

<b>Committee Date</b>	01.09.2022	
<b>Address</b>	Land Outside 200 Kent House Road Beckenham	
<b>Application Number</b>	22/02393/ADV	<b>Officer</b> - Louisa Bruce
<b>Ward</b>	Penge And Cator	
<b>Proposal</b>	Village Sign	
<b>Applicant</b>	<b>Agent</b>	
Jessica Naylor		
Bromley Civic Centre Stockwell Close Bromley Kent BR1 3UH		
<b>Reason for referral to committee</b>	Council Application	<b>Councillor call in</b> No

<b>RECOMMENDATION</b>	Grant Advertisement Consent
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<p>KEY DESIGNATIONS</p> <p>Article 4 Direction Biggin Hill Safeguarding Area London City Airport Safeguarding Local Distributor Roads Smoke Control SCA 33</p>
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## 1. SUMMARY OF KEY REASONS FOR RECOMMENDATION

- The proposal would not result in a harmful impact on the character and appearance of the area
- The proposal would not adversely affect the amenities of neighbouring residential properties
- The proposal would not result in a harmful impact to public safety.

## 2. LOCATION

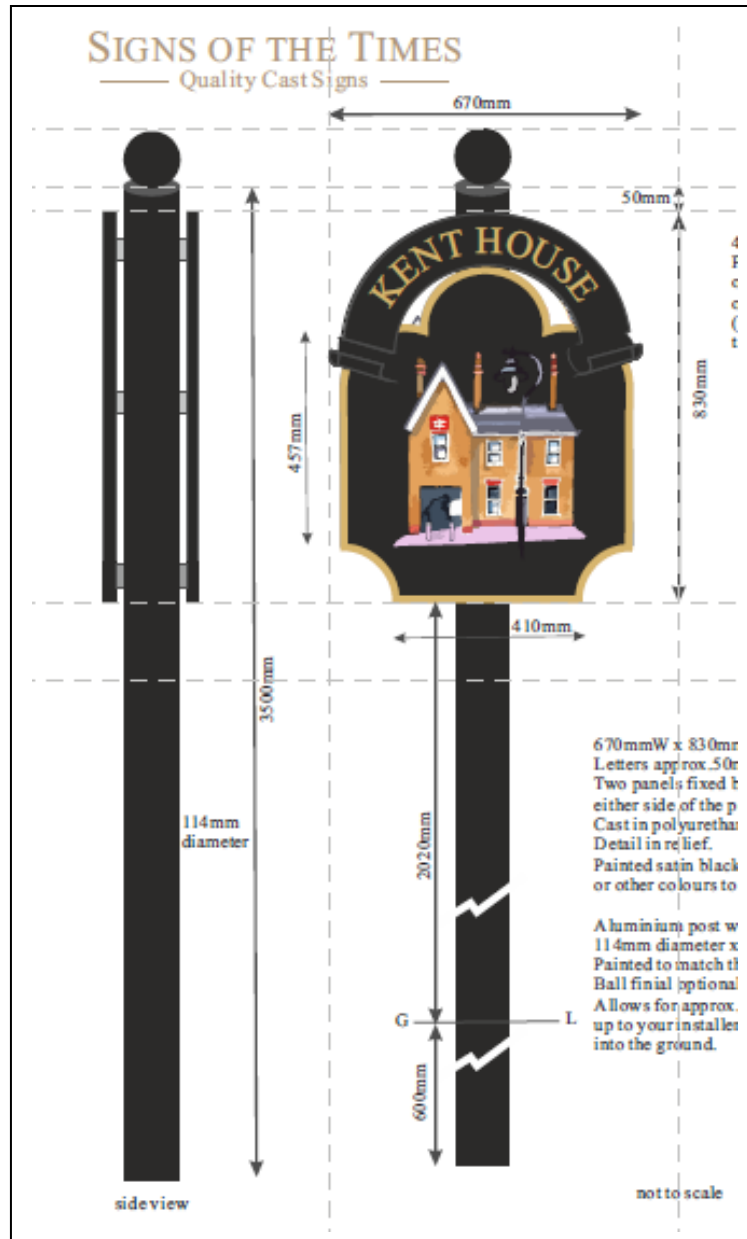
- 2.1 The sign will sit approximately 4m from No.200 Kent House Lane (Mack's Dry Cleaners) and 1-2m from the kerb edge of Kent House Road, Penge. The sign will be located within an existing parade where the width of the existing pavement extends to 5.7m in width.
- 2.2 The area is residential in nature and characterised by a mixture of local shops and residential properties which are mainly terrace dwellinghouses. The site is not located in a Conservation Area or an Area of Special Residential Character.



