

2-22 High Street 'BROMLEY' Sign

Reason for the report

We are seeking the portfolio holder's permission to enter into a lease agreement which would allow us to erect a large sign in the town centre. The 'Bromley' sign forms part of our Outer London Fund round 2 grant proposal.

- The sign is to be located opposite Bromley South Station pictured below.
- The sign represents one of our key features from our OLF grant to improve the 'welcome' for our town centre and has strong support from the GLA funders.
- The leaseholder for the building (which is owned by Network Rail), has requested a lease, as opposed to a license, to undertake these works.
- As the sign will take several weeks to fabricate, we need to act fast to install this proposal.
- All of our funding from the OLF needs to be allocated by March 2014.



Context

Bromley South Station is the premiere gateway for the Borough, receiving more than 2.8 million visitors in 2010-2011. This is more than both Oxford and Cambridge stations combined. With the completion of the Westmoreland car park development in 2015, journeys to and from this station will only intensify.

Sitting opposite the station and in front of the tallest building proposed by the development, is 2-22 high street; owned by Network Rail. It has been recognised by our portfolio holder and many other observers that this gateway building is an eyesore and a poor introduction for the borough.



The funding from the Outer London Fund seeks to improve the welcome to the town centre and enhance Bromley's identity. The OLF funding managers have agreed that this large illuminated sign would assist in:

- Creating a distinctive landmark for the town centre
- Increasing the sense of arrival to Bromley's primary station
- Providing a focus point which people can navigate to and from.

Permissions and Planning Status

The freeholders Network Rail have agreed to the signs erection and are working with the Lease holders Panther Securities Ltd to finalise any legalities between them. The sign has secured planning permission but Panther Securities have requested a lease to be completed on a peppercorn rent for its erection. As the sign will take eight weeks to construct the project is at risk of failing if we are unable to commence fabrication soon.

Budgets

The overall cost to repair the building, install the sign and undertake remedial works is £93,000. The remedial and repair works makes up around 60% of the costs and the sign the remainder. The sign budget splits into two parts: £25k for the letters and £15k for the structural frame to hold it in place.

Implications

If we were unable to implement this sign we would lose this rare opportunity to create a new landmark feature in the town. We could also jeopardise funding to revitalise the building as the GLA consider the sign and the remedial works as part of the same narrative. The budget for the sign and the remedial works would amount to a loss of over £90,000. In addition, the Council would lose face with our funders who have deemed this proposal an important component for our OLF scheme. Failure to deliver this element may also affect our reputation in regards to securing future funding from the GLA.

Why is the sign yellow?

The design team employed by the Council are proposing yellow which is the general branding colour used for a suite of changes in the town centre and the South Central development pictured below; which sits behind this block.



The yellow colour theme, as many of you are aware comes from the Bromley name which links to the Broom plant below:



We are also planting more than 30 trees on the High Street and East Street with yellow autumn foliage called Ginkgo's. The photo below is from a Ginkgo tree at the Civic Centre.



Our new paving on East Street and destined for South Central has also strong hues of a buff yellow as seen below and in the first images:

