

<b>Committee Date</b>	23.06.2022	
<b>Address</b>	Slug And Lettuce 150 - 156 High Street Beckenham BR3 1EA	
<b>Application Number</b>	21/05151/ADV	<b>Officer</b> - Louisa Bruce
<b>Ward</b>	Beckenham Town and Copers Cope	
<b>Proposal</b>	Retrospective installation of replacement signage to include 1 x fascia sign, 1 x menu case, 7 x internally applied window graphics, 2 x lanterns, two new replacement awnings, 1 x brass plaque, spotlights and external signwriting to planter boxes.	
<b>Applicant</b>	<b>Agent</b>	
Mrs Shepley	Mrs Gillian Shepley	
Slug And Lettuce 150 - 156 High Street Beckenham BR3 1EA	Ashleigh House Beckbridge Road Normanton WF6 1TE	
<b>Reason for referral to committee</b>	<b>Councillor call in</b>	
	Call-In	Yes

<b>RECOMMENDATION</b>	Application Permitted
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<p><b>KEY DESIGNATIONS</b></p> <p>Conservation Area: Beckenham Town Centre  Areas of Archeological Significance  Biggin Hill Safeguarding Area  London City Airport Safeguarding  Primary Shopping Frontage  Smoke Control SCA 12</p>
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<b>Representation summary</b>	A site notice was displayed on 26 <sup>th</sup> May 2022. Local residents were notified on the 19 <sup>th</sup> November 2021.	
Total number of responses	0	
Number in support	0	
Number of objections	0	

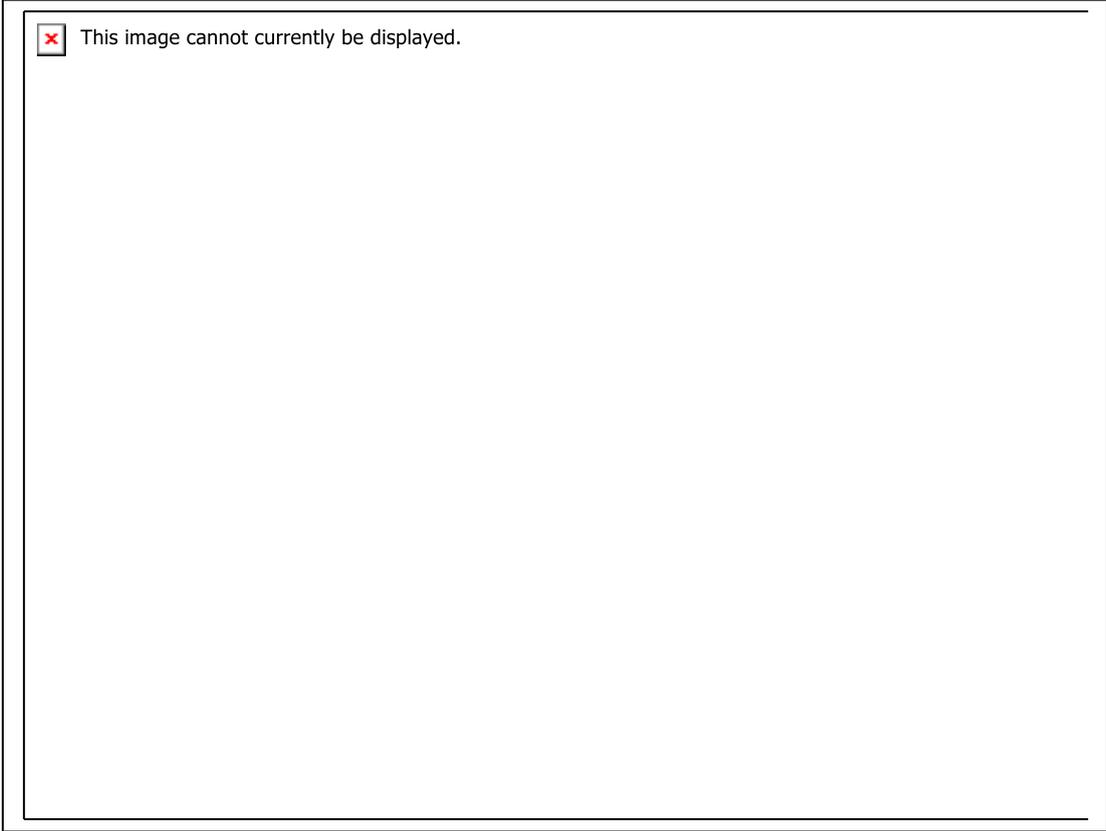
## 1. SUMMARY OF KEY REASONS FOR RECOMMENDATION

- The development would not result in a harmful impact on the character and appearance of the area
- The character and appearance of the Conservation Area would be preserved
- The development would not adversely affect the amenities of neighbouring residential properties

## 2. LOCATION

- 2.1 The application site comprises of The Manor House Pub (formerly The Slug and Lettuce) located on the northern side of Beckenham High Street. The pub sits between two charity shops Cancer Research and Oxfam. The site is designated as Primary Shopping Frontage and also lies in the Beckenham Town Conservation Area.





 This image cannot currently be displayed.

### 3. PROPOSAL

- 3.1 The application seeks retrospective advertisement consent for the installation of replacement signage to include 1 x fascia sign, 1 x menu case, 7 x internally applied window graphics, 2 x lanterns, two new replacement awnings, 1 x brass plaque, spotlights and external signwriting to planter boxes. Revised drawings were received on the 27<sup>th</sup> April 2022 which removed the proposed lettering to the first floor of the building displaying the words '*purveyor of quality craft beer*' and '*cocktails, spirits, live music*' and projecting hanging sign from the application.
- 3.2 Revised plans were received on the 27<sup>th</sup> April 2022 which removed the lettering to the first floor front elevation displaying the words '*purveyor of quality craft beer*' and '*cocktails, spirits, live music*. The projecting hanging sign over the entrance to the pub was also removed from the proposal.



#### **4. RELEVANT PLANNING HISTORY**

- 4.1 The site has a long planning history. The last application submitted to the Council is outlined below.

Under planning application ref: 17/00662/ADV advertisement consent was granted for 1x externally illuminated fascia sign (Retrospective).

#### **5. CONSULTATION SUMMARY**

##### **A) Statutory**

Conservation Officer (*No objections*)

This looks fine to me. Slightly different colour scheme and removal of hanging sign.

Advisory Panel for Conservation Areas (*No objections*):

No comments received

Environmental Health Pollution Officer (*No objections*):

No objections

Highways (*No objections*):

The projecting sign appears to overhang the highway so please include informative. I have no objections to this application from a highway perspective.

## **B) Local Groups**

No objections received

## **C) Adjoining Occupiers**

No objections received

## **6. POLICIES AND GUIDANCE**

6.1 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.

6.2 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.

6.3 The National Planning Policy Framework was published on 19th February 2019. The development plan for Bromley comprises the London Plan (March 2021) and the Bromley Local Plan (January 2019). The NPPF does not change the legal status of the development plan.

London Plan

- D4 Delivering good design
- D8 Public realm
- HC1 Heritage, Conservation and growth
- SD6 Town Centres and High Streets

Bromley Local Plan

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

SPG1 - General Design Principles  
Beckenham Town Centre Conservation Area Guidance

*A Beckenham Design Guide for Shopfronts was informally approved at the meeting of the Development Control Committee on 2nd November 2021. The content of the Guide is noted insofar as the Committee considered it to represent best practice but the informal status of the document will affect the weight that can be given to it in the assessment and determination of the application.*

## **7. ASSESSMENT**

- 7.1 The main issue in this case is whether the proposed replacement signage and awning would be significantly harmful to the appearance and character of the Beckenham Town Centre Conservation area within which the property lies. Consideration should also be given to pedestrian and highway safety.

*Design – Acceptable*

- 7.2 Design is a key consideration in the planning process. Good design is an important aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people. The NPPF states that it is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes. London Plan and BLP policies further reinforce the principles of the NPPF setting out a clear rationale for high quality design.
- 7.3 Policy 37 of the Local Plan details that all development proposals, including extensions to existing buildings, will be expected to be of a high standard of design and layout. To summarise developments will be expected to meet all of the following criteria where they are relevant; be imaginative and attractive to look at, of a good architectural quality and should complement the scale, proportion, form, layout and materials of adjacent buildings and areas; positively contribute to the existing street scene and/or landscape and respect important views, heritage assets, skylines, landmarks or landscape features; create attractive settings; allow for adequate daylight and sunlight to penetrate in and between buildings; respect the amenity of occupiers of neighbouring buildings and those of future occupants; be of a sustainable design and construction; accessible to all; secure; include; suitable waste and refuse facilities and respect non designated heritage assets.
- 7.4 Policy 102 states that advertisements, hoardings and signs should:
- a - have regard to the character of the surrounding area,
  - b - be in keeping with the scale, form and character of any buildings on which they are placed,
  - c - generally not be located in residential areas and the Green Belt, Metropolitan Open Land (MOL) and Urban Open Space,
  - d - preserve or enhance the character or appearance of conservation area,
  - e - not be likely to create a hazard to road users, and
  - f - avoid harm to the significance of listed buildings.

