

Committee Date	14.09.2023		
Address	Churchill Court Masons Hill Bromley BR1 1DP		
Application Number	23/02946/ADV	Officer: Nicolas Graves	
Ward	Bromley Town		
Proposal	Installation of 5 x non-illuminated 'Bromley Civic Centre' lettered fascia signs		
Applicant	Agent		
Mr Colin Brand			
London Borough of Bromley Civic Centre Stockwell Close Bromley BR1 3UH			
Reason for referral to committee	LBB Application	Councillor call in No	

RECOMMENDATION	Grant Advertisement Consent
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<p>KEY DESIGNATIONS</p> <p>Area of Deficiency in Access to Nature Biggin Hill Safeguarding Area Bromley Town Centre Area Flood Zone 2 London City Airport Safeguarding Proposal Sites River Centre Line Secondary Shopping Frontage Smoke Control</p>

Representation summary	Neighbour letters were sent out on 31.07.2023. The consultation period is for 21 days.
Total number of responses	0
Number in support	0
Number of objections	0

1. SUMMARY OF KEY REASONS FOR RECOMMENDATION

- The proposed signage would not appear unduly prominent.
- No unacceptable impact would arise to neighbouring occupiers or public amenity.
- No unacceptable Highways impacts would arise.

2. LOCATION AND KEY CONSTRAINTS

2.1.1 The application site lies on the corner of Westmoreland Road and Masons Hill and lies within the Bromley Town Centre (Metropolitan Centre).

2.1.2 The host building comprises a multi-storey commercial building complex arranged around a central courtyard.

2.1.3 The surrounding area is dominated by commercial uses and the high traffic movements on the surrounding road network. The site is neither listed nor located within a conservation area.

