

<b>Committee Date</b>	06.07.2023	
<b>Address</b>	Outside 14 Red Lodge Road West Wickham	
<b>Application Number</b>	22/04848/ADV	<b>Officer:</b> Nicolas Graves
<b>Ward</b>	West Wickham	
<b>Proposal</b>	1 x post mounted "Village" sign on the public footway outside 14 Red Lodge Road West Wickham	
<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>	LBB 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 Local Cycle Network London City Airport Safeguarding Local Distributor Roads London Distributor Roads Smoke Control SCA 9</p>
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<b>Representation summary</b>	Neighbour letters were sent out on 29.12.22. The consultation period is for 21 days.	
Total number of responses	0	
Number in support	0	
Number of objections	0	

## 1. SUMMARY OF KEY REASONS FOR RECOMMENDATION

- The proposal would add some appropriate visual interest to this part of the street without appearing unduly prominent in the wider street scene.
- No unacceptable impact would arise to neighbouring occupiers or public amenity.
- No unacceptable Highways impacts would arise.

## 2. LOCATION

2.1.1 The application site is on the pavement outside 14 Red Lodge Road.

Figure 1: Site Location Plan

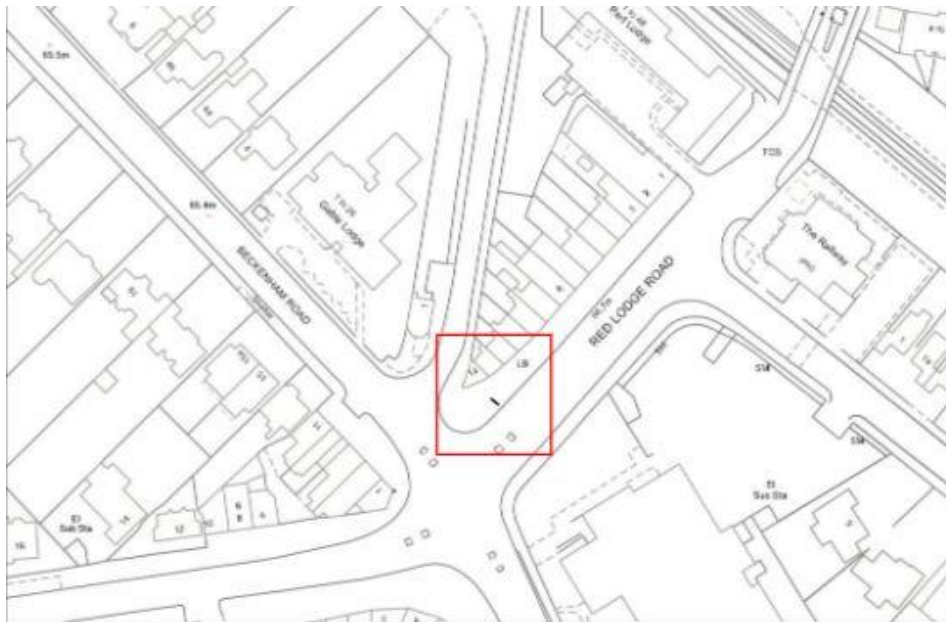


Photo 1: application site looking west along Red Lodge Road



Photo 2: application site looking southwest towards junction of Red Lodge Road and Beckenham Road



Photo 3: application site looking northeast along Red Lodge Road



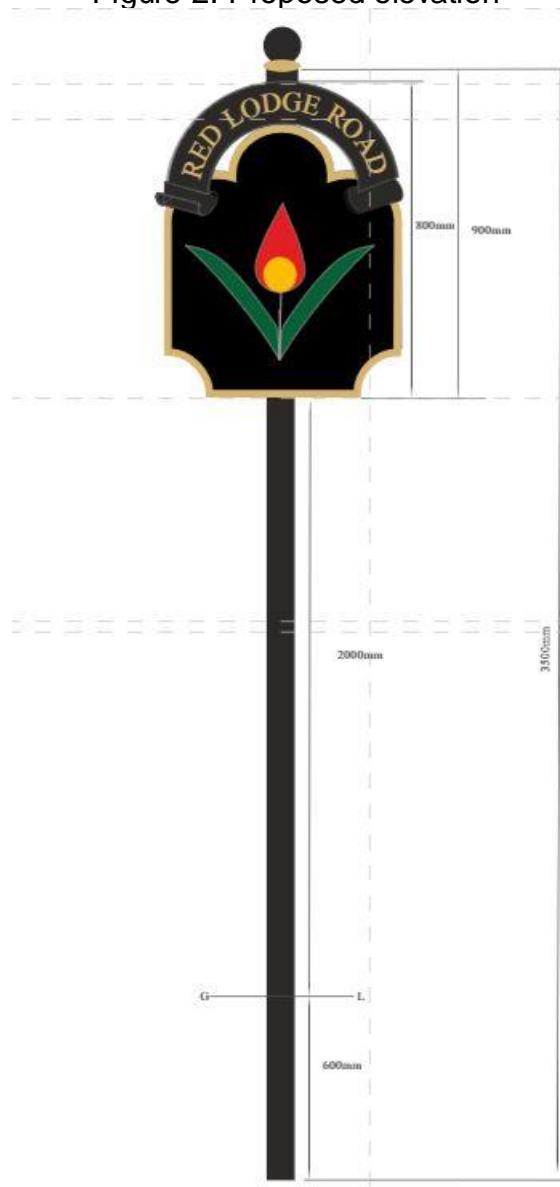
Photo 4: application site looking northeast at junction of Red Lodge Road and Beckenham Road



