

4.2 - SE/17/00338/ADV      Date expired 8 June 2017

**PROPOSAL:**                      To display 2x freestanding post signs by entrance, 1x freestanding post sign on site boundary, 1x PVC printed banner on site boundary and 1x building mounted externally illuminated set of individual aluminium letters.

**LOCATION:**                      Rivermere Retirement And Care Home, 64 Westerham Road, Bessels Green, Kent TN13 2PZ

**WARD(S):**                      Brasted, Chevening And Sundridge

#### **ITEM FOR DECISION**

This application has been referred to Development Control Committee by Councillor London on the grounds that sign 4 represents inappropriate signage, due to the size of signs which are in a sensitive position at the entrance to the village, on the edge of a conservation area.

**RECOMMENDATION:** That permission is **SPLIT**.

#### **To be GRANTED:**

Signs 1 and 2 - These signs would be located to the West main entrance of the site. They would have a height of 2.46m, a width of 1.95m and a depth of 1.3m. The signs would be olive green, with white lettering.

Sign 4 - Would be located on the building itself above the third storey of the gabled feature along the principal West elevation of the building. It would be comprised of powder coated panton olive green letters and logo. A 4m wide LED trough light with an illuminance of 250cd/m would externally illuminate this signage.

#### **Subject to the following conditions:**

1)      No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

2)      No advertisement shall be sited or displayed so as to:- a - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military) b - obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or c - hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

To comply with the requirements of the Town and Country Planning (Control of

Advertisements) Regulations 2007 in the interests of amenity and public safety.

3) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

4) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

5) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

6) The intensity of the illumination of the logo on sign A shall not exceed 250 candelas/sqm.

To safeguard the residential amenity of nearby residents.

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**To be Refused:**

Sign 3 - Located along the Western border of the site, it would have an overall height of 3.21m, although it is situated on top of the existing landscaped bank. The width of the sign would be 1.95m and would have a depth of 1.95m. The signs would be olive green, with white lettering.

Sign 5 - Would be located along the Western border of the site and would consist of a single sided PVC printed banner, hemmed with eyelets. It would have a depth of 1.2m and a width of 6m. The banner would be red with white lettering.

**PART REFUSED (AS ABOVE) FOR THE FOLLOWING REASONS:**

1) The proposed signs 3 and 5, by reason of their inappropriate location, form and design would detract from the character and appearance of the area and be harmful to the visual amenity of the surroundings, contrary to the National Planning Policy Framework, National Planning Practice Guidance and policy EN1 of the Allocations and Development Management Plan (2015).

**Description of proposal**

1 The application proposes the following signage and works:

- Sign 1 and 2- These signs would be located to the West main entrance of the site. They would have a height of 2.46m, a width of 1.95m and a depth of 1.3m. The signs would be olive green, with white lettering.
- Sign 3 - Would be located along the Western border of the site, it would have an overall height of 3.21m, although it is situated on top of the existing landscaped bank. The width of the sign would be 1.95m and would have a depth of 1.95m. The signs would be olive green, with white lettering.
- Sign 4 - Would be located on the building itself above the third storey of the gabled feature along the principle West elevation of the building. It would be comprised of powder coated panton in olive green letters and logo. A 4m wide LED trough light with an illuminance of 250cd/m would externally illuminate this signage.
- Sign 5 - Would be located along the Western border of the site and would consist of a single sided PVC printed banner, hemmed with eyelets. It would have a depth of 1.2m and a width of 6m. The banner would be red with white lettering.

## Description of Site

- 2 Rivermere Retirement and Care Home is located to the East of Westerham Road. The site is situated close to the junction between the A25 and the A21, in the built confines of Chevening. The building is set back slightly from the adjoining roadside and is partially screened by the landscaping that runs along the Western border of the site. The site overlooks a view of the North Downs and an Area of Outstanding Natural Beauty.

## Constraints

- 3 Area of Archaeological Potential - (located to the rear of the site)
- 4 Source Protection Zone - 3
- 5 Tree Preservation Order - TPO/06/05/SDC
- 6 The site lies in the urban confines of Chevening.

