

SECTION '2' – Applications meriting special consideration

**Application No :** 14/00130/ADV

**Ward:**  
**Penge And Cator**

**Address :** 14 - 16 High Street Penge London SE20  
7HG

**OS Grid Ref:** E: 535097 N: 170488

**Applicant :** One Stop Convenience Stores

**Objections :** NO

**Description of Development:**

One x internally illuminated fascia sign and one x PETG non-illuminated sign.

Key designations:

Biggin Hill Safeguarding Birds  
Biggin Hill Safeguarding Area  
Local Cycle Network  
London City Airport Safeguarding  
London City Airport Safeguarding Birds  
Local Distributor Roads  
London Distributor Roads

**Proposal**

The application is for the continued display of two internally illuminated fascia signs and one PETG sign, height 2.1m x width 11.970m x depth 0.030m. The PETG sign is described as non-illuminated and made of aluminium and vinyl; the colour and text and background is described as various photographic. They are extruded aluminium panatrim frame finished white to incorporate a clear polycarbonate face with a digitally printed image applied to reverse of the panel backed up with white vinyl/foamex. Although described on the application form as one sign the drawings indicate eight panels: - six panels 1460mm wide x 2150mm high x 30mm deep and two panels 1605mm wide x 1830mm high x 30mm deep.

**Location**

The site is located on the south side of High Street, Penge and on the corner with Oakfield Road within a mixed commercial/residential location.

**Comments from Local Residents**

Nearby owners/occupiers were notified of the application and no representations were received at the time of writing the report.

## **Comments from Consultees**

Highways raise no objection as it is considered they do not affect sightlines and are unlikely to be a distraction to drivers.

## **Planning Considerations**

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

BE21 Control of Advertisements and Signs  
T18 Road Safety

## **Planning History**

The most recent planning history was application ref. 13/02371 for the continued display of two internally illuminated fascia signs and eight non-illuminated poster signs. A split decision was given, with consent granted for the fascia signs. The poster signs were refused for the following reason:

The vinyl graphic signs to the windows facing Oakfield Road and High Street, by virtue of their height, appearance, extent and visually prominent positioning, detract from the appearance of the shop and the street scene generally by restricting the amount of visibility into the shop thereby contrary to Policy BE21 of the Unitary Development Plan.

Enforcement proceedings are currently pending the outcome of this application.

The planning history includes references to a new shop front with the latest in 1990, ref. 90/01643 which included revisions to a new shopfront and indicates windows to the street facing elevations.

There is a current, part retrospective, application, ref. 13/03644, for alterations to shopfront entrance and installation of 4 air conditioning units to the side elevation which is also to be considered on this Committee Agenda.

## **Conclusions**

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

Although the application has been submitted to include the fascia signs these were granted consent under the split decision of application ref. 13/02371.

The application has been submitted as the agent indicated, after the refusal under ref. 13/02371, that if the sign panels were removed there would be no shopfront remaining as it is the panels that make up the shopfront. Assumptions were made under the previous report (ref. 13/02371) that the graphics were applied to glazed

areas in order to hide the back of shelving units inside the shop. That report considered '... that the mass covering of the shop window with vinyl graphic is excessive. It is noted that prior to the works that have taken place, the photos provided by the applicant demonstrate that a similar arrangement was in place although there does not appear to be an Advertisement Consent granted for these works either...'.

The report went on to consider that 'In this instance the large vinyl graphic images due to their size and extent across the shop window gives them an unduly prominent appearance. Furthermore, the shop appears somewhat "closed in" as there is no visual interest into the shop other than through the sliding entrance door. Instead the shop appears to have been "swathed" in a large advert that cuts it off from the high street and detracts from the appearance of the building and the vibrancy and vitality of the host property'.

It is noted that the planning history does not reveal any consent for the replacement of windows with panels. It is therefore considered that there is no new supporting material put forward to put aside the previous planning considerations resulting in refused consent for the signs.

Having had regard to the above it is considered that the advertisement would have no regard for its setting, be a dominant feature in the street scene and have a harmful appearance on the overall character of the area.

Background papers referred to during production of this report comprise all correspondence on the file ref(s) set out in the Planning History section above, excluding exempt information.

