

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

Application No : 14/01372/ADV

Ward:
Cray Valley East

Address : Land Rear Of 1 - 8 Market Meadow Mill
Brook Road Orpington

OS Grid Ref: E: 547169 N: 168213

Applicant : Mr Nick Beckett

Objections : YES

Description of Development:

5 non-illuminated lamppost banner signs on Mill Brook Road 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
Flood Zone 2
Flood Zone 3
London City Airport Safeguarding
Local Distributor Roads Multiple (Spatial)
River Centre Line
Urban Open Space

Proposal

It is proposed to erect 5 non-illuminated banner signs on lampposts in Millbrook Road 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

Four of the signs would be located on lampposts within St.Mary Cray Conservation Area, whilst the fifth sign would be attached to a lamppost immediately adjacent to the Conservation Area at the entrance to Cray View Close.

Comments from Local Residents

Nearby owners/occupiers were notified of the application and representations were received from nearby residents in Market Meadow and Chelsfield Lane which can be summarised as follows:

- loss of outlook from additional street furniture
- out of character with the area
- clutter of additional street signage would be detrimental to the conservation area
- signs may encourage additional vehicular traffic along Millbrook Road by customers of the Nugent Centre.

Comments from Consultees

The Council's Highway Engineer considers that Sign 4 adjacent to Cray View Close should be refused as it would be adjacent to a zebra crossing and would cause a visual distraction to drivers, whilst Signs 1 and 5 would be located within the foliage of street trees, and if permitted, are likely to lead to requests to cut the trees back which should be resisted.

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 signs would be within or adjacent to the Conservation Area and would have a detrimental impact on the character and appearance of this part of St. Mary Cray Conservation Area.

Sign 4 would have a detrimental impact on highway safety, whilst Signs 1 and 5 would be in an undesirable location which would lead to requests to cut back mature street trees.

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

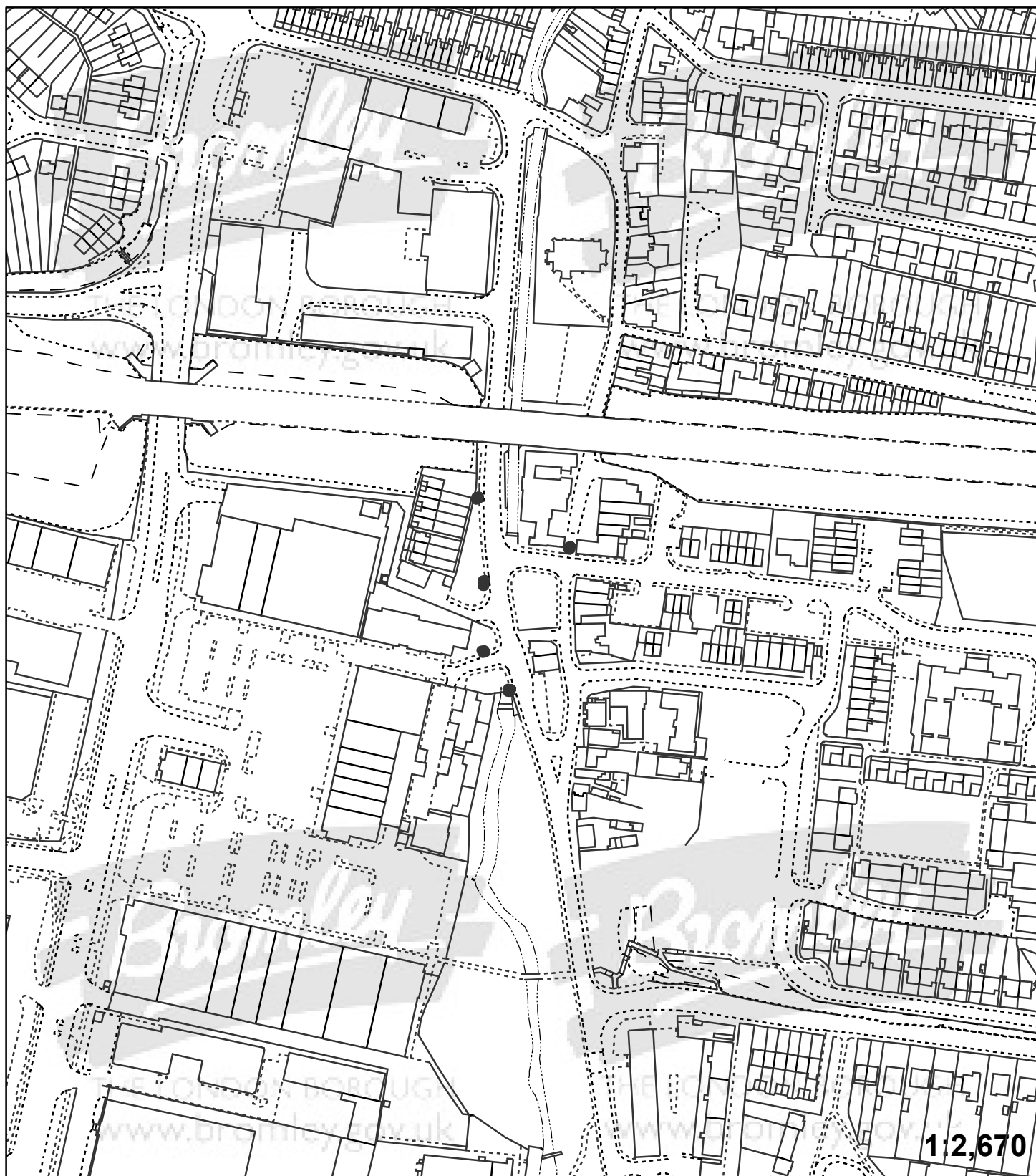
The reasons for refusal are:

- 1 The proposed signs, by reason of their number and location within or adjacent 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.
- 2 Sign 4 would have a detrimental impact on highway safety due to its close proximity to the zebra crossing and the potential for distracting drivers, and would therefore be contrary to Policy BE21 of the Unitary Development Plan.
- 3 Signs 1 and 5 would be located within the foliage of mature street trees and are likely to lead to requests to cut them back which would be detrimental to the character and appearance of St. Mary Cray Conservation Area, thereby contrary to Policy BE21 of the Unitary Development Plan.

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"This plan is provided to identify the location of the site and
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