

Item No. 6.3	Classification: Open	Date: 17 October 2011	Meeting Name: Dulwich Community Council
Report title:	Development Management planning application: Application 10-AP-2071 for: Advertisement Consent Address: 325 UNDERHILL ROAD, LONDON, SE22 9EA Proposal: Installation of 6 No. fascia signs to shop fronts and associated swan neck lights - properties 321, 323, 325, 327 and 329 Underhill Road and 135 Hindmans Road.		
Ward(s) or groups affected:	East Dulwich		
From:	Head of Development Management		
Application Start Date 3 September 2010		Application Expiry Date 29 October 2010	

RECOMMENDATION

- 1 To grant Advertisement Consent with conditions.

BACKGROUND INFORMATION

Site location and description

- 2 This application is referred to Dulwich Community Council owing to the objection received on a council's own case. The application site relates to the ground floor units of a shopping parade on Underhill Road, which comprises 5 shops (a mix of A1, A2 and A5 Classes). One corner shop situated to the north-west of this parade (Class A1) is also part of this application site (No. 135 Hindmans Road). Residential properties are located above the shops.
- 3 The application also relates to the forecourt immediately outside of the shops. This forecourt area is 6.5m deep from the front building line to the edge of the pavement and currently consist of low garden walls and fences between some of the units.
- 4 The application site is within the Suburban Density Zone and an Air Quality Management Area.

The buildings are not listed and are not within a Conservation Area.

Details of proposal

- 5 It is proposed to remove the existing fascia signs and reinstall with timber fascia signs. The timber fascia zone (and the new shopfront) is assessed under the separate full planning application 10-AP-2152. The new non-illuminated signage would comprise individual aluminium lettering on the timber fascia and would be lit by swan neck lights above. It would state the name or trade of the business, street number and/or other trading information.
- 6 This is part of the project to repair or replace the existing shopfronts where necessary.

This is 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 to improve, retain and attract new businesses and increase commercial activity.

Planning history

- 7 There is some planning history for the individual shops along this parade, which relates to the changes of use, operation hours and some new shopfronts. However, these are not relevant to this particular case as the individual new shopfronts would not have any bearing on the assessment of this group of shops.

Planning history of adjoining sites

- 8 Planning permission was granted in 2000 (ref 00-AP-1521) at No. 331 Underhill Road for the change of use of vacant ground floor retail premises to create a one bed flat and creation of new entrance to existing first floor flat from rear to front.
- 9 Planning permission was granted in 2002 (ref 02-AP-0451) at No. 333 Underhill Road for the conversion of ground floor shop unit to provide a self contained flat together with alterations to the front elevation.

KEY ISSUES FOR CONSIDERATION

Summary of main issues

- 10 The main issues to be considered in respect of this application are:
 - a) Amenity
 - b) Public Safety

Planning policy

Core Strategy 2011

- 11 Strategic Policy 12 Design and Conservation
Strategic Policy 13 High Environmental Standards

Southwark Plan 2007 (July) - saved policies

- 12 3.23 Outdoor Advertisement and Signage

London Plan 2011

- 13 N/A

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

- 14 PPG 19 'Outdoor Advertisement Control'

Amenity

- 15 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.

- 16 The use of matching colours for shop fronts 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 swan neck lights (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.
- 17 The letterings on the sign are well proportioned and the removal of the projecting sign at 125 Hindmans Road would reduce visual clutter.
- 18 A letter received from one of the tenants at No. 325 was in favour of the proposal but wished that there was no change to the fascia or remove the block paving in front as a new illuminated sign had already been recently installed. This would appear to be a personal/private view regarding their own company sign and is not considered to raise any planning objections. This would be a matter between the tenant and the Landlord.
- 19 Each lantern (3 per unit, 5 on the corner unit) would use a 100 watt bulb, which is considered excessive. The agent has agreed to a condition restricting the wattage to 60 for each lantern. It is further considered that given the residential location the illumination should be conditioned to be switched off by 11pm every night.
- 20 The proposal therefore complies with saved Policies 3.23 of The Southwark Plan 2007 and Strategic Policy 12 of The Core Strategy 2011.

Public Safety

- 21 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 as this is set back from the vehicular highway. The Transport Planning Team does not raise any objections.
- 22 The proposal is therefore in accordance with clause ii of saved Policy 3.23 which states that advertisements should not obscure highway sightlines and should allow free movement along the public highway.

Conclusion on planning issues

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

Community impact statement

- 24 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

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

Consultation replies

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

Summary of consultation responses

- 27 One letter of response has been received from the tenant at No. 325 in favour of some of the improvements. However, the tenant had made it clear to the Applicant (The Council is the Landlord and Applicant) that they do not wish to alter the fascia at the front of the office having just installed a new illuminated sign and did not want to remove the block paving that was fitted in the design of their company logo. The tenant has no objections to the removal of the iron railings to the front or the installation of double glazed units.

