

SECTION '2' – Applications meriting special consideration

Application No : 16/02779/LBC

Ward:
Bromley Town

Address : Old Town Hall 30 Tweedy Road Bromley
BR1 3FE

OS Grid Ref: E: 540445 N: 169451

Applicant : Mr Kevin Foster

Objections : NO

Description of Development:

5 temporary non-illuminated advertisements painted on external doors facing Court Street, South Street and Tweedy Road

Key designations:

Conservation Area: Bromley Town Centre
Biggin Hill Safeguarding Area
Bromley Town Centre Area
London City Airport Safeguarding
Smoke Control SCA 5

Proposal

Joint report with 16/02801/ADV

Advertisement consent and listed building consent is sought for non-illuminated signs to be painted onto 5 external doors of the Old Town Hall building, namely 3 doors in the western elevation facing Court Street, 1 door in the elevation facing Widmore Road and 1 door in the elevation facing South Street. There will not be an adverts on the door facing Tweedy Road.

The adverts will be hand painted and are for the purpose of advertising Cathedral Hotels and to increase awareness of the forthcoming development proposals for the hotel on the site. The design will comprise lettering on a dark grey background in the form of a slogan with contact and website details. The majority of the area of the door will be used for these adverts.

The current application seeks listed building consent for the adverts described above. The detailed description and analysis of the acceptability of the advert and the impact on the listed building is set out in the accompanying planning application report ref 16/02801 which appears elsewhere on this agenda.

Based on the conclusions of the above report, it is considered that listed building consent should be granted for the advertisements at the Old Town Hall and relevant conditions are recommended below.

Background papers referred to during the production of this report comprise all correspondence on file ref: 16/2779/LBC excluding exempt information.

RECOMMENDATION: GRANT LISTED BUILDING CONSENT

subject to the following conditions:

- 1 This consent shall be for a period of 2 years, beginning with the date of this decision notice**

Reason: Regulation 14(5), Town and Country Planning (Control of Advertisements) Regulations 2007