

<b>Item No.</b> 7.3	<b>Classification:</b> OPEN	<b>Date:</b> 16 March 2011	<b>Meeting Name:</b> Camberwell Community Council
<b>Report title:</b>	<b>Development Management planning application:</b> Council's own development Application 10-AP-2941 for: Advertisement Consent  <b>Address:</b> SHOP FRONTS AT 163,165,167,169,171,173,175,177,179,181, SOUTHAMPTON WAY, LONDON, SE5 7EJ  <b>Proposal:</b> Display of externally illuminated fascia signs		
<b>Ward(s) or groups affected:</b>	Brunswick Park		
<b>From:</b>	Head of Development Management		
<b>Application Start Date</b> 25/11/2010		<b>Application Expiry Date</b> 20/01/2011	

## PURPOSE

- 1 To consider the above application due to the number of objections received for a Council's Own case.

## RECOMMENDATION

- 2 That Advertisement Consent be granted, subject to conditions.

## BACKGROUND INFORMATION

### Site location and description

- 3 The application site is a parade of shops on the north side of Southampton Way (Nos. 163-181 Odds). The parade is close to the junction of Coleman Road and Southampton Way and the majority of units are in A1 or A3 use.
- 4 The buildings are generally 3 storeys in height with residential or ancillary storage on the upper floors and are Victorian, constructed of yellow stock brick. The individual units vary greatly in character/material/type. Some original features such as corbels remain, but have partly been covered by fascia signage.
- 5 The existing shopfronts are generally in poor condition, varying in design and signage. The majority of the shops have existing projecting roller shutter boxes and two of the units have awnings.
- 6 The site is within an Urban Density Zone and an Air Quality Management Area. It is not within a Conservation Area and is not listed. The site is however, opposite a row of Grade II Listed Buildings on Southampton Way (Nos. 190, 192 and 194).

### Details of proposal

- 7 The proposal forms part of the Improving Local Retail Environment (ILRE) project, which is a 3 year, £4.5million project aimed at improving the physical environment of some of Southwark's local retail parades. The primary objectives are to improve local trader environments outside the major town centres and improve, retain and attract new businesses and increase commercial activity.

- 8 It is proposed to remove existing fascia signs and to install new fascia signs to each unit. Each sign differs in some way, but the Applicant has introduced a Design Code, which provides the framework for each unit, to achieve the use of consistent elements. The code makes both requirements that are to be adhered to and recommendations which may be adopted. It focuses on the following areas:
- 9 Location - Signage is concentrated within the centre of the fascia panel. This is the primary area containing the shop name, street number and logo.
- 10 Colour - Colour is limited to a maximum of 3 colours per retail unit. A base colour is the dominant colour and will be consistent across the awning, fascia panel, shutter box and timberwork. The accent colour is chosen for the shop name. A tertiary colour (combinations of primary and secondary colours) is reserved for corporate colours (such as a logo) and only used where a corporate identity demands it.
- 11 Size - The size of the signage is primarily defined by the 'graphic area', i.e. the area within which all signage graphics must remain.
- 12 The Applicant has not submitted an exact illustration of each fascia sign as the colour scheme may change. However, indicative elevational drawings show the typical signage design and use of colours. The lettering and graphics would be self-adhesive vinyl.
- 13 All signs will be externally illuminated with 'recessed lighting'. This is essentially a discrete linear Light Emitting Device (LED) recessed within a folded metal profile, which forms an integral part of the fascia panel.
- 14 A separate application for full planning permission for the new shopfronts (under ref 10-AP-2940) has been submitted and is also to be determined at the same meeting.

#### **Planning history**

- 15 There is substantial planning history on the sites, but none is of relevance to this case as the application site relates to a group of shops.

#### **Planning history of adjoining sites**

- 16 There is no relevant planning history on the adjoining sites.

### **KEY ISSUES FOR CONSIDERATION**

#### **Summary of main issues**

- 17 The main issues to be considered in respect of this application are:

- a) Amenity
- b) Public Safety

#### **Planning policy**

##### Saved Southwark Plan 2007 (July)

- 18 3.23 - Outdoor Advertisement and Signage

##### Core Strategy

- 19 Southwark's Core Strategy was considered by an independent Inspector during an Examination in Public held in July 2010. The Inspector has issued his binding report and deemed the Core Strategy to be sound. His report was received on 28 January 2011 and it is likely that the Southwark will adopt the Core Strategy.

