

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:

Externally illuminated fascia sign

Key designations:

Conservation Area: Station Square Petts Wood
Primary Shopping Frontage

Proposal

This application was deferred from committee on 18th March to request a reduction in the size and extent of the signage which should be more sensitive to the Conservation Area. The proposals have now been revised to show both of the illuminated projecting signs deleted, and the fascia sign amended from internal illumination to external illumination.

I repeat the earlier report, suitably updated.

- It is proposed to erect an externally illuminated fascia sign which measures 1.5m deep
- The proposals originally submitted comprised an internally illuminated fascia sign and 2 projecting box signs which have been erected
- 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 as originally submitted, 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.

Any further comments received with regard to the revised proposals will be reported verbally at the meeting.

Comments from Consultees

No objections were received to the proposals as originally submitted by the Advisory Panel for Conservation Areas.

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 and was also externally illuminated by spot lights above. Therefore, the proposed externally illuminated fascia sign is considered acceptable as it would not appear overly prominent in the Conservation Area, nor detract from the appearance of the building.

Background papers referred to during production of this report comprise all correspondence on files refs. 10/00162 and 10/00163, excluding exempt information.

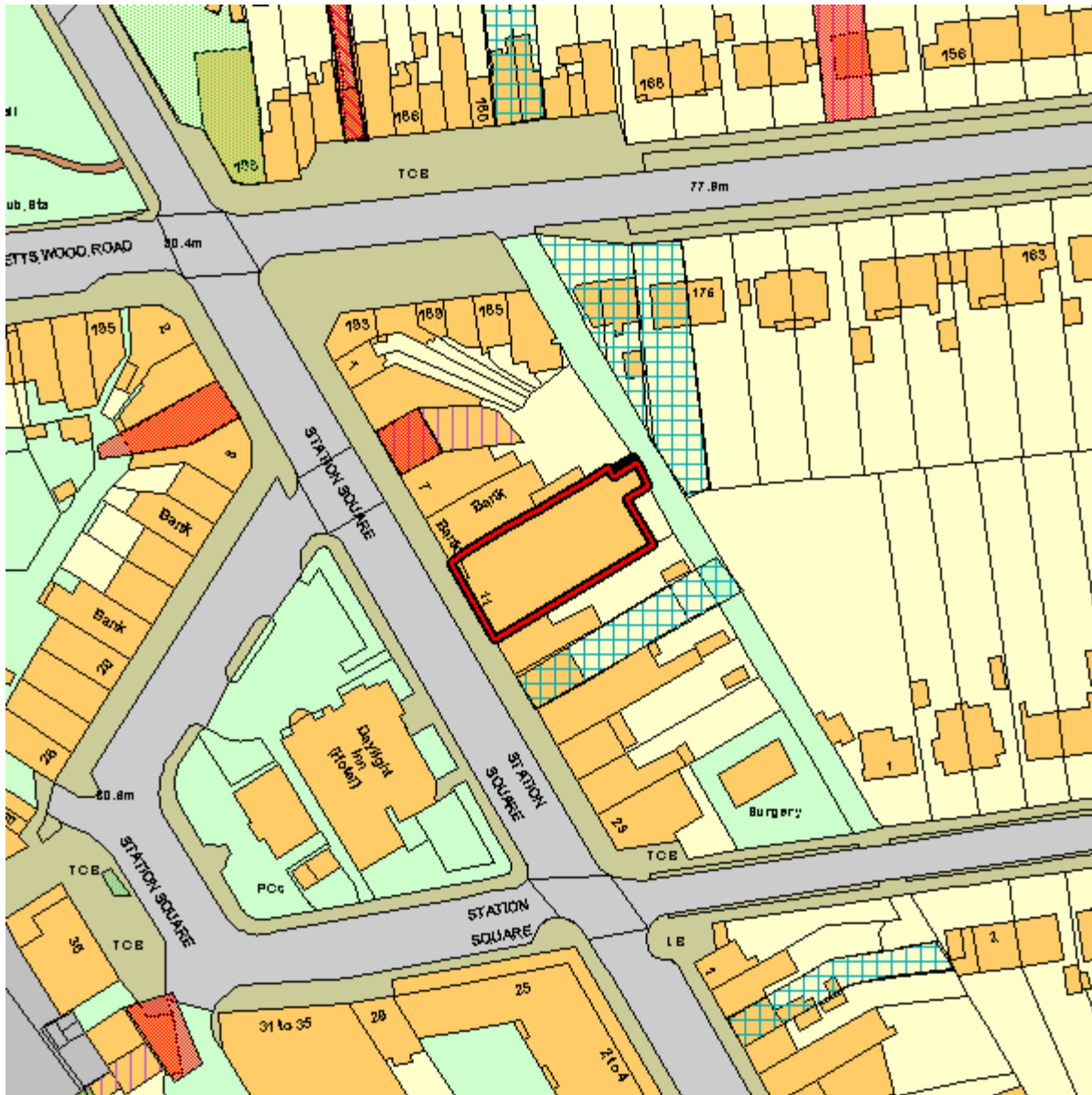
as amended by documents received on 16.02.2010 26.04.2010

RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED

subject to the following conditions:

- 6 ACF01 Standard 5 year period
 ACF01R Reason F01
- 7 The projecting box signs already erected shall be removed by 30th June 2010,
 and the internally illuminated fascia sign altered to the externally illuminated
 sign hereby permitted by 30th June 2010.
 ACF04R Reason F04

Reference: 10/00163/ADV
Address: 11 Station Square Petts Wood Orpington BR5 1LY
Proposal: Externally illuminated fascia sign



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