

SECTION '2' – Applications meriting special consideration

**Application No :** 13/03872/ADV

**Ward:**  
**Bromley Town**

**Address :** J Sainsbury Plc Walters Yard Bromley  
BR1 1TP

**OS Grid Ref:** E: 540206 N: 169434

**Applicant :** Sainsbury's Supermarket Ltd

**Objections : NO**

**Description of Development:**

Three internally illuminated fascia signs and four non-illuminated wall panels (relating to ancillary A1 pod proposed under ref 13/03859/full1)

**Key designations:**

Conservation Area: Bromley Town Centre  
Areas of Archaeological Significance  
Biggin Hill Safeguarding Birds  
Biggin Hill Safeguarding Area  
Bromley Town Centre Area  
Local Cycle Network  
London City Airport Safeguarding  
London City Airport Safeguarding Birds

**Proposal**

This application is for signage related to the proposed ancillary A1 pod proposed under ref. 13/03859/FULL1. The proposal is for three internally illuminated fascia signs and four non-illuminated wall panels for the front and side elevations of the pod.

**Location**

The site is located within the car park of the Sainsbury's store in Walters Yard, Bromley. The site is identified as Opportunity Site P in the adopted Area Action Plan (AAP) for Bromley Town Centre, and is within the identified Bromley North Village Improvement Area also within the Bromley Town Conservation Area.

**Comments from Local Residents**

Nearby owners/occupiers and businesses were notified of the application and representations were received which have been summarised in the report that accompanies this application for advert consent (see ref. 13/03859/FULL1).

## **Comments from Consultees**

The Councils Highway Engineers inspected the file and note that none of the proposed signs appear to interfere with any visibility splays. On balance, no objection raised.

APCA - at the time of writing no comments from the Panel had been received.

From a Heritage and Urban Design perspective, at the time of writing, no comment had been received from the Councils Conservation Officer.

From an Environmental Health perspective no objection is raised.

Town Centre Management - at the time of writing, no comments had been received.

## **Planning Considerations**

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

BE1 Design of New Development  
BE11 Conservation Areas  
BE21 Control of Advertisements and Signs  
T18 Road Safety.

The above policies are considered to be consistent with the principles and objectives of the National Planning Policy Framework which is a key consideration in the determination of this application.

The Council's SPG guidance, including the Bromley Town Centre Conservation Area Supplementary Planning Guidance is also a consideration.

## **Planning History**

The site has a detailed planning history relating to the development of the existing Sainsbury's store and associated signage applications.

Members will also consider a separate application for the erection of an ancillary 'pod' to carry out shoe and watch repairs, dry cleaning, key cutting and engraving services (Use Class A1) to which this application relates (13/03859/FULL1) on the same agenda as the current application.

## **Conclusions**

The main issues relating to the application are the impact the proposed signs would have on highway safety and visual amenity.

Policy BE21 of the Unitary Development Plan relates to control of advertisements, hoardings and signs and states that advertisements and signs should be in

keeping with the scale, form and character of their proposed location. They should have regard to the character of the surrounding area, and they should preserve or enhance the character or appearance of conservation areas.

The proposed signs will be positioned on the front and side elevations of the proposed pod, facing predominantly into the car park of the Sainsbury's store. The signs are not considered to interrupt visibility spays or result in a detrimental impact on highway safety.

It is noted that the supermarket and its car park possesses a large amount of existing signage, however due to the context of the site this is to be expected. The proposed signage is not considered to impact harmfully on any surrounding visual amenity.

The majority of the signs and wall panels will be non-illuminated and no concerns are raised from a highway safety or environmental health perspective over the proposed illumination of the front and side fascia signs.

Having had regard to the above, it was considered that the proposed signs are appropriate in size, and have sufficient regard for the site's setting. The signs are not considered to result in unnecessary visual clutter. Consequently, they are considered to present a proportionate, subordinate and integrated feature within the site, and are therefore considered to be in line with the requirements of relevant policies.

Background papers referred to during production of this report comprise all correspondence on files refs. 13/03872 and 13/03859, excluding exempt information.

**RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED**

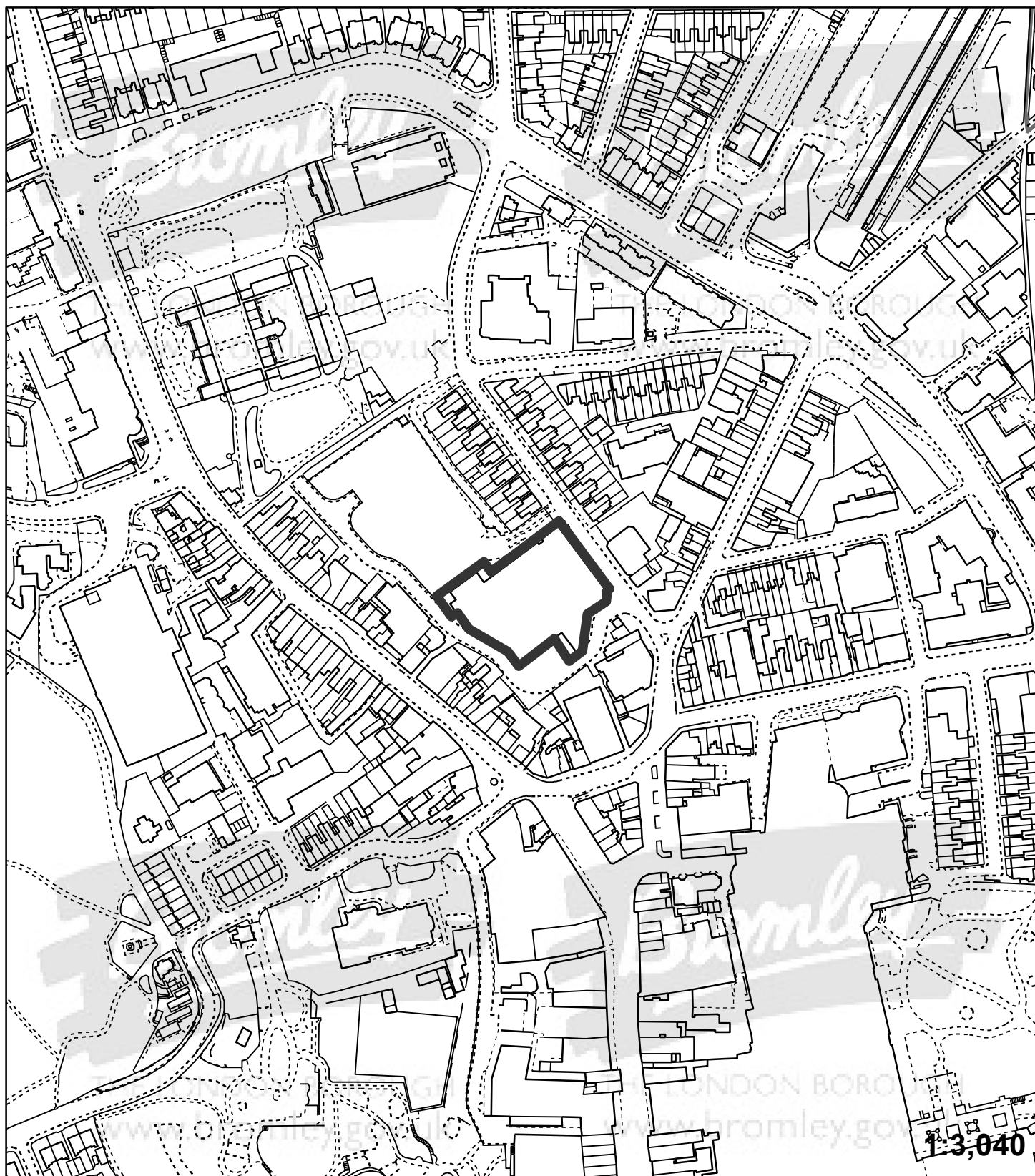
subject to the following conditions:

- |   |        |                               |              |    |
|---|--------|-------------------------------|--------------|----|
| 6 | ACF01  | Standard 5 year period        |              |    |
|   | ACF01R | Reason F01                    |              |    |
| 7 | ACF02  | Rest. of luminance-(s) (2 in) | fascia signs | 88 |
|   | ACF02R | Reason F02                    |              |    |

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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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