

5.09 - SE/12/00795/ADV Date expired 18 May 2012

PROPOSAL: 4 building banners on exterior of SDC offices. 10 flagpoles and flags on The Vine and 60 lamp-post banners located along St John's Hill, Dartford Road, Pembroke Road, London Road, Tubs Hill, St Botolphs Road and Hitchen Hatch Lane.

LOCATION: Various Locations Within Sevenoaks Town & St Johns Ward, Sevenoaks

WARD(S): Sevenoaks Town & St Johns

ITEM FOR DECISION

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

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) All banners, flags and signs along with their associated masts and fixtures shall be fully removed and, where relevant, the land returned to its former condition, on or before 30th September 2012. This consent shall cease to have effect after this date.

In the interests of the visual amenities of the area in accordance with the Town and Country Planning (Control of Advertisements)(England) Regulations 3 and 14(7) 2007.

Justification

The proposal is considered acceptable in terms of 'amenity' and 'public safety' in accordance with the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 subject to the conditions attached.

Description of Proposal

- 1 Advertisement Consent under the Town and Country Planning (Control of Advertisement)(England) Regulations 2007 is sought for signs and banners displaying the logos and graphics of the London Olympic Games 2012. The advertisements consist of:
 - A) 60 lamp-post banners bearing the Olympic rings, 'London 2012' and Olympic and Paralympic logos in various colours. These banners are double sided, 2.2m in height, 0.8m in width and are made of a polyethelene material. The signs would mounted 3m above the adjacent ground level. The signs would be mounted on 60 of the 85 identified locations (to be determined before installation).
 - B) 10 flags and flagpoles bearing the same emblems. The signs are 3.6m in height and 0.9m in width on a 7.2m high flag pole. The flag pole would fixed to soft ground by a 'ground dart' (anchor) around The Vine.
 - C) 4 vertical banners bearing the same emblems. The signs are 5m in height by 1m in width to be hung 5.3m above ground level on the exterior of the Council Offices.
- 2 The consent is sought for the period between 15 June 2012 and 30 September 2012

Description of Site

- 3 The application details show that lamp-post banners would be installed on various lamp-posts on the following roads:
 - A225 - Between no. 50 St Johns Hill (approximately 90m to the north of St. Johns Church) and the junction of the High Street and Pembroke Road;

- Pembroke Road;
 - A224 - From the junction of Pembroke Road and London Road to the bridge over the railway adjacent to 160 London Road;
 - Between the junction of London Road and St Botolph's Road to approximately 14 St Botolphs Road.
- 4 Flag pole signs would be installed around the outside edges of the Vine cricket ground.
- 5 The four building banners would be installed on the exterior of the District Council offices.
- 6 All locations are within the built up area of Sevenoaks and on or close to the two main routes into and out of the town to the north of the town centre area. Both the A225 and A224 are fairly busy single carriageway routes. Much of the signage will be within or in proximity to Hartslands, Vine Court, The Vine, The High Street and The Granville Road / Eardley Road Conservation Areas. These areas are of varied historical character reflecting different stages in the town's development.

Constraints

- 7 Many of the selected locations are located within or in proximity to Conservation Areas. Several listed buildings front onto the streets, particularly around The Vine and including The Vine Cricket Pavilion. The area around The Vine Cricket ground is within an area of special control for advertisement (this introduces further restrictions on advertisements that can be displayed without consent).

Policies

South East Plan

- 8 Policies – CC6, BE6

Sevenoaks District Local Plan

- 9 Policies – EN1, EN23

Sevenoaks Core Strategy

- 10 Policy– SP1

Other

- 11 National Planning Policy Framework (see particularly paragraph 67)

Planning History

- 12 N/A

Consultations

Sevenoaks Town Council

- 13 Sevenoaks Town Council recommend approval for the works; but declined to comment on any sites owned by the Town Council

KCC Highways Officer

- 14 No response.

Representations

- 15 One letter has been received from a local resident supporting the application on the basis that the signage is temporary.

Group Manager - Planning Appraisal

- 16 In accordance with Regulation 3 of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007, the Local Planning Authority is 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.

