

4.2 19/00317/ADV

Date expired 3 April 2019

Proposal: Installation of an illuminated sign to the north elevation.

Location: Buckhurst 2 Car Park, Buckhurst Lane, Sevenoaks
TN13 1JJ

Ward: Sevenoaks Town & St Johns

Item for decision

This application is being referred to Development Control Committee as Sevenoaks District Council is the applicant.

RECOMMENDATION: That advertisement consent be GRANTED 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.

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

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 shall not exceed 400 candelas /m²

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

Description of site

- 1 Planning permission was granted in 2017 for the construction of a new car park and ten town houses. The car park has recently been completed. The town houses are located behind the new car park and soon to start construction.
- 2 The Sevenoaks Town car park sits behind the Town centre, with the library and leisure centre to the northwest and north respectively. The application site lies within the built confines of Sevenoaks, within the Town Centre area and in an identified area of change within the Sevenoaks Core Strategy. The site does not lie within or adjoin the Sevenoaks Conservation Area.
- 3 The Metropolitan Green Belt designation covers the Environmental Park. Whilst the historic Knole Park, a site of special scientific interest (SSSI) which contains ancient woodland and the Kent Downs Area of Outstanding Natural Beauty, lies just to the east and southeast of the application site.
- 4 There is a pedestrian footpath (known locally as Webb's Alley) running to the south of the site which connects to Knole Park via a steep bank. Beyond this bank, at a higher level off Akehurst Lane, are two storey residential dwellings known as Webb's Meadow which houses accommodation for the elderly.
- 5 The western boundary lies adjacent to the rear gardens of the residential dwellings in Buckhurst Avenue, numbers 1-13 and also the flank elevation of 15 Buckhurst Avenue.

Description of proposal

- 6 It is proposed to place a car park entrance sign to the north elevation of the recently constructed public car park. The signage would read Sevenoaks Town Car Park.
- 7 The sign consists of a powder coated fascia panel coloured Pantone 3278 (green) with 300mm high white coloured acrylic letters, which would be internally illuminated from behind. The sign would be 1.3 metres in height and 4.425 metres in width and approximately 2.2 metres above ground level.

Constraints

- 14 Area of Archaeological Potential (AAP)
- 15 Section 106 - S106/SE/17/02149
- 16 Public Right of Way
- 17 Adjacent to Metropolitan Green Belt

Relevant planning history

- 8 17/02149/FUL - Proposed development of a multi-decked car park, ten townhouses and associated landscaping, including ground remodelling and landscaping to Environmental Park. - Granted (02/11/17)

Policies

- 9 Allocations and Development Management Plan (ADMP)
 - EN1 Design Principles
- 10 Sevenoaks Core Strategy
 - SP1 Design of New Development and Conservation
- 11 Other:
 - National Planning Policy Framework
 - National Planning Policy Guidance
 - ILE Technical Report No.5 - Brightness of illuminated Advertisements.

Consultations

Sevenoaks Town Council

- 18 Sevenoaks Town Council- Recommend approval

Representations

- 19 1 representation received, objecting on the following grounds -
 - Size of the sign
 - Adequate illuminance within the area from street lighting etc;
 - No details of the light source levels and operational controls;
 - Consider all of this illumination added to that which existed, an assessment should have been carried out under Section 102 of the Clean Neighbourhood and Environment Act 2005.

Chief Planning Officer's appraisal

20 The main planning considerations are:

- Impact upon amenity
- Impact upon public safety

Impact upon amenity:

21 The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) requires the Local Planning Authority to consider two main issues with regard to advertisements, namely the interests of amenity and public safety. This is also replicated within paragraph 132 of the National Planning Policy Framework.

'Amenity' is defined by National Planning Practice Guidance, as the effect of the advertisement on the appearance of the building, and on the wider neighbourhood. The relevant considerations for the purpose of this application are the local characteristics of the neighbourhood and the amenity of those occupying residential units nearby.

22 The proposal is for a fascia panel with lettering attached to it. The panel would be non-illuminated but the lettering would consist of white coloured acrylic letters which would be illuminated from behind internally.

