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| Committee Date | 28.09.2023 | |
| Address | 34 West Common Road Hayes Bromley BR2 7BX | |
| Application Number | 23/00988/ADV | Officer – Agnieszka Nowak-John |
| Ward | Hayes and Coney Hall | |
| Proposal | Retrospective advertisement consent application for the installation of 11x non illuminated hoarding signs. | |
| Applicant | Agent | |
| Mr Steve Arion BARCHESTER | Mrs Gillian Shepley Ashleigh Signs Ashleigh House Beckbridge Road Normanton WF6 1TE | |
| Reason for referral to committee | Call-in | Councillor call in |
| | | Cllr Michael <i>“Advertisement to be over-sized in a prominent location. As such, the decision should be subject to proper scrutiny by a Council planning committee. There is also a risk of setting a precedent if over-large advertisement hoardings such as this are permitted.”</i> |

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| RECOMMENDATION | Grant Advertisement Consent |
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| KEY DESIGNATIONS |
| <ul style="list-style-type: none"> Conservation Area (adjoining) |

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| Representation summary | <i>Adjoining neighbours were consulted by letter 27.03.2023. A Press Advert was published 05.04.2023 in the News Shopper.</i> | |
| Total number of responses | | 1 |
| Number in support | | 0 |
| Number of objections | | 1 |
| Number of neutral | | 0 |

1. SUMMARY OF KEY REASONS FOR RECOMMENDATION

- The proposed hoarding signs would not result in a permanently detrimental harm to the visual amenities of the street scene or the special character and appearance of the adjoining conservation area.
- The advertisement would have no adverse impact on residential amenities.
- The advertisements are non-illuminated and static. They would not be harmful to road and public safety.

2. SITE LOCATION AND KEY CONSTRAINTS

- 2.1 The site is located in a prominent position on the north-west corner of West Common Road and Ridgeway. It has an area of approximately 0.3 hectares which is currently occupied by six disused, single storey buildings previously used for office and storage. The site was last used by a heating and plumbing engineering company until July 2017.
- 2.2 The surrounding streets are predominantly residential in character. A two-storey detached dwelling at 32 West Common Road sits along the north boundary and The Knoll, a street of two-storey interwar period dwellings, sits to the rear (west). To the south of the site, on the opposite side of the West Common Road/Ridgeway junction, is 56 West Common Road, a substantial two-storey semi-detached dwelling.
- 2.3 Further north beyond No 32 there are two more modern detached properties, The Priest House and Our Lady of the Rosary Roman Catholic Church. Opposite the site are Hayes School playing fields which are bounded along the roadside by a line of mature conifers. From Ridgeway the site is separated from the highway by an area of grass containing two tall mature trees.

- 2.4 The application site falls outside but is adjacent to the Hayes Village Conservation Area and to an area designated as Urban Open Space to the west.