#### 7.5 Fascia sign (Item 1)

The main fascia sign located on the front elevation of the pub and has already been installed. The fascia measures 11.1m in width by 0.8m in height and 0.5m in depth and will be externally illuminated at a level of 200 cd/m<sup>2</sup>. The fascia details the name of the pub '*The Manor House*' and the company '*Red Cat*'.

#### 7.6 Window vinyl's (Item 3, 4 and 4a)

Several decorative window vinyl's will be displayed displaying the words 'cocktails', 'spirits', 'live music', 'craft beer', 'red cat' on the windows of the pub.

#### 7.7 Menu case (Item 5)

The menu case will be located on the front elevation of the pub next to the main entrance and has already been installed. The menu case will be finished in brass and measure 0.4m in width by 0.9m in height.

#### 7.8 Window vinyl (Item 6)

A window vinyl displaying the symbol of a crest will be displayed on the windows of the pub.

#### 7.9 Plaque (Item 8)

A brass plaque has been installed to the front elevation of the pub under the menu case and measures 0.27m in width by 0.183m in height.

#### 7.10 Awning (Item 9)

The existing awning is shown to be reskinned and will be red in colour and contain the name of the pub.

#### 7.11 Spotlights

Six Pinpoint spotlights illuminating the brickwork on the first floor have already been installed.

#### 7.12 External signwriting

Eight planter boxes will be written with the name of the pub/company to the external area to the front of the pub.

7.13 The replacement signage is within the context of the building and appropriate within this business location. The signage is considered to be appropriate in size and the luminance levels appropriate for this commercial location. The signs do not result in a visual clutter or proliferation of signage at

this particular unit. The agent has confirmed that the replacement signage is no larger or deeper than the existing.

- 7.14 On balance the proposal is considered to comply with Policy 102 of the Local Plan and does not have a detrimental impact on the visual amenities of the area.

*Heritage Impact – Acceptable*

- 7.15 Policy 41 of the Bromley Local Plan states that Conservation Areas are areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. Proposals for new development, for engineering works, alteration or extension to a building or for change of use of land or buildings within a conservation area will need to preserve and enhance its characteristics and appearance by:

- o Respecting or complementing the layout, scale, form and materials of existing buildings and spaces;
- o Respecting and incorporating in the design existing landscape or other features that contribute to the character, appearance or historic value of the area; and
- o Using high quality materials.

- 7.16 The site is located within the Beckenham Town Centre Conservation Area. The Conservation Officer has confirmed that they raise no objections on the basis that the signage is no larger or deeper than the existing. The internal illumination levels, given the site benefits from existing signage it is not considered to result in a significant increase in harm over and above that already existing, and would not be sufficient to warrant refusal on these grounds.

- 7.17 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.

- 7.18 The signage and awning which has been installed is considered to be in keeping with the host building and surrounding streetscene. The text on the fascia would not dominate the buildings frontage. The proposed new red awning would be a contrasting colour to the grey signage. The Conservation Officer has raised no objections to the proposed advertisements.

*Highway safety – Acceptable*

- 7.19 The NPPF recognises that transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. The NPPF clearly states that development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.

- 7.20 London Plan and Local Plan Policies encourage sustainable transport modes whilst recognising the need for appropriate parking provision. Car parking standards within the London Plan and Local Plan should be used as a basis for assessment.
- 7.21 In relation to pedestrian and highway no objections have been raised by the Council's highways office. The location and design of the sign would not result in a road safety hazard or interference with any visibility splays.

Neighbouring amenity – *Acceptable*

- 7.22 Policy 37 of the BLP seeks to protect existing residential occupiers from inappropriate development. Issues to consider are the impact of a development proposal upon neighbouring properties by way of overshadowing, loss of light, overbearing impact, overlooking, loss of privacy and general noise and disturbance.
- 7.23 Whilst it is not known if the upper floors of the property are in residential use given the town centre location the proposal is not considered excessive or harmful to residential amenity.
- 7.24 The proposed signs would replace the existing signage on site. The Council's Environmental Health Officer has raised no objections to the application and therefore, it is considered that no substantial impacts to neighbouring amenity would arise as a result of the proposed development.

## **8. CONCLUSION**

- 8.1 It is considered that the proposed advertisements are acceptable in that they would preserve the character and appearance of the Conservation Area. There would be no harm to highway or pedestrian safety and therefore the advertisements are considered to be in accord with BLP Policies 41 and 102.
- 8.2 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: Grant Advertisement Consent**

Subject to the following conditions:

1. Materials in accordance with plans
2. Compliance with plans
3. Advert time limit (standard 5 year period)
4. Restriction of luminance levels

Any other planning condition(s) considered necessary by the Assistant Director of Planning

## Informatives

Illuminated signs visible from the highway must comply with the latest issue of the Institute of Lighting Engineers.