

Item No. 7.3	Classification: Open	Date: 31 October 2017	Meeting Name: Planning Sub-Committee B
Report title:	Development Management planning application: Application 17/AP/2072 for: Advertisement Consent Address: THE REAL GREEK, RIVERSIDE HOUSE, 2A SOUTHWARK BRIDGE ROAD, LONDON, SE1 9HA Proposal: Display of non-illuminated advertisement on x5 umbrellas		
Ward(s) or groups affected:	Cathedrals		
From:	Director of Planning		
Application Start Date 07/06/2017		Application Expiry Date 02/08/2017	
Earliest Decision Date 29/07/2017			

RECOMMENDATION

1. That members grant advertisement permission subject to conditions.
2. **Site location and description**

Type of property	Ground floor restaurant within Riverside House
Site bounded by	Office uses on the levels above with the Grade II Listed Southwark Bridge located to the east of the site
Is property listed?	No
In conservation area?	No, but directly adjoining Bear Gardens Conservation Area

Details of proposal

3. The proposal is submitted due to the need to remove the unauthorised metal and timber structure that currently encloses the outdoor seating area. As set out in the associated full planning application 17/AP/2071, the terrace would be reduced in size to set it away from Bear Gardens and in line with the side elevation of the building; it would be enclosed by a timber fence and glass screens as well as planters. 5 umbrellas would be installed - three on the east side of the entrance and two on the west side.
4. This application seeks advertisement consent for the display of non-illuminated company logo signage on the x5 umbrellas.

Height from ground to the base of the advertisement:	2.50 metres
Maximum projection from the building face:	N/A
Dimensions:	N/A
Materials:	Canvas umbrellas in pale blue and dark blue colours

Illumination:	No illumination is proposed
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Relevant planning history

5. 08/AP/0996 Application type: Advertisement Consent (ADV)
The replacement of the fascia signage along the northern and western frontages, installation of a projecting sign, and replacement of the signage surrounding the outdoor seating area.
Decision date 07/07/2008 Decision: Granted (GRA)

Relevant planning history of adjoining sites

Zizzi, 2a Southwark Bridge Road

6. 13/AP/2225 Application type: Advertisement Consent (ADV)
Display of one set of non illuminated vinyl signs (18) to be installed behind existing glazing and installation of one non-illuminated roundel.
Decision date 30/08/2013 Decision: Granted (GRA)
7. 13/AP/3755 Application type: Advertisement Consent (ADV)
Erection of non-illuminated advertisement sign.
Decision date 28/01/2014 Decision: Granted (GRA)
8. 16/AP/1542 Application type: Advertisement Consent (ADV)
Display of: x1 set of internally illuminated text fixed to panel; x1 set of internally illuminated text fixed to rails; x2 sets of sign written text applied to panels (non illuminated); and x1 internally illuminated projecting sign
Decision date 08/06/2016 Decision: Granted (GRA)

Unit 1, Benbow House, 24 New Globe Walk

9. 16/AP/4187 Full planning application for:
Installation of four aluminium bioclimatic pergola structures in different sizes with twist blade roofing systems, zip close blinds and LED lighting; retention and extension of existing decking and removal of AstroTurf
Refused on 05/12/2016 for the following reason:

The proposed development by introducing an overly large outdoor seating area structure would harm the character and appearance of the Bear Gardens Conservation Area and negatively affect the amenity of the Thames Path running along the application site. This is contrary to section 12 of the NPPF (Conserving and enhancing the historic environment), Policies 7.4 (Local Character) and 7.8 (Heritage Assets and Archaeology) of the London Plan, Strategic Policy 12 of the Core Strategy, and Saved Policies 3.12 (Quality in design), 3.13 (Urban design), and 3.16 (Conservation Areas) of the Southwark Plan.

Summary of main issues

10. The main issues to be considered in respect of this application are:
 - a) Impact on amenity of adjoining occupiers and the local area;
 - b) Impact on public and highway safety.

