

**SECTION '2' – Applications meriting special consideration**

**Application No :** 16/02801/ADV

**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 16/02779/LBC

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 any 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.

**Location**

The site is located at the junction of Widmore Road and Tweedy Road with elevations facing Court Street to the east, Tweedy Road to the west, Widmore Road to the south and South Street to the north.

The site lies within the Bromley Town Centre Conservation Area and the host building is a Grade II Statutory Listed Building

## **Consultations**

### **Comments from Local Residents**

Nearby properties were notified and no representations have been received. The Advisory Panel for Conservation Areas has no objection in principle provided that the consent is time limited to one year and thereafter annually renewed.

### **Comments from Consultees**

The Council's Highways Officer raised no objections.

From a heritage point of view no objections are raised as the proposed works will not preclude the repainting of the doors in future.

A site notice was displayed at the premises on July 29th expiring on August 19th 2016 and a press advertisement was published on June 29th 2016 and expired on July 20th 2016. Any representations received as a result of the site notice will be reported verbally to Members.

### **Planning Considerations**

In determining planning applications, the starting point is the development plan and any other material considerations that are relevant. The adopted development plan in this case includes the Bromley Unitary Development Plan (UDP) (2006) and the London Plan (March 2015). Relevant policies and guidance in the form of the National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG) as well as other guidance and relevant legislation, must also be taken into account.

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

BE1 Design of New Developments  
BE11 Conservation Areas  
BE8 Statutory Listed Buildings  
BE21 Control of Advertisements and Signs  
T18 Road Safety

#### **Emerging Bromley Local Plan**

A consultation on the draft Local Plan policies was undertaken early in 2014 in a document entitled Draft Policies and Designations Policies. In addition a consultation was undertaken in October 2015 in a document entitled Draft Allocation, further policies and designation document. At the Council's Executive Committee on July 20th 2016 a draft Local Plan was endorsed for further public consultation planned for September/October 2016.

These documents are a material consideration. The weight attached to the draft policies increases as the Local Plan process advances.

Full details of the Council's Local Development Scheme is available on the website  
The most relevant emerging policies include

Draft Policies and Designations Policies (2014)

7.2 Relieving congestion

8.1 General design of development

8.36 Conservation Areas

8.33 Statutory Listed Buildings

9.31 Advertisements

Draft Allocation, further policies and designation document (Sept 2015)

There are no relevant policies in this document.

Planning History

The site has been the subject of the following relevant applications:

DC/15/00140/FULL: Application for planning permission and listed building consent to enable partial demolition of the Bromley Town Hall building and replacement with extensions no greater than 3 storeys high to facilitate a change of use from Office (Class B1) to 94 bedroom hotel use (Class C1) to include hotel restaurant, conference, wedding and multi-functional space in addition to 2 independent restaurants (Class A3) fronting Widmore Road together with re-configuration of the existing access ramp on Widmore Road and provision of pickup/drop off in Tweedy Road and South Street and

Planning Permission for the erection of a 5-storey residential apartment building (Class C3) containing 53 units (18 x 1bed, 34 x 2-bed, 1 x 3 bed), with basement parking for 26 cars and 118 cycle parking spaces upon the neighbouring South Street Car Park, together with associated landscaping and public realm improvements. Approved 6.11.2015

DC/15/00141/LBC: Application for planning permission and listed building consent to enable partial demolition of the Bromley Town Hall building and replacement with extensions no greater than 3 storeys high to facilitate a change of use from Office (Class B1) to 94 bedroom hotel use (Class C1) to include hotel restaurant, conference, wedding and multi-functional space in addition to 2 independent restaurants (Class A3) fronting Widmore Road together with re-configuration of the existing access ramp on Widmore Road and provision of pickup/drop off in Tweedy Road and South Street and

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The following planning and listed building applications for amendments to the above approved applications were considered by Plans Sub Committee 1 on June 30th and it was resolved to grant planning and listed building consent for them. They are still pending, awaiting the signing of a S106 legal agreement.

DC/16/01175/FULL: Application for planning permission and listed building consent to enable partial demolition of the Bromley Town Hall building and replacement

with extensions no greater than 3 storeys high to facilitate a change of use from Office (Class B1) to 99 bedroom hotel use (Class C1) to include hotel restaurant, conference, wedding and multi-functional space in addition to 2 independent restaurants (Class A3) fronting Widmore Road together with re-configuration of the existing access ramp on Widmore Road and provision of pickup/drop off in Tweedy Road and South Street and

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DC/16/01176/LBC: Application for planning permission and listed building consent to enable partial demolition of the Bromley Town Hall building and replacement with extensions no greater than 3 storeys high to facilitate a change of use from Office (Class B1) to 99 bedroom hotel use (Class C1) to include hotel restaurant, conference, wedding and multi-functional space in addition to 2 independent restaurants (Class A3) fronting Widmore Road together with re-configuration of the existing access ramp on Widmore Road and provision of pickup/drop off in Tweedy Road and South Street and

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## **Conclusions**

Regulation 3 of the Advertisement Regulations 2007 requires that local planning authorities control the display of adverts in the interests of amenity and public safety, taking account of the provisions of the development plan, in so far as they are material, and any other relevant factors.

Policy BE21 of the UDP relates to the control of advertisements, hoardings and signs and states that advertisements and signs should be in keeping with the scale, form and character of the surrounding area, as well as considering impacts to road users and pedestrians. In addition the policy states that adverts shall preserve or enhance the character of Conservation Areas and this is endorsed in UDP Policy BE11.

In this instance the host building is a Grade II Statutory Listed Building and UDP Policy BE8 states that development will be permitted provided that the character and appearance and special interest of the building is preserved and there is no harm to its setting.

The impact on neighbouring residential amenities and highway safety are the main issues in this case. However it is also necessary to consider whether the proposed signs will have a significantly harmful impact on the setting and appearance of the statutory listed building and the character and appearance of the Bromley Town Centre Conservation Area.

The applicant advises that the adverts are temporary and will be removed and replaced with more permanent advertising in due course. Any amendment to the proposed scheme will require fresh consent so this application will deal with the current proposal only. All of the signs will be located on external doors around the ground floor of the host building only. The visual appearance of the adverts themselves is muted in colour and would not detract from the appearance or the setting of the host listed building.

The adverts are considered to be modest and limited to the 5 ground floor doors and it is considered that they would preserve and enhance the character of this part of the Bromley Town Centre Conservation Area.

In highways terms the Council's Highways Officer raises no objections to the proposal and, as such, it is considered that there would not be an adverse impact on road safety from this proposal.

Due to the non-illuminated, modest and subdued nature of the adverts it is considered that the proposal will not have a significant impact on the amenity of residents in nearby properties.

Having had regard to the above, it is considered that the signs would provide appropriate visual interest without appearing unduly prominent or conspicuous in the wider area. It is considered that proposed adverts are constrained in terms of their location and design and would preserve the setting and appearance of the listed building and preserve and enhance the Conservation Area. The proposal would not impact adversely on the amenities of adjoining properties or on conditions of highway safety.

Background papers referred to during the production of this report comprise all correspondence on file ref: 16/02801, excluding exempt information.

## **RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED**

### **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**