## 3. PROPOSAL

- 3.1 The application seeks advertisement consent for the installation of a non-illuminated post double sided village sign. The black mounted post measures 3.5m in height and 0.114m in width. Two black panels fixed back to back will also be fitted to either side of the post measuring 0.83m in height and 0.677m in width. The sign will spell the words 'Kent House' and contain an illustrative photo of Kent House Station.

3.2 No illumination is proposed and there will be no moving components.



#### 4. RELEVANT PLANNING HISTORY

None

#### 5. CONSULTATION SUMMARY

##### A) Statutory

Highways: No objection from a highway perspective. **NO OBJECTION**

Environmental Health Pollution Officer: No comments received. **NO OBJECTION**

Street Trees - no comments received.**NO OBJECTION**

## **B) Local Groups**

No comments from local groups.

## **C) Adjoining Occupiers**

No comments received from adjoining occupiers.

## **6. POLICIES AND GUIDANCE**

### **National Policy Framework 2019**

#### **NPPG**

#### **The London Plan**

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

#### **Bromley Local Plan 2019**

- 32 Road safety
- 37 General Design of Development
- 73 Development and Trees
- 102 Advertisements

#### **Bromley Supplementary Guidance**

Supplementary Planning Guidance 1 - General Design Principles

## **7. ASSESSMENT**

Design - *Acceptable*

- 7.1 Policy 102 of the Bromley Local Plan, which relates to Advertisements, states that advertisements, hoardings and signs should have regard to the character of the surrounding area, be in keeping with the scale, form and character of any buildings on which they are placed, generally not be located in residential areas and the Green Belt, Metropolitan Open Lane (MOL) and Urban Open Space and not be likely to create a hazard to road users.
- 7.2 The site lies within a suburban area on a small parade 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. The proposed sign would be positioned approximately 4m in front of No.200 Kent House Lane and 1m from the kerbside. The accompanying application form states that "*as part of the London Borough of*

*Bromley's Local Parade Improvement Initiative, which is providing funding to supply and install the Village Sign, the local businesses operating on the Kent House parade gave their support for the proposal”.*

- 7.3 The proposed village sign would be freestanding, double sided, and non-illuminated, and measure 3.5m high in maximum height. The position, form and scale of the sign would not appear excessive in size and would not overdevelop the pavement or the local parade. It would be attractively and discreetly designed and would complement the character and appearance of the road without adding unnecessary clutter.

#### Highway safety – *Acceptable*

- 7.4 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 development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.
- 7.5 London Plan and Local Plan Policies encourage sustainable transport modes whilst recognising the need for appropriate parking provision. Car parking standards within the London Plan and Local Plan should be used as a basis for assessment.
- 7.6 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. There is no objection from the Council's Highway Officer in relation to highway safety, policy or capacity. The Council's Street Trees Officer has not commented on the application, but the sign would be located more than 2m away from the root protection area of the existing street tree.
- 7.7 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 conditions.

#### Neighbouring amenity – *Acceptable*

- 7.8 Policy 37 of the BLP 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.
- 7.9 It is considered that no substantial impacts to neighbouring amenity would arise as a result of the proposed development.

## **8. CONCLUSION**

- 8.1 It is considered that the proposed advertisement sign is acceptable; it would not harm the character and appearance of the surrounding area within which it is located and there would be no harm to highway or pedestrian safety. Neighbours

would not be affected. The advertisements are therefore considered to comply with Policy 102 of the Bromley Local Plan.

- 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:**

6. This consent shall be for a period of 5 years, 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.**

7. The advertisement hereby granted consent shall not be displayed otherwise than in complete accordance with the plans approved under this advertisement consent unless previously agreed in writing by the Local Planning Authority.

**Reason: In the interests of visual and residential amenity order to comply with Policies 37 and 102 of the Bromley Local Plan 2019.**

8. There shall be no illumination from any part of the sign (internally or externally).

**Reason: In order to comply with Policy 102 of the Bromley Local Plan and to ensure that excessive brightness of illumination does not detract from the amenities of the area.**

9. The materials to be used for the external surfaces of the sign shall be as set out in the planning application forms and / or drawings unless otherwise agreed in writing by the Local Planning Authority.

**Reason: In order to comply with Policy 37 of the Bromley Local Plan and in the interest of the appearance of the building and the visual amenities of the area.**

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

**Informatives**