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**London Borough Croydon**

Scale 1:1250

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## 1 APPLICATION DETAILS

Ref: [16/02052/A](#) (*link to documents on the Planning Register*)  
Location: Shop And Premises, 2 Westow Street, London, SE19 3AH  
Ward: Upper Norwood  
Description: Illuminated fascia and projecting signs  
Drawing Nos: Location plan Rev P1, Signage and lighting Rev P1  
Applicant: Mr Oke  
Agent: Mr Fitzgerald  
Case Officer: Toby Gethin

- 1.1 This application for Advertisement Consent is being reported to committee because the North Croydon Conservation Area Advisory Panel (NCCAAP) objected to the proposal and referred the application to decision by the Planning Committee (in accordance with section 2.24 of Part 4K of the Planning and Strategic Planning Committee Rules) so that the Panel we can address the Committee regarding its concerns.

## 2 SUMMARY OF KEY REASONS FOR RECOMMENDATION

- 2.1 The proposed advertisements and illumination are not considered to be out of character or proportion to their surroundings.
- 2.2 The signs and illumination would not harm the visual amenity of the site and surrounding area (including the conservation area) and would not harm highway safety.

## 3 RECOMMENDATION

- 3.1 That the Committee resolve to GRANT Advertisement Consent.
- 3.2 That the Director of Planning and Strategic Planning is delegated authority to issue the consent and impose conditions and informatives to secure the following matters:

### Conditions

- 1) The development shall be carried out in accordance with the approved drawings.
- 2) Standard Advertisement Consent conditions.
- 4) Any other planning condition(s) considered necessary by the Director of Planning and Strategic Transport.

### Informatives

- 1) None
- 2) Any [other] informative(s) considered necessary by the Director of Planning

## **4 PROPOSAL AND LOCATION DETAILS**

### **Proposal**

- 4.1 Advertisement consent is sought for a painted fascia sign, two projecting signs and illumination of existing fascia signage.
- 4.2 The painted fascia (painted on the rendered wall) would be located on the corner elevation. The two projecting internally illuminated steel signs would be approx. 1mt high and 4.5mts above the highway. They would be located on the northerly and easterly elevations (one on each).

### **Site and Surroundings**

- 4.3 The site is a two-storey building located on the corner of Westow Road and Westow Hill. The site is currently occupied by a furniture store. The site has two existing fascia signs facing Westow Road and Westow Hill.
- 4.4 There is a mixture of retail and residential uses in the surrounding area.
- 4.5 The site is within the Upper Norwood Triangle Conservation Area, a District Centre, a main retail frontage, a primary shopping area and a secondary retail frontage.

### **Planning History**

- 4.6 None of relevance

## **5 CONSULTATION RESPONSE**

- 5.1 The views of the Planning Service are expressed in the MATERIAL PLANNING CONSIDERATIONS section below.
- 5.2 The application has been publicised by way of one or more site notices displayed in the vicinity of the application site. The number of representations received from neighbours, local groups etc in response to notification and publicity of the application were as follows:

No of individual responses: 1          Objecting: 1    Supporting: 0

No of petitions received: 0

- 5.3 The following issues were raised in the representation (from the NCCAAP) that are material to the determination of the application, and they are addressed in substance in the next section of this report:

### **Objections**

- The two proposed hanging signs are both too high and would be very intrusive being sited at corner positions on a busy junction.
- The proposed internal illumination of the hanging signs is unacceptable in the conservation area.
- The proposed wall sign over the entrance door at the corner is too large and should not be illuminated.

- The lighting proposed to be fitted to every window is inappropriate and excessive.

## **6 MATERIAL PLANNING CONSIDERATIONS**

- 6.1 The main planning issues raised by the application that the committee must consider are:
- a. Impact on the visual amenity of the site and the Conservation Area.
  - b. Highways and pedestrian safety.

### Visual amenity of the site and Conservation Area

- 6.2 Policy SP4 of the Croydon Local Plan: Strategic Policies (2013) (CLP1) relates to urban design and local character. The Croydon Plan (2006) Saved Policies 2013 UD5 on “Advertisements” and UC3 which refers to “Development Proposals in Conservation Areas” are also of relevance. UD5 sets out that advertising can enhance the appearance and vitality of an area, but if badly designed or sited, it can cause considerable damage to amenity, particularly visual amenity of buildings and areas of recognised heritage value. UC3 requires development to pay special attention to scale, historic building lines, traditional patterns of frontages, vertical or horizontal emphasis, detailed design and traditional use of materials and detailing. London Plan 2015 Policies 7.4 Local Character and 7.6 Architecture and the National Planning Policy Framework (NPPF) Chapter 7 Requiring Good Design should also be considered.
- 6.3 The Council’s SPGs, including ‘Advertisement Hoardings and Other Advertisements’, ‘SPG1’ (Shopfronts and Signs) and the Upper Norwood Triangle Conservation Area Appraisal and Management Plan (CAAMP) are also relevant. They place emphasis on good design, state that overlarge fascias and internal illumination should be avoided, provide guidance on how advertising can contribute positively to the appearance of the environment, and set out that applicants seeking consent to erect advertisements will be required to demonstrate that there would not be either any adverse harm or impact on visual amenity or a danger to public safety following their display. SPG1 sets out that there should only be one hanging sign per shop, that large signs should be avoided and that over-lit shopfronts contribute to the problem of light pollution. The CAAMP sets out that proposed signage should respect the conservation area’s character in terms of scale, design and materials and that signs should be externally illuminated.
- 6.4 The application proposes two hanging signs which would have internal illumination. Whilst this does not comply with the above guidance, it is considered that two hanging signs would be acceptable in this instance because of the site’s corner position. The internal illumination is also limited to only a small part of the hanging signs and would therefore not be over-lit or excessive. The height is not considered to be excessive and ensures that highway safety is not harmed (see below for further details).
- 6.5 The painted fascia (painted on the rendered wall) would be located on the corner elevation. Whilst it is relatively large, it is not considered excessive or obstructive. It would not be illuminated.

- 6.6 The submitted drawings show illumination of the shop windows. However, this illumination would be internal (within the shop). The lighting would not illuminate an advert (it would simply highlight the shop's display products) and does therefore not require advertisement consent.
- 6.7 It is considered that the proposed signs and illumination are acceptable in terms of their impact on the visual amenity of the site and Conservation Area. The proposal is not considered to be out of character or proportion to its surroundings.

#### Highways and pedestrian safety

- 6.8 Saved Policy UD5 states that advertisements will only be approved where they do not conflict with public safety.
- 6.9 The two projecting signs would overhang the pavement but would be approx. 4.5mts above the highway and would be located away from existing traffic lights. The internal illumination of the signage is considered to be low enough to avoid being a distraction to vehicle drivers.
- 6.10 It is therefore not considered that it would harm or conflict with public or highway safety.

#### **Other Planning Issues**

- 6.11 None

#### **Conclusions**

- 6.12 All other relevant policies and considerations, including equalities, have been taken into account. Advertisement consent should be granted for the reasons set out above. The details of the decision are set out in the RECOMMENDATION.