

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

**Application No :** 11/03417/ADV

**Ward:**  
Cray Valley West

**Address :** The Broomwood Sevenoaks Way  
Orpington BR5 3AE

**OS Grid Ref:** E: 547050 N: 169139

**Applicant :**

**Objections : YES**

**Description of Development:**

5 internally illuminated fascia signs

Key designations:

Areas of Archaeological Significance  
Biggin Hill Safeguarding Birds  
Biggin Hill Safeguarding Area  
London City Airport Safeguarding  
London City Airport Safeguarding Birds  
Stat Routes

**Joint report with application refs. 11/03414 and 11/03426**

**Proposal**

These applications are for various internally illuminated and non-illuminated signs for this commercial property which was recently granted permission on appeal to be used as a restaurant with takeaway and drive-through facility

The signage comprises:

- Ref.11/03414: freestanding and directional signs within the grounds of the building, including car parking areas
- Ref.11/03417: five internally illuminated fascia signs on the front, rear and northern side elevations
- Ref.11/03426: an 8m high internally illuminated totem sign on the Sevenoaks Way frontage.

A revised plan was received in relation to the totem sign (ref.11/03426) which deleted reference to the opening hours of the premises.

**Location**

This former Public House occupies a corner plot at the junction of Broomwood Road and Sevenoaks Way, and comprises a large two storey building with car parking areas to the front, side and rear accessed from Broomwood Road.

The site is bounded to the south and west by residential properties, and faces dwellings to the north in Broomwood Road. The building fronts onto Sevenoaks Way, which is classified as a Strategic Route as part of the Strategic Road Network.

### **Comments from Local Residents**

Letters of objection have been received from nearby residents whose main points of concern are summarised as follows:

- the signage is unsuitable for a residential area
- signage is far more intrusive than existing pub signs
- signs should not be illuminated
- drivers could be distracted by signage
- proposed directional signs at the entrance from Broomwood Road should be reduced in height
- object to the principle of a McDonalds restaurant in this location.

### **Comments from Consultees**

From a highways point of view, none of the signs affect any sightlines, and are unlikely to cause a distraction for drivers.

No objections are raised to the signs from an environmental health/light pollution point of view.

### **Planning Considerations**

The application falls to be determined in accordance with the following policies of the Unitary Development Plan:

BE21 Control of Advertisements, Hoardings and Signs

### **Planning History**

Planning permission was allowed on appeal in October 2011 (ref.10/02456) to change the use of this Public House (Class A4) to a restaurant with takeaway and drive-through facilities (Class A3/A5), which included single storey extensions, elevational alterations, a disabled ramp, ventilation ducting, the formation of a vehicular access to Broomwood Road and associated car parking and landscaping.

### **Conclusions**

The main issues in this case are the impact of the proposed signs on the character and appearance of the surrounding area, on the amenities of nearby residents, and on highway safety.

The application property is an established commercial building situated on a very busy main road, and the provision of some illuminated and non-illuminated signage in this location is not considered to be unacceptable in principle.

The proposed internally illuminated fascia signs would comprise two “McDonalds” signs on the front elevation either side of the entrance, with an “M” sign over the entrance door, which are considered appropriate for the elevation facing Sevenoaks Way. A further “M” sign would be located at first floor level on the northern side elevation facing Broomwood Road, and another at ground floor level on the rear elevation. None of these signs given their low level of illumination are considered to detrimentally affect the amenities of neighbouring residents, nor detract from the appearance of the host building or the character of the surrounding area.

The proposed 8m high totem sign would be located in a similar position to the existing totem sign for the Public House on the Sevenoaks Way frontage, and would have backlit logos on composite aluminium facades. The size and design of the totem sign is not, therefore, considered to be overly prominent in the street scene, and would not affect sightlines nor unduly distract motorists.

With regard to 20 freestanding and directional signs within the grounds of the building, these are small scale and typical for this type of business operation. 8 would be internally illuminated, but of a low level with mainly the logos to be backlit. On balance, the signs are not considered to unduly affect the amenities of nearby residents and are therefore recommended subject to conditions controlling luminance and hours of use.

Background papers referred to during production of this report comprise all correspondence on files refs. 10/01447, 10/02456, 11/03414, 11/03417 and 11/03426, excluding exempt information.

**RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED**

subject to the following conditions:

6	ACF01	Standard 5 year period	
	ACF01R	Reason F01	
7	ACF02	Rest. of luminance-(s) (2 in)	internally illuminated signs
	600		
	ACF02R	Reason F02	
8	ACF04	Hours of use for illum. sign(s) (2 in)	06:00 23:00
	ACF04R	Reason F04	

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