
RECOMMENDATION

This document shows the case officer's recommended decision for the application referred to below.
This document is not a decision notice for this application.

Applicant	Mr I. Ogunwumiju	Reg. Number	11-AP-2953
Application Type	Advertisement Consent		
Recommendation	Grant permission	Case Number	TP/ADV/2315-25

Draft of Decision Notice

EXPRESS CONSENT has been granted for the advertisement described as follows:

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

At: FORESTERS ARMS, 25-27 LORDSHIP LANE, LONDON, SE22 8EW

In accordance with application received on 07/09/2011 08:05:45

and Applicant's Drawing Nos. Site Plan
Proposed Elevation Plan (Drawing No.1)
Document: Application for Temporary Consent of Advertisement.

Reasons for granting permission.

This planning application was considered with regard to various policies including, but not exclusively:

a] Strategic Policies of the Core Strategy [2011]:

Policy 12 Design and Conservation which requires the highest possible standards of design for buildings and public spaces.

Policy 13 High Environmental Standards which requires developments to meet the highest possible environmental standards.

b] Saved Policies of the Southwark Plan [2007]:

Policy 3.2 (Protection of amenity) advises that permission will not be granted where it would cause a loss of amenity.
Policy 3.12 (Quality in design) requires new development to achieve a high quality of architectural and urban design.
Policy 3.23 (Outdoor Advertisement and Signage) advises that advertisements and signage should not harm amenity or compromise safety and security.

c] Planning Policy Guidance PPG19: Outdoor advertisements and signage and associated annexure to Communities and Local Government Circular 03/2007.

Particular regard was had to the potential impact to the character and appearance of the host building, its wider setting and the potential impact on the amenities of adjoining occupiers, however it was considered that the development was sufficiently designed to avoid or mitigate such impacts, subject to the imposition of conditions. It was therefore considered appropriate to grant planning permission having regard to the policies considered and other material planning considerations.

Subject to the following condition:

1 Consent is granted for a period of 12 months and is subject to the following standard conditions:

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to:
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for the measuring of the speed of any vehicle.

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason:

In the interests of amenity and public safety as required by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 as amended.

- 2 The development hereby permitted shall not be carried out otherwise than in accordance with the following approved plans: Proposed Elevation Plan (Drawing No.1).

Reason:

For the avoidance of doubt and in the interests of proper planning.

- 3 The advertisement hereby permitted shall not be illuminated at any time.

Reason:

In order that the amenity of adjoining occupiers are protected in accordance with saved policy 3.2: 'Protection of Amenity' of the Southwark Plan 2007 and strategic policy 13 'High Environmental Standards' of the Core Strategy 2011.