

Section '4' - Applications recommended for REFUSAL or DISAPPROVAL OF DETAILS

**Application No :** 14/01350/ADV

**Ward:**  
Cray Valley East

**Address :** Land At Junction With High Street  
Blacksmiths Lane Orpington

**OS Grid Ref:** E: 547247 N: 168011

**Applicant :** Mr Nick Beckett

**Objections :** NO

**Description of Development:**

12 non-illuminated lamppost banner signs on Blacksmiths Lane and High Street , St. Mary Cray.

Key designations:

Conservation Area: St Mary Cray  
Areas of Archaeological Significance  
Biggin Hill Safeguarding Birds  
Biggin Hill Safeguarding Area  
London City Airport Safeguarding  
Local Distributor Roads  
Urban Open Space

**Proposal**

It is proposed to erect 12 non-illuminated banner signs on lampposts in Blacksmiths Lane and High Street, St. Mary Cray. The banners would measure 2m in height and 0.785m in width, and would be attached at a height of 2.4m above ground level.

The banners are to be used for wayfaring signage related to the Nugent Shopping Park, and would not be used for any other brand-related commercial advertising.

**Location**

A number of the signs would be located on lampposts within St.Mary Cray Conservation Area (Nos.1-5), whilst several of the others would be immediately adjacent to it.

Sign 1 would be located in close proximity to a Statutory Listed Building at Nos.87-91 High Street.

**Comments from Local Residents**

No third party representations have been received.

### **Comments from Consultees**

No objections are raised to the proposals from a highways point of view.

The Advisory Panel for Conservation Areas recommend a temporary consent.

### **Planning Considerations**

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

BE11 Conservation Areas

BE21 Control of Advertisements and Signs

This application was called into committee by a Councillor.

### **Conclusions**

The main issues in this case are the impact of the banner signs on the character and appearance of St Mary Cray Conservation Area, and on highway safety.

The proposed signs would add visual intrusion and clutter to the area, whilst having no commercial benefit to the Conservation Area. The number of signs proposed within or very close to the Conservation Area would have a detrimental impact on the character and appearance of this part of St. Mary Cray Conservation Area.

The proposals would not have any detrimental impact on highway safety in the close vicinity.

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**

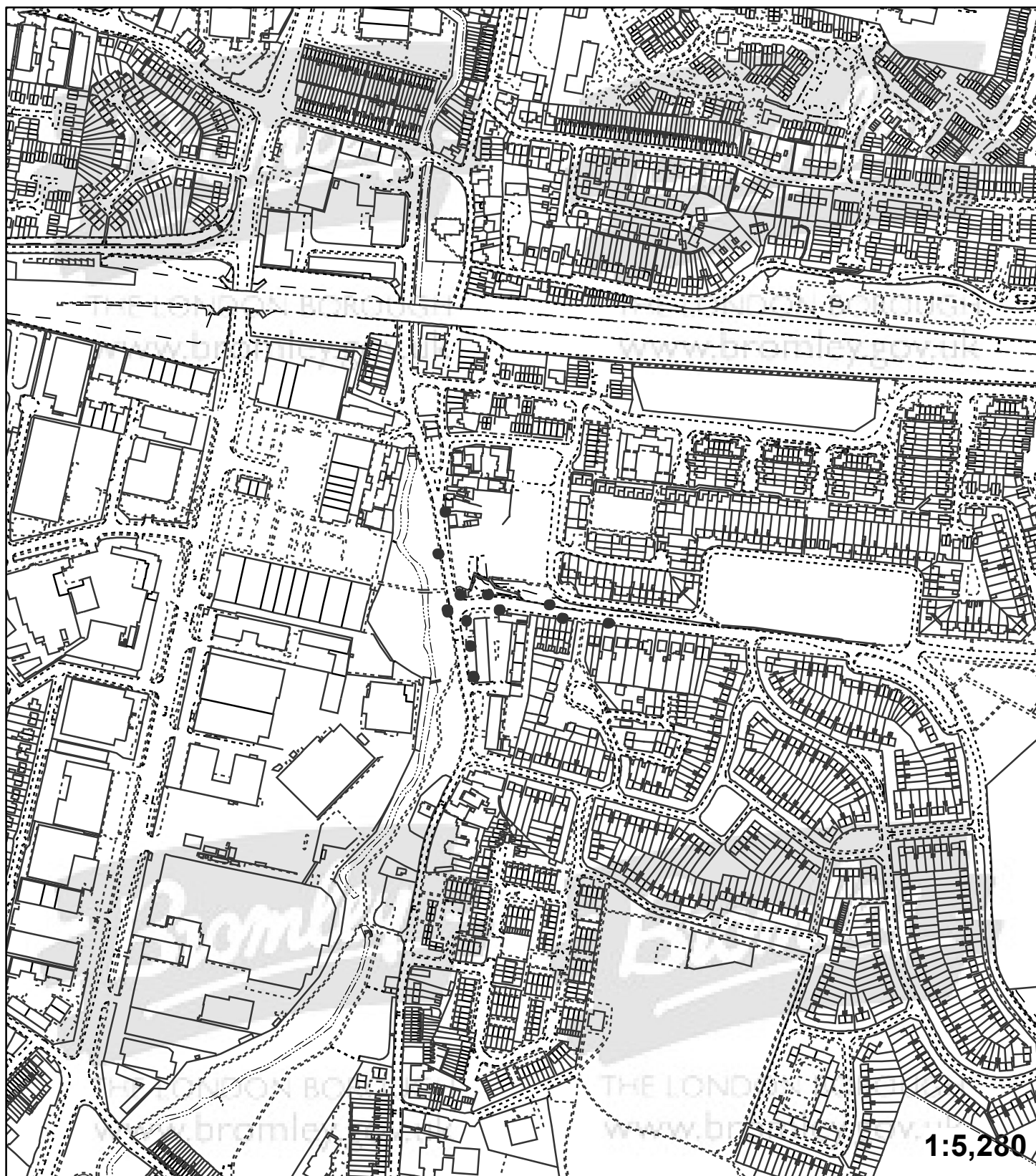
The reasons for refusal are:

- 1 The proposed signs, by reason of their number and location within or very close to the Conservation Area, would add visual clutter which would fail to preserve or enhance the character and appearance of this part of St. Mary Cray Conservation Area, and would thereby be contrary to Policies BE11 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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