

4.2 21/00812/ADV

Date expired 2 July 2021

Proposal: White Oaks Leisure Centre signage - large letter format, illuminated and faced fixed to building. Everyone Active - Smaller logo and letter format signage, illuminated and faced fixed to building. Sevenoaks District Council - Smaller logo and letter format signage, illuminated and faced fixed to building.

Location: White Oak Leisure Centre, Hilda May Avenue, Swanley
KENT BR8 7BT

Ward(s): Swanley White Oak

Item for decision

The reason that the application is before the Development Control Committee is because Sevenoaks District Council is the applicant.

RECOMMENDATION: That planning permission 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.

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 shall not exceed 600 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.

7) The illumination of the signage hereby approved should only be static in nature.

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 the site

1 The application site previously comprised a large two storey leisure centre, associated car parking areas and area of open space, sited on a large irregularly shaped plot, located on Hilda May Avenue. The site is situated to the north-east of London Road, approximately 380m to the north-west of Swanley Town Centre.

Description of the proposal

2 The application seeks the approval of the installation of new illuminated leisure centre signage proposed to be fixed to the front elevation of the new leisure centre building. The signage comprises 'White Oak Leisure Centre' in large text and logos for 'Everyone Active' and 'Sevenoaks District Council'.

Relevant planning history

3 19/02951/HYB - Hybrid application comprising, in outline: residential development of between 35 and 40 residential units - residential mix to be either 2 or 3 bed units with either integral or on-street parking. Units to be either 2 or 3 storey high. In detail: demolition of existing leisure centre building and erection of replacement leisure centre and associated car park -Granted.

Relevant planning policies

- 4 National Planning Policy Framework (NPPF)
- 5 Paragraph 11 of the NPPF confirms that there is a presumption in favour of sustainable development, and that development proposals that accord with an up-to-date development plan should be approved without delay.
- 6 Paragraph 11 of the NPPF also states that where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, permission should be granted unless:
 - application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed (footnote 6); or
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.
 - Footnote 6 relates to a variety of designations, including SSSIs, Green Belt, AONBs, designated heritage assets and locations at risk of flooding.
- 7 Core Strategy (CS)
 - SP1 Design of New Development and Conservation
- 8 Allocations and Development Management (ADMP)
 - EN1 Design Principles
 - EN2 Amenity Protection
 - EN4 Heritage Assets
 - EN6 Outdoor Lighting
- 9 Publicity expires on: 02.06.21

Constraints

- 10 The site lies within the following constraints:
 - Built urban confines of Swanley
 - Designated open space
 - Source Protection Zone 3
 - Adjacent Public Right of Way (south-west of application site)
 - Proposed Local Plan allocation (mixed housing and leisure centre development)

Consultation responses

- 11 Swanley Town Council - 'No objections. Subject to opening hours only and level of illumination not impacting on residents overlooking the centre.'

Representations

12 We received no letters of representation.

Chief Planning Officer's appraisal

13 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.

14 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 street scene and the character and appearance of the area in which the signage is proposed.

15 Paragraph 132 of the 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.

16 Therefore, the main planning considerations are:

- Visual amenity
- Impact on public safety

Visual amenity

17 Policies SP1 of the Core Strategy and EN1 of the ADMP state that all new development should be designed to a high quality and should respond to and respect the character of the area in which it is situated.

18 The site is located within a built up area of Swanley, which is mainly residential. However, a leisure centre is well established upon the site and the Horizon Primary Academy is located opposite. Since both the existing leisure centre and the school opposite possess signage, the principal of advertisements in this location is acceptable

19 The new signage would be fixed to the front façade of the new leisure centre building. The leisure centre building will have a modern design. This would be reflected in the new signage, which would be formed of powder coated white stainless steel lettering, with opal acrylic back trays and fixings and LED silicon strips internally fitted to give a halo illuminated effect. All lettering would be mounted to a metal box section powder coated to match the facade colour before being fixed to façade using cladding fixing.

20 Overall, the signage would have modest proportions and would be of a scale that was subservient to the large size of the new leisure centre building. The design and scale of the advertisements would not appear overtly dominant within the street scene and the modest illumination of the signage

would also sit comfortably locally given the existing level of street illumination that occurs. The position of the signage is also sufficient distance away from neighbouring residential properties to result in any harm to the residential amenity. It is therefore not considered necessary to control the time during which the signage is illuminated.

- 21 In conclusion, the signage would comply with the NPPF and policies SP1 of the Core Strategy and EN1 of the ADMP.

Impact on public safety

- 22 The site forms part of an established leisure centre site, with the new leisure centre building set well back from the public highway.
- 23 It is therefore the case that the new signage would not overhang or protrude into the public highway and would not result in an increased risk to public safety.
- 24 Whilst the signage is proposed to be illuminated, the size of the signage and the level of illumination is not as significant as to pose any risks to public safety.
- 25 Given the above, it is not considered that there would be a significantly adverse impact on the safety and operation of the surrounding highways or pedestrian safety.

Conclusion

- 26 It is therefore considered that the proposed signage is in accordance with the development plan.

