Purpose

1. To consider the above application as the application is for a Council's own development and one objection was received.

Recommendation

2. To grant advertisement consent.

Background

Site location and description

3. The site is located on the southern side of Commercial Way, between Moody Road and Kelly Avenue. The area consists of a mix of commercial and residential uses. Directly opposite on Kelly Avenue is a new residential development. There are other new housing developments in the local streets near the site.

4. The site has been constructed as a children's playground with playing courts, playground and an associated community centre/shop unit beneath part of the site. The site is fully enclosed by fencing.

5. The site is not located within a Conservation Area, and there are no listed buildings as immediate neighbours.

Details of proposal

6. The proposal is to erect three signs on the perimetre of the site.

7. One sign measuring 2.6m wide x 1.1m high would be located on the fencing fronting Commercial Way (eastern most part of the fencing) adjacent to the north entrance to the park.

8. One sign would be located on the south entrance to the park (in the middle of this part of the site. This would be the same dimensions as the northern entrance sign.

9. A sign measuring 3.5m wide x 2.5m high would be located on the side of the building (beneath the park) fronting Kelly Avenue. This would be located midway down this eastern boundary of the park.

10. All three signs state the name of the park being 'Central Venture Park' and would be constructed of wood fibre based cladding board, backed with galvanized steel sheets.
The background to the lettering would be a dark red colour.

None of the three signs would be illuminated.

**Planning history**

02-CO-2118 Granted 08/08/2003 for 'An activity park for young people with associated building containing multi-use hall, ancillary offices and one shop unit.'

**Planning history of adjoining sites**

Recent planning approvals for residential buildings in the surrounding streets to Central Venture Park.

**FACTORS FOR CONSIDERATION**

**Main Issues**

The main issues in this case are:

a] the principle of the development;

b] the impact on the amenity of the area; and

c] the potential impacts on public safety.

**Planning Policy**

At its meeting on 29th June 2006 the Council resolved to adopt the Southwark Plan subject to modifications. Therefore apart from a small number of exceptions, the policies in the Southwark Plan now have significant weight in the determining of planning applications. Whilst the 1995 Unitary Development Plan remains the statutory Development Plan until such time as the Southwark Plan is formally adopted it is likely that, in determining pending applications, the Council will give predominant weight to Southwark Plan policies. Upon formal adoption the policies in the Southwark Plan will be applied unless material considerations indicate otherwise.

**Southwark Plan 2006 [Modifications Version]**

3.2 Protection of Amenity
3.11 Quality in Design
3.13 Urban Design

**Southwark Unitary Development Plan 1995 [UDP]**

E.2.3 Aesthetic Control
E.3.1 Protection of Amenity

**PPG 19 (Outdoor Advertisement Control)**

**Consultations**

**Site Notice**
13/09/2006

**Press Notice**
N/A

**Internal Consultees**
N/A
22 Statutory and non-statutory consultees
N/A

23 Neighbour consultees
Flats 1-12 at 2 Bamber Road and Nos: 2, 4, 6 Bamber Road
60A Commercial Way
Flats 1-6 13 Kelly Avenue
Flats 1-6, 15 Kelly Avenue
Flats 1-8 20 Kelly Avenue
Flats 1-9 27 Kelly Avenue
Flats 1-9 29 Kelly Avenue
3, 5, 7, 9, 11, 13, 15, 17, 19, 25, 27, 29 Kelly Avenue
20 Moody Road
1, 31, 32 Watts Street

24 Re-consultation
N/A

Consultation replies

25 Neighbour consultees
One objection was received, from of Flat 10, 2 Bamber Road, the comments were as follows:
• We have a problem parking our cars in our spaces as people coming to the park are parking there. We don't need signs to encourage them even more.

PLANNING CONSIDERATIONS

Principle of the Development
The proposed development relates to an existing use of the site as a public amenity space and associated signage is a typical ancillary development in such circumstances. The development is therefore considered to be acceptable in principle, subject to other plan principles being satisfied.

Impacts on Amenity
The proposed signs provide identification of the name of the park for passers by. It is considered the signs would be of an appropriate scale, given the scale of the surfaces to which they would be secured, being perimetre fencing and the facade of the building constructed beneath the park (fronting Kelly Avenue).

The park is located within a mixed commercial/residential area, and the proposed signage, given the proposed hard wearing materials and appropriate colour scheme, would not significantly detract from the appearance of the park fencing or the building on Kelly Avenue. As such, in terms of visual appearance, the proposed signage would not detract from the appearance of the park or the character of the surrounding area.

The signage states the name of the park, and it is not considered (as stated in an objection received) that the installation of the signage would lead unduly to the attraction of a significant increase in park users. It appears to be proposed to allow its identification by people attempting to locate the park. Due to this, it is not considered that the proposed signage would attract a significant number of additional vehicles to the area and therefore would not result in significant adverse effects to on-street car parking availability.

In this case, the scale, design, colour and location of the proposed signs is considered to be acceptable and would not detract from the amenity of the surrounding area.
Impacts on Public Safety
31 The proposed signs would be located against existing structures to the site. The advertisements would not project out from the fencing or the building fronting Kelly Avenue and as such would not pose any safety risk to pedestrians or passers by.

32 The advertisements would simply state the name of the park and would not be illuminated in any way. Given that the signs would be non-illuminated (and therefore no potential to be intermittently illuminated) they would not generate a significant distraction to drivers of vehicles within the surrounding street network, in particular those on Commercial Way.

33 The proposed signs would not be likely to generate any risk to public safety including pedestrians or vehicles.

Conclusion
34 The proposed signs would not result in any unacceptable impacts on the amenity of the site, the street or surrounding residential properties and would not pose a threat to public safety. This application for advertisement consent for three signs is recommended for approval.

COMMUNITY IMPACT STATEMENT
35 In line with the Council's Community Impact Statement the impact of this application has been assessed as part of the application process with regard to local people in respect of their age, disability, faith/religion, gender, race and ethnicity and sexual orientation. Consultation with the community has been undertaken as part of the application process.

a] The impact on local people is set out above.

SUSTAINABLE DEVELOPMENT IMPLICATIONS
36 The proposal supports an existing community facility and will potentially enhance the use of the public amenity space, providing healthy outdoor recreation and supporting a more sustainable community.

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CASE FILE
TP/ADV/767-B

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