## Policies

### *Sevenoaks Core Strategy (CS):*

- 7 Policy - SP1

### *Allocations and Development Management (ADMP):*

- 8 Policies - EN1, EN2, EN6

### Other:

- 9 The Institution of Lighting Engineers Technical Report 5 - Brightness of Illuminated Advertisements.
- 10 National Planning Policy (NPPF)

## 11 Sevenoaks Residential Character Area Assessment

### Relevant Planning History

12	06/00566/FUL	Redevelopment of existing dwellings to provide an assisted living home for the frail elderly. As amended by revised plans relocating substation, refuge, storage & delivery bay, received with letter dated 29th June 2006. Additional plan showing 'no dig' construction method and revised location for sub-station, delivery bay and refuse storage received with letter dated 03.07.06.	Appeal against Non-determination APPEAL ALLOWED	05/02/2008
	08/02312/ADV	Two name boards and one flag advertisement	SPLIT	13/10/2008
	08/02893/DET	Details pursuant to condition 14 (tree protection measures) of SE/06/00566/FUL allowed on appeal APP/G2245/A/203/693	INV	
	08/02904/DET	Details pursuant to condition 3 (external materials) of SE/06/00566/FUL	GRANT	12/11/2008
	08/03332/ADV	Retrospective application for retention of 38 sqm hoarding signs	REFUSE	30/01/2009

### Consultations

#### *Chevening Parish Council*

#### 13 Objection

“1x freestanding post sign on site boundary:-  
**Object. It is too high and unnecessary. It is a residential area and it is not in keeping**

1x PVC printed banner on site boundary:-  
**Object. This is too garish and for a sign depicting "Under New Manangement" permission should have been sought for maximum 3 months from take over not for 5 years. It is not in keeping with a residential area and not in keeping with Character assessment area**

1x building mounted externally illuminated set of individual aluminium letters:-

**Object - It is not in keeping with a residential area and not in keeping with Character assessment area”.**

*No Comment - Box unticked*

**“2x freestanding post signs by entrance - no comment”.**

## **Representations**

- 14 Neighbour notification letters were sent to 12 properties. No written responses received.

## **Chief Planning Officer’s Appraisal**

### **Principle issues**

- 15 In accordance with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the Local Planning Authority is required to exercise its powers in the interests of amenity and public safety. The development plan may be held as a material consideration in the determination of express consent applications.
- 16 The regulations indicate that in the assessment of advertisement consent applications, ‘amenity’ includes visual amenity. The most relevant matter for consideration in this case is the visual impact of the signage upon the streetscene and the character and appearance of the area in which the signage is proposed.
- 17 Paragraph 67 of the National Planning Policy Framework (NPPF) states that advertisements should only be subject to control in the interests of amenity and public safety, taking into account cumulative impacts. Given this, the combined impact of the signage will be assessed as well as their individual impact.
- 18 Signs 1 and 2 would be located at a low level either side of the main access to the site. The overall proportions of the signs are modest in scale. In addition, the olive green colour of the signs blends the signage into the background of the site, due to the landscaping which features along the Western border. The overall design and scale would not therefore detract from the character of the streetscene.
- 19 The Sevenoaks Residential Character Areas Assessment states that within the area:

*“Hedges and trees both sides of the road provide a verdant landscape framework which helps unify the character of the road”.* It is also noted that *“Westerham Road provides a strong hedge and tree line to enclose the*

*road and substantially screen houses to the East and North which are set well back from the road”.*

- 20 Sign three’s overall design is similar to that of signs 1 and 2. The sign however has larger proportions and is in a more prominent location, due to the elevated level of the sign upon the landscaped bank. The sign is more widely visible due to its position facing towards the junction for the A25 and the A21. The overall height and dimensions of the sign would have an uncomfortable appearance as a result of its elevation. This would be out of character in this location, and would negatively impact the character of the streetscene.
- 21 Sign 4 would be located on the building itself, and would be partially illuminated by a lighting trough below. The signage would include individual lettering and a logo. The overall size of the lettering and logo are proportional to the more significant size of the building, which is not solely associated with residential accommodation but also has a business function. The signage would not therefore be out of character in its relationship with the building.
- 22 The view from the junction would be associated with the busier urban streetscene of the A25. There is sporadic street lighting along the Northern end of the street where Westerham Road turns into Homedean Road. The illuminance from the trough lighting of the signs would not be out of character due to the lighting generated from the A25 and would not intrude on the more rural approach to Chipstead Village. The Sevenoaks Residential Character Areas Assessment notes in specific reference to the retirement home have identified this location that:
- “Although the footprint of the nursing home is larger than surrounding development, the property is located at the junction of two important roads, where increased scale can be justified”.*
- 23 The signage therefore is in keeping with the larger scale of this building.
- 24 Sign 5 would consist of a larger banner stretching along the Western border of the site. The overall dimensions of this banner would be out of character for the area. The prominence of the sign would be further emphasised by the red background of the sign, which would not incorporate the tones of the local area. The vegetation and ‘green’ verdant landscape contributes to the character of the streetscene. The dimensions in combination with the prominent colour of the sign would be incongruous to area.