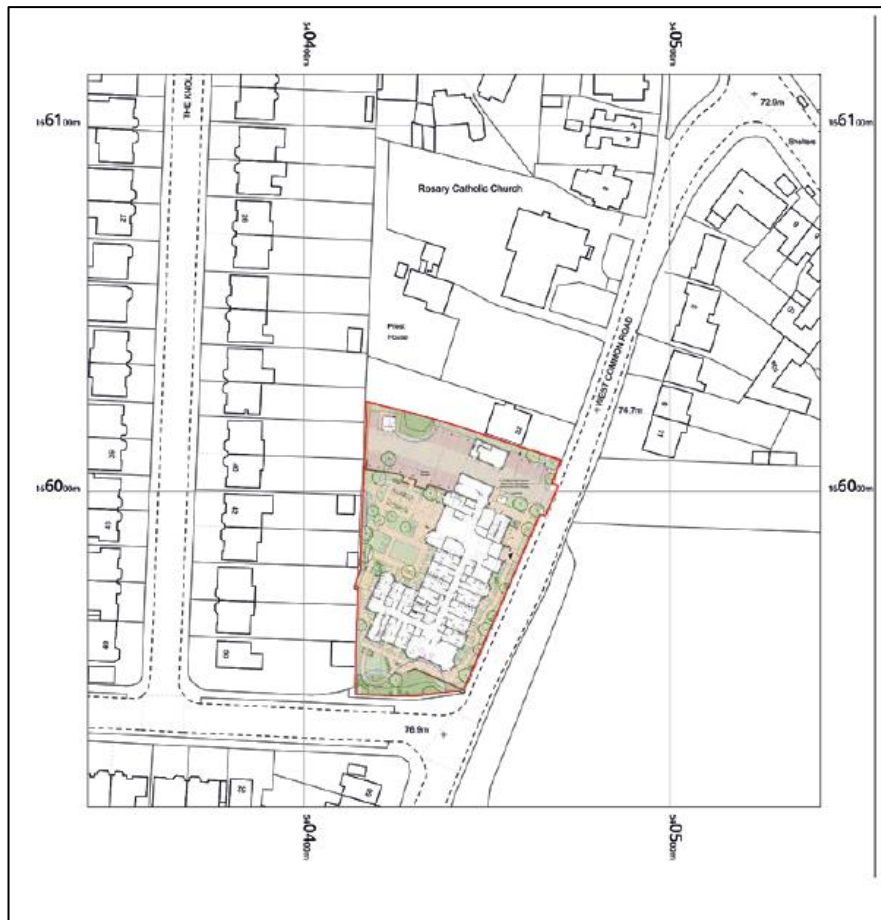


Figure 1. Site Location Plan.

3. PROPOSAL

- 3.1 Retrospective advertisement consent is sought for the installation of 11x non illuminated hoarding signs relating to the associated planning permission for the demolition of existing buildings and redevelopment with the construction of a new three storey building to provide a 50-bed residential care home, including communal facilities, access, car parking and landscaping (20/05027/FULL1).
- 3.2 Although the unauthorised hoarding advertisements have been removed, the applicants have clarified that they do wish to re-display the adverts in the event of consent being granted.
- 3.3 Members are advised that the hoarding itself does not require planning consent, as it forms part of an approved Construction and Environmental Management Plan (ref. 20/05027/CONDIT).
- 3.4 The signs would be flat Dibond panels with digital print measuring 4.88m wide and 2.44m high.

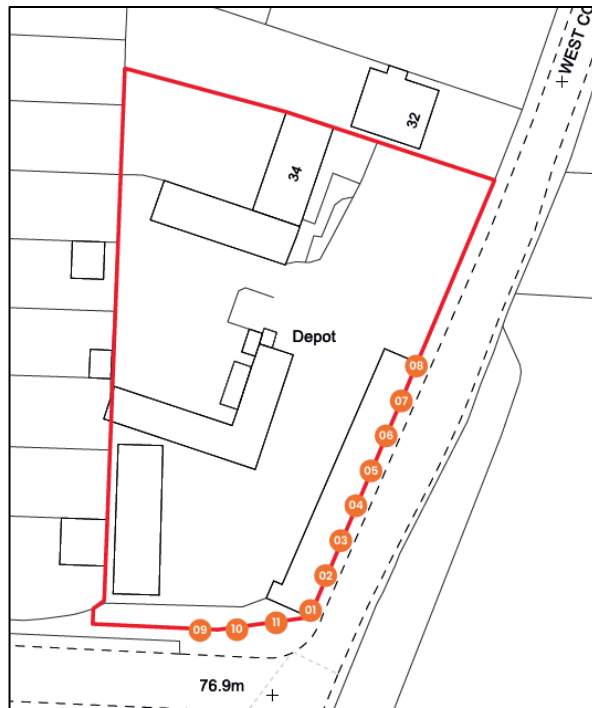


Figure 2. Location of the proposed adverts.

