

SECTION '2' – Applications meriting special consideration

Application No : 14/02194/ADV

Ward:
Bromley Common And
Keston

Address : 91 - 101 Bromley Common Bromley BR2
9RW

OS Grid Ref: E: 541488 N: 167891

Applicant : Mr John King

Objections : YES

Description of Development:

Nine internally illuminated fascia signs, one non-illuminated wall sign, one internally illuminated freestanding totem sign, one non-illuminated freestanding directional sign, and one internally illuminated entrance sign

Key designations:

Biggin Hill Safeguarding Birds Aldersmead Road
Biggin Hill Safeguarding Area
London City Airport Safeguarding
London City Airport Safeguarding Birds
Stat Routes

Proposal

Advertisement consent is sought for the following signs:

Nine internally illuminated fascia signs:

- Four signs with an illuminated griffin logo and 'Vauxhall' text measuring 3.96m in width by 0.72m in height by 0.08m in depth; one located on the south-western elevation (facing Bromley Common) and three on the north-western elevation facing (Addison Road) (SIGN C). The proposed illumination level for SIGN C is 200 cd/m.
- Three signs with 'W J King' text measuring 1.456m in width by 0.285m in height by 0.08m in depth, located on the north-western (facing Addison Road), south-western (facing Bromley Common) and south-eastern elevations (facing Bloomfield Road) (SIGN D). The proposed illumination level for SIGN D is 150 cd/m.
- One sign with 'Masterfit' text measuring 1.597m in width by 0.285m in height by 0.08m in depth, located on the north-western elevation (facing Addison Road) (SIGN G). The proposed illumination level for SIGN G is 150 cd/m.

- One sign with Masterfit icon sign measuring 11.96m in width by 0.3m in height by 0.08m in depth, located on the north-western elevation (facing Addison Road) (SIGN H) The proposed illumination level for SIGN H is 150 cd/m.
- One non-illuminated wall sign with 'Parts Reception' text measuring 0.9m in width and 0.4m in height, located on the north-western elevation (facing Addison Road) (SIGN F)
- One internally illuminated freestanding totem sign sited on front of the site adjacent to Bromley Common measuring 1.5m width by 4.69m height by 0.6m depth (SIGN A). The proposed totem sign will be red with a griffin logo and white 'Vauxhall' text. The proposed illumination level for SIGN A is Red illumination to be 150 cd/m² and White illumination to be 400 cd/m².
- One non-illuminated freestanding directional sign sited at the north-western side of the building facing Addison Road measuring 0.9m width by 1.5m height by 0.065m depth (SIGN E)
- One internally illuminated entrance sign sited on the south-eastern side of the building facing Bloomfield Road measuring 5m width by 3.25m height by 0.26m depth (SIGN B). The proposed illumination level for SIGN B is 200 cd/m.

Location

The application site is located on the north-eastern side of Bromley Common between Addison Road and Bloomfield Road. The site includes a car showrooms and workshop and a petrol garage. The proposed signage is for the Vauxhall dealership which is located in the building to the north and west of the site.

Comments from Local Residents

Nearby owners/occupiers were notified of the application and representations were received which can be summarised as follows:

- signs will reflect and shine into the windows of the front of house, which is opposite the Vauxhall dealership
- history of installing signage without consent
- sign A will be visually intrusive and is of excessive luminance
- signs on part of the site (that facing into the petrol forecourt) are restricted in hours of illumination to between 7:30am and 10:30pm.
- significant increase in brightness which would be visually intrusive and impact residents.

Any further comments received will be reported verbally at the meeting.

Comments from Consultees

Highways raised no objections.

Transport for London (TfL) raise no objections subject to conditions. It is noted that some of these conditions are outside planning control.

Environmental Health raised no objections.

Planning Considerations

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

BE21 Control of Advertisements and Signs
T18 Road Safety

The London Plan and National Planning Policy Framework are also key considerations in determination of this application.

The above policies are considered to be consistent with the principles and objectives of the National Planning Policy Framework.

Planning History

The site has been the subject of a number of historical applications. The most recent planning history at the site is as follows:

Under ref. 07/02562, advertisement consent was granted for illuminated fascia entrance and pylon signs.

