

Section '3' - Applications recommended for PERMISSION, APPROVAL or CONSENT

Application No : 17/05453/ADV

Ward:
Copers Cope

Address : 44 High Street Beckenham BR3 1AY

OS Grid Ref: E: 537418 N: 169659

Applicant : Euro Car Parks Limited

Objections : YES

Description of Development:

The display of 4 non-illuminated advertisements in relation to the supermarket carpark.

Key designations:

Conservation Area: Beckenham St. Georges Conservation Area: Beckenham Town Centre
Areas of Archeological Significance
Biggin Hill Safeguarding Area
London City Airport Safeguarding
Smoke Control SCA 12

Update: This application was deferred without prejudice by Members of the Plans Sub Committee 4 held on the 8th March, in order to seek a relocation and reduction in the size of the car park direction/regulation signs.

The applicant has not provided amendments in respect of the above, but has provided additional information and further clarification regarding the proposal, together with some indicative photographic montages.

The signs, whilst described as 'advertisements', are car park direction/regulation signs only. The applicant explains that the signs proposed are replacements of existing signage that has been in situ for over 10 years (photos provided within the montage). The size/position of these signs is not changing, but the content has been updated to reflect to the new camera operations.

The size of the signs/font size is required for legibility and to ensure users are aware of parking controls - therefore a reduction in the size of the signs is not possible.

The applicant has highlighted that these signs have been in situ for over 10 years and no changes are proposed to the position/dimensions. The car park is also enclosed by dense vegetation and similar signs found at the nearby St Georges Road car park (outlined within the photo montage) have been highlighted as a comparative example.

No illumination is proposed.

Proposal

The application seeks advertisement consent for the installation of 4 free standing non-illuminated signs, within the rear car park.

The proposed adverts include:

- 1 no. x non-illuminated 'pay and display' sign 700mm x 900mm (Sign A)
- 1 no. x non-illuminated 'private property' sign 300mm x 900mm (Sign B)
- 2 no. x non-illuminated 'Hours Free Parking for Customers' sign 700mm x 900mm (Sign C)

Location

The application site is a car park, which is located to the rear of 44-46 High Street Beckenham. The car park is located to the rear of the high street but is bounded by commercial buildings to the east, The Crescent to the west and Church Avenue to the south. The Beckenham High Street Conservation Area is located immediately to the east of the site and covers the buildings fronting the high street.

Comments from Local Residents and Groups

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

Objections

- o The development will be very high and intrusive to neighbouring residents.
- o They will be unattractive when visitors use the car park and visit the area, particularly due to the current investment into Beckenham Improvements. Huge amounts of money have gone into creating a pleasing and inviting environment for visitors.
- o The signs will be very visible to residents near the entrances, they are ugly and unnecessary
- o Marks and Spencer's signage has been largely installed with consideration to residents. They are set at an angle to residents and are not viewed 'head on'. Many are also set within the car park and there are hedges screening them. Marks and Spencer signs are a pleasant green, unlike the Euro Carpark garish colours.
- o Flashing cameras at night will disturb residents
- o Visitors will feel hurried and fearful of being prosecuted any may use another shop in other locations or towns.
- o Many problems for residents regarding this car park.
- o Posts will be out of place and signs will need to be lit to ensure they are visible.
- o The car park is part of the conservation area and street furniture can't be changed or be out of character with the area. Adding posts and further signage will be out of character.
- o It would be much better for residents and the area to have an exit payment system. This would also be more secure at night, where there is a lot of anti-social behaviour. ANPR cameras do not add extra security
- o Bromley Council and Councillors have failed residents of this area by supporting business which provide income for religious interests. This site should never have been developed. The Council is corrupt and resulted into degradation of the environment.
- o This is the most degraded area in the borough. Will not support 24 hour parking or increase in traffic.
- o Objections to installation of recycling bins and existing car wash facilities
- o Rubbish and noise from existing car wash
- o Cars abuse the one-way system
- o Vermin in the car park
- o Drugs and antisocial behaviour happens in the car park
- o Marks and Spencer are nuisance neighbours. Do not consider neighbours or abide by planning and environment laws
- o Complaints have been made but they are allowed to make deliveries at 3.30am due to corrupt council

Comments from Consultees

Conservation Officer: The car park has little visual connection to the Conservation Area. There is no adverse impact from the proposal.