Planning policy

11. National Planning Policy Framework (NPPF)

Section 7 - Requiring good design

The London Plan 2016

12. None of relevance to this proposal

13. Core Strategy 2011

Strategic policy 12 - Design and conservation
Strategic policy 13 - High environmental standards

14. Southwark Plan 2007 (July) - saved policies

Policy 3.2 - Protection of amenity
Policy 3.12 - Quality in design
Policy 3.13 - Urban design
Policy 3.23 - Outdoor advertisements and signage
Policy 5.2 - Transport Impacts
Policy 5.3 - Walking and Cycling

15. The Town and Country Planning (Control of Advertisements) Regulations (2007)

Principle of development

16. Saved policy 3.23 'Outdoor advertisements and signage' states that advertisement consent will be permitted for new signs provided they:

- i) Do not harm amenity or compromise safety, including security; and
- ii) Do not obscure highway sightlines and allow the free movement along the public highway by all its users, including people with disabilities especially the visually impaired; and
- iii) Are designed (including size, type and any illumination) to be appropriate within the context of the site and to be an integral and unobtrusive part of the character and appearance of the site and surrounding area; and
- iv) Do not cause light pollution.

Consultation responses

Total number of representations:	0				
In favour:	0	Against:	0	Neutral:	0
Petitions in favour:	0	Petitions against:	0		

Impact on amenity of neighbouring occupiers

17. The proposed advertisements are not illuminated. and the umbrellas would be contained within the established seating area. It is therefore considered that they would not have a negative impact on the amenity of adjoining occupiers.

Impact on public and highway safety

18. The proposed umbrellas would replace an existing unauthorised structure and would provide cover over the existing and established outdoor seating area associated with the restaurant. The umbrellas would be contained within the new proposed terrace

enclosure and thus would not hinder movement on the pathway along the riverside.

Impact on adjoining Bear Gardens Conservation Area

19. Installation of the proposed umbrellas would help reduce the visual impact of the existing unauthorised structure. They would be of a blue colour and display black text of the company logo and slogan. The proposal would be similar to the appearance of the outdoor seating area of the nearby Pizza Express, which is located within the Bear Gardens Conservation Area. It is therefore considered that the proposal would bring more visual consistency to the area and thus would positively enhance the setting of the conservation area.

Conclusion

20. In light of the above, the proposed umbrellas displaying the company logo and slogan would be acceptable in their setting and would not have a negative impact on the health and safety of the highway users. It is there recommended that advertisement consent should be granted.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
Site history file: TP/ADV/1396-2A Application file: 17/AP/2072 Southwark Local Development Framework and Development Plan Documents	Chief Executive's Department 160 Tooley Street London SE1 2QH	Planning enquiries telephone: 020 7525 5403 Planning enquiries email: planning.enquiries@southwark.gov.uk Case officer telephone: 0207 525 7708 Council website: www.southwark.gov.uk

APPENDICES

No.	Title
Appendix 1	Consultation undertaken
Appendix 2	Consultation responses received
Appendix 3	Recommendation

AUDIT TRAIL

Lead Officer	Simon Bevan, Director of Planning		
Report Author	Lasma Putrina, Planning Officer		
Version	Final		
Dated	19 October 2017		
Key Decision	No		
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER			
Officer Title	Comments Sought	Comments included	
Strategic Director of Finance & Governance	No	No	
Strategic Director, Environment and Social Regeneration	No	No	
Strategic Director of Housing and Modernisation	No	No	
Director of Regeneration	No	No	
Date final report sent to Constitutional Team		19 October 2017	

APPENDIX 1

Consultation undertaken

Site notice date: 28/06/2017

Press notice date: 06/07/2017

Case officer site visit date: 13/07/2017

Neighbour consultation letters sent: n/a

Internal services consulted:

Highway Licensing

Statutory and non-statutory organisations consulted:

n/a

Neighbour and local groups consulted:

n/a

Re-consultation: n/a

APPENDIX 2

Consultation responses received

Internal services

None

Statutory and non-statutory organisations

None

Neighbours and local groups

None