23 The proposal is of an appropriate design that would be acceptable for the area. The proposed sign will measure 1.3m in height by 4.425m in width and 2.2 metres above ground level comprising a non-illuminated fascia panel with only the lettering in the sign proposed to be illuminated with illuminance levels of 400 cd/m². The sign will be green in colour with white lettering. The signage would face towards the existing leisure centre car parking area.

24 It is considered that the sign would not cause any detrimental harm to the character and appearance of the area nor does it appear unduly prominent, as it is similar in size, scale and design to the signage on surrounding commercial properties. Its placement and size is considered to be sympathetic to the existing character and appearance of area and appear subservient to the host building.

25 The proposed illumination for the sign is appropriate, as it would be located within an existing illuminated area. The proposed 400cd/m² illuminance would be well within the suggested guidance of 800cd/m² for medium brightness area, as stated by Institution of Lighting Engineers Technical Report 5 - Brightness of Illuminated Advertisements. The level of illumination will be controlled by condition to ensure the night time ambiance of the surrounding area is not unduly impacted by the sign.

26 The signage is in keeping with its location and does not conflict with the aim of achieving good design in the public realm and does not cause harm to the 'amenity' of the surrounding area and complies with the Advertising Regulations and policy EN1 of the ADMP.

Impact on public safety:

- 27 In assessing an advertisement's impact on "public safety", Local Planning Authorities are expected to have regard to its effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), on or over water, or in the air. This includes such matters as the likely behaviour of drivers of vehicles who will see the advertisement; possible confusion with any traffic sign or other signal; or possible interference with a navigational light or an aerial beacon.
- 28 The signage is appropriately located on the north elevation of the car park. The signage is located on the wall of the new car park building and is limited in size and scale. The proposed signage would not result in any distraction or obstruction to pedestrians or vehicles using the highway due to its location.
- 29 In terms of public safety, the advertisements do not obstruct CCTV cameras or cause unacceptable levels of glare, and as such would not interfere in the prevention of crime.

Other issues

- 30 With regard to the third party representation, details and levels of illuminance for the sign have been provided and this can be controlled by condition to prevent any excessive illumination. The levels of luminance, size, scale and design of the signage are considered appropriate for this urban location.
- 31 Reference has been made to Section 102 of the Clean Neighbourhood and Environment Act 2005. Section 102 refers to matters relating artificial light emitted from premises that may become a statutory nuisance. Consideration has been given to this and as the illumination of the sign is well within parameters set in technical guidance, this together with its siting, the proposed sign would not be harmful to the existing residential amenity nor qualify as an statutory nuisance within the definition of the 'Act'. In any event such matters are controlled, light emission causing a nuisance are dealt with by Environmental Health Legislation.

Conclusion

- 32 The advertisement proposed 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. It is therefore recommended that advertisement consent is granted.

Background papers

Site and block plans.

