

4.7 22/00590/ADV

Revised expiry date 25 July 2022

Proposal: Replacement of non-illuminated sign

Location: Land South Of Dunbrik Waste Transfer Site, 2 Main Road, Sundridge Kent TN14 6EP

Ward(s): Brasted, Chevening And Sundridge

**Item for decision**

The reason that the application has been referred to 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.

### **Description of site**

- 1 The site comprises of a small parcel of land to the south of the Dunbrik Waste Transfer Station near the junction onto the A25.

### **Description of proposal**

- 2 Replacement of non-illuminated sign.

### **Relevant planning history**

- 3 None relevant to this application.

### **Policies**

- 4 National Planning Policy Framework (NPPF)
- 5 Core Strategy (CS)
  - SP1 Design of New Development and Conservation
  - SP2 Sustainable Development
- 6 Allocations and Development Management Plan (ADMP)
  - SC1 Presumption in favour of Sustainable Development
  - EN1 Design Principles
  - EN2 Amenity Protection
  - EN5 Landscape

### **Constraints**

- 7 The following constraints apply:
  - Area of Archaeological Potential
  - Area of Outstanding Natural Beauty
  - Metropolitan Green Belt

### **Consultations**

- 8 Sundridge Parish Council: No response received.

### **Representations**

- 9 No representations have been received.

## Chief Planning Officer's appraisal

- 10 The main planning considerations are:
- Impact on amenity & AONB
  - Impact on public safety
- 11 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 67 of the National Planning Policy Framework.

### Impact on Amenity and Area of Outstanding Natural Beauty (AONB)

- 12 '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 this purpose are the local characteristics of the neighbourhood, including scenic, historic, architectural or cultural features, which contribute to the distinctive character of the locality.
- 13 Policy SP1 of the Core Strategy and Policy 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.
- 14 The Countryside and Rights of Way Act 2000 states that the Local Planning Authority should conserve and enhance Areas of Outstanding Natural Beauty. Designating an Area of Outstanding Natural Beauty protects its distinctive character and natural beauty and can include human settlement and development.
- 15 Policy EN5 of the ADMP states that the Kent Downs and High Weald Areas of Outstanding Natural Beauty and their settings will be given the highest status of protection in relation to landscape and scenic beauty.
- 16 Proposals within the AONB will be permitted where the form, scale, materials and design will conserve and enhance the character of the landscape and have regard to the relevant Management Plan and associated guidance.
- 17 The proposed sign would be located on a parcel of land near the junction between the Dunbrik Waste Transfer Site and the A25. The land comprises of hedgerow and other vegetation and an existing sign for the waste transfer site. The street scene consists of residential properties as well as commercial buildings, which have signage located along the main road.
- 18 The proposal would replace the sign currently in situ with an upgraded sign. The sign would be similar to the existing sign in terms of its design, appearance and size.

- 19 Whilst the sign would be highly visible in the street scene, it would not appear unduly prominent or visually intrusive due to its modest size and simple appearance. The sign would be read in tandem with other signage along the A25 and its visual impact would be softened by the existing hedgerow and vegetation. As such, it is considered that the proposed sign would blend in successfully with its surroundings and would not have a detrimental impact on the character of the surrounding area.
- 20 The sign would be located along part of the AONB where signage is already present due to the presence of commercial buildings along the A25. As previously mentioned, the proposed sign would be simple and modest in terms of its design, would be made of appropriate materials and similar size to existing. Furthermore, the sign would not be illuminated. As such, it is considered that the proposal would not erode the character of the wider landscape and would build sensitively upon the existing character of the area. It would therefore conserve and enhance this part of the AONB.
- 21 In regards to amenity, it is therefore considered that the proposal would comply with The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) and local and national policies.

### **Public Safety**

- 22 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, including the safety of pedestrians. Consideration must be given to the likely behaviour of drivers of vehicles who will see the advertisement and possible confusion with any traffic sign or other signal.
- 23 The proposed sign would not have an adverse impact on public safety. The sign would be set back from the main road and the road junction. It would not overhang the highway or any public footpaths. In addition, the sign would not be illuminated and would be set back a sufficient distance from other traffic signs along the A25.
- 24 As previously mentioned, the sign would be a replacement for the existing signage already in situ, at the same location. It would be of an appropriate size and height.
- 25 In light of the above, it is considered the proposed sign would not compromise existing traffic signs nor would it have an adverse impact on driver or pedestrian safety as it would not distract road users.
- 26 In regards to public safety, the proposal would therefore comply with The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) and local and national policies.

### **Conclusion**

- 27 The proposal would not have an unacceptable impact on amenity or public safety. Furthermore, the proposal would not have adversely harm the AONB. As a result, the proposal would comply with The Town and Country Planning

(Control of Advertisements) Regulations 2007 (as amended) and local and national policies.

28 It is therefore recommended that this application is GRANTED.

**Background papers**

Site and block plan

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**Richard Morris**  
**Chief Planning Officer**

[Link to application details:](#)

[Link to associated documents:](#)



BLOCK PLAN

Dunbrik depot

