

<b>Committee Date</b>	17.02.2022	
<b>Address</b>	Land At Junction With Belmont Lane Belmont Parade Green Lane Chislehurst	
<b>Application Number</b>	21/05670/ADV	<b>Officer</b> - Suzanne Lyon
<b>Ward</b>	Chislehurst	
<b>Proposal</b>	1 x post mounted "Village" sign on the public footway, located at junction with Belmont Lane	
<b>Applicant</b>	<b>Agent</b>	
Jessica Naylor		
London Borough of Bromley Civic Centre Stockwell Close Bromley BR1 3UH		
<b>Reason for referral to committee</b>	<b>Councillor call in</b>	
	Council Application	No

<b>RECOMMENDATION</b>	Grant Advertisement Consent
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<b>KEY DESIGNATIONS</b>
<ul style="list-style-type: none"> <li>• Biggin Hill Safeguarding Area</li> <li>• London City Airport Safeguarding</li> <li>• Smoke Control SCA 16</li> </ul>

<b>Representation summary</b>	Neighbour letters were sent 22.12.2021
Total number of responses	0
Number in support	0
Number of objections	0

## 1 SUMMARY OF KEY REASONS FOR RECOMMENDATION

- No unacceptable impact would arise to neighbouring occupiers; and
- No unacceptable Highways impacts would arise

## 2 LOCATION

2.1 The site is on the pavement to the front of 1 Belmont Parade, located at junction with Belmont Lane.





Photo 1. Application site looking south at junction of Belmont Road and Green Lane



Photo 2. Application site looking south



Photo 3. Application site looking north

### 3 PROPOSAL

- 3.1 The application seeks advertisement consent for the erection of a post mounted village sign to include the words 'Belmont Parade'.
- 3.2 The proposed sign will have a maximum height of 4.63m (3.5m post and 1.13m signage). It will not be illuminated.



Figure 1: Proposed elevation

## **4 RELEVANT PLANNING HISTORY**

4.1 No relevant planning history.

## **5 CONSULTATION SUMMARY**

### **A) Statutory**

Highways:

- I note that the applicant is the London Borough of Bromley and this is going on the public highway. I would have no objection to the application. They would need to consult with Highways to agree a installation method.

### **B) Local Groups**

- N/A

### **C) Adjoining Occupiers**

- No representations were received.

Please note the above is a summary of the material planning considerations and the full text is available on the council's website.

## **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 Bromley Local Plan (Jan 2019) and the London Plan (March 2021). 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 **The London Plan**

D1 London's form and characteristics  
D4 Delivering good design  
D5 Inclusive design

## 6.6 **Bromley Local Plan 2019**

32 Road Safety  
37 General Design of Development  
102 Advertisement

## 6.7 **Bromley Supplementary Guidance**

Supplementary Planning Guidance 1 - General Design Principles

# 7 **ASSESSMENT**

## 7.1 Design – Layout, scale – Acceptable

7.1.1 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.

7.1.2 Policy 102 states that advertisements, hoardings and signs should:

- a - have regard to the character of the surrounding area,
- b - be in keeping with the scale, form and character of any buildings on which they are placed,
- c - generally not be located in residential areas and the Green Belt, Metropolitan Open Land (MOL) and Urban Open Space,
- d - preserve or enhance the character or appearance of conservation area,
- e - not be likely to create a hazard to road users, and
- f - avoid harm to the significance of listed buildings.

7.1.3 The proposed sign will have a maximum height of 4.63m (3.5m post and 1.13m signage). It will be located on the pavement to the front of 1 Belmont Parade, at the junction with Belmont Lane. It will be a double sided cast iron sign, zinc coated and painted black, to include the words "Belmont Parade", mounted on an oak post.

7.1.4 The sign is considered to be in context with the surrounding area and is appropriate within the local parade. On balance the proposal is considered to comply with Policies 37 and 102 of the Local Plan and does not have a detrimental impact on the visual amenities of the area.

7.1.5 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.

## 7.2 Residential Amenity – Acceptable

7.2.1 The proposed signage will be non-illuminated. It will be located on the pavement to the front of 1 Belmont Parade, which forms part of a commercial parade with residential units above. Given the modest scale and separation to residential properties, the proposal is not considered to result in an adverse effect upon residential amenity.

## 7.3 Highways – Acceptable

7.3.1 In relation to pedestrian and highway safety, no objections have been raised by the Council's highways officer. The location and design of the sign would not result in a road safety hazard or interference with any visibility splays.

## **8 CONCLUSION**

8.1 The proposed signage is considered to be acceptable in that it would comply with Policies 32, 37 and 102 and would not result in harm to the character and appearance of the area in general and would not result in an impact on public safety.

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 – time limit of 5 years**
- 6. Standard – compliance with the approved plan**
- 7. No illumination**

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