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| Item No. 7.5 | Classification: OPEN | Date: 16 March 2011 | Meeting Name: Camberwell Community Council |
| Report title: | Development Management planning application: Council's own development Application 10-AP-2840 for: Advertisement Consent Address: SHOP FRONTS AT 117,119,125,129,131,133,135,137,156,158,160 SOUTHAMPTON WAY, LONDON, SE5 7EW Proposal: Display of externally illuminated signs and non-illuminated projecting signs. | | |
| Ward(s) or groups affected: | Brunswick Park | | |
| From: | Head of Development Management | | |
| Application Start Date 25/11/2010 | | Application Expiry Date 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 both the north and south side of Southampton Way (Nos. 117-137 north and Nos. 156-160 south). The parades are close to the junction of Rainbow Street and Wells Way and the majority of units are in A1 or A3 use.
- 4 The parades are generally 2 – 3 storeys in height with residential or ancillary storage on the upper floors. The majority of the buildings are of yellow stock brick and some with white rendered facades, and are of Victorian and post-war origin. The existing shop units generally have metal frame facades, most with low stall risers. 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 three 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.

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 and projecting signs. These are as follows:
- 9 Units to the north of Southampton Way (117, 119, 125 & 129-137)
Removal of existing fascia signage and install new externally illuminated fascia signage (Type A).
- 10 Units to the south of Southampton Way (156-160)
Removal of existing fascia signage and install new externally illuminated fascia signage and non-illuminated projecting signage (Type B).
- 11 Each sign would differ in some way, but the Applicant has introduced a Design Code governing the use of consistent elements. It focuses on the following areas:
- 12 Location - Signage is concentrated within the centre of the fascia panel. This is the primary area containing the shop name, street number and logo.
- 13 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.
- 14 Size - The size of the signage is primarily defined by the 'graphic area', i.e. the area within which all signage graphics must remain.
- 15 The Applicant has not submitted an exact illustration of each fascia and projecting sign, as the colour scheme may change. However, indicative elevational drawings show the typical signage design and use of colours. The lettering and graphics shall be self-adhesive vinyl.
- 16 All signs will be externally illuminated with 'recessed lighting'. This is essentially discrete linear Light Emitting Device (LED) lighting recessed within a folded metal profile, which forms an integral part of the fascia panel.
- 17 A separate application for Full planning permission for the new shopfronts (under ref 10-AP-2839) has been submitted and is also to be determined at the same meeting.

Planning history

- 18 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

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

KEY ISSUES FOR CONSIDERATION

20 Summary of main issues

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

- a) Amenity
- b) Public Safety

Planning policy

- 21 Saved Southwark Plan 2007 (July)
3.23 - Outdoor Advertisement and Signage

22 Core Strategy

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

23 Planning Policy Guidance (PPG) and Planning Policy Statements (PPS)
PPG 19 'Outdoor Advertisement Control'

Amenity

24 The existing shop fronts do not currently have consistent signage design. They currently differ in colour, size and materials. The proposal to provide a consistent set of fascia and projecting signs along the parade is an improvement to this streetscape. The projecting signs (on the southern units) would be evenly spaced and not excessive in size and would not create visual clutter or dominate the shopfront. The maximum projection of 610mm from the facade would not be excessive. The use of matching colours for shop fronts, awnings and signage is considered acceptable as there would still be variation along this parade, allowing expression of individual identity/branding. 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 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.

25 The size of the sign differs for each unit (between 3.9m and 6.9m wide) but essentially would extend across the width of the shopfront and be positioned so as to line up vertically with the ends of the shopfront. They would not project beyond the pilasters on the ground floor.

26 A letter 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 further condition that all external shop-lighting and window-lighting should be switched off at 11pm or at closing time. As many of the existing signs are already illuminated, it would be unreasonable to impose such a condition.

27 It is not considered that the use of these LED signs (at 768cd/m) would lead to significant light pollution. The standard Advertisement conditions would be imposed and condition no. 3 states that the signs must be maintained in a condition that does not impair the visual amenity of the site.

Public Safety

28 The proposed fascia signs and projecting signs are situated 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.

29 The proposal is not considered to have any significant adverse impacts on the traffic within the area. The projecting signs would be of sufficient height to ensure no harm to pedestrian safety and the proposal would not impact upon sightlines or traffic

safety. The luminance of the signage is 768cd/m, which is moderate, and the Transport Planning Group has not raised any objections.

