

SECTION '2' – Applications meriting special consideration

Application No : 17/05043/ADV

Ward:
Copers Cope

Address : 162 High Street Beckenham BR3 1EW

OS Grid Ref: E: 537276 N: 169472

Applicant : Mr Saverjeet Gurwara

Objections : No

Description of Development:

The installation of 1 fascia with internally illuminated individual lettering, 1 externally illuminated projecting sign and awning advert.

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 individually built up halo illuminated lettering and one externally illuminated hanging sign. The application also includes an awning with the business name.

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 building is Locally Listed and forms part of the Beckenham Town Centre Conservation Area.

Comments from Local Residents and Groups

Nearby owners/occupiers were notified of the application and no representations were received.

Comments from Consultees

Conservation Officer: The signage is an improvement in terms of scale of design but the shopfront remains excessively glazed. The previous shopfront had a number of mullions which were removed and a low stallriser. More effort would need to be made by the applicant in this instance and accepting this amount of

glazing would make it difficult for us to apply good standards elsewhere. On this basis I feel the proposal is contrary to BE11 and BE 19

Environmental Health Pollution Officer: No objections

Highways: There are no objections to this proposal from the highway point of view.

Please apply the following to any permission

DI 03 - the licencing of the awning and projecting sign under the Highways Act 1980 - streetworks.enquiries@bromley.gov.uk

Policy Context

Section 70(2) of the Town and Country Planning Act 1990 (as amended) sets out that in considering and determining applications for planning permission the local planning authority must have regard to:-

- (a) the provisions of the development plan, so far as material to the application,
- (b) any local finance considerations, so far as material to the application, and
- (c) any other material considerations.

Section 38 (6) of the Planning and Compulsory Purchase Act (2004) makes it clear that any determination under the planning acts must be made in accordance with the development plan unless material considerations indicate otherwise.

According to paragraph 216 of the NPPF decision takers can also give weight to relevant policies in emerging plans according to:

- The stage of preparation of the emerging plan (the more advanced the preparation, the greater the weight that may be given);
- The extent to which there are unresolved objections to relevant policies (the less significant the unresolved objections, the greater the weight that may be given); and
- The degree of consistency of the relevant policies in the emerging plan to the policies in the NPPF, the greater the weight that may be given).

The Council is preparing a Local Plan. The submission of the Draft Local Plan was subject to an Examination In Public which commenced on 4th December 2017 and the Inspector's report is awaited. These documents are a material consideration. The weight attached to the draft policies increases as the Local Plan process advances.

The development plan for Bromley comprises the Bromley UDP (July 2006), the London Plan (March 2016) and the Emerging Local Plan (2016). The NPPF does not change the legal status of the development plan.

London Plan (2015)

7.2 An Inclusive Access

7.4 Local Character

7.6 Architecture

7.8 Heritage Assets and archaeology

Unitary Development Plan (2006)

BE10 Locally Listed Buildings
BE11 Conservation Areas
BE21 Control of Advertisements and Signs
T18 Road Safety

Draft Local Plan (Submission Version)

Policy 37 General Design of Development
Policy 39 Locally Listed Buildings
Policy 41 Conservation Areas
Policy 102 Advertisements.

All other material considerations shall also be taken into account.

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.

17/01568/ADV - The installation of one illuminated fascia and projecting sign. Refused for the following reason:

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 locally listed host building, and wider Beckenham Town Centre Conservation Area contrary to Policy BE21 of the Unitary Development Plan (2006).

17/01723/FULL1 - Installation of a replacement shopfront, awning and roller shutters. Refused for the following reason:

1. The design of the replacement shopfront does not provide accessible access and fails to respect or complement the character, appearance, proportions and rhythm of the existing locally listed building and would not therefore preserve or enhance the character and appearance of the Conservation Area, being contrary to Chapters 7 & 12 of the NPPF; Policies 7.2, 7.4, 7.6 and 7.8 of the London Plan (2016) and Policies BE1, BE10, BE11 and BE19 of the Unitary Development Plan (2006).

Considerations

The main issue in this case is whether the proposed sign(s) would be significantly harmful to the appearance of the Locally Listed host building and the character of the Beckenham Town Centre Conservation area within which the property lies. Consideration should also be given to pedestrian and highway safety together with previous reasons for refusal.

In respect of pedestrian and highway safety no objections have been received from the Council's Highways Officer regarding either the proposed levels of illumination or awning. 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 Locally Listed and of traditional 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.

The current proposal is a resubmission of ref: 17/01568/ADV which was refused for the reasons outlined above.

The application has been amended since the previous submission with the use of timber for the fascia background rather than aluminium as previously proposed. The signage, including the level of written detail, has been simplified as previously the fascia included numerous pieces of information. This was considered to represent a cluttered over-proliferation of advertisements. The current proposal now only proposes the brand name on the timber fascia and awning. The fascia is similar in size to the previous scheme but timber moulding would now be utilised. It would also include the use of individually built up 3D lettering, which Members may now consider would help break up the scale of the fascia.

The scheme also now proposes a hanging sign, which would be externally lit through the use of double trough lights. This has been amended since the previous application which proposed an internally illuminated projecting sign. The hanging sign is much narrower in its form and the use of a conservation type hanging bracket and external illumination is more in keeping with the traditional character of the Locally Listed Building and wider Conservation Area.

Members may therefore consider that the reduction in the amount of information/branding on the fascia, together with the use of more traditional design approaches such as the hanging sign, timber background and halo/external trough lights has satisfactorily address previous objections and is now more in keeping with the traditional character and appearance of the Local building and Conservation Area in general, thereby preserving its character and appearance.

Background papers referred to during production of this report comprise all correspondence on the file ref: 17/05043/ADV and any other applications on the site set out in the Planning History section above, excluding exempt information

RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED

subject to the following conditions:

- 1 This consent shall be for a period of 5 years, beginning with the date of this decision notice.**

Reason: Regulation 14(5), Town and Country Planning (Control of Advertisements) Regulations 2007.

- 2 The luminance output of the fascia and hanging sign shall not exceed 350.00 candelas per square metre from any part of the sign.**

Reason: In order to comply with Policy BE21 of the Unitary Development Plan and to ensure that excessive brightness of illumination does not detract from the amenities of the area.