



THE LONDON BOROUGH
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BROMLEY CIVIC CENTRE, STOCKWELL CLOSE, BROMLEY BRI 3UH

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DATE: 22nd January 2014

To: All Members of the Council

The EXECUTIVE PORTFOLIO HOLDER FOR RESOURCES, COUNCILLOR GRAHAM ARTHUR will be holding a special meeting to consider the item referred to below (3) at Bromley Civic Centre on **MONDAY 27 JANUARY 2014 AT 5.30 PM**

MARK BOWEN
Director of Corporate Services

*Copies of the documents referred to below can be obtained from
www.bromley.gov.uk/meetings*

A G E N D A

- 1 **DECLARATIONS OF INTEREST**
- 2 **MINUTES OF THE MEETING HELD ON 26TH APRIL 2011(EXCLUDING EXEMPT ITEMS)** (Pages 3 - 4)
- 3 **2-22 HIGH STREET, BROMLEY - BROMLEY SIGN** (Pages 5 - 12)
Bromley Town Ward

The Portfolio Holder to agree that this report be considered as a matter of urgency in view of the need to install the sign in time to secure funding from the Outer London Fund.

- 4 **LOCAL GOVERNMENT ACT 1972 AS AMENDED BY THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) (VARIATION) ORDER 2006, AND THE FREEDOM OF INFORMATION ACT 2000**

The Portfolio holder to move that the Press and public be excluded during consideration of the item of business listed below as it is likely in view of the nature of the business to be transacted or the nature of the proceedings that if members of the Press and public were present there would be disclosure to them of exempt information.

Items of Business

Schedule 12A Description

- | | |
|--|---|
| <ol style="list-style-type: none">5 EXEMPT MINUTES OF THE MEETING HELD ON 26TH APRIL 2011 (Pages 13 - 14) | Information relating to the financial or business affairs of any particular person (including the authority holding that information) |
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RESOURCES PORTFOLIO

Minutes of the meeting held at 6.00 pm on 26 April 2011

Present:

Councillor Neil Reddin (Chairman)

Also Present:

Councillor Eric Bosshard and Councillor Robert Evans

12 DECLARATIONS OF INTEREST

There were no declarations of interest.

13 MINUTES OF THE MEETING HELD ON 8TH DECEMBER 2010 (EXCLUDING EXEMPT ITEMS)

RESOLVED that the minutes of the meeting held on 8th December 2010 (excluding exempt items) be confirmed.

14 QUESTIONS FROM MEMBERS OF THE PUBLIC ATTENDING THE MEETING

No questions had been received.

15 COMMUNITY NURSERY DEVELOPMENT Report ES11034 (Decision RES11008)

The Portfolio Holder considered a report proposing that the former Brook Lane allotment site and land south of Cranworth Cottages, between Nos. 17 – 43 Leaves Green Road, be used as community horticulture nursery facilities with supporting growing areas until such time as the land was ever sold for development. This would enable the “Park Time” and “Grow Time” health projects, which were delivered under the “Friends of Parks” umbrella but funded by Bromley PCT, to become sustainable without relying on the Council’s financial resources.

The report had also been considered by the Environment PDS Committee on 5th April 2011. The Committee had supported the proposals, although Members also stated that they did not wish to see either of the plots developed. The Environment Portfolio Holder had subsequently agreed the use of the land, and the establishment of the nursery and growing area, subject to external funding being secured. He had also added that the Leaves Green site should continue to be protected as Green Belt land, and that no hard standings, sheds or other buildings should be installed there as part of the scheme.

The Portfolio Holder noted that the proposals possibly involved delaying any potential capital receipts for the sites, and he sought reassurance from

officers that the scheme was viable. Officers confirmed that the “Grow Time” scheme had already developed a good reputation, and was able to operate largely on the basis of goodwill from volunteers and donations in kind supplementing Primary Care Trust (PCT) funding and expertise in the Parks and Greenspace division in obtaining grants. It was confirmed that the Leaves Green site would remain very much in keeping with its rural surroundings.

RESOLVED that the former allotment site at Brook Lane, Downham and land South of Cranworth Cottages, between Nos. 17 – 43 Leaves Green Road, Leaves Green, be used to establish community horticulture nursery facilities.