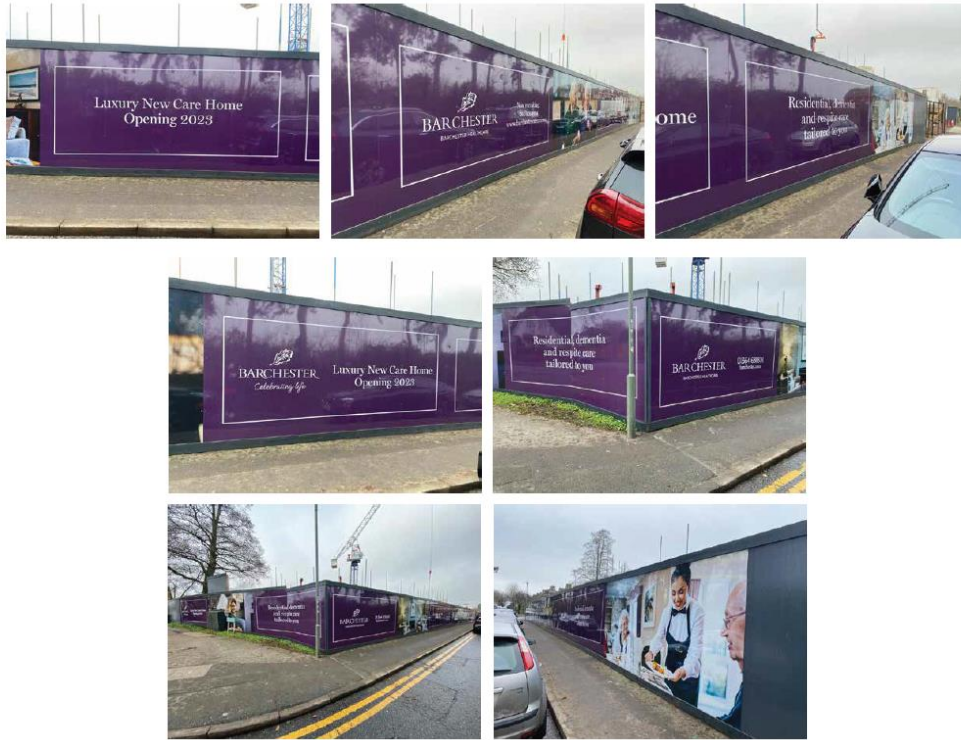


Figure 3. The signs before being removed.

4. CONSULTATION SUMMARY

a) Statutory

- Highways Officer: No objections
- Urban Design: No objections
- Heritage: No objections.

b) Local groups

- None

c) Adjoining Occupiers

- Nearby owners/occupiers were notified of the application and one representation (objection) was received from the local resident stating as follows:
 - Advertising a care home is not necessary.

5. POLICY CONTEXT

- 5.1 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;
- (b) any other relevant factors.

5.2 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.

5.3 London Plan (2021)

- D4 Delivery Good Design

5.4 Bromley Local Plan (2019)

- Policy 32 Road Safety
- Policy 37 General Design of Development
- Policy 42 Development Adjacent to a Conservation Area
- Policy 102 Advertisements

6. PLANNING HISTORY

- 6.1 90/02153/FUL 34 West Common Road Hayes br2 7da detached single storey storage building section 63 application – permitted - 04.10.1990.
- 6.2 06/00444/FULL1 Single storey office extension, 2m high boundary fence and 36 car parking spaces – permitted - 24.05.2006.
- 6.3 18/01537/FULL1 Demolition of existing buildings and redevelopment to form 28 sheltered apartments for the elderly, including communal facilities, access, car parking and landscaping. Refused - 21.02.2019, allowed at appeal - 03.03.2020.
- 6.4 19/03215/FULL1 Demolition of existing buildings and redevelopment to form 25 sheltered apartments for the elderly, including communal facilities, access, car parking and landscaping – permitted subject to legal agreement - 12.06.2020.