Environmental Health Pollution Officer: No objection

Highways: There are a large number of signs proposed most of which are well within the site. None of the signs appear to interfere with any visibility splays. There is a large totem sign proposed but this is replacing an existing sign. I would have no objection to the proposal.

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:

- o The stage of preparation of the emerging plan (the more advanced the preparation, the greater the weight that may be given);
- o 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
- o 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 made to Secretary of State on 11th August 2017. 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 Policies

7.8 Heritage Assets and Archaeology

Unitary Development Plan

BE1 Design of New Development

BE13 Development Adjacent to Conservation Areas

BE21 Control of Advertisements, Hoardings and Signs

T18 Road Safety

Emerging Local Plan

Policy 42 Development Adjacent to Conservation Areas

Policy 102 Advertisements

Policy 32 Road safety

Planning History

The relevant planning history relating to the application site is summarised as follows:

90/02243/OUT Former town hall Church Avenue part one/two storey building with basement comprising retail shop with ancillary storage and staff accommodation parking and servicing areas outline. Permission subject to legal agreement 18.12.1990

90/02244/OUT Town hall part one/two storey building with basement comprising retail shop with ancillary storage and staff accommodation parking and servicing areas outline. Permission with legal agreement 18.12.1990

91/02459/DET Former town hall details pursuant to 902243 granted for part one/two storey building with basement comprising retail shop with ancillary storage and staff accommodation parking and service. Permission

92/00741/ADVILL 2 externally illuminated and 3 non-illuminated high level logo signs internally illuminated fascia letters externally illuminated hanging sign non illuminated canopy sign. Permission

92/02231/DETMJ details of plant equipment and machinery and related soundproofing to comply with conditions 38 & 99 of permission ref 902243 granted for retail supermarket. Permission

93/00069/FUL lighting on columns to car park and wall lights to service area and facing car park section 73a application. Permission

98/01580/FUL first floor rear extension and 3 condenser units on existing roof. Permission

02/02956/ADV Non-illuminated letters and information sign on car park elevation
CON1 30.10.2002

02/03443/VAR Variation of condition 95 of permission 90/02243 and condition 01 of permission 01/03671 granted for retail shop which prohibits deliveries on Sundays, to allow delivery vehicles to enter the site after 09.00 hours on Sundays 15th and 22nd December 2002. Approved

02/03444/VAR Variation of condition 96 of permission 90/02243 and condition 01 of permission 01/03672 granted for retail shop, which prohibits opening on Sundays to permit opening between 10.00 and 18.00 hours on Sunday 15 December and Sunday 22 December 2002. Approved

02/03575/FULL1 Enclosure of goods reception yard. Permission

02/03652/FULL1 Alterations to car park exit to Church Avenue. Permission

03/01842/ADV Internally illuminated projecting box sign. Consent

03/01842/SPLADV High level internally illuminated lettering on High Street frontage.
Refused

03/03946/VAR Variation of conditions 95 and 96 of permission 90/02243 and conditions 1 and 5 of permissions 02/03443 and 02/03444 granted for retail shop, which prohibits opening on Sundays to permit opening between 10.00 and 18.00 hours on Sunday 14th December and Sunday 21st December 2003 and deliveries on Sundays to allow delivery

vehicles to enter the site after 09.00 hours on Sundays 14th and 21st December 2003. Approved

04/00195/FULL1 Installation of three plant units on roof. Permission

04/04341/VAR Variation of conditions 95 and 96 of permission 90/02243 and conditions 1 and 5 of permission 03/03946 granted for retail shop, which prohibits opening on Sundays, to permit opening between 10.00 and 18.00 hours on Sunday 12th and Sunday 19th December 2004 and deliveries on Sundays to allow delivery vehicles to enter the site after 9.00 hours on Sundays 12th and 19th December 2004. Approved

05/03702/VAR Variation of conditions 95 and 96 of permission 90/02243 and conditions 1 and 5 of permission 04/04341 granted for retail shop, to permit opening between 10.00 and 18.00 hours on Sunday 11th and Sunday 18th December 2005 and deliveries on Sundays to allow delivery vehicles to enter the site after 9.00 hours on Sunday 11th and 18th December 2005. Approved