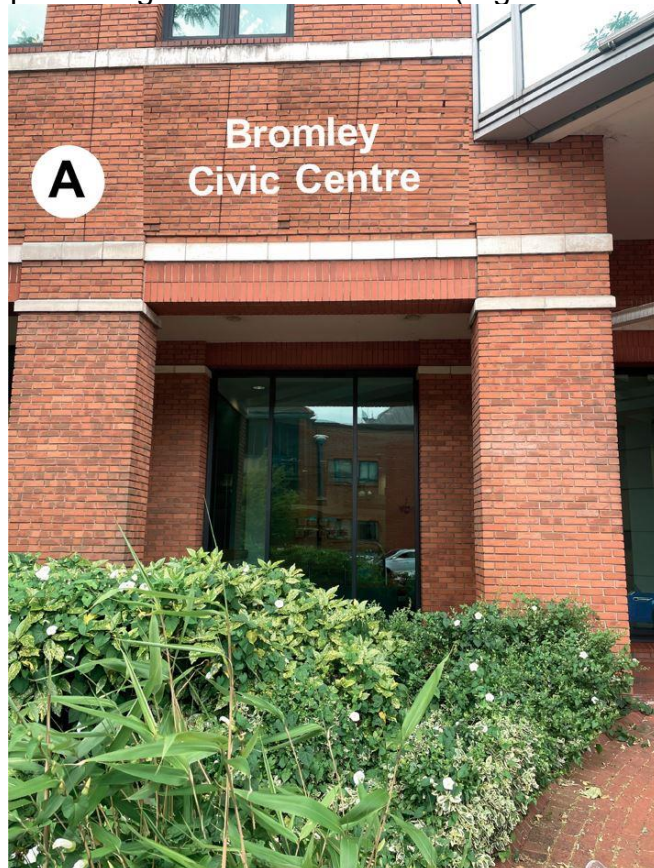
Figure 1: Site Location Plan



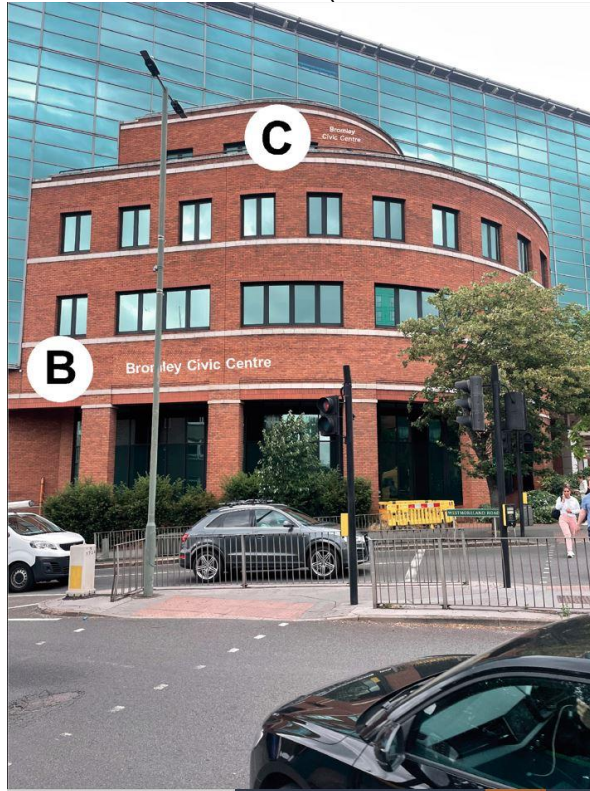
3. PROPOSAL

- 3.1.1 Advertisement consent is sought for the installation of 5 x non-illuminated 'Bromley Civic Centre' lettered fascia signs.
- 3.1.2 The signs will replace the existing 'Direct Line' signs at 5 locations on the building.
- 3.1.3 The fascia signs will be aluminium with powdered coated white text lettering and no background.
- 3.1.4 The maximum projection of the signs from the face building will be 25mm.

Proposed Sign A to east elevation (High Street side):



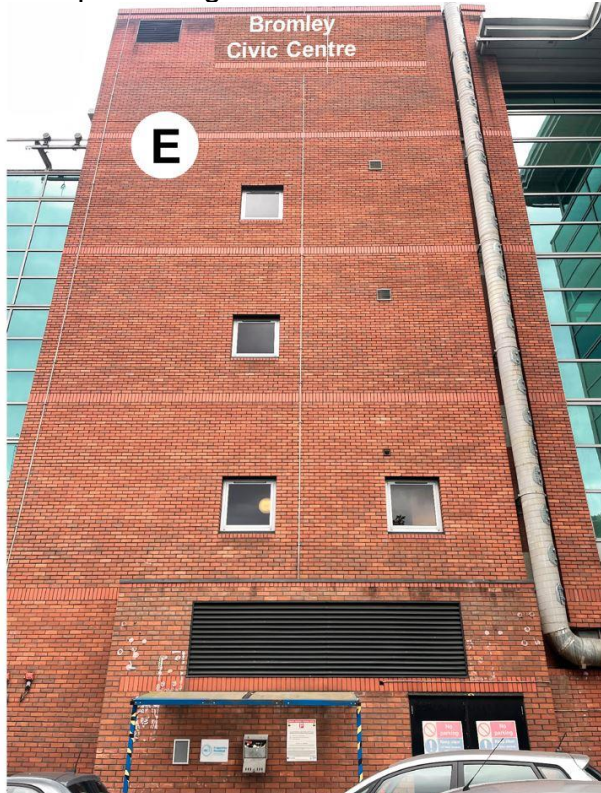
Proposed Signs B & C to east elevation (Masons Hill/Westmoreland Rd side):



Proposed Sign D to west elevation (Westmoreland Rd side):



Proposed Sign E to north elevation:



4. RELEVANT PLANNING HISTORY

4.1 The relevant planning history relating to the application site is summarised as follows:

00/02355/ADV - 3 Externally illuminated canopy signs (Advertisement Consent granted)

03/00560/FULL1 - Extension to existing accommodation at 7th floor level (Permitted)

03/01437/ADV - Externally illuminated free standing and 2 internally illuminated wall signs (El Patio Restaurant) (Advertisement Consent granted)

03/01439/ADV - Internally illuminated wall signs (Advertisement Consent granted)

07/00273/ADV - Illuminated and non-illuminated replacement logo signs at front/side and rear elevations and non-illuminated entrance sign to multi-storey car park Simpsons Road ADDITIONAL SIGNS ADDED (Advertisement Consent granted)

12/00758/ADV - Illuminated and non illuminated replacement logo signs at front and side elevations (Advertisement Consent granted)

12/00758/SPLADV - Non-illuminated totem pole (Refused)

12/02201/ADV - Internally illuminated fascia panel with halo illuminated signs (Refused).

