

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

**Application No :** 14/02875/ADV

**Ward:**  
**Penge And Cator**

**Address :** 46 Green Lane Penge London SE20 7JX

**OS Grid Ref:** E: 535626 N: 170124

**Applicant :** Mr S Goodburn

**Objections : NO**

**Description of Development:**

Internally illuminated fascia sign

Key designations:

Biggin Hill Safeguarding Birds  
Biggin Hill Safeguarding Area  
London City Airport Safeguarding  
London City Airport Safeguarding Birds  
London Distributor Roads  
Open Space Deficiency  
Secondary Shopping Frontage

**Proposal**

This application proposes an internally illuminated fascia sign 1.32m high 2.32m wide and 0.010m deep. The 'light box' type sign will have lettering in translucent white plastics material to allow low level LED light to filter through. The sign is to be displayed in connection with the change of use of the site to a public library.

**Location**

The site is the ground floor of No. 46 which is located on the south side of Green Lane, within Penge High Street town centre. It is located in secondary shopping frontage, close to the junction with the High Street. Access to the unit is from Green Lane and also from the rear of the site with access from Cottingham Road, which is a primarily residential street of terraced housing. The Old Police Station is located opposite the site and is a Locally Listed Building.

**Comments from Local Residents**

Revised plans were received on 9th September and nearby owners/occupiers were re-notified of the amendments. Whilst no representations were received in response to the original notification any neighbour comments in response to the revisions will be reported verbally to Committee.

## **Comments from Consultees**

No objections were raised from a Highways point of view; any comment in respect of revised plans will be reported verbally.

## **Planning Considerations**

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

BE1 Design of New Development  
BE21 Control of Advertisements and Signs  
T18 Road Safety

All other material considerations shall also be taken into account.

## **Planning History**

There is a substantial planning history relating the site but the most relevant is planning permission ref. 13/04129 for the Change of Use from Class A1 (retail) to Library with replacement shopfront, lattice style shutters, elevational alterations at rear, air conditioning units at rear and fencing to service yard.

## **Conclusions**

The main issues in this case are whether the sign is in keeping with the appearance of the surrounding area and whether it respects the amenities of neighbouring properties. A further consideration is the impact on pedestrian and vehicular safety.

The site is in a Secondary Shopfront location. Given the relationship to adjoining units the proposed signage is considered to be of sympathetic design, which would complement the existing building and preserve the character of the area. It is not considered that the low powered (5w) LEDS illuminance is likely to result in any undue impact on neighbouring amenity, the street scene or highway safety but this view is subject to further consideration pending additional consultation responses.

Given the above, and subject to additional consultation responses it is considered that consent for the proposed sign be granted.

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

as amended by documents received on 09.09.2014

## **RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED**

subject to the following conditions:

6     ACF01       Standard 5 year period  
      ACF01R     Reason F01

7     The advertisement sign hereby granted consent shall be illuminated in conjunction with the hours of opening of the library to which the sign relates.

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

8     ACK01       Compliance with submitted plan  
      ACC01R     Reason C01

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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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