

Report No.

London Borough of Bromley

PART 1 - PUBLIC

Decision Maker: Resources Portfolio Holder

Date: 27th January 2014

Decision Type: Urgent Executive Non-Key

Title: 2-22 HIGH STREET BROMLEY - BROMLEY SIGN

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Chief Officer: Marc Hume, Director of Regeneration and Transformation

Ward: Bromley Town

1. Reason for report

- 1.1 At its meeting on 11th June 2013 the Renewal and Recreation PDS Committee was informed of a package of measures to be funded through the Outer London Fund (OLF) to improve the southern part of Bromley High Street. This included the erection of a large "Bromley" sign, comprising individual letters, on the shops above 2-22 High Street, opposite Bromley South Station. The owners of the property have insisted that the Council enters into a lease to enable the sign to be erected, rather than a license, and urgent approval for this is sought to enable the sign to be installed in time to secure the OLF funding of £93k.
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2. **RECOMMENDATION(S)**

That authority be given for the Council to enter into a lease for the erection of the "Bromley" sign at 2-22 High Street, Bromley.

Corporate Policy

1. Policy Status: Existing policy.
 2. BBB Priority: Vibrant Thriving Town Centres.
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Financial

1. Cost of proposal: Estimated cost £93k
 2. Ongoing costs: N/A.
 3. Budget head/performance centre: Renewal and Recreation Capital Programme
 4. Total current budget for this head: £1,977,000
 5. Source of funding: Outer London Fund 2013/14
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Staff

1. Number of staff (current and additional): N/A
 2. If from existing staff resources, number of staff hours: N/A
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Legal

1. Legal Requirement: No statutory requirement or Government guidance.
 2. Call-in: Call-in is not applicable. This decision needs to be implemented urgently to ensure that funding is secured.
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected): The sign will be visible, in particular, for all rail passengers leaving Bromley South Station.
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? Yes.
2. Summary of Ward Councillors comments: Ward Coucillors and the Portfolio Holder for Renewal & Recreation have been consulted and support the project.

3. COMMENTARY

- 3.1 At its meeting on 11th June 2013 the Renewal and Recreation PDS Committee noted a series of proposals, to be funded through the Outer London Fund (OLF), to improve the southern part of Bromley High Street. This included a new sign located above the shops at 2-22 High Street, comprising individual letters, to improve the “welcome” to the town centre, particularly for passengers leaving Bromley South Station, and provide a new landmark feature for the town. Advertisement consent was subsequently granted for the sign by the Plans Sub-Committee No. 3 on 31st October 2013. The proposals are illustrated in more detail in Appendix 1.
- 3.2 The sign will take several weeks to fabricate, and it needs to be installed and operational by the end of March 2014 to allow OLF funding for the current year to be defrayed and claimed. If the Council is not able to order and erect the sign in time there is a potential that either £35k or all of the £93k funding allocated to this specific project to be lost, and the Council’s opportunities for securing further funding from the GLA may be damaged. An urgent decision is therefore required.

4. POLICY IMPLICATIONS

- 4.1 The installation of the sign supports the “Vibrant, Thriving Town Centres” element of Building a Better Bromley by creating a distinctive landmark for the town centre, increasing the sense of arrival at Bromley South Station and providing a focal point which visitors can navigate to and from.

5. FINANCIAL IMPLICATIONS

- 5.1 The sign will be funded in 2013/14 through the Outer London Fund (OLF.) The overall cost to undertake necessary remedial works to the 2-22 High Street building and install the sign is £93k. Of this, £53k is for structural repairs to the external appearance of this prominent building which is in a rundown condition and creates a poor image of the town to the millions of residents and visitors who access the town via Bromley South every year. The remaining balance of £40k is for the sign (£25k for the letters and £15k for the structural frame to hold them in place.) The term of the lease is 10 years and is offered by the leaseholder at a peppercorn rent.

6. LEGAL IMPLICATIONS

- 6.1 Panther Securities Ltd, the leaseholder of the building (which is owned by Network Rail) requires a lease at a peppercorn rent, rather than a license as originally envisaged, to allow these works to take place. Advertisement consent has already been granted for the sign.

Non-Applicable Sections:	Personnel
Background Documents: (Access via Contact Officer)	Report to R&R PDS Committee, 11 th June 2013 – “Town Centres Development Programme Update” Report to Plans Sub-Committee No. 3, 31 st October 2013 - “2 High Street, Bromley”