12/02963/ADV - Internally illuminated logo sign and halo illuminated lettering (Advertisement Consent granted)

14/01206/ADV - Installation of 1 non-illuminated totem sign (Advertisement Consent granted)

21/04855/FULL1 - Installation of roof over central courtyard area with green roof areas and formation of roof terrace, alterations to landscaping within central courtyard including formation of ramps and provision of seating, external elevational alterations to front (Permitted)

5. CONSULTATION SUMMARY

A) Statutory

5.1 Highways: No objection raised to proposal.

B) Local Groups

5.2 N/A

C) Adjoining Occupiers

5.3 No representations were received.

6. POLICIES AND GUIDANCE

6.1.1 Section 3(1) of the Town and Country Planning (Control of Advertisements) Regulations 2007 sets out that in considering and determining applications for advertising consent the local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account: -

- (a) the provisions of the development plan, so far as they are material; and
- (b) any other relevant factors.

6.1.2 Section 3(2) states that without prejudice to the generality of paragraph (1)(b) (above)

- (a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
- (b) factors relevant to public safety include:
 - (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

- 6.1.3 The development plan for Bromley comprises the Bromley Local Plan (Jan 2019) and the London Plan (March 2021). The NPPF does not change the legal status of the development plan.

London Plan (2021) relevant policies:

D1 London's Form, Character and Capacity for Growth
D4 Delivering Good Design
D8 Public Realm

Bromley Local Plan (2019) relevant policies:

32 Road Safety
33 Access for All
37 General Design of Development
102 Advertisements

7. ASSESSMENT

7.1 Design – Layout, scale – Acceptable

- 7.1.1 London Plan and Bromley Local Plan policies further reinforce the principles of the NPPF setting out a clear rationale for high quality design. Policy 37 of the Bromley Local Plan sets out a number of criteria for the design of new development. With regard to local character and appearance development should be imaginative and attractive to look at, should complement the scale, form, layout and materials of adjacent buildings and areas.
- 7.1.2 Policy 102 states that advertisements, hoardings and signs should:
- a - have regard to the character of the surrounding area,
 - b - be in keeping with the scale, form and character of any buildings on which they are placed,
 - c - generally not be located in residential areas and the Green Belt, Metropolitan Open Land (MOL) and Urban Open Space,
 - d - preserve or enhance the character or appearance of conservation area,
 - e - not be likely to create a hazard to road users, and
 - f - avoid harm to the significance of listed buildings.
- 7.1.3 The proposed signs would replace existing signage and would be appropriate and in the context of the surrounding area. The lettering would be non-illuminated and would not appear unduly prominent within the wider street scene.
- 7.1.4 The proposal is considered to comply with Policies 37 and 102 of the Local Plan and it would not have a detrimental impact on the visual amenities of the area.

7.2 Neighbouring Amenity – Acceptable

- 7.2.1 The proposed signage will be non-illuminated and would replace similar existing signage and is not considered to impact upon residential amenity.

7.3 Highways – Acceptable

- 7.3.1 In relation to pedestrian and highway safety, no objections have been raised by the Council's highways officer. The location and design of the non-illuminated signs will not result in a road safety hazard or interference with any visibility splays.

8. CONCLUSION

- 8.1. Having had regard to the above, it is considered that the proposed signage is acceptable as it will not harm amenity or public safety and should therefore be granted advertisement consent.

RECOMMENDATION: GRANT ADVERTISEMENT CONSENT

Subject to the following conditions:

- 1. Standard – maintenance of sign**
- 2. Standard – maintenance of sign support/structure**
- 3. Standard – removal of sign in accordance with Advert Regulations**
- 4. Standard – consent of the landowner**
- 5. Standard – time limit of 5 years**
- 6. Standard – compliance with the approved plan**
- 7. No illumination**

And delegated authority be given to the Assistant Director: Planning & Building Control to make variations to the conditions and to add any other planning condition(s) as considered necessary.