

Committee Date	08.02.2024	
Address	Prehistoric Monsters Crystal Palace Park Thicket Road Penge London	
Application Number	23/02944/ADV	Officer - Louisa Bruce
Ward	Crystal Palace And Anerley	
Proposal	8 x non-illuminated information signs to be displayed on existing railings surrounding dinosaur sculptures	
Applicant	Agent	
Dr Ellinor Michel		
88B Thicket Road London SE20 8DR		
Reason for referral to committee	LBB owned land	Councillor call in No

RECOMMENDATION	Grant Advertisement Consent
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<p>KEY DESIGNATIONS</p> <p>Conservation Area: Crystal Palace Park Areas of Archeological Significance Article 4 Direction Green Chain Historic Parks and Gardens Metropolitan Open Land Renewal Area Sites of Interest for Nat. Conservation Smoke Control SCA 6 Statutory Listed Building Views of Local Importance</p>
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Representation summary	<i>A site notice was displayed on the railings in the park on the 28th August 2023.</i>	
Total number of responses		0
Number in support		0
Number of objections		0

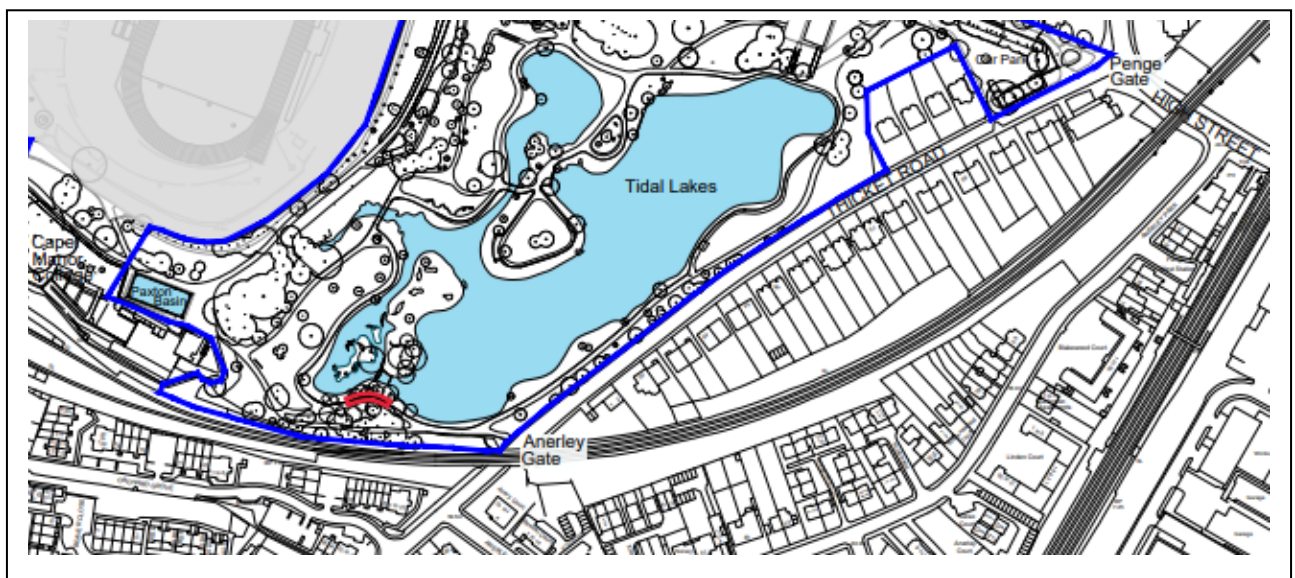
1. SUMMARY OF KEY REASONS FOR RECOMMENDATION

- The proposal would not detract from the Historic Setting of the Park
- The advertisement signs would support and recognise the individuals, groups and stakeholders who supported the funding raising of the Dinosaur Swing Bridge.

2. LOCATION

2.1 The application site lies within Crystal Palace Park which is a Grade II* Listed park designated as Metropolitan Open Land and within the Crystal Palace Park Conservation Area. The site borders Thicket Road, Crystal Place Park Road and Anerley Hill.

2.2 The Dinosaur Swing Bridge is located on the southern edge of Crystal Palace Park at the south-western end of the Geological Court or Dinosaur Landscapes. The plates are proposed to be installed on the existing fencing that enclose the Dinosaur Landscapes at the location closest to the new bridge next to the public footpath.