Human rights implications

- 28 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 advertisement. 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

None.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
Site history file: TP/ADV/2561-325 Application file: 10-AP-2071 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	7 September 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	No	No
Strategic Director of Environment	No	No
Date final report sent to Constitutional Team	5 October 2011	

Consultation undertaken

Site notice date: 09.09.2010

Press notice date: None

Case officer site visit date: 09.09.2010

Neighbour consultation letters sent: 13.09.2010

Internal services consulted:

Transport Planning Team

Statutory and non-statutory organisations consulted:
None

Neighbours and local groups consulted:

317 UNDERHILL ROAD LONDON SE22 9EA
 315 UNDERHILL ROAD LONDON SE22 9EA
 323 UNDERHILL ROAD LONDON SE22 9EA
 329 UNDERHILL ROAD LONDON SE22 9EA
 327 UNDERHILL ROAD LONDON SE22 9EA
 325 UNDERHILL ROAD LONDON SE22 9EA
 303 UNDERHILL ROAD LONDON SE22 9EA
 124A BARRY ROAD LONDON SE22 0HP
 305 UNDERHILL ROAD LONDON SE22 9EA
 311 UNDERHILL ROAD LONDON SE22 9EA
 309 UNDERHILL ROAD LONDON SE22 9EA
 307 UNDERHILL ROAD LONDON SE22 9EA
 335 UNDERHILL ROAD LONDON SE22 9EA
 313 UNDERHILL ROAD LONDON SE22 9EA
 321 UNDERHILL ROAD LONDON SE22 9EA
 313A UNDERHILL ROAD LONDON SE22 9EA
 BASEMENT FLAT 133 HINDMANS ROAD LONDON SE22 9NH
 FLAT 135 HINDMANS ROAD LONDON SE22 9NH
 311A UNDERHILL ROAD LONDON SE22 9EA
 135 HINDMANS ROAD LONDON SE22 9NH
 131 HINDMANS ROAD LONDON SE22 9NH
 331 UNDERHILL ROAD LONDON SE22 9EA
 144 HINDMANS ROAD LONDON SE22 9NH
 180 LANDELLS ROAD LONDON SE22 9PP
 77 DARRELL ROAD LONDON SE22 9NJ
 146 HINDMANS ROAD LONDON SE22 9NH
 GROUND FLOOR 325 UNDERHILL ROAD LONDON SE22 9EA
 FIRST FLOOR AND SECOND FLOOR FLAT 283 UNDERHILL ROAD LONDON SE22 0AN
 325A UNDERHILL ROAD LONDON SE22 9EA
 GROUND FLOOR AND FIRST FLOOR FLAT 133 HINDMANS ROAD LONDON SE22 9NH
 FIRST FLOOR FLAT 321 UNDERHILL ROAD LONDON SE22 9EA
 333B UNDERHILL ROAD LONDON SE22 9EA
 333A UNDERHILL ROAD LONDON SE22 9EA
 335A UNDERHILL ROAD LONDON SE22 9EA
 331A UNDERHILL ROAD LONDON SE22 9EA
 319A UNDERHILL ROAD LONDON SE22 9EA
 319B UNDERHILL ROAD LONDON SE22 9EA
 FLAT 1 HILLCREST HOUSE 230-232 UNDERHILL ROAD LONDON SE22 9ED
 FLAT F 126 BARRY ROAD LONDON SE22 0HP
 FLAT 2 HILLCREST HOUSE 230-232 UNDERHILL ROAD LONDON SE22 9ED
 124D BARRY ROAD LONDON SE22 0HP
 124C BARRY ROAD LONDON SE22 0HP
 124B BARRY ROAD LONDON SE22 0HP
 FLAT A 126 BARRY ROAD LONDON SE22 0HP
 GROUND FLOOR FLAT 321 UNDERHILL ROAD LONDON SE22 9EA
 FLAT B 126 BARRY ROAD LONDON SE22 0HP
 FLAT E 126 BARRY ROAD LONDON SE22 0HP
 FLAT D 126 BARRY ROAD LONDON SE22 0HP
 FLAT C 126 BARRY ROAD LONDON SE22 0HP

Re-consultation:

None

Consultation responses received

Internal services

Transport Planning Team - The proposal will not generate a significant negative impact on the performance and safety of the surrounding highway network.

Statutory and non-statutory organisations

None.

Neighbours and local groups

One letter of response has been received from the tenant at No. 325 in favour of some of the improvements. However, the tenant had made it clear to the Applicant (The Council is the Landlord and Applicant) that they do not wish to alter the fascia at the front of the office having just installed a new illuminated sign and did not want to remove the block paving that was fitted in the design of their company logo. The tenant has no objections to the removal of the iron railings to the front or the installation of double glazed units.