**16 LOCAL GOVERNMENT ACT 1972 AS AMENDED BY THE
LOCAL GOVERNMENT (ACCESS TO INFORMATION)
(VARIATION) ORDER 2006, AND THE FREEDOM OF
INFORMATION ACT 2000**

RESOLVED that the Press and public be excluded during the consideration of the items of business referred to below as it is likely in view of the nature of the business to be transacted or the nature of the proceedings that if members of the Press and public were present there would be disclosure to them of exempt information.

**The following summaries
refer to matters
involving exempt information**

**17 EXEMPT MINUTES OF THE MEETING HELD ON 8 DECEMBER
2010**

The exempt minutes of the meeting held on 8th December 2010 were approved.

**18 CONTRACT TO SUPPLY LEASE CARS - NEW OGC
CONTRACT**
Report ES11047 (Decision RES11009)

The Portfolio Holder approved the letting of a contract for lease cars through the Office of Government Commerce (OGC) framework commencing on 1st September 2011 for one year.

**19 WHITEHALL RECREATION GROUND LODGE, COWPER
ROAD, BROMLEY**
Report DRR11/038 (Decision RES11010)

The Portfolio Holder accepted an offer for the sale of this property.

The Meeting ended at 6.25 pm

Chairman

Agenda Item 3

Report No.

London Borough of Bromley

PART 1 - PUBLIC

Decision Maker: Resources Portfolio Holder

Date: 27th January 2014

Decision Type: Urgent Executive Non-Key

Title: 2-22 HIGH STREET BROMLEY - BROMLEY SIGN

Contact Officer: Kevin Munnelly, Head of Renewal
Tel: 020 8313 4582 E-mail: kevin.munnelly@bromley.gov.uk

Chief Officer: Marc Hume, Director of Regeneration and Transformation

Ward: Bromley Town

1. Reason for report

- 1.1 At its meeting on 11th June 2013 the Renewal and Recreation PDS Committee was informed of a package of measures to be funded through the Outer London Fund (OLF) to improve the southern part of Bromley High Street. This included the erection of a large “Bromley” sign, comprising individual letters, on the shops above 2-22 High Street, opposite Bromley South Station. The owners of the property have insisted that the Council enters into a lease to enable the sign to be erected, rather than a license, and urgent approval for this is sought to enable the sign to be installed in time to secure the OLF funding of £93k.
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2. RECOMMENDATION(S)

That authority be given for the Council to enter into a lease for the erection of the “Bromley” sign at 2-22 High Street, Bromley.

Corporate Policy

1. Policy Status: Existing policy.
 2. BBB Priority: Vibrant Thriving Town Centres.
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Financial

1. Cost of proposal: Estimated cost £93k
 2. Ongoing costs: N/A.
 3. Budget head/performance centre: Renewal and Recreation Capital Programme
 4. Total current budget for this head: £1,977,000
 5. Source of funding: Outer London Fund 2013/14
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Staff

1. Number of staff (current and additional): N/A
 2. If from existing staff resources, number of staff hours: N/A
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Legal

1. Legal Requirement: No statutory requirement or Government guidance.
 2. Call-in: Call-in is not applicable. This decision needs to be implemented urgently to ensure that funding is secured.
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected): The sign will be visible, in particular, for all rail passengers leaving Bromley South Station.
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? Yes.
2. Summary of Ward Councillors comments: Ward Coucillors and the Portfolio Holder for Renewal & Recreation have been consulted and support the project.

3. COMMENTARY

- 3.1 At its meeting on 11th June 2013 the Renewal and Recreation PDS Committee noted a series of proposals, to be funded through the Outer London Fund (OLF), to improve the southern part of Bromley High Street. This included a new sign located above the shops at 2-22 High Street, comprising individual letters, to improve the “welcome” to the town centre, particularly for passengers leaving Bromley South Station, and provide a new landmark feature for the town. Advertisement consent was subsequently granted for the sign by the Plans Sub-Committee No. 3 on 31st October 2013. The proposals are illustrated in more detail in Appendix 1.
- 3.2 The sign will take several weeks to fabricate, and it needs to be installed and operational by the end of March 2014 to allow OLF funding for the current year to be defrayed and claimed. If the Council is not able to order and erect the sign in time there is a potential that either £35k or all of the £93k funding allocated to this specific project to be lost, and the Council’s opportunities for securing further funding from the GLA may be damaged. An urgent decision is therefore required.

