

SECTION '2' – Applications meriting special consideration

Application No : 12/02228/ADV

Ward:
Bromley Town

Address : 10A Sherman Road Bromley BR1 3JH

OS Grid Ref: E: 540450 N: 169684

Applicant : Mr Nouredine Hassani

Objections : YES

Description of Development:

Retention of 2 non illuminated signs RETROSPECTIVE APPLICATION

Key designations:

Conservation Area:

Biggin Hill Safeguarding Birds

Biggin Hill Safeguarding Area

London City Airport Safeguarding

London City Airport Safeguarding Birds

Proposal

This application seeks advertisement consent to retain two non-illuminate signs that measure 1.4m x 3.6m (front) and 1.4m x 0.8m (side) respectively.

Location

The application site lies on the side of Sherman Road, some 100 metres from its junction with Tweedy Road. The rear of the property abuts onto Bromley North Station. This part of Sherman Road has a mix of uses, however opposite this property there are blocks of flats at No's 1 and 3 Sherman Road and adjacent No 10 is the residential tower named Northpoint.

The site falls within the Bromley Town Centre and adjoins the boundaries the Bromley Town Centre Conservation Area.

Comments from Local Residents

Nearby owners/occupiers were notified of the application and representations were received which can be summarised as follows:

- the signs indicate that activities other than tyre sales and fitting are undertaken at the premises and these should be removed.

Planning Considerations

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

BE1 Design of New Development
BE13 Development Adjacent to a Conservation Area
BE21 Control of Advertisements and Signs

Planning History

84/01928/FUL - CHANGE OF USE FROM WAREHOUSE/STUDIO/OFFICES TO PHOTOGRAPHIC CONSULTANTS INCLUDING PHOTOGRAPHIC STUDIO OFFICES DESIGN STUDIO AND STORAGE – Permission granted on 20.09.1984

08/02195/FULL2 – Change of use from warehouse and ancillary offices to office use (Class B1) – Permission granted on 18.08.2008

11/01478/EXTEND – Change of use from warehouse and ancillary offices to office use (Class B1). Renewal of planning permission 08/02195 – Permission granted on 24.06.2011.

Conclusions

The main issues in this case are whether the signs are in keeping with the appearance of the surrounding area and whether the setting of the adjacent Bromley Town Centre Conservation Area is not harmed.

It is considered that the signs integrate satisfactorily within the existing elevations and that they do not result in a visual clutter within the surrounding street scene. Further, the setting of the adjoining Bromley Town Centre Conservation Area is not affected by the signage. Members can therefore agree that the proposal satisfies the requirements of Policies BE1, BE11 and BE21.

Given the nature of the proposal, no impact on the residential amenities of the surrounding occupiers would result.

Having had regard to the above it was considered that the development in the manner proposed is acceptable in that it is not detrimental to the special character and appearance of the surrounding Bromley Town Centre Conservation Area. It is therefore recommended that advertising consent be granted.

Background papers referred to during production of this report comprise all correspondence on file ref. 12/02228, excluding exempt information.

RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED

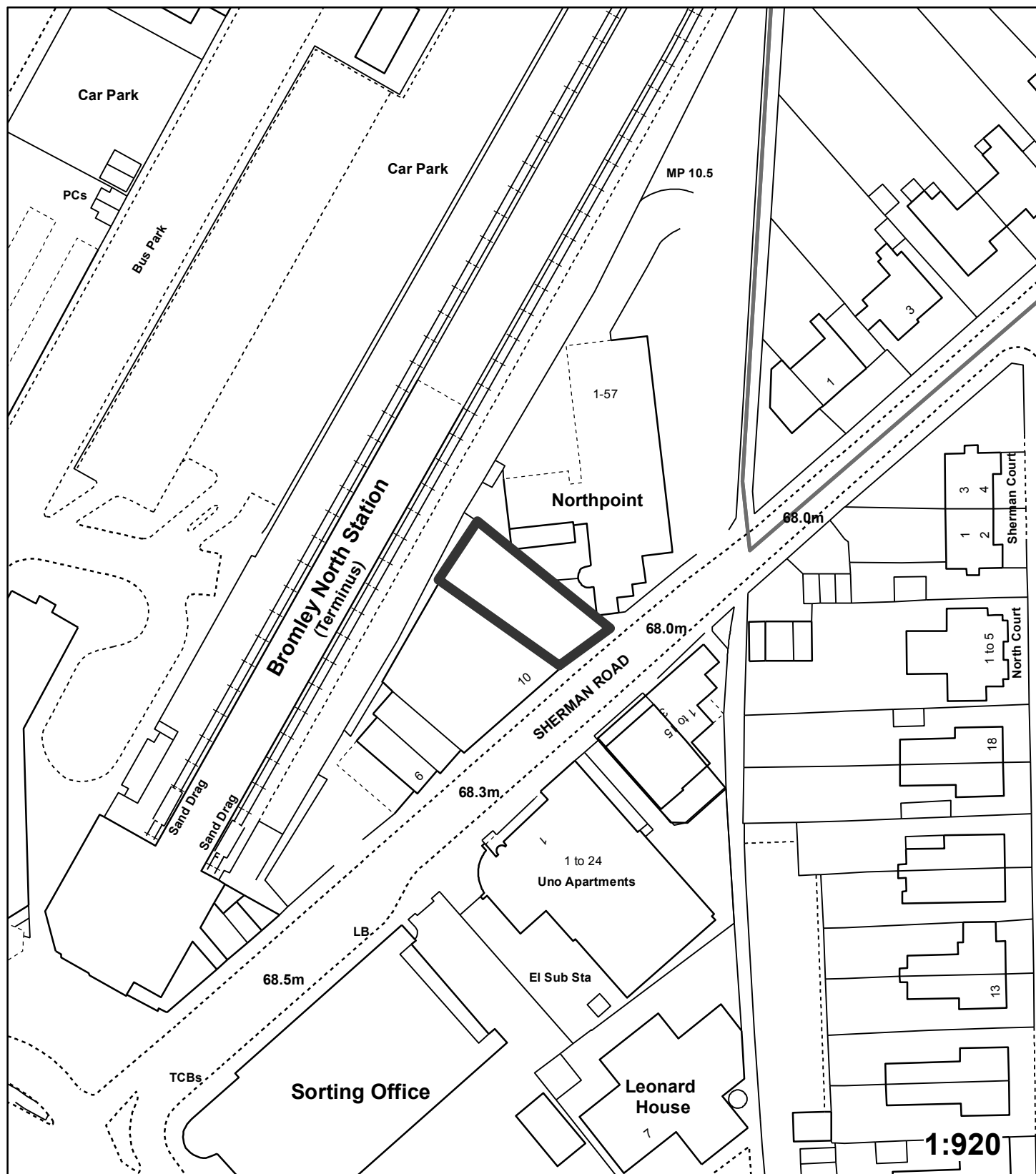
subject to the following conditions:

6	ACF01	Standard 5 year period
	ACF01R	Reason F01

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"This plan is provided to identify the location of the site and should not be used to identify the extent of the application site"

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