Amenity

- 17 The regulations indicate that in the assessment of advertisement consent applications 'amenity' includes visual (and 'aural') amenity. The most relevant matter for consideration in this case is the visual impact of the signage upon the street scene(s) and the character and appearance of the various conservation areas in which the signage is proposed.
- 18 The largest number of signs are those 60 signs attached to lamp-posts around the town (A). These would be attached to lamp-posts either side of the roads identified above. The signs are intended to mark the London Olympics and display colours motifs and logos associates within the games. The signs are intended to be brightly coloured and have a temporary character. The signs would be removed on or before 30 September 2012. The lamp-post signs add colour and interest to the streets to mark the occasion and would not have any lasting impact upon the character of the town generally. The signs are not excessive in scale or impact either individually or cumulatively.
- 19 The flags around The Vine (B) are similarly temporary in nature and are anchored to the ground with a temporary fixing point that can be fully removed after the specified period. The flags around the cricket ground identify this sporting venue as a focal point for the town. The flags are appropriate on a temporary basis only and for this temporary period will add interest and colour to the immediate area.
- 20 The signs to be hung from the Council Offices (C) will add colour and interest to the building on a temporary basis and will identify the role of SDC in preparations for the Olympics and Paralympics. The exact location for the signs will be decided by the installer, but all four banners will be on the same elevation above a height of 5.3m. If kept permanently, these banners would be somewhat out of keeping with the building, but it is proposed to remove the signs after the games at the end of September.
- 21 In terms of visual amenity, the banners and flags are acceptable within and without the conservation areas, add interest to the town during the historic event and are not intended to be retained on a permanent basis. None of the signs

either individually or cumulatively would be detrimental to the settings of the listed buildings along the route. None of the signage is illuminated.

- 22 In terms of the amenities of neighbours, the un-illuminated signage would have no significant in terms of light or outlook for adjacent neighbours. Only one comment has been received on the application (following nearly 600 consultation letters); this letter supports the application on the basis that the advertisements are temporary.

Public Safety

- 23 Regulation 3 of the Advertisement Consent Regulations indicate that factors relevant to the consideration of public safety include the safety of users of any highway and whether the proposal would obscure or hinder the interpretation of a traffic sign.
- 24 The Highways Officer has raised no objection to the proposal in this regard. Whilst the signs are numerous, they are not excessive in scale and are installed well above the level of the highway in each case so that they would not have a significant impact upon visibility for drivers or pedestrians.
- 25 The signs vary in colour and include red, green and amber, though they are not of such an appearance that could be confused with traffic lights or any other highways signal.
- 26 All signage is raised above head height and would not obstruct the pedestrian use of the highway.

Conclusion

- 27 The proposed signage would be acceptable in terms of 'amenity' and 'public safety' as defined by Regulation 3 of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 and would not be contrary to any other policy of the Development Plan so far as it could be considered relevant to this application. I recommend that the application be approved subject to the standard conditions as set out in the Regulations and subject to a further condition requiring the removal of the signage by the date specified.

Background Papers

Site Plans

Contact Officer(s): Patrick Reedman Extension: 7451

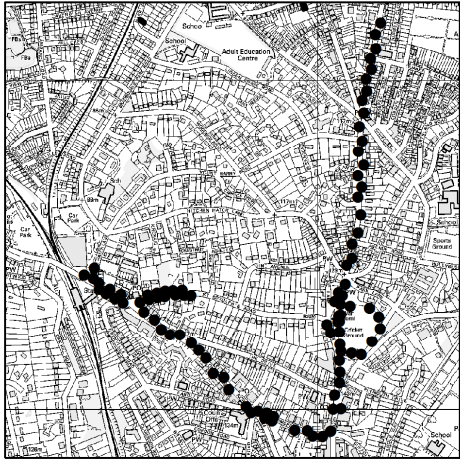
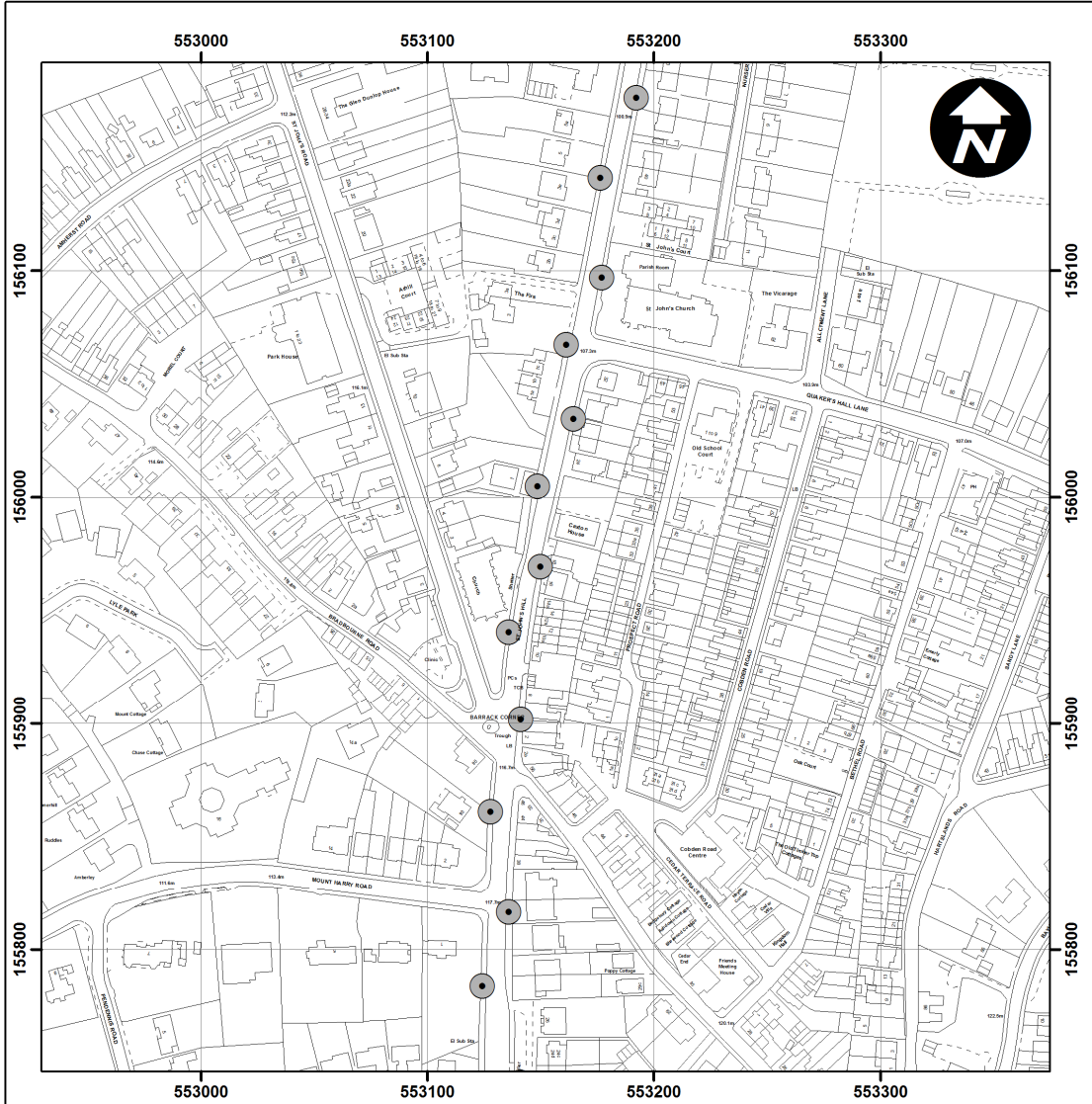
Kristen Paterson
Community and Planning Services Director

Link to application details:

<http://pa.sevenoaks.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=M1CI7XBK0CR00>

Link to associated documents:

<http://pa.sevenoaks.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal=M1CI7XBK0CR00>