Under ref. 08/00837, advertisement consent was granted for two internally illuminated fascia signs PART RETROSPECTIVE APPLICATION.

Under ref. 08/00837, advertisement consent was refused for One internally illuminated freestanding pole mounted sign, located on the corner of Bromley Common and Bloomfield Road. The application was refused for the following reasons:

'The internally illuminated free standing pole mounted sign by reason of its size, prominent siting and illumination is obtrusive and harmful to the residential character of the area and detrimental to the visual amenities of the street scene generally, thereby contrary to Policy BE21 of the Unitary Development Plan.

The proposed internally illuminated free standing pole mounted sign would result in proliferation of advertising material at the site, contrary to Policy BE21 of the Unitary Development Plan.'

Under ref. 08/01610, advertisement consent was granted for 2 internally illuminated fascia signs.

Under ref. 08/01610, advertisement consent was refused for 1 internally illuminated freestanding pole mounted sign. The application was refused for the following reasons:

'The internally illuminated free standing pole mounted sign by reason of its size, prominent siting and illumination is obtrusive and harmful to the residential character of the area and detrimental to the visual amenities of the street scene generally, thereby contrary to Policy BE21 of the Unitary Development Plan.

The proposed internally illuminated free standing pole mounted sign would result in proliferation of advertising material at the site, contrary to Policy BE21 of the Unitary Development Plan.'

Conclusions

The main issue in this case is whether the proposed new fascia and signage would be significantly harmful to the appearance of the host building and the character of the area within which the property lies, and the impact that it would have on the amenities of the occupants of surrounding residential properties.

The signs proposed along the north-western elevation facing Addison Road will be replacing existing signage at the site. The sign which reads 'W J King' on the south-eastern elevation facing into the forecourt and Bloomfield Road will be replaced with a similar sign (SIGN D). The existing Vauxhall sign on this elevation will be removed and replaced with the internally illuminated entrance sign (SIGN B). There is currently no signage on the south-western elevation facing Bromley Common. The application proposes two new signs on this elevation.

The proposed internally illuminated freestanding totem sign (SIGN A), is to be sited at the front of the site adjacent to Bromley Common. This sign will replace an existing totem sign. There has been further concerns raised by a neighbouring property with regards to the level of luminance proposed in respect of this totem sign. The proposed totem sign will be red with a griffin logo and white 'Vauxhall' text. The application form states the proposed illumination level for this sign is Red illumination to be 150 cd/m² and White illumination to be 400 cd/m². There is no record under the planning history with regards to the existing luminance levels of any illumination on this totem. However, it is noted that there is a history of applications for totem/pylon signs on the site in other locations. The most recent applications consist of one permission and two refusals, as detailed in the above planning history. With regards to this current application, no concerns have been received from our Environmental Health officers and it is generally accepted that this is not considered to be excessive.

The existing signage at the site is subject to hours of operation, currently 07:30 to 22:30. If consent is granted, Member's may consider it appropriate to impose the same hours of operation to this proposal.

Having regard for the above Members may consider that the proposed signs are in keeping with the character of the host building and are not dissimilar to the existing

signage already in place. It is noted that some concerns have been raised by a neighbour opposite the site. However, the proposed signs are situated some distance away from these residential properties and are separated by the highway (Bromley Common). Furthermore, no objections have been received by Environmental Health in respect of the illuminated signage. As such, Members may also consider that on balance, the lighting level proposed is acceptable and sympathetic to the area, will not be a distraction to passing vehicles, and would be unlikely to cause any significant impact to residential amenity.

Background papers referred to during production of this report comprise all correspondence set out in the Planning History section above, excluding exempt information.

RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED

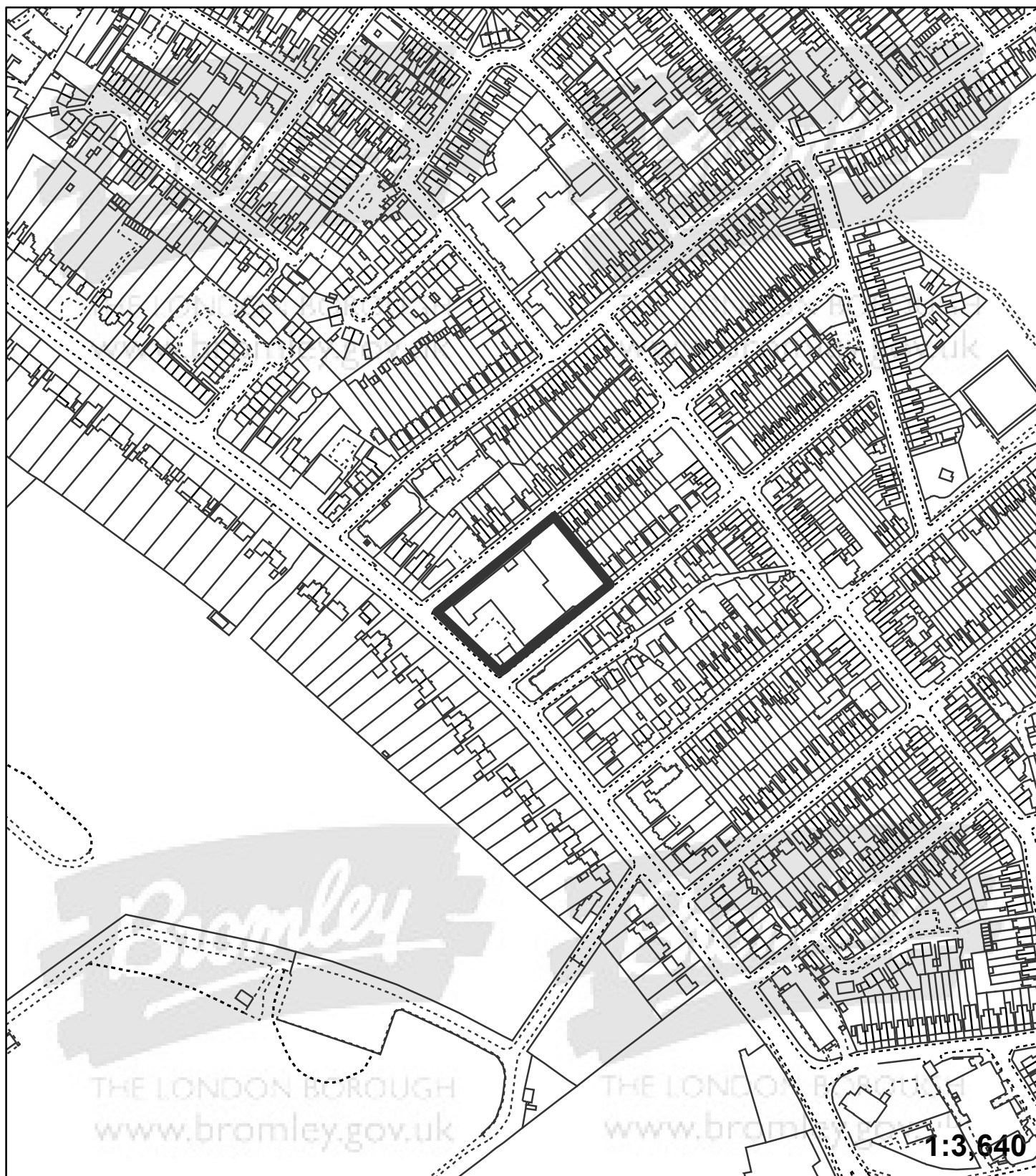
subject to the following conditions:

6	ACF01	Standard 5 year period		
	ACF01R	Reason F01		
7	ACF02	Rest. of luminance-(s) (2 in)	internally	illuminated
		fascia signs (Sign C) 200		
	ACF02R	Reason F02		
8	ACF02	Rest. of luminance-(s) (2 in)	internally	illuminated
		fascia signs (Signs D, G and H) 150		
	ACF02R	Reason F02		
9	ACF02	Rest. of luminance-(s) (2 in)	internally	illuminated
		entrance sign 200		
	ACF02R	Reason F02		
10	ACF04	Hours of use for illum. sign(s) (2 in)	07:30	22:30
	ACF04R	Reason F04		
11	ACK01	Compliance with submitted plan		
	ACK05R	K05 reason		

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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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