

SECTION '1' – Applications submitted by the London Borough of Bromley

Application No : 14/00233/REG3

Ward:
Bromley Town

Address : Land Adjacent 48 East Street Bromley

OS Grid Ref: E: 540366 N: 169554

Applicant : London Borough Of Bromley (Mr V Rappa) **Objections :** NO

Description of Development:

12 x freestanding externally illuminated 1.66m high letters spelling out 'BROMLEY NORTH'

Key designations:

Conservation Area: Bromley Town Centre

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 Sites

Secondary Shopping Frontage

Proposal

- 12 x freestanding externally illuminated 1.66m high letters spelling out 'BROMLEY NORTH'
- the proposal is part of the 'Bromley Welcome Strategy' package including a number of interventions to be introduced along High Street, Bromley, as part of the Outer London Fund
- the proposed signage would be formed of 12 x 1.6m high letters in a brushed steel colour
- the letters will be statically illuminated externally.

Location

The application site is a small grassed area on the corner of East Street and Tweedy Road. The site lies within the Bromley Town Centre conservation area.

Comments from Local Residents

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

Comments from Consultees

The Advisory Panel for Conservation Areas have raised no objections to the proposal, subject to details being agreed.

The Council's Environmental Health Officer has raised no objections to the proposal.

The Council's Highways development Engineers have raised no objections to the proposal, however, Transport for London should be consulted as they are the highway authority for Tweedy Road.

Transport for London were consulted - any comments will be reported verbally at the meeting.

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, Hoardings and Signs
- NE7 Development and Trees
- T18 Road Safety

SPG: Bromley Town Centre Conservation Area

Planning History

13/00089 - Retention of a shipping container for use as an occasional art gallery space - PERMITTED

There is currently an application for advertisement consent under consideration for the signage under ref.14/00235.

Conclusions

The main issues relating to the application are the effect that it would have on the character and appearance of the conservation area, the impact that it would have on the amenities of the occupants of surrounding residential properties and the effect it would have on road safety in the local road network.

The proposed sign would occupy a prominent corner location towards the northern end of the conservation area. The signage would measure 1.6m in height and would stretch across almost the full width of the grassed area made up of letters of varying widths. It is considered that while prominent, the signage would add some

visual interest to this part of the conservation area and would appear in scale with surrounding development. Subject to details of the materials and the external lighting to be used, the proposal is therefore considered acceptable in that it would enhance the character and appearance of the Bromley Town Centre conservation area.

Given its size and siting, the proposed signage is unlikely to have a significant visual impact on the occupiers of any nearby residential properties.

It is proposed to remove a small pine tree towards the front of the site as part of the proposal. However, it is not a particularly significant tree and no objections are raised to its removal.

From a Highways perspective the signs do not affect the sightlines and are unlikely to be a distraction to drivers.

Having had regard to the above it was considered that the siting, size and design of the proposal is acceptable in that it would enhance the character and appearance of the conservation area and would not impact detrimentally on road safety.

Background papers referred to during production of this report comprise all correspondence on the files refs.14/00233 and 14/00235, set out in the Planning History section above, excluding exempt information.

RECOMMENDATION: PERMISSION

Subject to the following conditions:

- 1 ACA01 Commencement of development within 3 yrs
ACA01R A01 Reason 3 years

- 2 ACK01 Compliance with submitted plan

Reason: In order to comply with Policies BE1, BE11 and BE21 of the Unitary Development Plan, and in the interest of the character and appearance of the conservation area.

- 3 Details of the materials to be used for the external surfaces of the development shall be submitted to and approved in writing by the Local Planning Authority before any work is commenced. The works shall be carried out in accordance with the approved details.

Reason: In order to comply with Policies BE1 and BE11 of the Unitary Development Plan and in the interest of the character and appearance of the conservation area.

- 4 Details of the means of external illumination of the development shall be submitted to and approved in writing by the Local Planning Authority before any work is commenced. The works shall be carried out in accordance with the approved details.

Reason: In order to comply with Policy BE21 of the Unitary Development Plan and in the interest of the character and appearance of the conservation area and the amenities of nearby residential properties.