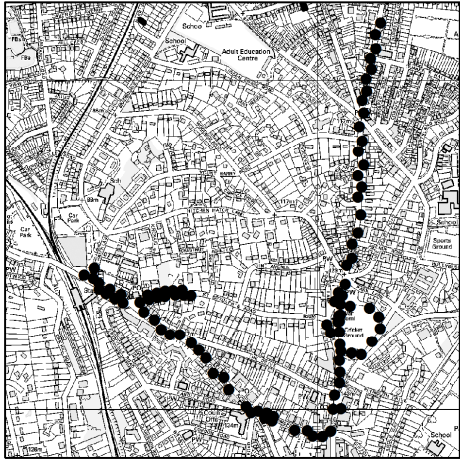
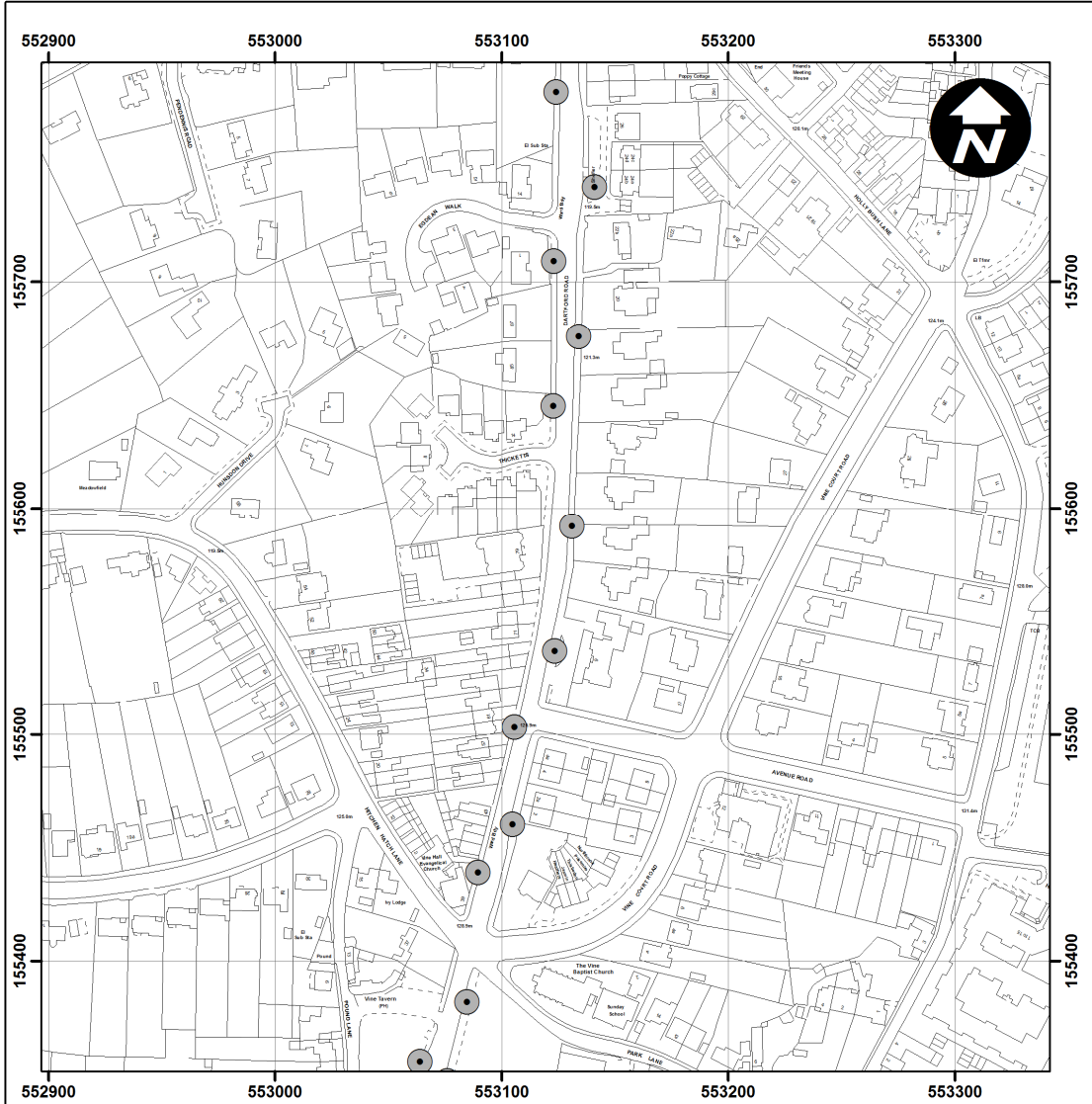


Site Plan

Scale 1:2,500
 Date 01.05.2012



This map is based upon the Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Sevenoaks District Council, 1050/19428, 2012.