05/03950/FULL1 4 air condition units and steel platform on roof. Permission

05/04409/ADV Internally illuminated fascia and projecting box signs. Consent

06/00072/ADV Non illuminated replacement wall mounted and freestanding information and direction signs in car park. Consent

06/00257/VAR Variation of conditions 95 of permission 90/02243 and condition 1 of permission 05/03702 granted for retail shop, to permit deliveries between 6.30am and 11pm Monday to Saturday and between 9am to 7pm on Sundays, for the period between the 23rd January and the 27th March 2006. Approved

06/02730/VAR Variation of conditions 95 and 96 of permission 90/02243 and condition 01 of permission 06/00257 and condition 05 of 05/03702 granted for retail shop to permit opening of store from 11am to 5pm and deliveries to the store on Sundays from 9.30am to 3.00pm. Approved

06/03518/VAR Variation of conditions 95 and 96 of permission ref. 90/02243 and condition 01 of permission ref. 06/00257 and condition 5 of permission ref. 05/03702 granted for retail shop to permit opening of store from 11am to 5pm and deliveries to the store on Sundays from 9.30am to 3pm. Approved

08/03202/VAR Variation of condition 96 of permission 90/02243 to permit increased opening of store during Christmas period (excluding all Sundays). Approved

09/02245/VAR Variation of condition 96 of permission 90/02243 to permit increased opening of store during Christmas period (excluding all Sundays). Approved

10/02563/VAR Variation of condition 96 of permission 90/02243 to permit increased opening of store during Christmas period (excluding all Sundays). Approved

11/02874/ADV Replacement of internal vinyl graphics to windows, replace existing 'eye board' display with window display TV to high street elevation. Consent

11/03778/VAR Variation of condition 96 of permission 90/02243 to permit increased opening of store during Christmas period (excluding all Sundays).

15/02425/ADV 3 internally illuminated fascia sign, 1 internally illuminated projecting sign, 2 applied lettering to windows and interior backing and 1 totem sign to replace existing signage with updated branding. Consent

15/05253/FULL1 Installation and removal of one temporary refrigerated (40ft) storage container between 1st November and 31st January annually.

17/05456/FULL1 The installation of 2 No. four metre high columns for an Automatic Number Plate Recognition (ANPR). Pending consideration

Considerations

The main issue in this case is whether the proposed sign(s) would be significantly harmful to the appearance and character of the streetscene, together with any harm to vehicular or pedestrian safety.

It is noted that residents have raised objections to the use/installation of an ANPR camera, however this current application relates to the erection of non-illuminated advertisements only.

In relation to the signs 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.

At the time of the site visit it was noted that the signs had already been erected.

The proposed signs are non-illuminated. The two signs advertising the hours of operation (Sign C) would be located well within the car park boundary, which is at a slightly lower level to the surrounding roads. There are also a number of hedges and trees surrounding the site which provide a degree of screening. Signs A & B would be located at the entrance to the car park, which is accessed via The Crescent. These two signs would more visible from the public realm due to their position; however they are also non-illuminated and are not considered to be of scale which would be overly dominant or intrusive within the streetscene. They would be associated with the existing commercial car park, where there are examples of other forms of signage. The car park is not located directly within the Conservation area and the size of the signs, together with their location would not restrict views into the Conservation Area. The proposal would therefore preserve the character and appearance of the Beckenham Town Centre Conservation Area.

In relation to pedestrian and highway no objections have been raised by the Council's highways officer. The location and design of the signs would therefore unlikely result in a road safety hazard.

The Mayor of London's CIL is a material consideration. CIL is not payable on this application and the applicant has completed the relevant form.

Conclusion

The proposed signs are considered to be acceptable in that they would comply with Policy BE21, would not result in harm to the character and appearance of the area in general or adjoining conservation area. They would also not result in harm to pedestrian or vehicular safety.

Background papers referred to during production of this report comprise all correspondence on the files set out in the Planning History section above, excluding exempt information.

RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED

subject to the following conditions:

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

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