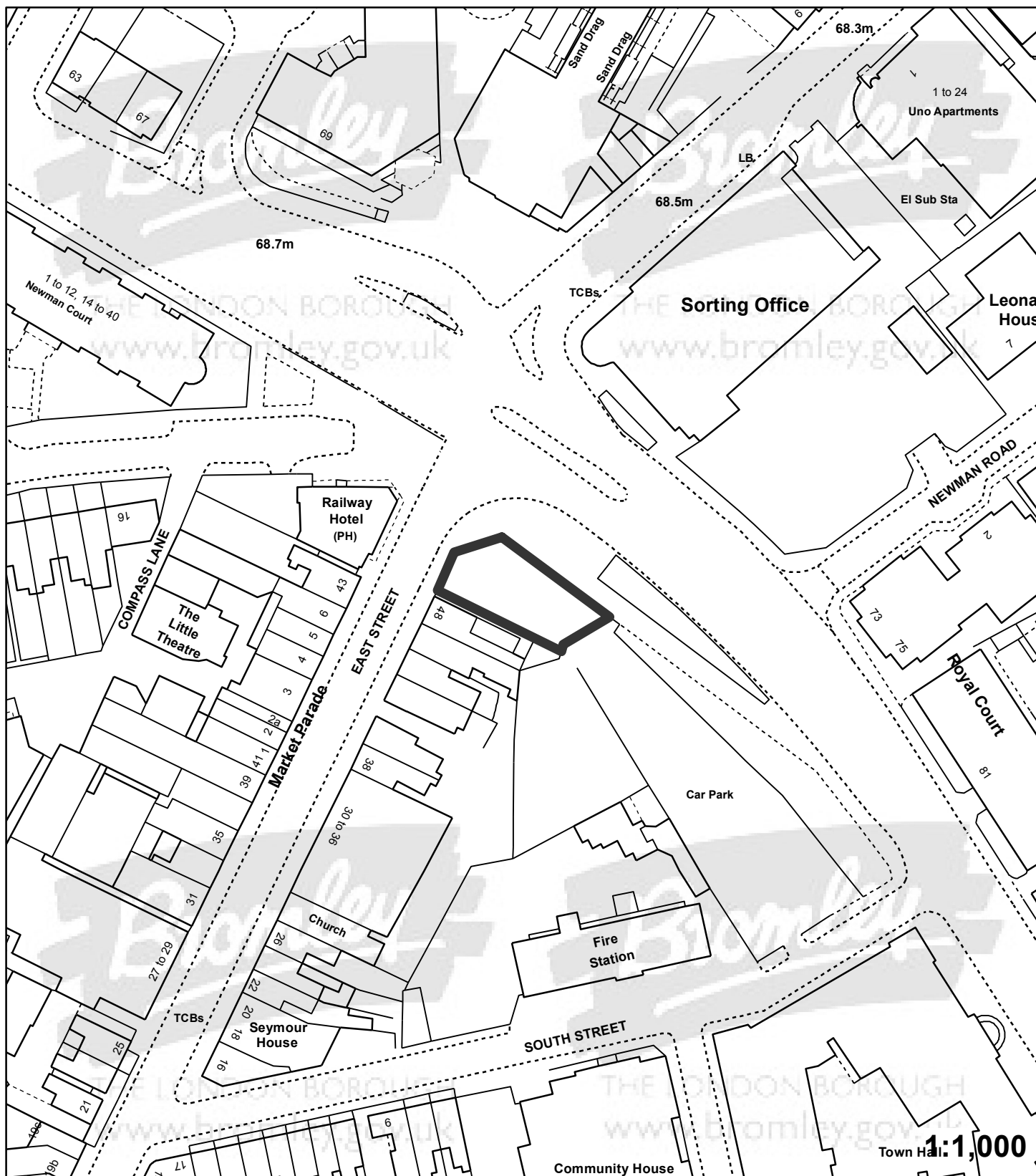
- 5 ACF05 Light spillage - external illumination

Reason: In order to comply with Policy BE21 of the Unitary Development Plan and in the interest of the character and appearance of the conservation area and the amenities of nearby residential properties.

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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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