

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

Application No : 11/00567/DEEM3

Ward:
Orpington

Address : Social Services & Housing Department
London Borough Of Bromley The
Walnuts Orpington BR6 0UN

OS Grid Ref: E: 546335 N: 166215

Applicant : London Borough of Bromley

Objections : NO

Description of Development:

One internally illuminated projection sign

Key designations:

Areas of Archeological Significance
Secondary Shopping Frontage

Proposal

Advertisement consent is sought for an internally illuminated projection sign measuring approximately 6.5 metres in height, 0.25 metres in depth and 0.76 metres in width. The sign will project some 0.5 metres from the front elevation of the building.

Location

The application site is located to the southern end of The Walnuts and fronts a pedestrianised area of the highway. Elevational alterations and the change of use to part Class B1 (office) and Class D1 (library) were permitted under application reference 09/02496 as part of the relocation of Orpington Library to the premises.

Comments from Local Residents

Nearby owners/occupiers were notified of the application and no representations were received.

Comments from Consultees

From a highways perspective no objections are raised to the proposal.

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

Conclusions

The main issue in this case is whether the proposed sign would be significantly harmful to the appearance of the host building and the character of the area within which the property lies.

The application site was visited by the case officer and the aims and objectives of the above policies, national and regional planning guidance, all other material planning considerations including any objections, other representations and relevant planning history on the site were taken into account in the assessment of the proposal.

The site is located the western edge of Market Square within The Walnuts site and faces Orpington College to the east and the police station to the southern edge. Running north to south is a pedestrian area linking the main Walnuts shopping centre to the supermarket and multi-storey car park adjacent to the site and Homefield Rise. The proposed sign will be seen along this pedestrian route.

The elevational alterations permitted under application reference 09/02496 include three projections that have a depth of approximately 1.4 metres. The proposed sign will project some 1.25 metres in total and it is considered that this is in keeping with the host building.

The illumination of the sign is to be set at 250 cd/m and will be internally lit by LED. It is considered that this manner and level of illumination is acceptable at this location.

Having had regard to the above it is considered that the proposed sign is of a sympathetic design, which would complement the existing building and preserve the character of the area.

RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED

subject to the following conditions:

- | | | | | |
|---|------------------------|---|------------|------|
| 6 | ACF01
ACF01R | Standard 5 year period
Reason F01 | | |
| 7 | ACF03
250
ACF03R | Rest of luminance - proj. sign (2 in)
Reason F03 | projecting | sign |
| 8 | ACF07
ACF07R | Advert hoarding(s) - comply. with plans
Reason F07 | | |

INFORMATIVE(S)

1 You should seek engineering advice from the Environmental Services Department at the Civic Centre regarding the following matter:

- the licence for the sign (020 8313 4901, Peter Turvey).

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