## **RECOMMENDATION: PERMISSION BE REFUSED**

The reasons for refusal are:

- 1 The panel signs facing Oakfield Road and High Street, by virtue of their height, appearance, extent and visually prominent positioning, detract from the appearance of the shop and the street scene generally by restricting the amount of visibility into the shop thereby contrary to Policy BE21 of the Unitary Development Plan.

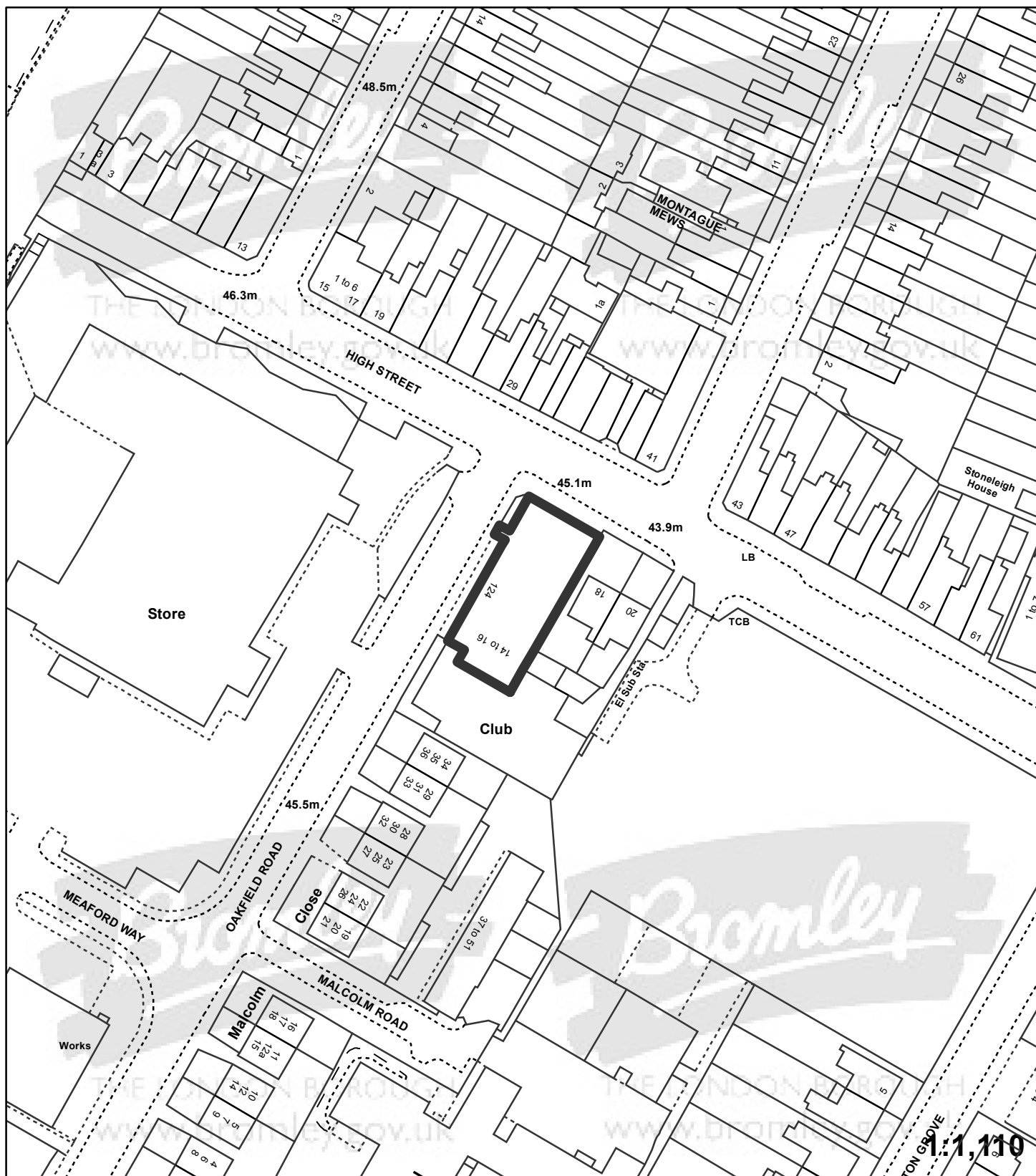
Further Recommendation:

Enforcement proceedings to continue.

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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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