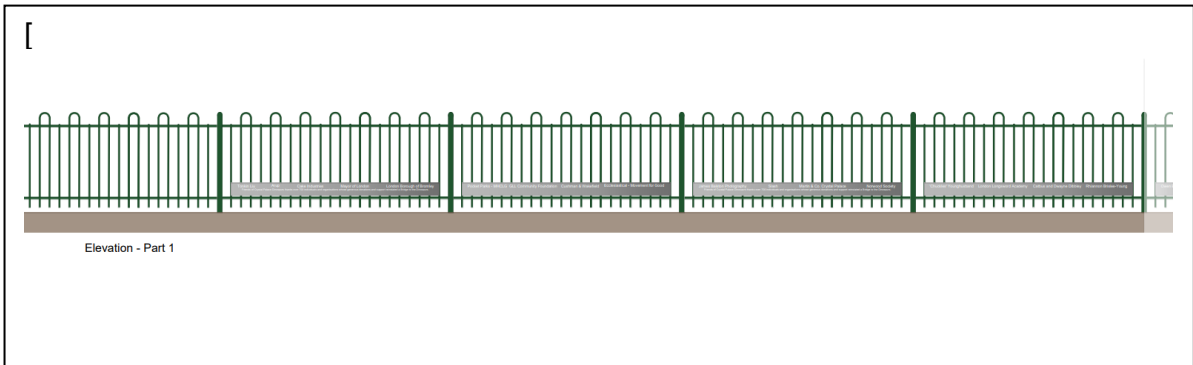




Illustrative view showing six (of eight) donor recognition plates fixed to the existing fencing, with the new Dinosaur Swing Bridge behind

3. PROPOSAL

- 3.1 The application seeks advertisement consent for 8 x non-illuminated information signs/donor recognition plates to be displayed on existing railings surrounding the lake and dinosaur sculptures. The adverts will also be located within sight of the new Dinosaur Bridge on the lake.
- 3.2 The application is accompanied by a supporting statement which sets out that in 2018 the Friends of Crystal Palace Dinosaurs launched a successful crowd funding effort to raise money to reinstate a bridge to the Dinosaur Island. The Dinosaur Swing Bridge proposal was supported by key organisations including The London Borough of Bromley Housing, Regeneration and Planning Departments, Historic England and all other statutory consultees. Planning permission for the bridge was granted in 2018 and installed in 2021. The Swing Bridge was made possible by support from many organisations and individuals. To give recognition to the supporters plates with the names of the top donors to be installed on the existing railings outside of the landing area to the bridge.



Crowdfund London London Borough of Bromley Tonkin Liu Arup Cake Industries
With thanks to the following individuals and organisations, whose generous donations made the construction of Swing Bridge to the Crystal Palace Dinosaurs possible.

Idverde UK Cushman & Wakefield James Balston Photography All Hazelgrove

4. RELEVANT PLANNING HISTORY

- 4.1 Under ref: 23/03026/FULL1 planning permission was granted for changing place facility for users of the park with severe disabilities at land adjacent to the Crystal Palace Park Café.
- 4.2 Under ref: 19/03578/FULL1 planning permission was granted for Construction of a footbridge in Crystal Palace Park for access to the Crystal Palace Dinosaurs on Dinosaur Island.
- 4.3 Under ref: 20/00325/OUT outline planning permission was granted for comprehensive phased regeneration of Crystal Palace Park. This will include: conservation and repair of heritage assets; removal of existing hard surfaces; alterations to ground levels and tree removal; landscaping including planting of new trees; demolition of existing buildings and structures; creation of new pedestrian paths/vehicular access roads / car, coach and cycle parking; changes of use including part of the caravan site to part public open space and part residential; erection of new buildings and structures comprising: up to 2300sqm for a cultural venue (Use Class D2), up to 530sqm of park maintenance facilities (Sui Generis) including the dismantling and reconstruction of existing maintenance depot; up to 150sqm information centre (Use Class D1); up to 670sqm for a community centre (Use Class D1); up to 3779sqm of educational institution at the Capel Manor College Farm Site (Use Class D1) of which 3399sqm comprises educational buildings and 380sqm comprises ancillary shelters/ outbuildings; and up to 16,352 sqm of residential (Use Class C3) accommodation to provide up to 210 residential dwellings, together with associated and ancillary works including utilities and surface water drainage, plant and equipment. Full planning permission is sought for alteration to highways access at Anerley Hill Gate entrance, Penge Gate car park, Old Cople Lane (Rockhills Gate), Sydenham Gate car park and the creation of three additional accesses for the residential development at Rockhills and Sydenham Villas. (amended description).
- 4.4 Under reference: 16/02679/FULL1 planning permission was granted for proposed formation of skatepark (outdoor wheeled sports area) with associated landscaping/ excavation/ regrading works on land adjacent to sports pitches.
- 4.5 Under ref: 15/03106/FULL1 planning permission was granted on the 23rd November 2015 for 'Demolition of existing single storey cafe and terrace and erection of two storey building comprising cafe on ground floor and cafe/ event space on first floor;

external ground and first floor terraces and construction of connecting bridge from first floor terrace to lakeside path’.

