

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

Application No : 14/00235/ADV

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:

BE11 Conservation Areas

BE21 Control of Advertisements, Hoardings and Signs

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 full planning application under consideration for the signage under ref.14/00233.

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 it would have on the occupiers of adjacent 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.

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. 14/00235 and 14/00233, set out in the Planning History section above, excluding exempt information.

RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED

subject to the following conditions:

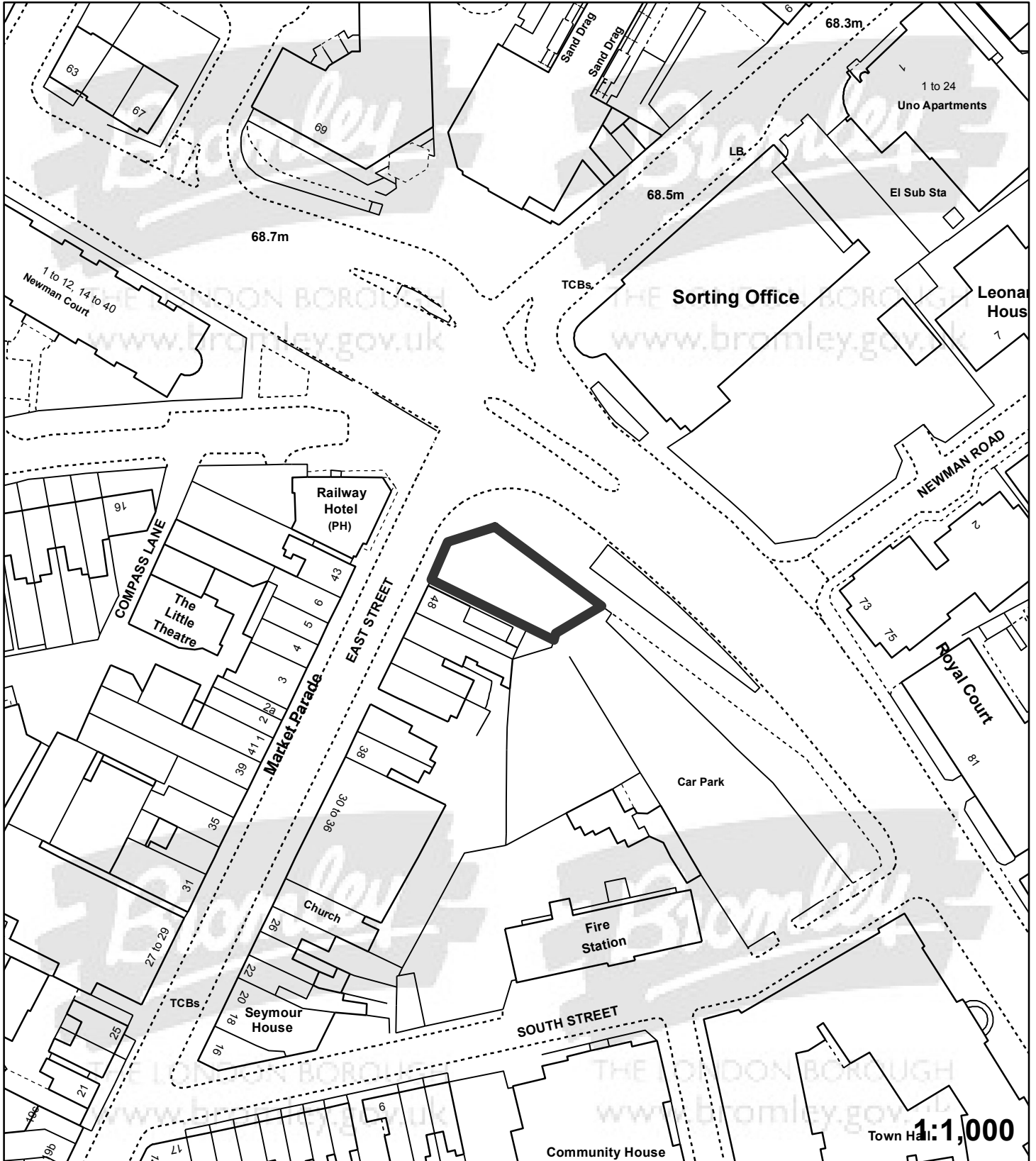
- 6 ACF01 Standard 5 year period
- ACF01R Reason F01
- 7 ACF05 Light spillage - external illumination

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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