

Our ref. : AB2168/LPA140721

Planning Department  
London Borough of Bexley  
Bexleyheath  
Kent  
DA6 7AT

14<sup>th</sup> July 2021

Dear Sir/Madam,

**FULL PLANNING APPLICATION AND ASSOCIATED EXPRESS ADVERTISEMENT CONSENT APPLICATION  
69A AND 71 BROADWAY, BEXLEYHEATH, BEXLEY, DA6 7JN**

On behalf of clients, Hermes Restaurants Limited, please find enclosed a full planning application and associated express advertisement consent application relating to the currently vacant (former 'Footasylum') premises located at 69A and 71 Broadway, Bexleyheath, Bexley, DA6 7JN.

This planning application and associated express advertisement consent application, which are being submitted to the London Borough of Bexley (the LPA) electronically by way of the Planning Portal website, comprise the following documentation ;

- Completed application forms and ownership certificate.
- Completed Community Infrastructure Levy (CIL) form.
- This covering letter/supporting statement prepared by Beamish Planning Consultancy.
- 1:1250 scale OS plan of application site and surrounding area.
- Drawing no. 3270-PL000 – existing floor plans prepared by Hone Edwards Associates.
- Drawing no. 3270/PL010 Revision A – existing and proposed shopfront elevations prepared by Hone Edwards Associates.
- Drawing no. 3270/PL200 – proposed floor plans prepared by Hone Edwards Associates.

Payment of the statutory planning application fee of £234, the statutory express advertisement consent fee of £132, and the Planning Portal service charge fee of £28 has been made electronically when submitting these applications via the Planning Portal website.

Description of application premises and surrounding area

The application premises comprise a two storey former retail premises fronting Broadway to the north, and the premises also forms part of Broadway Shopping Centre, located within the designated centre of Bexleyheath.

The premises were until recently occupied by a retail operator ('Footasylum'), since when it has remained vacant. The historical and lawful use of the premises is therefore for Class E (formerly Class A1 purposes).

As one might expect within a town centre location and when the application premises forms part of a shopping retail, the immediate surroundings are characterised by a broad mix of commercial uses and associated signage.

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**ADDRESS -** [APARTMENT 231, RIVER CRESCENT, WATERSIDE WAY, NOTTINGHAM, NG2 4RE](#)  
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Neither the application premises, the building which the premises form part of or any of the neighbouring buildings are either statutory or locally listed, and nor is the premises either within or close to a conservation area.

#### Proposals which are the subject of these applications

Planning permission is sought for the installation of a replacement, aluminium framed, shopfront, including centrally located double doors, whilst express advertisement consent is sought for new internally illuminated fascia signage and an internally illuminated projecting sign, as detailed on drawing no. 3270/PL110 Revision A prepared by Hone Edwards Associates.

No other operational development is proposed, with the change of use of the premises from its former retail use to a restaurant use no longer requiring planning permission in light of the introduction, in September 2020, of Class E, which enables uses which fall within Class E (such as both retail and restaurant premises) to interchange to another Class E use without requiring planning permission.

#### Relevant planning history of application premises

In February 2016, the LPA granted express advertisement consent (application ref. 15/02391/ADV) for the display of an internally illuminated fascia sign and a non-illuminated project sign, with that signage associated with the former occupiers (i.e. Footasylum) of the application premises.

Other previous applications relating to the application premises date back to 2003 or earlier and are not considered relevant to the current proposals.

#### Relevant planning policies and associated guidance

The Development Plan for the Borough comprises, at local level, the Core Strategy (adopted February 2012) and also saved policies from the LPA's Unitary Development Plan (UDP) which was adopted in April 2004. Also of relevance is the Crayford Strategy and Action Plan, which was adopted in July 2005.

The LPA is consulting on the preferred approaches to the matters to be contained within the new Local Plan, but this emerging Local Plan is at very early stage of preparation and accordingly full weight must continue to be attached to the Core Strategy, the saved policies within the UDP and the Crayford Strategy and Action Plan, as long as those policies continue to reflect the thrust of national planning policy and associated guidance.

At regional level, the Development Plan comprises the new London Plan, which has been published by the GLA in March 2021 following independent Examination in Public and subsequent review by the Secretary of State for Housing, Communities and Local Government.

At national level, the most recent update to the National Planning Policy Framework (NPPF) was published by the Government in June 2019, and the NPPF streamlines previous national planning policy into a consolidated set of priorities, to ensure that planning decisions reflect genuine national objectives, with the principle of sustainable development permeating the framework.

Similarly, the National Planning Policy Guidance (NPPG) was launched by the Government in March 2014, is regularly updated and streamlines previously published national guidance, which had taken the form of planning policy guidance notes and planning policy statements.

#### Planning Appraisal

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that, if regard is to be had to the Development Plan for the purpose of any determination to be made under the planning Acts, the determination must be made in accordance with the plan, unless material considerations indicate otherwise.

The proposed replacement shopfront is effectively a like for like replacement of the existing aluminium shopfront, utilising a large area of glazing and therefore retaining an active shopfront, in keeping with the appearance of the host building and also surrounding commercial premises.

With regards to the proposed signage, when assessing express advertisement consent applications, the only two material considerations which can be taken into consideration are amenity and public safety. Saved policy ENV43 (of the UDP requires advertisements/signage to ensure that the character and appearance of the area is preserved and to be of a high standard of design.

The proposed signage is wholly in keeping with the scale, proportion and appearance of the host premises itself and also the wider character and appearance of the locality, and the limited amount of signage proposed ensures that there is no unnecessary clutter or proliferation of signage. Additionally, the proposed signage will not have any impact upon public safety, and therefore the proposed signage fully accords with saved UDP policy ENV43.

### Conclusion

For the reasons set out within this planning application and express advertisement consent submission, the proposed replacement shopfront would accord with the development plan and associated guidance at both local and regional level, as well as with national planning policies and associated guidance as set out in the NPPF and NPPG. Furthermore, there are no other material planning considerations which would outweigh that compliance with the development plan.

Accordingly planning permission should be granted for the replacement shopfront, and similarly the proposed signage for which express advertisement consent is sought would have no adverse impact upon amenity or public safety, and therefore express advertisement consent should be granted for the proposed internally illuminated fascia and elevational signage, subject to the imposition of the standard advertisement conditions.

We look forward to corresponding with the Case Officer to whom these applications are allocated in the coming weeks, but should any further information or clarification be required please do not hesitate to contact us.

Yours faithfully,

Adam Beamish  
BA (Hons), DIP TRP, MRTPI