Now the Inspector's binding report has been received, the Core Strategy, together with the suggested changes by the Inspector carries considerable weight. In the period before the Core Strategy is formally adopted, whilst the Southwark Plan remains the relevant statutory development plan, where the Core Strategy suggests a

different approach when determining a planning application, the Core Strategy is a significant material consideration that should be taken into account.

## Strategic Policy 12 – Design and conservation

### Planning Policy Guidance (PPG) and Planning Policy Statements (PPS)

- 20 PPS 5 'Planning and the Historic Environment'  
PPG 19 'Outdoor Advertisement Control'

### **Amenity**

- 21 The existing shop fronts do not currently have a consistent signage design and they differ in colour, size and materials. The proposal to provide a consistent set of fascia signs along the parade is an improvement to this streetscape. The signs are of uniform proportion and would sit evenly within the fascia signage zone. The use of matching colours for shop fronts, awnings and signage is considered acceptable as there would still be variation along the parade, allowing for expression of individual identity/branding.
- 22 The signage lighting in the form of linear lighting (mounted on the fascia panel) is designed to reflect only onto the signs. It is not considered that it would cause excessive overspill of light to create nuisance to the residents above as the luminance levels are 768 Candelas per metre (cd/m), which is of a moderate level. Furthermore, the lights are designed to be recessed within a folded metal profile that is integral part of the fascia panel.
- 23 The size of the sign differs for each unit (between 1.4m and 5.8m wide) but essentially extends across the width of the shopfront and is positioned so as to line up vertically with the ends of the shopfront. It therefore does not go beyond the pilasters on the ground floor.
- 24 A representation received from a local resident raises issues relating to the design of the shopfronts. The only reference to this Advertisement Consent application is that the occupier supports the use of LEDs and requests a condition that all external shop-lighting and window-lighting should be switched off at 11pm or at closing time.
- 25 It is not considered that the use of these LED signs (at 768cd/m) would lead to significant light pollution or energy use that would warrant the imposition of such a condition. The standard Advertisement conditions are commended and condition 3 states that the signs shall be maintained in a condition that does not impair the visual amenity of the site.
- 26 As stated, numbers 190, 192 and 194 Southampton Way opposite the site are grade II listed. Officers consider that the proposals would improve the appearance of the parade and that the setting of these listed buildings would therefore be preserved.

### **Public Safety**

- 27 The proposed fascia signs are positioned at least 2.5m from the ground level, which minimises any impact on pedestrians. This head height is considered acceptable overall. It is therefore considered that the proposal will not impinge on pedestrian safety within the area.
- 28 The proposal is not considered to have any significant adverse impacts on traffic within the area. It would not have any impact on visibility sightlines or traffic safety and the luminance of the signage is 768cd/m is moderate. The Transport Planning Team does not raise any objections.
- 29 The proposal is therefore in accordance with clause ii of Policy 3.23 which states that advertisements should not obscure highway sightlines and should allow free movement along the public highway.

## **Conclusion**

- 30 The proposal is considered acceptable in terms of amenity and public safety. It is therefore recommended for approval.

## **Community impact statement**

- 31 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.

b) The following issues relevant to particular communities/groups likely to be affected by the proposal have been identified as: No issues.

c) The likely adverse or less good implications for any particular communities/groups have been also been discussed above.

## **Consultations**

- 32 Details of consultation and any re-consultation undertaken in respect of this application are set out in Appendix 1.

## **Consultation replies**

- 33 Details of consultation responses received are set out in Appendix 2.

### Summary of consultation responses

One letter from 2 Coleman Road objecting on the following grounds:

In principle support the project, but have concerns; shop fronts should be designed to fit in with late Victorian/early Edwardian architecture of the area; the shopfronts and signs should be made from wood and not plastic or metal; proposal looks dated - 1960s characterless and so replicating existing problems; there are some listed buildings in the area and so strengthens the case for the design to be revisited to fit in with the period; no waste storage and there should be a condition to ensure there is in-shop waste storage; request a condition that all doors have 'auto-closers' to reduce carbon footprint; request a condition that all external shop lighting and window lighting is switched off after 11pm (or when shops close) to reduce energy usage; condition should be added requiring the use of FSC (Forest Stewardship Council) timber in line with Council's policies on biodiversity and tackling climate change; designs should not be uniform as variety of period shop fronts is essential for re-creating the ambience of the period; solid roller shutters make the street feel abandoned and insecure.

## **Human rights implications**

- 34 This planning application engages certain human rights under the Human Rights Act 2008 (the HRA). The HRA prohibits unlawful interference by public bodies with conventions rights. The term 'engage' simply means that human rights may be affected or relevant.

