

Committee Date	17.02.2022	
Address	Green Street Green Common Sevenoaks Road Orpington	
Application Number	21/05099/ADV	Officer - Robin Evans
Ward	Chelsfield And Pratts Bottom	
Proposal	Display of non-illuminated post mounted double sided 'Welcome' sign.	
Applicant	Agent	
Miss Jessica Naylor		
Bromley Civic Centre Stockwell Close Bromley BR1 3UH		
Reason for referral to committee	Council application	Councillor call in No

RECOMMENDATION	Grant Advertisement Consent
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<p>KEY DESIGNATIONS</p> <p>Biggin Hill Safeguarding Area London City Airport Safeguarding Smoke Control SCA 28 Urban Open Space</p>

Representation summary	Neighbour letters sent on 01.12.2021 Newspaper advert published on 08.12.2021 Site notice displayed on 16.12.2021
Total number of responses	3
Number in support	1
Number of objections	2

1. SUMMARY OF KEY REASONS FOR RECOMMENDATION

- The proposal would not detract from the public amenity of the site,
- The proposal would not be harmful to public safety

2. LOCATION

2.1 The application site is part of the public green or verge on the eastern side of Green Street Green Common on Sevenoaks Road, Orpington, near to Nos. 199 and 201 Sevenoaks Road. The land is predominantly level and bordered by trees on the eastern boundary with the residential area. The area is residential in nature and characterised by a mixture of mostly post war semidetached and detached dwellinghouses. It is an area of Urban Open Space, although it is not a Conservation Area or an Area of Special Residential Character.



Fig 1. Site layout



Photo 1. Application site surroundings looking north.



Photo 2. Application site surroundings looking south.

3. PROPOSAL

- 3.1 Advertisement consent is sought for the display of 1x free standing post mounted non-illuminated "Welcome" sign, measuring approximately 1.36m x 0.895m and totalling 1.6m in maximum height to the top of the sign, finished in black and gold.



Fig. 2 Proposed elevation.

4. RELEVANT PLANNING HISTORY

4.1 No relevant site history.

5. CONSULTATION SUMMARY

A) Statutory

Highway Department: No highway visibility or safety objection. The application site is Council owned land, and the Applicant should seek the Council's permission to display/position the sign.

B) Local Groups

Friends of Green Street Green

- the application site notice is not positioned in the correct place and negligible publicity of the application,
- the design rationale/process and reason for the proposed position is unclear,
- the public consultation/engagement process (petition) with the local community and business and is unclear,
- existing Highway Authority road signs already identify "Green Street Green ahead", although they need maintenance/cleaning and should be maintained,
- already excessive signage in the area appears cluttered and confusing,
- proposed sign is unnecessary and conflicts with national DfT guidance for Authorities to consolidate existing local signage, rather than adding new signs, and remove any redundant signage,
- it is not clear whether a road safety audit has been carried out and may present a distraction/hazard to motorists,

- the design/colour scheme would not be legible particularly in the dark and for motorists passing at speed,
- the sign may obstruct pedestrians walking along the verge and a safety hazard to visually/mobility impaired,
- the sign may impede maintenance of the Green e.g. lawn mowing/hedge cutting,

C) Adjoining Occupiers

Objections

- Similar notice board type signs elsewhere are not used and poorly maintained,
- Sign is not essential, will require proper ongoing maintenance, and a waste of public funds,
- Application details are incomplete as they do not show the recently installed railing/fencing,
- Combination of railings and signage would appear cluttered,
- Reasoning for the proposed position is unclear, would be unlit and not very visible (and conflicts with the location approved by the GSG Village Society Committee February 2020),

Support

- No objection in principle,

6. POLICIES AND GUIDANCE

6.1 The London Plan

D1 London's form and characteristics
 D4 Delivering Good Design
 D8 Public Realm

6.2 Bromley Local Plan 2019

32 Road Safety
 37 General Design of Development
 55 Urban Open Space
 102 Advertisements

6.3 Bromley Supplementary Guidance

Supplementary Planning Guidance 1 General Design Principles

7. ASSESSMENT

7.1 Considerations

7.1.1 Advertisements are assessed in relation to their impact on public amenity and public safety only; though this may include factors such as design, neighbouring amenities, and highway safety (including pedestrian/footpath safety).