4. POLICY IMPLICATIONS

- 4.1 The installation of the sign supports the “Vibrant, Thriving Town Centres” element of Building a Better Bromley by creating a distinctive landmark for the town centre, increasing the sense of arrival at Bromley South Station and providing a focal point which visitors can navigate to and from.

5. FINANCIAL IMPLICATIONS

- 5.1 The sign will be funded in 2013/14 through the Outer London Fund (OLF.) The overall cost to undertake necessary remedial works to the 2-22 High Street building and install the sign is £93k. Of this, £53k is for structural repairs to the external appearance of this prominent building which is in a rundown condition and creates a poor image of the town to the millions of residents and visitors who access the town via Bromley South every year. The remaining balance of £40k is for the sign (£25k for the letters and £15k for the structural frame to hold them in place.) The term of the lease is 10 years and is offered by the leaseholder at a peppercorn rent.

6. LEGAL IMPLICATIONS

- 6.1 Panther Securities Ltd, the leaseholder of the building (which is owned by Network Rail) requires a lease at a peppercorn rent, rather than a license as originally envisaged, to allow these works to take place. Advertisement consent has already been granted for the sign.

Non-Applicable Sections:	Personnel
Background Documents: (Access via Contact Officer)	Report to R&R PDS Committee, 11 th June 2013 – “Town Centres Development Programme Update” Report to Plans Sub-Committee No. 3, 31 st October 2013 - “2 High Street, Bromley”

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2-22 High Street 'BROMLEY' Sign

Reason for the report

We are seeking the portfolio holder's permission to enter into a lease agreement which would allow us to erect a large sign in the town centre. The 'Bromley' sign forms part of our Outer London Fund round 2 grant proposal.

- The sign is to be located opposite Bromley South Station pictured below.
- The sign represents one of our key features from our OLF grant to improve the 'welcome' for our town centre and has strong support from the GLA funders.
- The leaseholder for the building (which is owned by Network Rail), has requested a lease, as opposed to a license, to undertake these works.
- As the sign will take several weeks to fabricate, we need to act fast to install this proposal.
- All of our funding from the OLF needs to be allocated by March 2014.



Context

Bromley South Station is the premiere gateway for the Borough, receiving more than 2.8 million visitors in 2010-2011. This is more than both Oxford and Cambridge stations combined. With the completion of the Westmoreland car park development in 2015, journeys to and from this station will only intensify.

Sitting opposite the station and in front of the tallest building proposed by the development, is 2-22 high street; owned by Network Rail. It has been recognised by our portfolio holder and many other observers that this gateway building is an eyesore and a poor introduction for the borough.



The funding from the Outer London Fund seeks to improve the welcome to the town centre and enhance Bromley's identity. The OLF funding managers have agreed that this large illuminated sign would assist in:

- Creating a distinctive landmark for the town centre
- Increasing the sense of arrival to Bromley's primary station
- Providing a focus point which people can navigate to and from.

Permissions and Planning Status

The freeholders Network Rail have agreed to the signs erection and are working with the Lease holders Panther Securities Ltd to finalise any legalities between them. The sign has secured planning permission but Panther Securities have requested a lease to be completed on a peppercorn rent for its erection. As the sign will take eight weeks to construct the project is at risk of failing if we are unable to commence fabrication soon.

Budgets

The overall cost to repair the building, install the sign and undertake remedial works is £93,000. The remedial and repair works makes up around 60% of the costs and the sign the remainder. The sign budget splits into two parts: £25k for the letters and £15k for the structural frame to hold it in place.

Implications

If we were unable to implement this sign we would lose this rare opportunity to create a new landmark feature in the town. We could also jeopardise funding to revitalise the building as the GLA consider the sign and the remedial works as part of the same narrative. The budget for the sign and the remedial works would amount to a loss of over £90,000. In addition, the Council would lose face with our funders who have deemed this proposal an important component for our OLF scheme. Failure to deliver this element may also affect our reputation in regards to securing future funding from the GLA.

Why is the sign yellow?

The design team employed by the Council are proposing yellow which is the general branding colour used for a suite of changes in the town centre and the South Central development pictured below; which sits behind this block.



The yellow colour theme, as many of you are aware comes from the Bromley name which links to the Broom plant below:



We are also planting more than 30 trees on the High Street and East Street with yellow autumn foliage called Ginkgo's. The photo below is from a Ginkgo tree at the Civic Centre.



Our new paving on East Street and destined for South Central has also strong hues of a buff yellow as seen below and in the first images:



Agenda Item 5

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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