This application has the legitimate aim of providing outdoor advertisements. The rights potentially engaged by this application, including the right to a fair trial and the right to respect for private and family life are not considered to be unlawfully interfered with by this proposal.

## **SUPPLEMENTARY ADVICE FROM OTHER OFFICERS**

N/A

## BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
Site history file: TP/ADV/2229-163  Application file: 10-AP-2941  Southwark Local Development Framework and Development Plan Documents	Regeneration and Neighbourhoods Department 160 Tooley Street London SE1 2TZ	Planning enquiries telephone: 020 7525 5403 Planning enquiries email: <a href="mailto:planning.enquiries@southwark.gov.uk">planning.enquiries@southwark.gov.uk</a> Case officer telephone:: 020 7525 5460 Council website: <a href="http://www.southwark.gov.uk">www.southwark.gov.uk</a>

## APPENDICES

No.	Title
Appendix 1	Consultation undertaken
Appendix 2	Consultation responses received

## AUDIT TRAIL

<b>Lead Officer</b>	Gary Rice, Head of Development Management	
<b>Report Author</b>	Wing Lau, Planning Officer	
<b>Version</b>	Final	
<b>Dated</b>	24 February 2011	
<b>Key Decision</b>	No	
<b>CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER</b>		
<b>Officer Title</b>	<b>Comments Sought</b>	<b>Comments included</b>
Strategic Director of Communities, Law & Governance	No	No
Strategic Director of Regeneration and Neighbourhoods	Yes	Yes
Strategic Director of Environment and Housing	No	No
<b>Date final report sent to Community Council Team</b>	7 March 2011	

**Consultation undertaken**

35 **Site notice date:** 11.12.10

**Press notice date:** None

**Case officer site visit date:** 11.12.10

**Neighbour consultation letters sent:** 01.12.10

**Internal services consulted:**

Design and Conservation

Transport Planning

**Statutory and non-statutory organisations consulted:**

None

**Neighbours and local groups consulted:**

GROUND FLOOR FLAT 11 BONSOR STREET LONDON SE5 7TE  
SECOND FLOOR AND THIRD FLOOR FLAT 181 SOUTHAMPTON WAY LONDON SE5 7EJ  
159C SOUTHAMPTON WAY LONDON SE5 7EJ  
159A SOUTHAMPTON WAY LONDON SE5 7EJ  
159B SOUTHAMPTON WAY LONDON SE5 7EJ  
190 SOUTHAMPTON WAY LONDON SE5 7EU  
CARETAKERS FLAT 2 SEDGMOOR PLACE LONDON SE5 7SE  
179B SOUTHAMPTON WAY LONDON SE5 7EJ  
185C SOUTHAMPTON WAY LONDON SE5 7EJ  
187C SOUTHAMPTON WAY LONDON SE5 7EJ  
FIRST FLOOR AND SECOND FLOOR FLAT 163 SOUTHAMPTON WAY LONDON SE5 7EJ  
FIRST FLOOR FLAT 181 SOUTHAMPTON WAY LONDON SE5 7EJ  
FIRST FLOOR FLAT 11 BONSOR STREET LONDON SE5 7TE  
FIRST FLOOR FLAT 177A SOUTHAMPTON WAY LONDON SE5 7EJ  
FIRST FLOOR AND SECOND FLOOR FLAT 171 SOUTHAMPTON WAY LONDON SE5 7EJ  
FIRST FLOOR AND SECOND FLOOR FLAT 169 SOUTHAMPTON WAY LONDON SE5 7EJ  
68 STANSWOOD GARDENS LONDON SE5 7SR  
FLAT C 167 SOUTHAMPTON WAY LONDON SE5 7EJ  
FLAT D 167 SOUTHAMPTON WAY LONDON SE5 7EJ  
FLAT A 167 SOUTHAMPTON WAY LONDON SE5 7EJ  
FIRST FLOOR FLAT 190 SOUTHAMPTON WAY LONDON SE5 7EU  
FLAT 2 165 SOUTHAMPTON WAY LONDON SE5 7EJ  
FLAT B 167 SOUTHAMPTON WAY LONDON SE5 7EJ  
UNIT 5 2 SEDGMOOR PLACE LONDON SE5 7SE  
UNIT 6 2 SEDGMOOR PLACE LONDON SE5 7SE  
UNIT 4 2 SEDGMOOR PLACE LONDON SE5 7SE  
UNIT 10 2 SEDGMOOR PLACE LONDON SE5 7SE  
UNIT 3 2 SEDGMOOR PLACE LONDON SE5 7SE  
ROOM 8 2 SEDGMOOR PLACE LONDON SE5 7SE  
TOP FLAT 173 SOUTHAMPTON WAY LONDON SE5 7EJ  
ROOM 7 2 SEDGMOOR PLACE LONDON SE5 7SE  
ROOM 1 2 SEDGMOOR PLACE LONDON SE5 7SE  
ROOM 2 2 SEDGMOOR PLACE LONDON SE5 7SE  
FLAT 1 165 SOUTHAMPTON WAY LONDON SE5 7EJ  
FLAT 3 165 SOUTHAMPTON WAY LONDON SE5 7EJ  
163B SOUTHAMPTON WAY LONDON SE5 7EJ  
UNIT 9 2 SEDGMOOR PLACE LONDON SE5 7SE  
2 SEDGMOOR PLACE LONDON SE5 7SE  
61 STANSWOOD GARDENS LONDON SE5 7SR  
194 SOUTHAMPTON WAY LONDON SE5 7EU  
181 SOUTHAMPTON WAY LONDON SE5 7EJ  
183 SOUTHAMPTON WAY LONDON SE5 7EJ  
62 STANSWOOD GARDENS LONDON SE5 7SR  
66 STANSWOOD GARDENS LONDON SE5 7SR  
67 STANSWOOD GARDENS LONDON SE5 7SR  
65 STANSWOOD GARDENS LONDON SE5 7SR  
63 STANSWOOD GARDENS LONDON SE5 7SR  
64 STANSWOOD GARDENS LONDON SE5 7SR  
163 SOUTHAMPTON WAY LONDON SE5 7EJ  
165 SOUTHAMPTON WAY LONDON SE5 7EJ  
157 SOUTHAMPTON WAY LONDON SE5 7EJ  
UNIT 11 2 SEDGMOOR PLACE LONDON SE5 7SE  
UNIT 12 TO UNIT 15 2 SEDGMOOR PLACE LONDON SE5 7SE  
167 SOUTHAMPTON WAY LONDON SE5 7EJ  
175 SOUTHAMPTON WAY LONDON SE5 7EJ