5. CONSULTATION SUMMARY

A) Statutory

Historic England – *No objection*

Outside of remit which relates to designated heritage assets only.

Gardens Trust – *No objection*

LPG has considered the information that you have provided and on the basis of this there are no comments on these proposals. This does not in any way signify either our approval or disapproval of the proposals and should new information come to light that may have an impact on the heritage asset the Trust reserves the right to alter its observations

Conservation Officer – *No objection*

I have discussed this with the Historic England Inspector and they agree.

B) Local Groups

No responses received from any local groups. Neighbouring Council’s The London Borough of Croydon and Lambeth raised no objections.

C) Adjoining Occupiers

No letters of representation were received from neighbours.

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 National Planning Policy Framework was updated on the 19th December 2023.
- 6.4 The development plan for Bromley comprises the Bromley Local Plan (Jan 2019) and the London Plan (Mar 2021). The NPPF does not change the legal status of the development plan.

6.5 The London Plan 2021

D1	London's form and characteristics
D4	Delivering Good Design
D8	Public Realm
HC1	Heritage conservation and growth
G3	Metropolitan Open Land
G4	Open Space
G7	Trees and woodlands

6.6 Bromley Local Plan 2019

37	General Design of Development
38	Statutory Listed Buildings
41	Conservation Areas
45	Historic Parks and Gardens
46	Ancient Monuments and Archaeology
50	Metropolitan Open Land
73	Development and Trees
79	Biodiversity and Access to Nature
102	Advertisements

6.7 Bromley Supplementary Guidance

Urban Design Guidance – July 2023

7. ASSESSMENT

7.1 Principle of Development – Acceptable

7.1.1 Crystal Palace Park is subject to a wide range of planning designations, including the following, which are particularly relevant to the determination of this application:

- The entire Park is Grade II* registered & the dinosaurs are Grade I listed
- The Park lies within the Crystal Palace Park Conservation Area
- A large majority of the Park is designated as Metropolitan Open Land (MOL)

7.2 Design, Layout and Scale – Acceptable

7.2.1 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 Policies also seek to enhance local

context and character, as well as encouraging high quality design in assessing the overall acceptability of a proposal.

- 7.2.2 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.

- 7.2.3 Each of the eight recognition plates are to be fixed to the existing railings in front of the Dinosaur Swing Bridge and measure 150mm x 2500mm, machined from 3mm thick brushed steel to match the bridge material. The letters are cut out from the plates as illustrated in the planning statement. The eight plates will be fixed in a single row, one per fence panel, with the bottom of the plate 150mm above existing ground level. Each of the plates has threaded bolts welded to the back which combined with the tensioning plates and tamper proof nuts allow them to be bolted to existing railings.

7.3 Heritage Impact – Acceptable

- 7.3.1 Para 200 of the NPPF requires that in determining applications, *"LPAs should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation."*
- 7.3.2 Policy 41(Conservation Areas) states that Conservation Areas are areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.
- 7.3.3 Policy 38 (Statutory Listed Buildings) states that applications for development involving a listed building or its setting, will be permitted provided that the character, appearance and special interest of the listed building are preserved and there is no harm to its setting.
- 7.3.4 The advertisements would be installed on the existing railings that enclose the Dinosaur Landscapes at the location closest to the new bridge next to the public footpath. The visual impact of the development would be limited as a result of the partial screening by existing trees and landscaping.

7.3.5 No objections have been raised by Historic England, The Gardens Trust or Conservation Officer and given the small size and use of appropriate materials coupled with the secluded location the advertisements are deemed to preserve and enhance the Conservation Area and the park as a whole.

7.4 Residential Amenity – Acceptable

7.4.1 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.

7.4.2 The signs are located well away from surrounding residential properties and deep within the park. Given the location of these signs no concerns are raised in respect of their impact on the amenity of the neighbouring occupiers.

8. CONCLUSION

8.1 The proposed advertisement signs are considered acceptable and in accordance with the relevant policies contained within the London Plan, Bromley Local Plan and the NPPF.

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**
- 8. The advertisement shall be sited or displayed so as to obscure, or hinder the highway.**

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