

<b>Item No.</b> 6.4	<b>Classification:</b> OPEN	<b>Date:</b> 24 November 2011	<b>Meeting Name:</b> Dulwich Community Council
<b>Report title:</b>	<b>Development Management planning application:</b> Application 11-AP-2953 for: Advertisement Consent  <b>Address:</b> FORESTERS ARMS, 25-27 LORDSHIP LANE, LONDON, SE22 8EW  <b>Proposal:</b> Display of a non-illuminated sign at first and second floor level (measuring 10m wide by 7m high) on the south and west elevation for a temporary period during refurbishment works		
<b>Ward(s) or groups affected:</b>	East Dulwich		
<b>From:</b>	Head of Development Management		
<b>Application Start Date</b> 19 September 2011		<b>Application Expiry Date</b> 14 November 2011	

## RECOMMENDATION

- 1 To approve Advertisement Consent. This application is referred to Community Council owing to the number of objections received.

## BACKGROUND INFORMATION

### Site location and description

- 2 The application site relates to the western and southern elevation of 25-27 Lordship Lane, a 3 storey building located on the western side of Lordship Lane. Number 25-27 occupies a highly visible position within the street-scape and its characterful frontage is of particular interest in townscape views.
- 3 The surrounding area comprises a mix of commercial, office space, and residential, typical for a district town centre. Further, the area is varied in terms of architectural style and age.
- 4 The building is not listed, nor is the site located in a conservation area.

### Details of proposal

- 5 The application seeks a 12 month temporary consent to display non-illuminated signage onto a scaffolding shroud during the scheduled refurbishment at The Bishop Public House.
- 6 The advertisement is sought for the temporary period whilst the scaffold structure is installed around the premises of the building.
- 7 The proposed commercial advert has been reduced (from the previous application) to 10m wide by 7m high and 4m from ground level for the duration of the development. The commercial advert space will be situated across the South West elevation and will

be surrounded by a 1:1 building replication which will cover the remaining scaffolding.

- 8 The design of the advert will change on a regular basis. There will be no moving components or flashing lights.
- 9 In terms of materials, the banner advertisement would be PVC micro mesh.

### **Planning history**

- 10 Advertisement consent (11-AP-1705) was refused on 12 August 2011 for the erection of an externally illuminated sign at first and second floor on the south and west elevation for a temporary period during refurbishment works. The sign was to measure 11m wide by 8m high and 4m from ground level for a period of 12 months. The application was refused on the following ground:

*The proposed shroud advertisement, by virtue of its appearance, scale, height, location and illumination would result in an incongruous and obtrusive element within the street-scene, and have a materially harmful effect on the visual amenity of the area. The display would therefore have a detrimental impact on visual amenity, contrary to saved policy 3.23 Outdoor Advertisements of the Southwark Plan 2007; Strategic Policy 12 'Design and Conservation' of the Core Strategy 2011 and PPG19-Outdoor advertisements and signage.*

- 11 Comparing with the previous refused scheme, the size of the signage has been reduced and the illumination has been removed from the application.

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

- 12 Advertisement consent (99-AP-0395) was granted in 1999 at 27 Lordship Lane SE22 (The Foresters Arms Public House) for the construction of rear extension, new fence and gates to form bin store, new gates to yard and new fire escape staircase to public house.
- 13 Planning permission (99-AP-0759) was granted in 1999 at 27 Lordship Lane, SE22 (The Foresters Arms P.H.) for the display of four externally illuminated fascia signs.

## **KEY ISSUES FOR CONSIDERATION**

### **Summary of main issues**

- 14 The main issues to be considered in respect of this application are:
  - The principle of the development in terms of land use and conformity with strategic policies.
  - The impact on the visual amenity of the area.
  - The impact of the signage on the safety of pedestrian and vehicular traffic.

### **Planning policy**

- 15 Core Strategy 2011

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

- 16 Southwark Plan 2007 (July) - saved policies

Policy 3.2 - Protection of amenity.  
Policy 3.12 - Quality in design.  
Policy 3.23 - Outdoor Advertisement and Signage.

17 London Plan 2011

None considered to be directly relevant to this application

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

PPG19-Outdoor advertisements and signage and associated annexure to Communities and Local Government Circular 03/2007.

**Principle of development**

- 19 The principle of a shroud advertisement is considered acceptable at this location, provided there is no negative impact to visual amenity of the area, and no harm in relation to safety. These matters are assessed below.

**Environmental impact assessment**

- 20 Not required with the scale and nature of this application.