## Appraisal

### *Public Safety*

- 25 The proposals would not feature any overhanging signs over the highway, thus it is considered that there would not be an increase in the risk to public safety compared to the existing. Signs 1 and 2 would be low-level signs set back slightly from the roadside and would not represent visual distraction. Similarly, sign 4 would be set back in excess of 20m from the roadside, with a muted colour tone and so would again not represent visual disruption.

- 26 The acceptable illuminated tolerance for low district brightness areas (e.g. rural or small village locations), as set out by the Institute of Lighting Engineers Technical Report No.5, within a small village location is 600 cd/m<sup>2</sup>. The indicated illuminance of the trough light would be 250cd/m<sup>2</sup>. This would therefore be an acceptable level in said location, and would not result in detrimental distraction. Thus, the illuminance would not harm visual amenity or public safety, and so would also comply with policy EN6 of the ADMP.

## **Other Issues**

### *Access Issues*

- 27 The access would not be altered as part of this application.

## **Conclusion**

- 28 The signs labelled 1, 2 and 4 on the block plan (drawing 13488) would comply with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the NPPF, as they would not have an unacceptable impact on visual amenity or public safety.
- 29 The signs labelled 3 and 5 on the block plan would not comply with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the NPPF, as it would have an unacceptable impact on visual amenity.