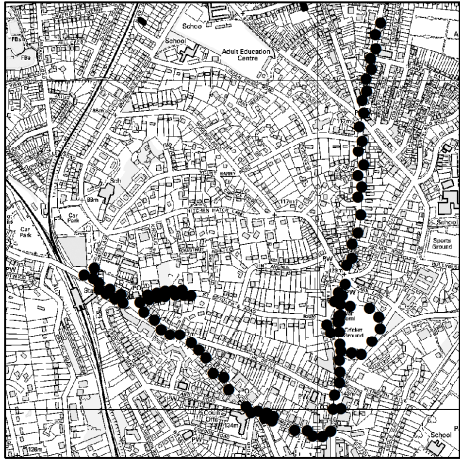
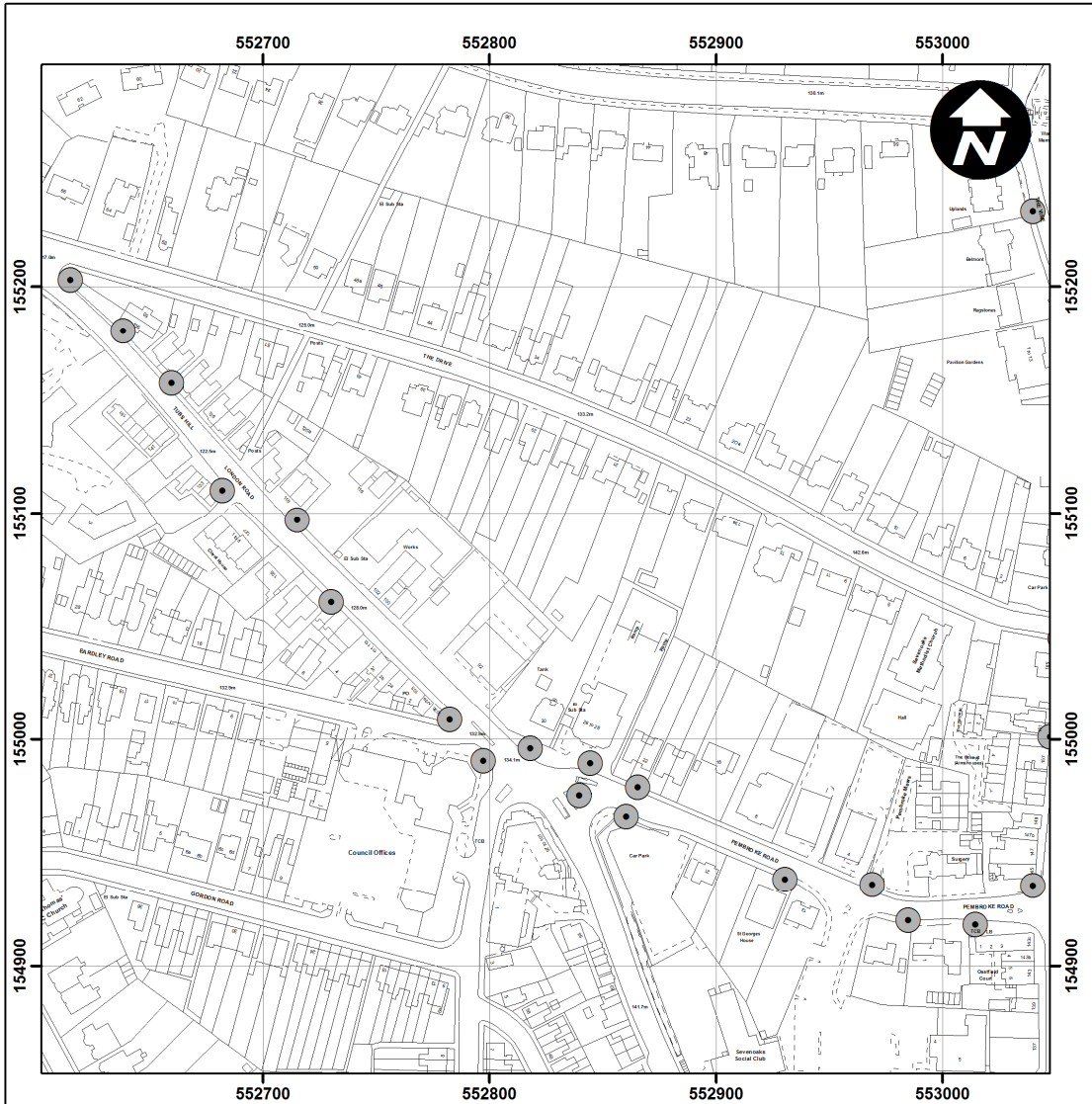


Site Plan

Scale 1:2,500
Date 01.05.2012



This map is based upon the Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Sevenoaks District Council, 100019428, 2012.

