

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

Application No : 13/02939/ADV

Ward:
Orpington

Address : 313 High Street Orpington BR6 0NN

OS Grid Ref: E: 546133 N: 165923

Applicant : Mr Chana Dhaliwal

Objections : NO

Description of Development:

- i) Internally illuminated fascia sign
- ii) Internally illuminated projecting sign
- iii) lettering to 3 no external pillars

Key designations:

Biggin Hill Safeguarding Birds
Biggin Hill Safeguarding Area
Local Cycle Network
Flood Zone 2
Flood Zone 3
London City Airport Safeguarding
London Distributor Roads
Open Space Deficiency
Secondary Shopping Frontage

Proposal

This application has been submitted in association with application ref. 13/02936/FULL2 concerning the use of the ground floor premises as a gym.

Following the receipt of revised plans (received 4.1.13) the Agent has confirmed that that aside from the "running man" vinyls placed on the front windows, the windows (fronting the High Street) will be clear glazed and not frosted in any way.

Location

The premises are situated within south-eastern corner of Orpington High Street (within the Secondary Frontage) and forms part of a five storey block comprising restaurant (Class A3) on ground floor; a community hall (Class D1) at first floor level; and 19 flats within the upper floors. It replaced the former Orpington Halls which were demolished to accommodate this existing building.

Comments from Local Residents

Nearby owners/occupiers were notified of the application and no representations were received at the time of writing.

Comments from Consultees

No technical Highways objections have been raised.

Planning Considerations

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

BE21 Control of Advertisements and Signs

Planning History

See report ref. 13/02936/FULL2.

Conclusions

The main issue in this case is whether the proposed signs would be significantly harmful to the appearance of the host building and the character of the area within which the property lies.

Following the receipt of revised plans (received 4.1.13) the windows (fronting the High Street) will be clear glazed and not frosted in any way (aside from the "running man" vinyls) and it is considered that these will ensure a more active frontage as may be expected in this town centre location. The fascia and projecting signs are considered to be of acceptable design, which would complement the existing building and not adversely affect the character of the area.

Background papers referred to during production of this report comprise all correspondence on files refs. 07/04544, 12/01682, 13/02936 and 13/02939, excluding exempt information.

as amended by documents received on 04.10.2013

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 |
| | fascia sign | 1200 | | |
| | ACF02R | Reason F02 | | |
| 8 | ACF03 | Rest of luminance - proj. sign (2 in) | internally | |
| | illuminated projecting sign | 2000 | | |

ACF03R Reason F03

Application:13/02939/ADV

Address: 313 High Street Orpington BR6 0NN

- Proposal:**
- i) Internally illuminated fascia sign
 - ii) Internally illuminated projecting sign
 - iii) lettering to 3 no external pillars



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