- 6.5 20/05027/FULL1 Demolition of existing buildings and redevelopment with the construction of a new three storey building to provide a 50-bed residential care home (Use Class C2), including communal facilities, access, car parking and landscaping - permitted subject to legal agreement - 04.11.2021.
- 6.6 20/05027/AMD Amendment to planning approval DC/20/05027/FULL1 for the demolition of existing buildings and redevelopment with the construction of a new three storey building to provide a 50-bed residential care home (Use Class C2) including communal facilities, access, car parking and landscaping to allow for changes to conditions 26 and 28 (removal of reference to CHP and amendment to Air Source Heat Pump in accordance with details approved). Permitted - 06.05.2022.
- 6.7 20/05027/CONDIT - Details submitted to discharge conditions in relation to planning permission ref 20/05027/FULL1 (Approved - 29.06.2022)
Condition 4 - Proposed slab levels
Condition 5 - Construction and environmental management plan
Condition 6 - Drainage strategy
Condition 7 - Protection of trees
Condition 8 - Surface water drainage
Condition 9 - Artificial bird nesting bricks
Condition 10 - External materials
Condition 11 - Boundary treatments
Condition 14 - Bicycle parking
Condition 18 - PV Panels
Condition 19 - Travel plan
- 6.8 23/01064/ADV Installation of 2x externally illuminated post signs, 1x externally illuminated fascia sign and 3x pole mounted flags. Refused - 12.05.2023.
- 6.9 23/02670/ADV Installation of 1 x non illuminated 'v' shaped post sign, 1 x externally illuminated fascia sign and 1 x non illuminated single sided post sign (AMENDED DESCRIPTION). Permitted - 12.09.2023.

7. ASSESSMENT

- 7.1 Visual Amenity and Heritage Impact - Acceptable
- 7.1.1 BLP Policy 102 '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 and generally not be located in residential areas and the Green Belt, Metropolitan Open Land (MOL) and Urban Open Space.
- 7.1.2 Whilst the site is located opposite the UOS and there are residential properties surrounding the site, the hoarding and advertisement signs are proposed to

remain in place for the period of time required for the construction of the development which is estimated as being completed in October 2023.

- 7.1.3 It is considered that should the hoarding signs only be in place for a temporary period specified in the application form, no permanent and significant harm to the visual amenity of the streetscene would result.
- 7.1.4 BLP Policy 102 'Advertisements' also states that advertisements, hoardings and signs should preserve or enhance the character or appearance of conservation area.
- 7.1.5 The application abuts the Hayes Village Conservation Area, however, given the advert installation will be time limited, the effect of the signs is considered to be minimal in terms of the setting of the heritage asset.

7.2 Highways - Acceptable

- 7.2.1 BLP Policy 102 'Advertisements' requires hoardings and signs not to create a hazard to road users.
- 7.2.2 The hoarding is located within the application site and no part of the hoarding overhangs the public pavement or highway, thereby the advertisements are not obstructing sightlines or affect any other means of visibility. The signs are non-illuminated and static hence they should not pose a risk of road safety hazard by way of distraction to road users.
- 7.2.3 The Council's Highways Team has raised no objection and it is considered that the proposal should have no adverse impact on public and highway safety.

7.3 Neighbouring amenity - Acceptable

- 7.3.1 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.
- 7.3.2 The signs are installed on the stretch of hoarding running along West Common Road and wrapping around Ridgeway. Given the location of the signs in relation to the residential properties and the fact that the signs are non-illuminated, no concerns are raised in respect of their impact on the amenity of the neighbouring occupiers.

8 CONCLUSION

- 8.1 The proposed non-illuminated signs are not considered to result in a permanently detrimental harm to the visual amenities of the street scene or the special character and appearance of the adjoining conservation area. Furthermore, the

proposed signs are unlikely to have any adverse impact on the neighbouring residential occupiers and safety of road-users or highway matters in general. On this basis, it is considered that the proposal would be acceptable and would not be contrary to Bromley Local Plan Policy 102.

RECOMMENDATION: Grant Advertisement Consent

Subject to the following conditions:

1. The limited period for the display of the hoarding signs shall be until 31/04/2024 by which date the signage shall be removed, unless before this time the Local Planning Authority has agreed in writing to its renewal.

Reason: To safeguard the general visual amenity of the street scene and the special character and appearance of the adjoining Hayes Village Conservation Area, and to ensure compliance with Bromley Local Plan Policies 42 and 102.

2. The hoarding signs for which consent is hereby granted shall not be displayed otherwise than in complete accordance with the approved plans unless previously agreed in writing by the Local Planning Authority.

Reason: In the interest of the visual amenities of the area and in order to comply with Policy 102 of the Bromley Local Plan.