 The application is supported by the following documents:

- Planning Statement
- The location plan
- Image of digital kiosk proposal
- Existing and proposed views
- Street Hub Anti-Social Behaviour Management Plan
- Street Hubs Beyond connection – supporting local councils with digital street communication

3.4 The installation of the Street Hub Unit itself is considered under a separate planning application (Planning ref: 21/02578/FULL1).



3.5 Existing and proposed images



4. RELEVANT PLANNING HISTORY

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

- 93/00998/FUL – Installation of public payphones consultation regarding need for approval of siting and appearance – (Permitted) 19.05.1993
- 95/02007/OTH – Installation of payphone kiosk consultation by IPM communications PLC – Regarding need for approval of siting and appearance – (Permitted) 13.09.1995
- 07/01597/ADV – Internally illuminated advertisement sign on telephone kiosk – (Consent) 15.06.2007
- 18/01145/TELCOM – Replacement of telephone kiosk outside 75 High Street (56 Day Consultation by New World Payphones regarding the need for approval of siting and appearance) – (Prior approval granted) 01.05.201

5. CONSULATION SUMMARY

a) Statutory

APCA/ Conservation Officer -- Objection

- The proposals are highly obtrusive causing street clutter and compromising the special qualities of this part of the Conservation Area.

Environmental Health Pollution Officer – No objection

- No objection, subject to the maximum luminance levels for the signs meeting the Institute of Lighting Professionals 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

Highways Officer – No objection

- No objection. Illuminated signs visible from the highway must comply with the latest issue of the Institute of Lighting Engineers Technical Report No5 Brightness of illuminated advertisements.

b) Local groups

- None

c) Adjoining Occupiers

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

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 National Planning Policy Framework was updated 20th July 2021.

6.4 The development plan for Bromley comprises the Bromley Local Plan (Jan 2019) and the London Plan (Mar 2021). The NPPF does not change the legal status of the development plan.

6.5 The application falls to be determined in accordance with the following policies:

6.6 National Policy Framework 2021

6.7 NPPG

6.8 The London Plan

D1 London's Form, Character and Capacity for Growth
D4 Delivering Good Design
D8 Public Realm
HC1 Heritage conservation and growth

6.9 Bromley Local Plan 2019

32 Road Safety
33 Access for All
37 General Design of Development
41 Conservation Areas
94 District Centres
102 Advertisements

6.11 Supplementary Guidance

Professional Lighting Guide 05: The Brightness of Illuminated Advertisements, the Institute of Lighting Professionals

Transport for London's (TfL) policy document – 'Guidance for Digital Roadside Advertising and Proposed Best Practice – 2013'

SPG1 – General Design Principles

Beckenham Town Centre Conservation Area SPG

7. Assessment

- 7.1 The main issue in this case is whether the siting of the proposed advertisements would be significantly harmful to the appearance and character of the streetscene; impact on the Beckenham Town Centre Conservation Area, or cause any harm to vehicular or pedestrian safety and the neighbouring amenities.
- 7.2 In relation to the signs, Policy 102 states that advertisements should have regard to the character of the surrounding area and be in keeping with the scale, form and character of any building on which they are placed. Also, the signs should not be likely to create a hazard to road users.
- 7.3 Under planning application (planning ref: 21/02578/FULL1) for the BT Street Hub unit, it is concluded that the proposed siting and location of this unit is unacceptable at this location, especially given that it would appear to be intrusive and over-dominant at this location. As the proposed advertisements would be integral to the structure, this advertisement application should be refused.

8. CONCLUSION

- 8.1 The proposed advertisements would result in a detrimental visual impact on the Beckenham Town Centre and the location of the structure and associated advertisements is considered unacceptable.
- 8.2 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: REFUSAL

Reason for refusal:

The proposed advertisements, by reason of their siting and scale, would introduce visual clutter which negatively impacts on the function and appearance of the public realm. The proposal would fail to respect the character of the Beckenham Town Centre Conservation Area contrary to Policies 41 and 102 of the Bromley Local Plan.

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