Contact Officer: Mr Mark Mirams 01732 227000

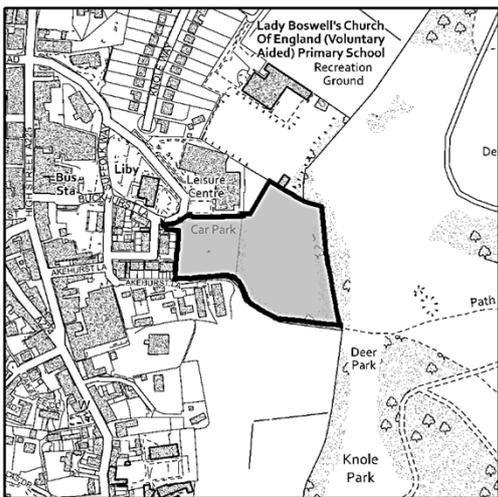
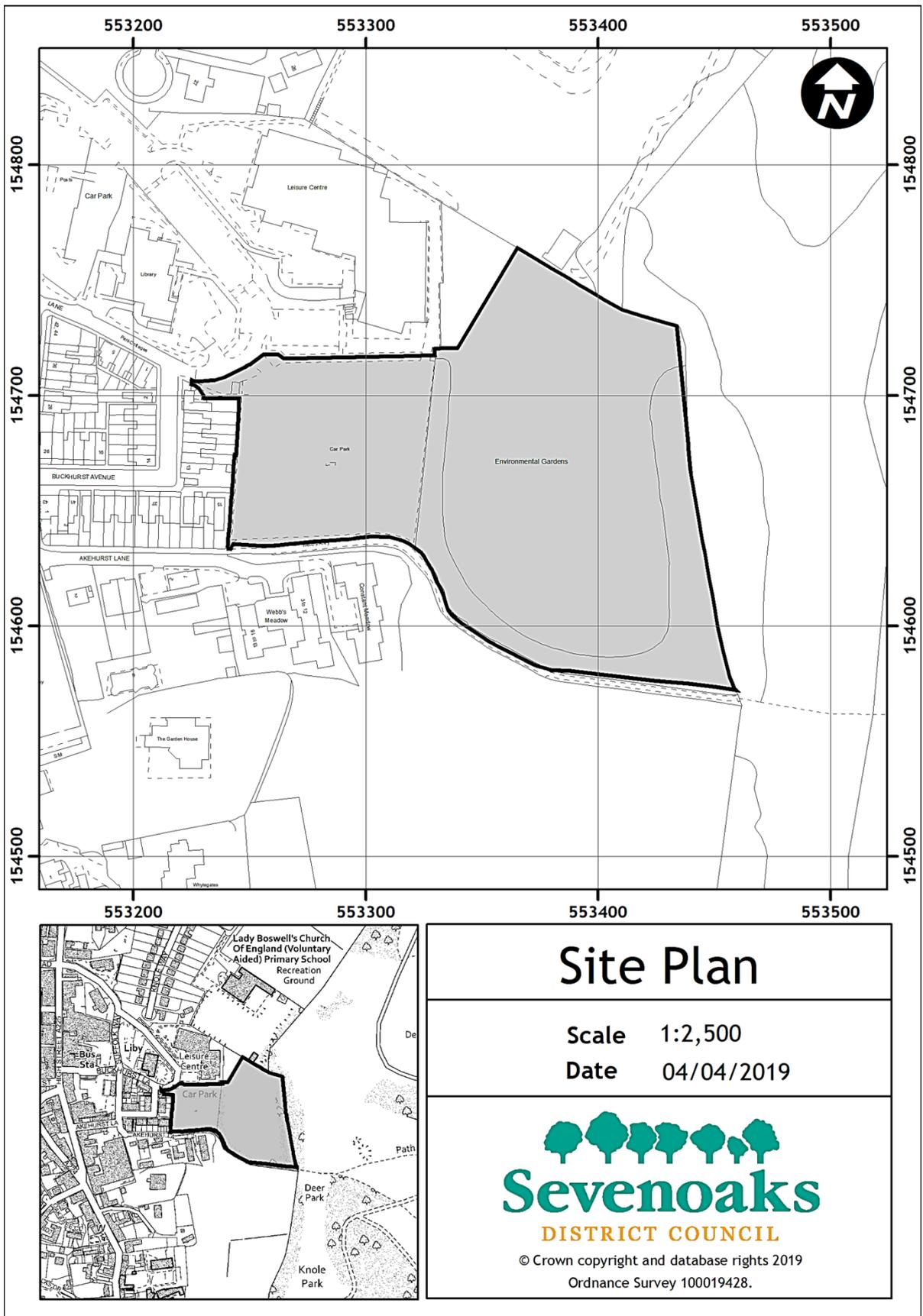
Richard Morris
Chief Planning Officer

Link to application details:

<https://pa.sevenoaks.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=PMIKO3BKGGK00>

Link to associated documents:

<https://pa.sevenoaks.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal=PMIKO3BKGGK00>



Site Plan

Scale 1:2,500

Date 04/04/2019



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Ordnance Survey 100019428.

Block Plan