### 3. PROPOSAL

- 3.1.1 The application seeks advertisement consent for the erection of a post mounted village sign to include the text 'Red Lodge Road'.
- 3.1.2 The proposed sign will have a maximum height of approx. 2.9m (2m post and 0.9m signage). It will be non-illuminated.
- 3.1.3 It will be a double-sided cast polyurethane sign, painted black and gold with gold text mounted on an aluminium post. The sign will measure 0.6m in width and 0.8m in height.
- 3.1.4 As stated on the application form, 'as part of the London Borough of Bromley's Local Parades Improvement Initiative, which is providing funding to supply and install the Village Sign, the local businesses operating on the Red Lodge Road parade gave their support for the proposal'.

Figure 2: Proposed elevation



#### **4. RELEVANT PLANNING HISTORY**

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

02/03187/ADV - Outside No. 14 Red Lodge Road West Wickham Internally illuminated double-sided free-standing sign. Refused on the following grounds:

1. The proposed sign, by reason of its size and siting would constitute an overprominent and obtrusive feature, out of character with this local shopping parade and detrimental to the visual amenities of the area in general.

2. The sign, by reason of its siting in relation to the traffic signal control junction and the pedestrian crossing, would have a detrimental impact on the free flow of pedestrians along the pavement and at the pedestrian crossing.

#### **5. CONSULTATION SUMMARY**

##### **A) Statutory**

5.1.1 Highways: No objection raised. The applicant would need to ensure that the sign is a minimum of 450mm clear of the carriageway.

5.1.2 Transport for London: TfL has no comments to make on this planning application regarding strategic transport issues. We would, however, expect the application to be determined in line with relevant London Plan policy and guidance plus that issued by TfL including the Mayor's Transport Strategy. It should be ensured that the sign does not encroach onto the tactile paving needed for pedestrian usage and encroach onto the cycleway boundaries and should be placed so that it does not hinder their access.

##### **B) Local Groups**

5.2 N/A

##### **C) Adjoining Occupiers**

5.3 No representations were received.

#### **6. POLICIES AND GUIDANCE**

6.1.1 Section 3(1) of the Town and Country Planning (Control of Advertisements) Regulations 2007 sets out that in considering and determining applications for advertising consent the local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account: -

- (a) the provisions of the development plan, so far as they are material; and
- (b) any other relevant factors.

6.1.2 Section 3(2) states that without prejudice to the generality of paragraph (1)(b) (above)

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include:

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

6.1.3 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.

London Plan (2021) relevant policies:

D1 London's Form, Character and Capacity for Growth

D4 Delivering Good Design

D8 Public Realm

Bromley Local Plan (2019) relevant policies:

32 Road Safety

33 Access for All

37 General Design of Development

102 Advertisements

## **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.

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 approx. 2.9m (as scaled from ground level) and be located on the pavement to the front of 14 Red Lodge Road near the junction with Beckenham Road. Submitted plans indicate it will be located approx. 2m away from the carriageway. The sign itself would measure 0.6m wide x 0.8m high.
- 7.1.4 The sign is considered to be in context with the surrounding area and would add some appropriate visual interest to this part of the local parade without appearing unduly prominent in the wider street scene. The proposal is considered to comply with Policies 37 and 102 of the Local Plan and it would 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 Neighbouring Amenity – Acceptable**

- 7.2.1 The proposed signage will be non-illuminated. It will be located on the pavement to the front of 14 Red Lodge Road, which forms part of a commercial parade, with some 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.
- 7.3.2 TfL has made no comment in relation to strategic transport issues given the sign is non-illuminated. The location of the sign would not encroach onto the tactile paving at the junction and would be sited away from the cycleway.

## **8. CONCLUSION**

- 8.1.1 The proposed post mounted "Village" sign 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 a negative impact on neighbouring amenity or highway and pedestrian safety.

**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.**