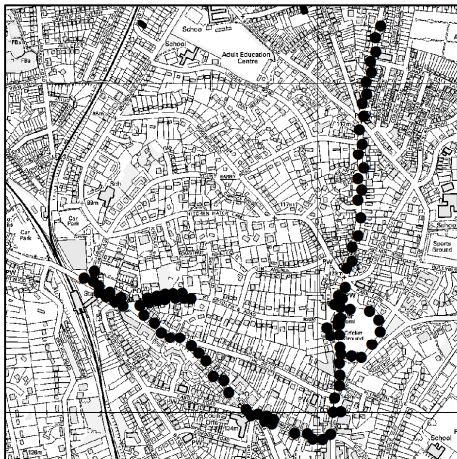
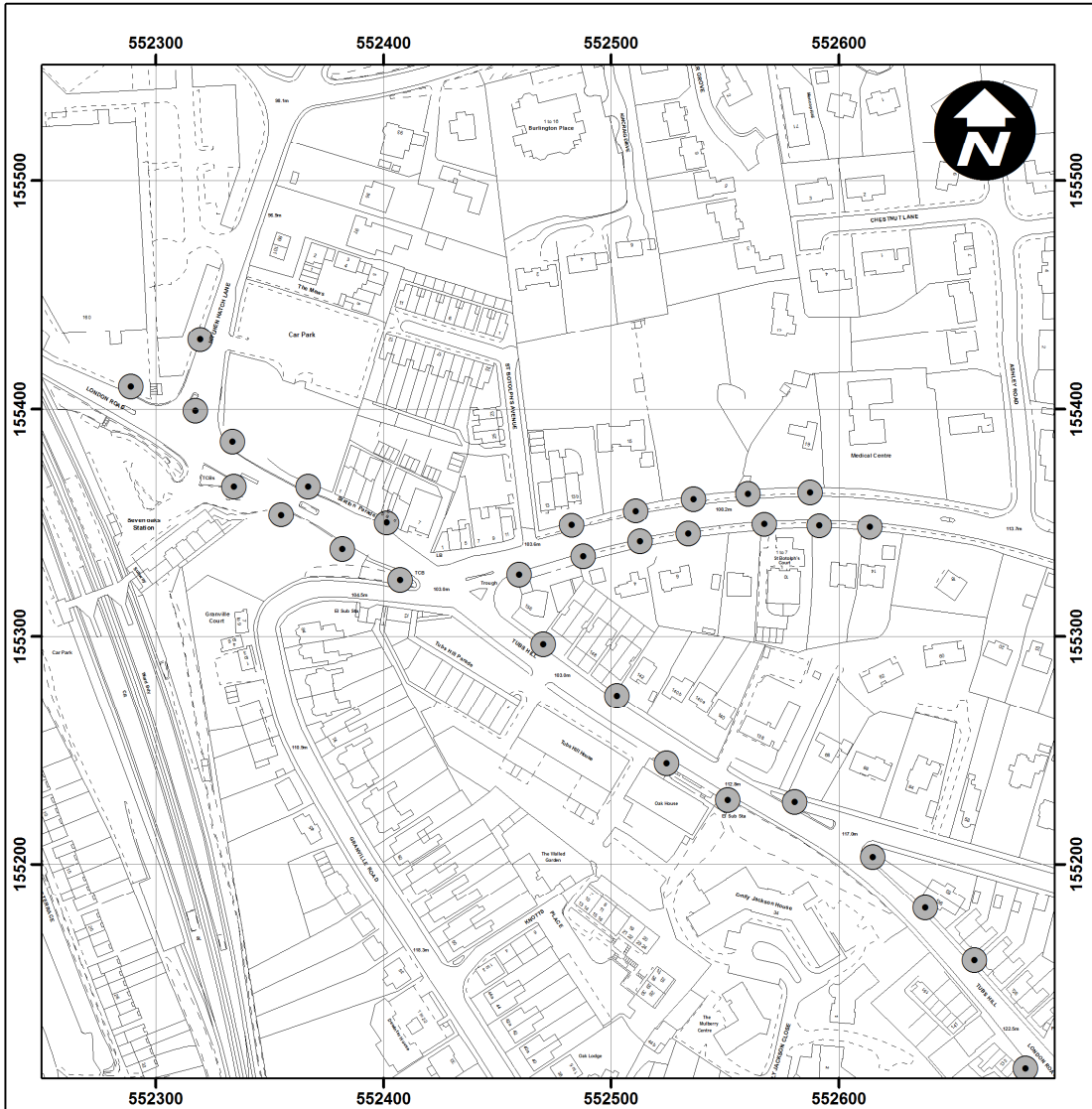


Site Plan

Scale 1:2,500
Date 01.05.2012



This map is based upon the Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings.
Sevenoaks District Council, 1000/19428, 2012.



Site Plan

Scale 1:2,500
Date 01.05.2012



This map is based upon the Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings.
Sevenoaks District Council, 1000/19428, 2012.

