

Application No : 10/00163/ADV

**Ward:
Petts Wood And Knoll**

**Address : 11 Station Square Petts Wood
Orpington BR5 1LY**

OS Grid Ref: E: 544511 N: 167672

Applicant : Sainsbury's Supermarkets Ltd

Objections : YES

Description of Development:

Internally illuminated fascia sign and 2 internally illuminated projecting box signs.
REVISED PLANS SHOWING MINOR AMENDMENTS TO SIGNS AND POSITION
OF PLANT UNIT

Key designations:

Conservation Area: Station Square Petts Wood

Primary Shopping Frontage

Proposal

- It is proposed to erect an internally illuminated fascia sign and 2 internally illuminated projecting box signs, one at each end of the fascia sign
- The fascia sign measures 1.5m deep, and the projecting box signs each measure 0.9m x 0.6m
- Revised plans were submitted which moved the northern projecting sign from the left hand column onto the fascia sign
- An application for alterations to the shopfront, air conditioning units, plant and bin store has been submitted under ref.10/000162, and will be considered elsewhere on the agenda.

Location

The application site comprises a vacant retail unit on the eastern side of Station Square which was previously used as an off licence, falling within Class A1 retail use. It falls within Station Square Petts Wood Conservation Area and is designated as part of a Primary Shopping Frontage within Petts Wood District Centre.

Comments from Local Residents

Local objections have been received to the proposals, including one from Petts Wood and District Residents' Association, and the concerns raised are summarised as follows:

- internal illumination is inappropriate in conservation area

- signage should be smaller
- materials should be in keeping with the Conservation Area.

Comments from Consultees

At the time of preparing this report, no comments had yet been received from the Advisory Panel for Conservation Areas, and Members will, therefore, be updated at the meeting.

Planning Considerations

The proposal falls to be considered primarily with regard to the following policies:

BE1 Design of New Development
BE11 Conservation Areas
BE21 Control of Advertisements, Hoardings and Signs

SPG Station Square Petts Wood

This application has been called in by a Ward Member.

Conclusions

The main issues relating to the application are the impact of the proposals on the character and appearance of Station Square, Petts Wood Conservation Area.

The previous fascia sign at the premises was a similar size to that now proposed but was externally illuminated by spot lights above. Internally illuminated fascia signs are generally resisted in conservation areas (Policy BE21), however, only the lettering on the proposed fascia sign would be internally illuminated which may not appear overly prominent in the Conservation Area, nor detract from the appearance of the building.

Two internally illuminated projecting box signs are proposed, which again are generally resisted in conservation areas. However, they are small in size, located at fascia level, and may not, on balance, be considered to detract from the street scene, particularly given the width of the shop frontage and the resulting distance between the two projecting signs.

Background papers referred to during production of this report comprise all correspondence on files refs. 10/00162 and 10/00163, 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)	fascia signs	110
	ACF02R	Reason F02		
8	ACF03	Rest of luminance - proj. sign (2 in)	projecting box signs	
	110			
	ACF03R	Reason F03		