**Amenity**

- 21 Saved policy 3.23 'Outdoor advertisements' of the Southwark Plan sets out the Councils policy with regard to outdoor advertisements and signage including all hoardings and shrouds. It states that planning permission for hoardings more than 3.1 metres high will be permitted where they make a positive contribution to the appearance of the site and surrounding area, and only:

- a) Around construction sites on a temporary basis, or
- b) Within protected shopping frontages fronting onto a classified road; or
- c) In predominantly commercial areas where the scale of the existing buildings can accommodate hoardings without adverse effect on visual amenity.

- 22 Paragraph 4 of Annex "Criteria for deciding applications and appeals involving poster-sites" of Communities and Local Government Circular 03/2007, states that poster panels should respect the scale of their surrounding location; when they are displayed on buildings they should be related to the scale of surrounding buildings, and have regard to the symmetry or architectural features of the location. Paragraph 9 goes further to state that in mixed commercial/residential areas much greater care should be taken with poster advertising (than in a wholly commercial area).

- 23 It also states, alongside paragraphs 11 and 12, that posters on buildings should be in scale with the particular building, not be unduly dominant and should be so designed and positioned as to be seen as an integral part of the building. Further, it states that in determining whether, on the grounds of amenity, the display of a poster panel is appropriate on a building, the most important criterion is the overall visual effect of the display upon the entirety of the building and its surroundings.

- 24 The refurbishment of the building would require scaffolding and netting, and whilst it would be highly unlikely that the Council would approve a permanent sign of this size and at this location, it is considered that given that the signage is to be erected for a limited time (being 12 months), it is not considered that it would cause detrimental harm to the character and appearance of the building (which is to have a shroud

around the scaffolding during the works).

- 25 The proposed signage would retain the majority of the shroud (with the building image projected onto) on the upper floors, and so features such as the windows and cornicing would be visible.
- 26 Should advertisement consent be granted, it is recommended that a condition is imposed limiting the display to 12 months only.
- 27 A further condition is also recommended to be imposed ensuring that the signage is not illuminated.
- 28 Overall, subject to the imposition of these conditions, should consent be granted, it is not considered that the proposed advertisement would create a significant negative impact on the character or appearance of the host building, the wider streetscene, or the amenity of neighbouring residential occupiers.

### **Traffic issues**

- 29 The proposed advertisement is not considered have an adverse impact upon the free flow of traffic, pedestrian or highway safety along this section of Lordship Lane. The proposal is 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. Moreover, the static external illumination it is not considered to adversely impact traffic flow or passing motorists.
- 30 The advertisement is not considered to be a hazard to pedestrians given the proposed significant clearance from ground level.

### **Impact on character and setting of a listed building and/or conservation area**

- 31 The proposed advertisement is not located within the setting of either a listed building or conservation area.

### **Sustainable development implications**

- 32 There are no sustainable development implications.

### **Other matters**

- 33 There are no other matters for consideration.

### **Conclusion on planning issues**

- 34 The proposed non-illuminated advertisement will be for a temporary 12 month period only, and is not considered to create material harm to the amenity of the host building or the wider streetscene. It is considered that the amended scheme has overcome the previous reason for refusal.
- 35 The proposal would therefore not be detrimental to the visual amenity of the area and accordingly the application is recommended for approval on this basis.

### **Community impact statement**

- 36 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.

- 37 a) The impact on local people is set out above.

### **Consultations**

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

### **Consultation replies**

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

### Summary of consultation responses

- 40 68 Upper Thames Street, EC4V 3BJ

Objects to the application as it would be an eyesore to say the least without consideration for local residents. This is not fitting with East Dulwich and does not belong here.

- 41 77 Barry Road, SE22 0HR

Opposes the application as a hoarding this size and with illumination would be totally inappropriate and visually overbearing in the location, which is of Victorian buildings with modest shopfronts. Is however supportive of covering the scaffolding in a more modest advertisement.

- 42 61 Crawthorn Road, SE22 9AD

Has exactly the same concerns as with the previous application (objecting to the illumination).

### **Human rights implications**

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

- 44 This application has the legitimate aim of providing advertising. 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**

- 45 N/A

## BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
Site history file: TP/ADV/2315-25  Application file: 11-AP-2953  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 5470 Council website: <a href="http://www.southwark.gov.uk">www.southwark.gov.uk</a>

## APPENDICES

No.	Title
Appendix 1	Consultation undertaken and consultee list
Appendix 2	Consultation responses received

## AUDIT TRAIL

<b>Lead Officer</b>	Gary Rice, Head of Development Management	
<b>Report Author</b>	Fennel Mason, Planning Officer	
<b>Version</b>	Final	
<b>Dated</b>	1 November 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	No	No
Strategic Director of Environment and Leisure	No	No
<b>Date final report sent to Constitutional Team</b>		