## **Background Papers**

### Site and Block Plan

Contact Officer(s): Emma Gore Extension: 7206

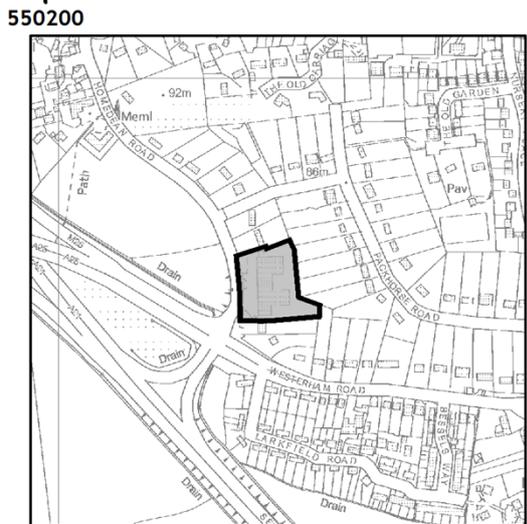
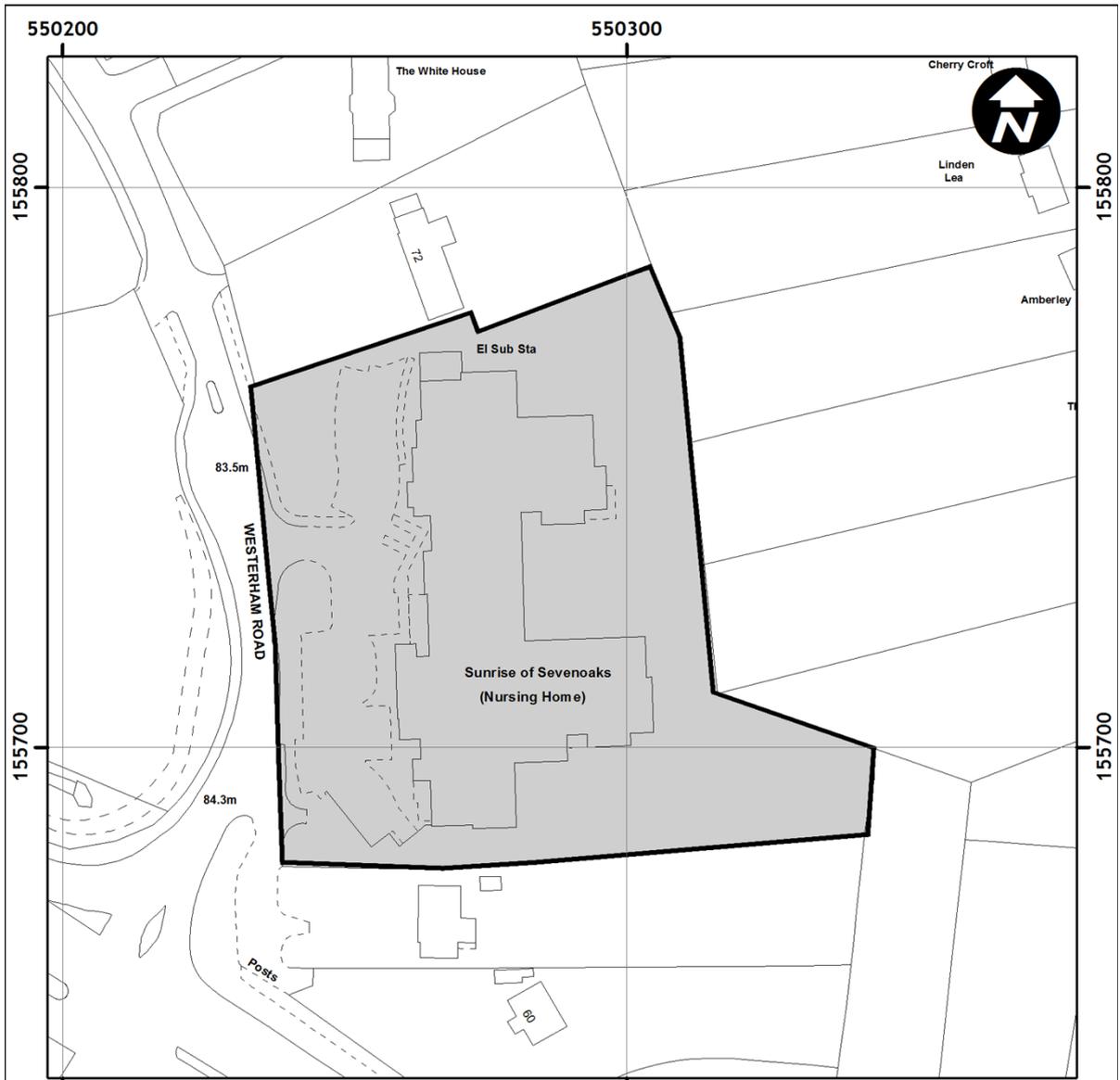
**Richard Morris -  
Chief Planning Officer**

Link to application details:

<https://pa.sevenoaks.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=OKT5ZSBKMIZ00>

Link to associated documents:

<https://pa.sevenoaks.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal=OKT5ZSBKMIZ00>



# Site Plan

Scale 1:1,250

Date 30/06/2017



DISTRICT COUNCIL

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Ordnance Survey 100019428.

# BLOCK PLAN



PTO - For KEY

# Key

Site Boundary - - - - -

## Numbered signs 1 to 5

- 1 & 2 These signs would be located to the West main entrance of the site. They would have a height of 2.46m, a width of 1.95m and a depth of 1.3m. The signs would be olive green, with white lettering.
  
- 3 Located along the Western border of the site, it would have an overall height of 3.21m, although it is situated on top of the existing landscaped bank. The width of the sign would be 1.95m and would have a depth of 1.95m. The signs would be olive green, with white lettering.
  
- 4 Would be located on the building itself above the third storey of the gabled feature along the principal West elevation of the building. It would be comprised of powder coated panton olive green letters and logo. A 4m wide LED trough light with an illuminance of 250cd/m would externally illuminate this signage.
  
- 5 Would be located along the Western border of the site and would consist of a single sided PVC printed banner, hemmed with eyelets. It would have a depth of 1.2m and a width of 6m. The banner would be red with white lettering.