7.2 Procedural matters

7.2.1 As set out in the application details the Applicant is the Council's Renewal and Regeneration Department. However, it is understood to have submitted the application on behalf of the Green Street Green Village Society, which requested the sign as part of a Local Parades' Improvement Initiative to improve Green Street Green High Street which included other improvements such as the installation of infrastructure to accommodate summer hanging baskets, the repainting of lamp posts and bollards along the high street and the replacement of damaged bike stands. As such, although the application is submitted by the Council's Renewal and Regeneration Department it is understood that the design has been produced and the location decided by the Green Street Green Village Society in discussion with the Council's Traffic Officers. The Council's Planning Applications Department is tasked with determining the submitted advertisement consent application and is not involved in the design process. As such the Council's Renewal and Regeneration and Planning Departments are not able to comment on the consultation and design process leading to the submission of the advertisement consent application which is the project of the Green Street Green Village Society.

7.2.2 Notwithstanding representations received the planning application has been published/notified in accordance with the planning regulations and the Council's adopted statement of community involvement including writing directly to properties that are identified as physically adjoining the application site, and those located opposite, by placing an advert in the local newspaper and by placing adverts/notices on or close to the application site. The reason for a development is not a material planning consideration; except for instance in Green Belt cases where Very Special Circumstances may be required.

7.3 Principle and location of development – acceptable

7.3.1 The site lies within a suburban area where according to Local Plan Policy 37 there is no objection in principle to new development including new advertisements, subject to an assessment of the impact of the proposal on public amenity and public safety, and this will be discussed in further detail below.

7.4 Public amenity (design) – acceptable

7.4.1 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. 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.

7.4.2 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.

7.4.3 London Plan and Bromley Local Plan policies further reinforce the principles of the NPPF setting out a clear rationale for high quality design. Policy 37 of the Bromley Local Plan sets out a number of criteria for the design of new development. With regard to local character and appearance development should be imaginative and attractive to look at, should complement the scale, form, layout and materials of adjacent buildings and areas. Whilst London Plan Policy 7.4 seeks to enhance local context and character, as well as encouraging high quality design in assessing the overall acceptability of a proposal.

7.4.4 Policy 102 of the Bromley Local Plan 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 host building in which they are placed, as well as the surrounding area. Furthermore, consideration should be placed on the impacts signs have to road users and pedestrians.

7.4.5 The proposed sign would be positioned on the Green Street Green Common on the eastern side of Sevenoaks Road. It would be freestanding, double sided, and non-illuminated, and 1.6m high in maximum height. The position, form and scale of the sign would not appear excessive in size and would overdevelop the Common or appear cramped. It would be attractively and discreetly designed and would complement the character and appearance of the Green Street Green Common. Although the proposal would not comprise a building as such, it would nonetheless relate to the use of the Common and would be small scale and would not detract from the purposes or amenities of the Urban Open Space.

7.4.6 Having regard to the form, scale, siting and proposed materials it is considered that the proposed signage would complement the area and would not appear out of character with surrounding development or the area generally.

7.5 Public safety (including highways) – acceptable

7.5.1 The proposed sign would be positioned on the Common and well removed from nearest neighbouring residential properties. It would be of a suitable size and scale for its purpose and location, discreetly designed and non-illuminated.

7.5.2 The sign would not be positioned on a public highway, it would not obstruct the use of a public highway, or physically obstruct its signage, its visibility or interpretation of its signage. Although pedestrians may walk along the Common, there is no objection from the Council's Highway Officer in relation to highway safety, policy or capacity.

8. Conclusion

- 8.1 The proposal would not detract from the public amenity of the site. The proposal would not be harmful to public safety. For these reasons it is recommended that advertisement consent is granted subject to the following conditions and informatives.
- 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: Grant Advertisement Consent

Subject to the following conditions:

- 1. Standard – maintenance of sign**
- 2. Standard – maintenance of sign support/structure**
- 3. Standard – removal of sign in accordance with Advert Regulations**
- 4. Standard – consent of the landowner**
- 5. Standard – no obstruction of existing signage**
- 6. Standard – time limit of 5 years**
- 7. Standard – compliance with the approved plan**
- 8. No illumination**

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