- 30 The proposal is therefore in accordance with clause ii of Policy 3.23 which states that advertisements should not obscure highway sight lines and should allow free movement along the public highway.

Conclusion

The proposal is considered acceptable as there would be no loss of amenity or harm to public safety. The application is therefore recommended for approval.

Community impact statement

- 32 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.

Consultation replies

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

34 Summary of consultation responses

One letter of representation received objecting to the proposals. See Appendix 2 for further details.

Human rights implications

- 35 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

Strategic Director of Communities, Law & Governance

n/a

BACKGROUND DOCUMENTS

| Background Papers | Held At | Contact |
|--|--|---|
| Site history file: TP/ADV/2229-119 Application file: 10-AP-2840 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: planning.enquiries@southwark.gov.uk Case officer telephone: 020 7525 5460 Council website: www.southwark.gov.uk |

APPENDICES

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

AUDIT TRAIL

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

Consultation undertaken

Site notice date: 11.12.10

Press notice date: None

Case officer site visit date: 11.12.10

Neighbour consultation letters sent: 08.12.10

Internal services consulted:

Transport Planning

Statutory and non-statutory organisations consulted:

None required.

Neighbours and local groups consulted:

FLAT 3 133-135 SOUTHAMPTON WAY LONDON SE5 7EW
FLAT 2 133-135 SOUTHAMPTON WAY LONDON SE5 7EW
FLAT 4 133-135 SOUTHAMPTON WAY LONDON SE5 7EW
FLAT 6 133-135 SOUTHAMPTON WAY LONDON SE5 7EW
FLAT 5 133-135 SOUTHAMPTON WAY LONDON SE5 7EW
FLAT 1 133-135 SOUTHAMPTON WAY LONDON SE5 7EW
2 RAINBOW STREET LONDON SE5 7TD
9 RAINBOW STREET LONDON SE5 7TB
4 RAINBOW STREET LONDON SE5 7TD
6 RAINBOW STREET LONDON SE5 7TD
FLAT 7 133-135 SOUTHAMPTON WAY LONDON SE5 7EW
FLAT 1 119 SOUTHAMPTON WAY LONDON SE5 7SX
FIRST FLOOR FLAT 125 SOUTHAMPTON WAY LONDON SE5 7EW
FLAT 2 119 SOUTHAMPTON WAY LONDON SE5 7SX
133-135 SOUTHAMPTON WAY LONDON SE5 7EW
SECOND FLOOR FLAT 125 SOUTHAMPTON WAY LONDON SE5 7EW
FIRST FLOOR FLAT 117 SOUTHAMPTON WAY LONDON SE5 7EW
FLAT 8 133-135 SOUTHAMPTON WAY LONDON SE5 7EW
137 SOUTHAMPTON WAY LONDON SE5 7EW
119 SOUTHAMPTON WAY LONDON SE5 7EW
131 SOUTHAMPTON WAY LONDON SE5 7EW
117 SOUTHAMPTON WAY LONDON SE5 7EW
LIVING ACCOMMODATION 156 WELLS WAY LONDON SE5 7SY
127 SOUTHAMPTON WAY LONDON SE5 7EW
139 SOUTHAMPTON WAY LONDON SE5 7EW
129 SOUTHAMPTON WAY LONDON SE5 7EW
FLAT C 156 SOUTHAMPTON WAY LONDON SE5 7EW
129A SOUTHAMPTON WAY LONDON SE5 7EW
FLAT B 156 SOUTHAMPTON WAY LONDON SE5 7EW
FLAT A 156 SOUTHAMPTON WAY LONDON SE5 7EW
141 SOUTHAMPTON WAY LONDON SE5 7EW
11 RAINBOW STREET LONDON SE5 7TB
1 RAINBOW STREET LONDON SE5 7TB
3 RAINBOW STREET LONDON SE5 7TB
7 RAINBOW STREET LONDON SE5 7TB
5 RAINBOW STREET LONDON SE5 7TB
147 WELLS WAY LONDON SE5 7SZ
158 SOUTHAMPTON WAY LONDON SE5 7EW
156 SOUTHAMPTON WAY LONDON SE5 7EW
160 SOUTHAMPTON WAY LONDON SE5 7EW
145 WELLS WAY LONDON SE5 7SZ
156 WELLS WAY LONDON SE5 7SY

Re-consultation:

N/A

Consultation responses received

Internal services

Transport Planning - No objections.

Statutory and non-statutory organisations

N/A

Neighbours and local groups

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 are 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 Forest Stewardship Council (FSC) 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.