

## **SECTION '2' – Applications meriting special consideration**

**Application No :** 15/03213/ADV

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

**Address :** 97 Croydon Road Penge London SE20  
7SX

**OS Grid Ref:** E: 535084 N: 169500

**Applicant :** Mrs Anthea Prendergast

**Objections :** YES

### **Description of Development:**

5 x non-illuminated fascia signs.

Key designations:

Biggin Hill Safeguarding Birds  
Biggin Hill Safeguarding Area  
London City Airport Safeguarding  
London Distributor Roads  
Smoke Control SCA 51

### **Proposal**

The application proposes 5 x non illuminated fascia signs along the East and West sides of Aldi.

Fascia sign one is located on the Western side of the building, facing the car park, and would measure 20.89m in width, by 2.21m in height with a depth of 0.01m.

Fascia signs two, three, four and five would be located on the Eastern side of the building, and would measure 5.32m in width, by 1.22m in height with a depth of 0.01m.

The height from ground levels are as follows:

- Fascia sign one - 0.93m

Due to the gradient of the road, the following measurements are taken from either edge of the proposed fascia

- Fascia sign two - 2.55m – 3m
- Fascia sign three - 3.15m – 3.7m
- Fascia sign four - 3.9m – 4.4m
- Fascia sign five - 4.5m – 5m

The application site hosts a part one/two storey retail unit, located on the South Eastern side of Croydon Road, Penge.

### **Consultations**

Nearby owners/occupiers were notified of the application and 13 objections were received, these can be summarised as follows:

- Concerns for increased traffic
- The area is residential, not a high street
- Adverts will be an eye-sore
- Signs would impact negatively on the streetscene
- Signs will be a distraction to drivers
- Signage is excessive

Following revised plans submitted, a further 7 objections were received and these can be summarised as follows:

- The area is residential, not a high street
- Concerns for increased traffic
- Adverts will be an eye-sore
- Signs will be a distraction to drivers
- Signs would be detrimental to the character of the area

A highways engineer and an environmental health officer both raised no objection to the application.

### **Planning Considerations**

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

BE1 Design of Development  
BE21 Control of Advertisements and Signs

### **History**

Under planning ref 12/00981 consent was given for 1 internally illuminated wall mounted projecting signs and 3 vinyl signs and consent was refused for 1 internally illuminated totem sign due to the excessive height.

Permission for the totem was subsequently won on appeal.

### **Conclusions**

The main issues relating to this case is whether the proposed signage would have any impact on highway and pedestrian safety and adjoining owner's amenity and whether the proposed signage would significantly impact on the character of the area.

All fascia signs are to be non-illuminated, this element of the proposal is favourable and is appropriate due to the site being opposite some residential properties. Officers consider the lack of illumination to be acceptable.

Fascia sign one will have very little impact on adjoining owners, or the street scene as it faces the car park and the side of number 95 Croydon Road, where there are

two obscure glazed windows. Officers consider this element of the proposal to be acceptable.

Fascia signs two, three, four and five are proposed along Elmers End Road (A214) along the Eastern side of the building, these having varying heights from ground level, with a minimum of 0.93m and a maximum of 4.55m due to the gradient of the road and the building. Officers consider this to be acceptable.

Officers note that, as has been mentioned in objections this area is primarily residential, however the building is sited on a very busy A road, not a quiet residential street, and opposite the application site there is a small parade of shops, all with fascia signs. Officers therefore consider that the principle of this type of advertisement in this location is acceptable.

Officers have no concern for pedestrian and vehicle safety as a result of these adverts, as is reflected in the comments received from both Highways engineers and environmental health officers and due to the signs only including 7 words along the road.

Fascia sign one will have little impact on the street scene due to its siting and position as it faces a car park, not the main road, and fascia signs two, three, four and five are to be mounted onto what is a blank elevation at the moment, officers consider that this would improve the appearance of the building by adding some visual interest, and it is therefore acceptable.

Having had regard to the above it was considered that the advertisement would add some appropriate visual interest to this part of the street without appearing unduly prominent or conspicuous in the wider street scene. Finally, the proposal would not impact adversely on the amenities of adjoining properties nor on pedestrian and vehicular safety.

As amended by documents received on 10.09.2015

## **RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED**

Subject to the following conditions:

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: Regulation 14(1) (a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: Regulation 14(1) (a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: Regulation 14(1) (a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

4. No advertisement is to be displayed without the permission of the owner of the site or any person with an interest in the site entitled to grant permission.

Reason: Regulation 14(1) (a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of , any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway, (including any coastal waters) or aerodrome (civil or military).

Reason: Regulation 14(1) (a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.