177 SOUTHAMPTON WAY LONDON SE5 7EJ  
173 SOUTHAMPTON WAY LONDON SE5 7EJ  
169 SOUTHAMPTON WAY LONDON SE5 7EJ  
171 SOUTHAMPTON WAY LONDON SE5 7EJ  
179 SOUTHAMPTON WAY LONDON SE5 7EJ  
192 SOUTHAMPTON WAY LONDON SE5 7EU  
187B SOUTHAMPTON WAY LONDON SE5 7EJ  
187A SOUTHAMPTON WAY LONDON SE5 7EJ  
189A SOUTHAMPTON WAY LONDON SE5 7EJ  
179A SOUTHAMPTON WAY LONDON SE5 7EJ  
185A SOUTHAMPTON WAY LONDON SE5 7EJ  
157A SOUTHAMPTON WAY LONDON SE5 7EJ  
189B SOUTHAMPTON WAY LONDON SE5 7EJ  
189C SOUTHAMPTON WAY LONDON SE5 7EJ  
72 STANSWOOD GARDENS LONDON SE5 7SR  
129 COLEMAN ROAD LONDON SE5 7TF  
71 STANSWOOD GARDENS LONDON SE5 7SR  
69 STANSWOOD GARDENS LONDON SE5 7SR  
70 STANSWOOD GARDENS LONDON SE5 7SR  
131 COLEMAN ROAD LONDON SE5 7TF  
161A SOUTHAMPTON WAY LONDON SE5 7EJ  
161B SOUTHAMPTON WAY LONDON SE5 7EJ  
82 COLEMAN ROAD LONDON SE5 7TG  
133 COLEMAN ROAD LONDON SE5 7TF  
80 COLEMAN ROAD LONDON SE5 7TG  
185B SOUTHAMPTON WAY LONDON SE5 7EJ  
82A COLEMAN ROAD LONDON SE5 7TG  
SECOND FLOOR FLAT 177A SOUTHAMPTON WAY LONDON SE5 7EJ

**Re-consultation:**

N/A

**Consultation responses received**

**36 Internal services**

Design and Conservation - comments incorporated into main report.

Transport Planning - No objections

**Statutory and non-statutory organisations**

N/A

**Neighbours and local groups**

**37** One letter from 2 Coleman Road objecting on the following grounds:

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