

SECTION '2' – Applications meriting special consideration

**Application No :** 13/01553/ADV

**Ward:**  
**Copers Cope**

**Address :** Beckenham Cricket Club 19 Foxgrove  
Road Beckenham BR3 5AS

**OS Grid Ref:** E: 537735 N: 170173

**Applicant :** Beckenham Cricket Club

**Objections :** YES

**Description of Development:**

3 x non-illuminated fixed banner signs (ADVERTISEMENT CONSENT).

Key designations:

Area of Special Residential Character  
Biggin Hill Safeguarding Birds  
Biggin Hill Safeguarding Area  
Local Cycle Network  
London City Airport Safeguarding  
London City Airport Safeguarding Birds  
Urban Open Space

**Proposal**

The proposal is for three non-illuminated banner signs advertising the facilities at the club to be fixed to the perimeter fence facing Foxgrove Road.

Banner 1 will be positioned to the east of the Clubhouse around 3.5m from the bus stop on Foxgrove Road, set around 0.65m above ground level. The banner will be 3.0m across and 1.0m high.

Banners 2 and 3 will be positioned opposite the entrance to Queens Court, Foxgrove Road and adjacent to the Cricket Club entrance respectively and will be the same size as Banner 1. Each banner would be vinyl/acrylic.

**Location**

The application site is Beckenham Cricket Club on the northern side of Foxgrove Road, Beckenham. The site is an established part of the streetscene, with the wider area predominantly residential in nature. The site is, in part, adjacent to but not within a designated Conservation Area

**Comments from Local Residents**

Nearby owners/occupiers were notified of the application and representations were received which can be summarised as follows:

- there is insufficient detail as to the positioning of the banners
- the outlook of Queens Court would be marred during the winter
- the colour of the banners are not sympathetic to the surrounding area and would be out of place

### **Comments from Consultees**

Highways - The signs do not affect sightlines and they are unlikely to be a distraction for drivers. Therefore, no objection is raised.

### **Planning Considerations**

The application falls to be determined in accordance with the following policies of the Unitary Development Plan

BE21 Control of Advertisements and Signs  
T18 Road Safety

The above policies are considered to be consistent with the principles and objectives of the National Planning Policy Framework which is a key consideration in the determination of this application.

All other material considerations shall also be taken into account.

### **Planning History**

The site has a long and varied planning history, although none of this is deemed relevant to the determination of this application.

### **Conclusions**

The main issues in this case are whether the sign is in keeping with the appearance of the surrounding area and whether it respects the amenities of neighbouring properties. A further consideration is the impact on pedestrian and vehicular safety.

The site is located on the northern side of Foxgrove Road, Beckenham which itself is a predominantly residential road. The proposal is to utilise 3 non-illuminated banners to advertise the facilities available at the Cricket Club.

Policy BE21 of the Unitary Development Plan relates to control of advertisements, hoardings and signs and states that advertisements and signs should be in keeping with the scale, form and character of any buildings on which they are placed; they should have regard to the character of the surrounding area, and they should preserve or enhance the character or appearance of conservation areas.

From a Technical Highways perspective, it is considered that the proposed signs are sufficiently set back from the highway and out of a direct line of sight so as not to cause any visual distraction to drivers or threaten highway safety. The Council's technical Highways Division therefore raise no objection to the proposal.

While the immediate area is predominantly residential, the Cricket Club is an established part of the streetscene, and the purpose of the banners is to promote the facilities on offer. The lack of illumination of the banners mitigates their impact to a large degree, however the size of the proposed banners and their proposed locations are considered to be overly intrusive to the amenities of nearby residential property by way of harmful visual impact.

It is considered that the banners appear unduly prominent or conspicuous in the wider street scene, consequently impacting adversely on the amenities of adjoining properties. The signage is therefore considered to present a disproportionate and insubordinate feature within the existing streetscene, and therefore contrary to the requirements of relevant policies.

The application site was visited by the case officer and the aims and objectives of the above policies, national and regional planning guidance, all other material planning considerations including any objections, other representations and relevant planning history on the site were taken into account in the assessment of the proposal.

Background papers referred to during production of this report comprise all correspondence on file ref. 13/01553, excluding exempt information.

## **RECOMMENDATION: PERMISSION BE REFUSED**

The reasons for refusal are:

- 1 The proposed advertising banners would represent an over dominant and harmful addition to the streetscene by virtue of their size and proposed positioning, resulting in a detrimental impact on the visual amenities of surrounding residential properties, thereby contrary to Policies BE1 and BE21 of the Unitary Development Plan.

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"This plan is provided to identify the location of the site and should not be used to identify the extent of the application site"

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