

5.10 - SE/12/00789/ADV Date expired 18 May 2012

PROPOSAL: Lamp post banners

LOCATION: London Road, West Kingsdown, Kent

WARD(S): Fawkham & West Kingsdown

ITEM FOR DECISION

The application has been referred to the Development Control Committee as the works are being applied for by Sevenoaks 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.

The banners shall be removed on or before 30 September 2012.

In determining this application, the Local Planning Authority has had regard to the following:

The South East Plan 2009 - Policies; CC6

Sevenoaks District Local Plan - Policies; EN1

Sevenoaks District Core Strategy 2011 - Policies; SP1

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Circular 03/07 Town and Country Planning (Control of Advertisements) England

Paragraph 67 of the National Planning Policy Framework (NPPF)

The following is a summary of the main reasons for the decision:

The scale, location and design of the development would preserve/enhance the landscape character of the locality.

Description of Proposal

- 1 The application is for express advertisement consent for 12 banners which will be placed in pairs on lamp posts which will be a selection of the 18 lamp posts identified along London Road, West Kingsdown on both sides of the road from Hever Road south to Kent Close.
- 2 The banners measure 0.8m by 2.2m and will be hung 4.8m above ground level as stated in the application forms,
- 3 They will be made of polyethylene and be in a variety of colours which will show in white symbols for the Olympic Rings, the Paralympic Agitos or the words 'London 2012'
- 4 The banners are temporary and will be in place from 15 June 2012 – 30 September 2012.

Description of Site

- 5 London Road is the main thoroughfare through West Kingsdown. It is a wide road with islands containing planting.
- 6 The area is predominantly residential with a mixture of houses set well back from the road on the eastern side. The boundary treatments along this side of the road are close boarded fences approximately 1.8 metres high with mature trees behind these which increase the overall height. Further to the south this varies and there are more brick walls and metal gates/fences.
- 7 The western side of the road is more open with lower boundary treatments and a few businesses including the Hollyville Café which has an open frontage to the street.

- 8 As well as the lampposts there is other street furniture along this stretch of road including overhead lines, street signs and traffic signs.

Constraints

- 9 None

Policies

Sevenoaks District Local Plan

- 10 Policy - EN1

Sevenoaks Core Strategy

- 11 Policy - SP1

Other

- 12 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
- 13 Circular 03/07 Town and Country Planning (Control of Advertisements) England
- 14 Paragraph 67 of the National Planning Policy Framework (NPPF)

Planning History

- 15 None relevant

Consultations

West Kingsdown Parish Council

- 16 Consulted on 30.03.2012. No objection – The Parish Council would expect the District Council to arrange for the removal after the event.

KCC Highways

- 17 No response received.

Ward Councillors

- 18 No response received.

Representations

- 19 114 neighbours have been consulted.

Group Manager - Planning Appraisal

- 20 This is not a full planning application but an application for express consent under Part 3 of the The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 21 Paragraph 98 of the guidance which accompanies these regulations states that the local planning authority's power to control advertisements under the regulations may be used only in the interests of 'amenity' and 'public safety.'
- 22 Paragraph 67 of the NPPF states that;
- Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*
- 23 Policy EN1 of the SDLP identifies a broad range of criteria to be applied in the consideration of planning applications. The most relevant in this instance are Criteria 1) and Criteria 2). Criteria 1) states that the form of the proposed development, including any buildings or extensions, should be compatible in terms of scale, height, density and site coverage with other buildings in the locality. The design should be in harmony with adjoining buildings and incorporate materials and landscaping of a high standard. Criteria 2) states that the layout of the proposed development should respect the topography of the site, retain any important features including trees, hedgerows and shrubs. This is supported by policy SP1 of the Sevenoaks Core Strategy which makes provision for all development to be of a high quality.
- 24 Appendix B to Circular 03/07 states that all advertisements are designed to attract attention and therefore consideration should be given to advertisements placed where drivers should have more care. For example: junctions, roundabouts, pedestrian crossings or, on the skyline.
- 25 The proposed signs will not be located near any of the elements stated above. Furthermore they will be attached to existing street furniture which is mostly located on the back edge of the pavement from the road. They will not include any elements that could be mistaken for traffic signs.
- 26 All advertisements affect the appearance of the building, structure or place where they are displayed. The main purpose of the advertisement control system is to help everyone involved in the display of outdoor advertising to contribute positively to the appearance of an attractive and cared-for environment in cities, towns and the countryside.
- 27 In terms of amenity the long length and short width of the proposed signs means that they will reflect the existing appearance of the lampposts and will not project unnecessarily far over the street. It is not felt that the proposed adverts would be incongruous within the street scene as they are proposed only for a period which relates directly to Paralympic events being held in West Kingsdown. Therefore, for this period they could also contribute to a sense of place and pride within the community.
- 28 It is acknowledged that when the events in West Kingsdown have concluded the proposed advertisements will no longer be relevant additions to the street scene and therefore a condition can be put on any permission granted ensuring their removal when they are no longer required.

- 29 The Parish Council have requested that arrangement should be made for the removal of the banners after the event. The application form states that the banners are only required between 15.06.12 and 30.09.12. A condition can also be placed on any permission granted requiring the removal of the banners when they are no longer required.