**Consultation undertaken**

**Site notice date:**

27 September 2011

**Press notice date:**

N/A

**Case officer site visit date:**

27 September 2011

**Neighbour consultation letters sent:**

28 September 2011

**Internal services consulted:**

Transport

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

None

## Neighbour Consultee List for Application Reg. No. 11-AP-2953

<b>TP No</b>	TP/ADV/2315-25	<b>Site</b>	FORESTERS ARMS, 25-27 LORDSHIP LANE, LONDON, SE22 8EW
<b>App. Type</b>	Advertisement Consent		

Date Printed	Address
28/09/2011	23 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	39 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	24 LORDSHIP LANE LONDON SE22 8HN
28/09/2011	37 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	42 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	59 CRAWTHEW GROVE LONDON SE22 9AD
28/09/2011	15-17 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	FLAT B 18 LORDSHIP LANE LONDON SE22 8HN
28/09/2011	1 EAST DULWICH GROVE LONDON SE22 8PW
28/09/2011	5 EAST DULWICH GROVE LONDON SE22 8PW
28/09/2011	4 EAST DULWICH GROVE LONDON SE22 8PP
28/09/2011	6 EAST DULWICH GROVE LONDON SE22 8PP
28/09/2011	20-22 LORDSHIP LANE LONDON SE22 8HN
28/09/2011	25A LORDSHIP LANE LONDON SE22 8EW
28/09/2011	43A LORDSHIP LANE LONDON SE22 8EW
28/09/2011	FLAT A 3 EAST DULWICH GROVE LONDON SE22 8PW
28/09/2011	23A LORDSHIP LANE LONDON SE22 8EW
28/09/2011	61 CRAWTHEW GROVE LONDON SE22 9AD
28/09/2011	FIRST FLOOR FLAT 13 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	FIRST FLOOR FLAT 19 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	34B LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	34A LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	65B CRAWTHEW GROVE LONDON SE22 9AD
28/09/2011	GROUND FLOOR FLAT 65 CRAWTHEW GROVE LONDON SE22 9AD
28/09/2011	44A LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	FIRST FLOOR FLAT 17 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	FIRST FLOOR AND SECOND FLOOR FLAT 39 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	FORESTERS ARMS 25-27 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	67 CRAWTHEW GROVE LONDON SE22 9AD
28/09/2011	86 CRAWTHEW GROVE LONDON SE22 9AD
28/09/2011	63 CRAWTHEW GROVE LONDON SE22 9AD
28/09/2011	88 CRAWTHEW GROVE LONDON SE22 9AD
28/09/2011	18 LORDSHIP LANE LONDON SE22 8HN
28/09/2011	90 CRAWTHEW GROVE LONDON SE22 9AD
28/09/2011	92 CRAWTHEW GROVE LONDON SE22 9AD
28/09/2011	28-30 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	FIRST FLOOR FLAT 38 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	SECOND FLOOR FLAT 38 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	FLAT B 30 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	40A LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	FLAT B 28-30 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	FLAT B 26 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	FIRST FLOOR FLAT 21 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	FIRST FLOOR 29-35 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	SECOND FLOOR 29-35 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	16A LORDSHIP LANE LONDON SE22 8HN
28/09/2011	GROUND FLOOR 29-35 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	3C EAST DULWICH GROVE LONDON SE22 8PW
28/09/2011	MEZZANINE FLAT 3 EAST DULWICH GROVE LONDON SE22 8PW
28/09/2011	GROUND FLOOR FLAT 61 CRAWTHEW GROVE LONDON SE22 9AD
28/09/2011	44B LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	16 LORDSHIP LANE LONDON SE22 8HN
28/09/2011	FLAT A 18 LORDSHIP LANE LONDON SE22 8HN
28/09/2011	40 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	44 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	FLAT A 26 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	24A LORDSHIP LANE LONDON SE22 8HN
28/09/2011	24B LORDSHIP LANE LONDON SE22 8HN
28/09/2011	FLAT A 28-30 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	FLAT A 30 LORDSHIP LANE LONDON SE22 8HJ



28/09/2011	36-38 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	21 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	41 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	13 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	19 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	43 LORDSHIP LANE LONDON SE22 8EW
28/09/2011	34 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	36A LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	26 LORDSHIP LANE LONDON SE22 8HJ
28/09/2011	32 LORDSHIP LANE LONDON SE22 8HJ
20/06/1837	by email
20/06/1837	77 Barry Road London SE22 0HR

**Neighbours and local groups consulted:**

**Re-consultation:**

None

**Consultation responses received**

**Internal services**

Transport - Raise no objections

**Statutory and non-statutory organisations**

N/A

**Neighbours and local groups**

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