

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

Application No : 14/03823/ADV

Ward:
Penge And Cator

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

OS Grid Ref: E: 535097 N: 170488

Applicant : One Stop Stores Ltd

Objections : NO

Description of Development:

Continued display of eight, non-illuminated PETG panel signs

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 eight PETG non-illuminated panel signs - six panels 1460mm wide x 2150mm high x 30mm deep and two panels 1605mm wide x 1830mm high x 30mm deep. The PETG signs are described as made of aluminium and vinyl; the colour and text and background is described as white on a red background/digitally printed graphic and digitally printed black and white image. They are aluminium panatrim frames 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. The application form advises that this proposal changes the images to black and white as per One Stop Conservation Spec. The panels are currently showing as white panels rather than panels with graphics.

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 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.

The most recent planning history was application ref. 14/00130 which gave a split decision; the reasons for refusal for the panel signs were:

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.

Prior to this planning application ref. 13/02371, for the continued display of two internally illuminated fascia signs and eight non-illuminated poster signs, was issued a split decision 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.

Application ref. 13/003644, which was part retrospective, for alterations to shopfront entrance and installation of 4 air conditioning units to side elevation was granted permission 31/7/14.

Enforcement action is currently pending the outcome of this application.

Conclusions

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

Within the previous submission the agent indicated 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...'

That 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'.

The planning report for application ref. 14/00130 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'.

This scheme has changed the colour of the graphics to black and white and refers to the images being '... as per One Stop Conservation Spec'. It is noted that the site is not within a designated Conservation Area; it is considered that the panels, regardless of the colour and design, deaden the streetscene by removing the buildings active frontage and allowing a view of the internal activity of the shop.

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 and that the change to the appearance of the graphic does not address the previous ground of refusal.

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

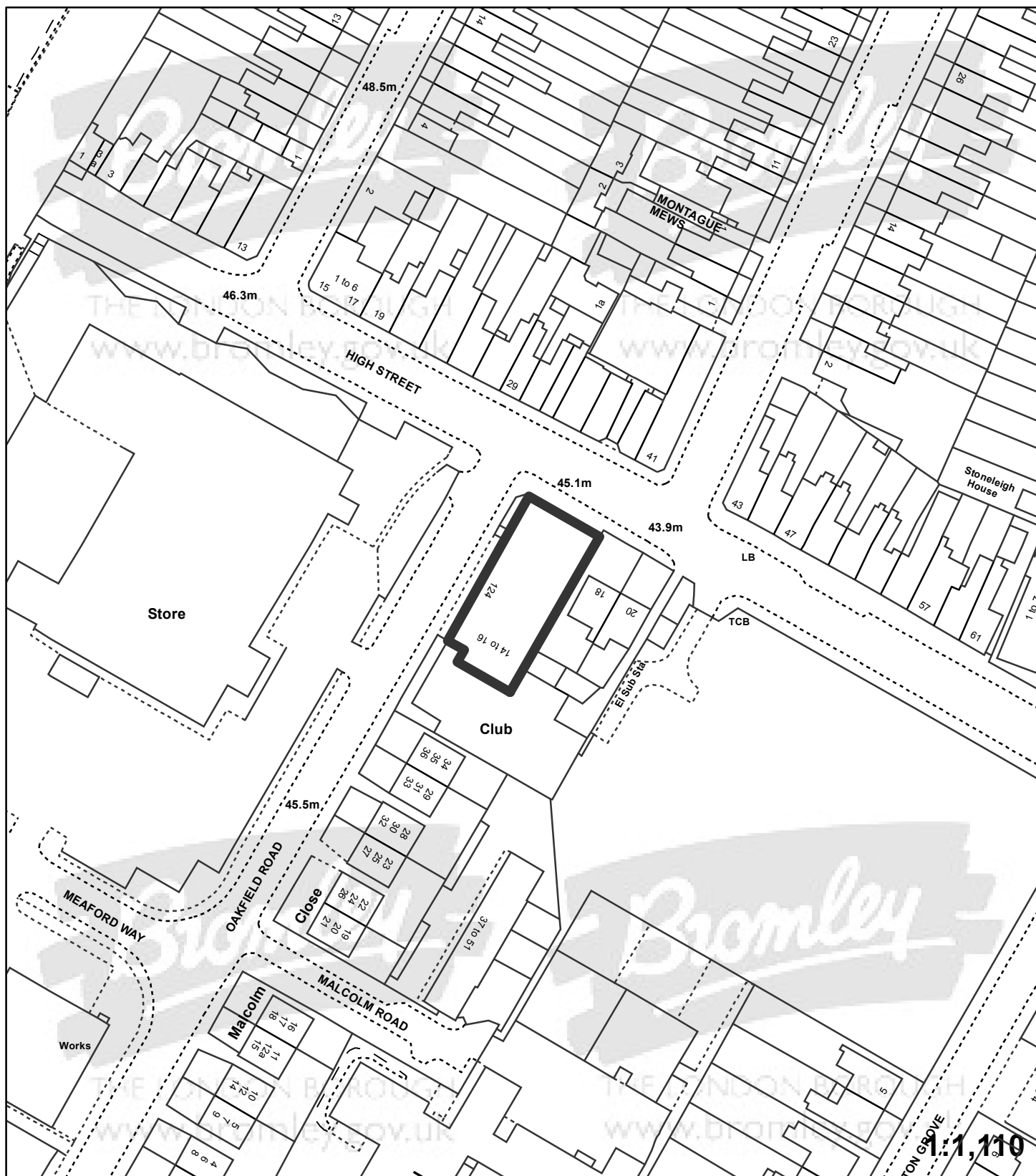
The reasons for refusal are:

- 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.

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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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