Conclusion

- 30 Given the above discussion it is shown that the proposed banners will not have a negative impact on public safety. The proposed banners will not have an unacceptable impact on the amenity of the area provided they are removed when they are no longer required. Accordingly the proposal complies with policies EN1 and LO8 and the relevant Government advice.

Background Papers

Site plan

Contact Officer(s): Deborah Miles Extension: 7360

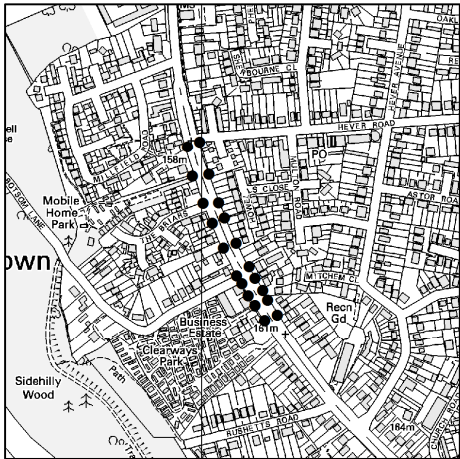
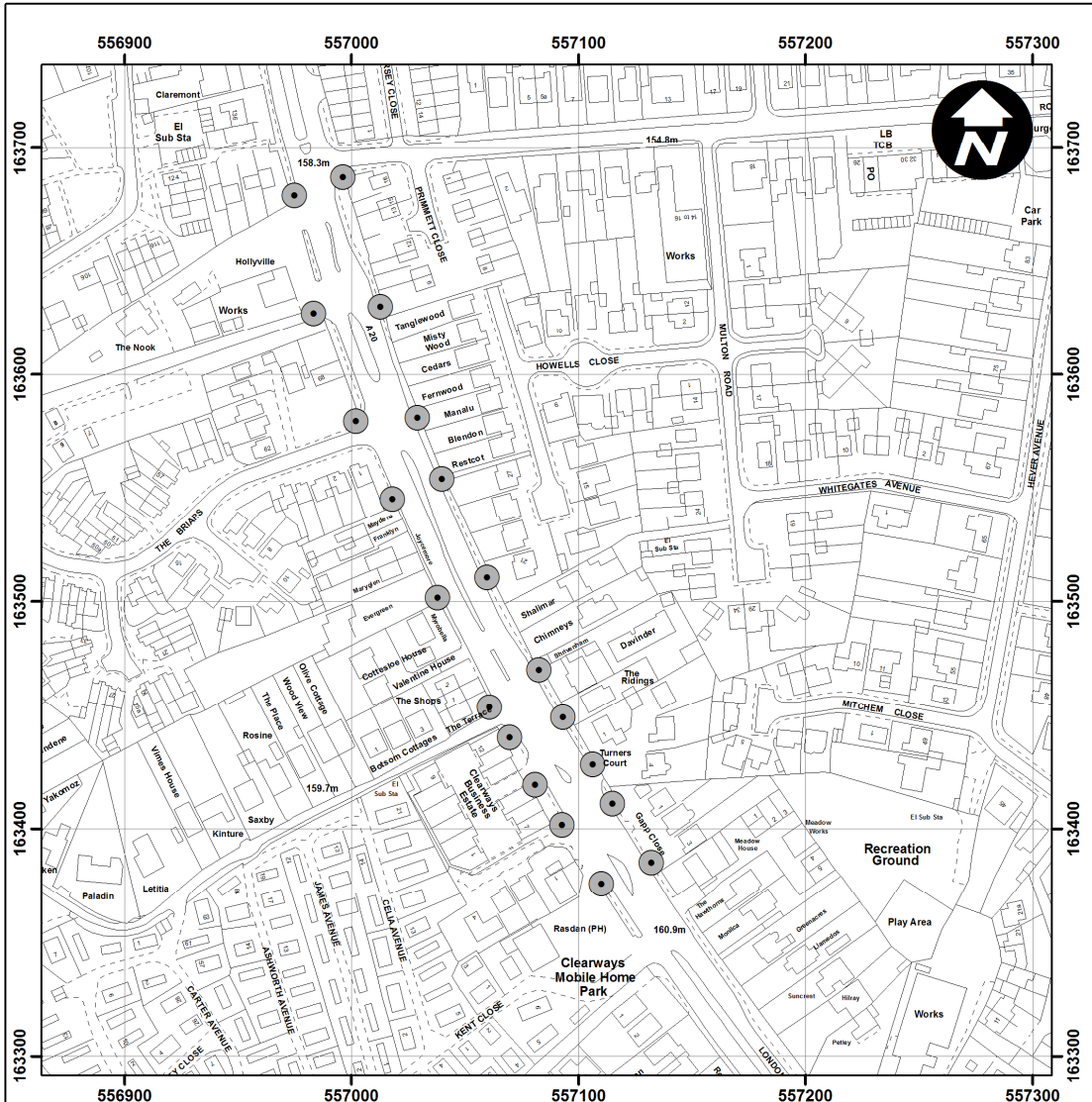
Kristen Paterson
Community and Planning Services Director

Link to application details:

<http://pa.sevenoaks.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=M1C03JBK0CR00>

Link to associated documents:

<http://pa.sevenoaks.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal=M1C03JBK0CR00>



Site Plan

Scale 1:2,500
Date 01.05.2012



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