

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

**Application No :** 17/01568/ADV

**Ward:**  
**Copers Cope**

**Address :** 162 High Street Beckenham BR3 1EW

**OS Grid Ref:** E: 537276 N: 169472

**Applicant :** Mr Saverjeet Gurwara

**Objections :** YES

**Description of Development:**

The installation of one illuminated fascia and projecting sign.

Key designations:

Conservation Area: Beckenham Town Centre  
Areas of Archeological Significance  
Biggin Hill Safeguarding Area  
London City Airport Safeguarding  
Primary Shopping Frontage  
Smoke Control SCA 12

**Proposal**

The application seeks advertisement consent for the installation of one fascia sign; with halo illuminated applied lettering and one internally illuminated projecting sign. The application also includes an awning with the business name.

The plans have been revised since submission with amendments to the design of fascia. This includes removal of the internally illuminated box and the use of applied lettering with halo illumination together with a reduction in the overall height of the fascia by around 200mm.

There is an associated application for the shopfront under reference: DC/17/01723, which is also considered on this agenda. The application has been called in by a ward Councillor.

**Location**

The application relates to a three-storey, plus roof accommodation an end of terrace property, which forms part of a wider commercial parade. The site includes commercial units at ground floor and what appears to be residential accommodation above. The site forms part of the Beckenham Town Centre Conservation Area.

## Consultations

Nearby owners/occupiers were notified of the application and representations were received which can be summarised as follows:

- Appreciate that the bright orange and white colour scheme is part of the company's brand, but it is garish and in no way compliments the character of the high street.
- We would support the disallowing of internally illuminated fascia signs on the High Street, in favour of painted signs that are externally illuminated.
- At 1.4m in high, the size of the internally illuminated fascia is excessive.
- Rather than being flush with the building façade, the fascia signage projects out by 100mm.
- Comment was received in relation to the shopfront, however this is being considered under a separate application detailed below.

Highways - Illuminated signs visible from the highway must comply with the latest issue of the Institute of Lighting Engineers Technical Report No 5 Brightness of illuminated advertisements.

None of the signs replacing the existing signs appear to interfere with any visibility splays so I would have no objection to the proposal. However the projecting sign appears to overhang the highway so please include informative DI03

Environment Health - No objections

The Advisory Panel for Conservation Areas, (APCA) were consulted on the application and their comments can be summarised as follows: Objection. The fascia is too deep and includes a poor and unsympathetic design. Contrary to Policy BE19.

## 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  
T18 Road Safety

### Draft Local Plan

The Council is preparing a Local Plan and commenced a period of consultation on its proposed submission draft of the Local Plan on November 14th 2016 which closed on December 31st 2016 (under The Town and Country Planning (Local Planning) (England) Regulations 2012 as amended). It is anticipated that the submission of the Local Plan to the Secretary of State will be in mid-2017.

Relevant policies:

Policy 37 General Design of Development  
Policy 41 Conservation Areas  
Policy 102 Advertisements.

## **Planning History**

87/00333/ADVILL -Advertisement Consent granted on the 12.03.1987 for the installation of an internally illuminated fascia and projecting Box Sign.

17/01723/FULL - A planning application for the installation of a replacement shopfront, awning and roller shutter is currently being considered by the Council.

## **Conclusions**

The main issue in this case is whether the proposed sign(s) would be significantly harmful to the appearance of the host building and the character of the Beckenham Town Centre Conservation area within which the property lies.

In respect of pedestrian and highway safety no objections have been received from the Council's Highways Officer. This is considered to be acceptable.

Policy BE21 states that advertisements should have regard to the character of the surrounding area and be in keeping with the scale, form and character of any building on which they are placed. They should also preserve or enhance the character and appearance of the Conservation Area.

The application property is prominent within the streetscene but forms part of a larger commercial parade. The host building is of traditional red brick construction, with timber sliding sash windows.

It is noted there are a variety of different advertisements within the high street, including large fasciae with evidence of both internal and external illumination. There is also evidence of a number of externally and internally illuminated projecting signs within the high street. However, many of these examples were installed prior to the Conservation Area Designation in 2015.

A core principle of the NPPF is to conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations. Indeed the NPPF seeks to promote positive planning, which can shape and direct development. In this case the newly designated Conservation Area will now provide greater control going forward thereby enhancing the character and appearance of the area over time.

The applicant has amended the proposal since submission. The proposal originally included an entirely internally illuminated fascia. However, the amendments now propose the use of applied lettering with halo illumination. There has also been a marginal reduction in the height of the fascia by around 200mm. The amendments to the fascia lettering and use of halo illumination are more sympathetic to the traditional character of the building and wider CA in general, but the overall size of the fascia is considered overly large in scale and, together with the level of

information/detail shown on the fascia, internally illuminated projection sign and bright awning, would result in a highly prominent over-proliferation of advertisements. The proposal would detract from the traditional character of the building and wider terrace, which fails to preserve or enhance the character and appearance of the Conservation Area contrary to Policy BE21 of the UDP.

Background papers referred to during production of this report comprise all correspondence on the file ref: 17/01568/ADV and any other applications on the site set out in the Planning History section above, excluding exempt information

**as amended by documents received on 18.07.2017**  
**RECOMMENDATION: APPLICATION BE REFUSED**

**The reasons for refusal are:**

- 1. The proposed advertisements, by reason of their scale, design and number, would result in a prominent over-proliferation of advertisements which fails to respect the scale, character and appearance of the host building, and wider Beckenham Town Centre Conservation Area contrary to Policy BE21 of the Unitary Development Plan (2006).**