Recommendation

- 27 It is therefore recommended that this application is GRANTED subject to conditions.

Background papers

Site and block plan

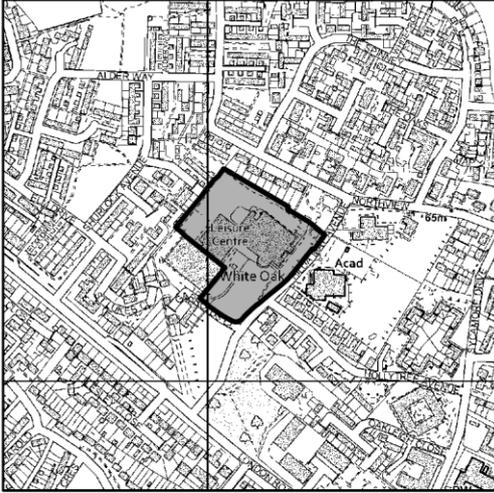
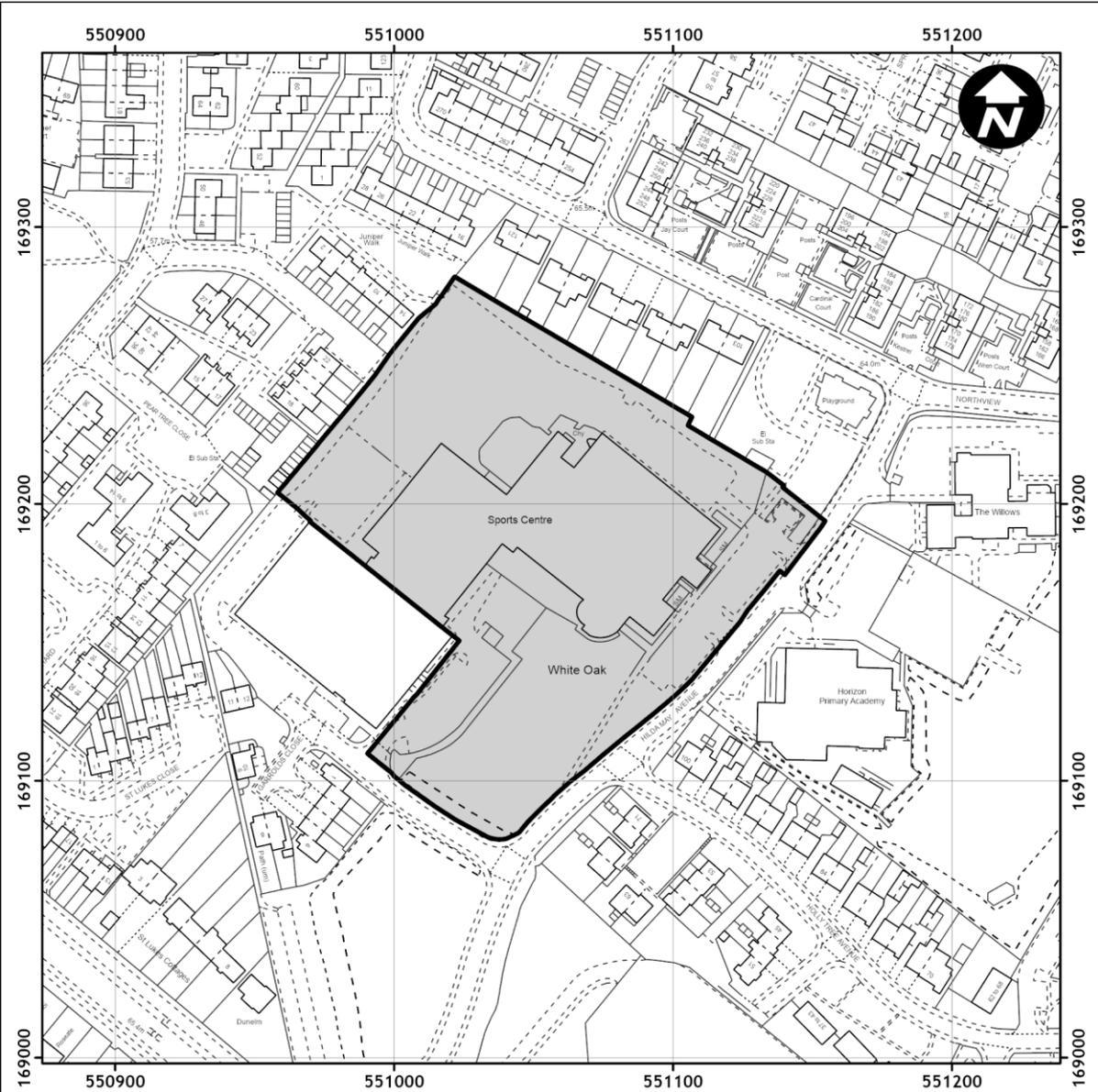
Contact Officer(s):

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Richard Morris
Chief Planning Officer

[Link to application details:](#)

[Link to associated documents:](#)



Site Plan

Scale 1:2,500
 Date 22/06/2021



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 Ordnance Survey 100019428.

BLOCK PLAN

