

Item No. 6.2	Classification: Open	Meeting Date: 19 January 2012	Meeting Name: Rotherhithe Community Council
Report title:	Development Management planning application: Application 11-AP-3299 for: Advertisement Consent Address: ADVERT PANEL JUNCTION CREDON ROAD & ROTHERHITHE NEW ROAD SE16 Proposal: 1 x free-standing, internally illuminated 6-Sheet Advertising Panel. The Panel will display 3 x scrolling advertising posters on one side and a further advertising poster on its reverse side.		
Ward(s) or groups affected:	Livesey		
From:	Head of Development Management		
Application Start Date 7 October 2011		Application Expiry Date 2 December 2011	

RECOMMENDATION

- 1 Grant Permission

BACKGROUND INFORMATION

- 2 The application is brought before committee as a result of the number of objections received by residents.

Site location and description

- 3 The application site is a small section of pavement situated adjacent to Credon Road and Rotherhithe New Road in Rotherhithe. The pavement is very wide in this location and accommodates a two cycle lane.

The adjacent highway, Rotherhithe New Road is an A road while the site falls within an Air Quality Management Area and an Archaeological Priority Zone.

Details of proposal

- 4 The application is for advertisement consent for the erection of a free standing illuminated 6-sheet advertising panel. The proposed panel would display 3 x scrolling advertising posters on one side and a further advertising poster on the reverse side. The panel would stand at a height of 2.7m and a width of 1.47m facing parallel with the main highway.

Planning history

- 5 None identified

Planning history of adjoining sites

- 6 None identified

KEY ISSUES FOR CONSIDERATION

Summary of main issues

- 7 The main issues to be considered in respect of this application are:
- a) The impact on the visual amenity of the area;
 - b) The impact of the signage on the safety of pedestrian and vehicular traffic.

Planning policy

Core Strategy 2011

- 8 Strategic Policy 13 - Design and Conservation

Southwark Plan 2007 (July) - saved policies

- 9 3.2 - 'Protection of amenity'
3.12 - 'Quality in Design'
3.23 - 'Outdoor Advertisements and Signage'

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

- 10 PPG 19: Outdoor Advertisement Control

Principle of development

- 11 There is no objection in principle to the erection of advertisement displays of this nature. This is provided the signage has no adverse impact upon visual amenity in the area or highways and pedestrian safety in this location.

Environmental impact assessment

- 12 Not required.

Impact of proposed development on amenity of adjoining occupiers and surrounding area

- 13 The proposed advertisement would be situated a good distance away from the closest residential properties at Holywell Close. Due to the scale and positioning of the proposed panel the advert would not have an overbearing impact upon the amenity of these closest residents.
- 14 The proposed level of illumination, and positioning would also prevent any adverse impact from light pollution into these properties.
- 15 Residential amenity would therefore be protected in accordance with saved policy 3.02 'Protection of Amenity' of the Southwark Plan.

Impact of adjoining and nearby uses on occupiers and users of proposed development

16 N/A

Traffic issues

17 The proposed signage would be situated on a public footway adjacent to a public highway. However the width of the footway would be wide enough to accommodate the signage without creating an obstruction to pedestrians, including wheelchair users and people using prams. The footway is relatively wide in this location and could comfortably accommodate the proposed sign without obstruction.

18 The proposed signage would face the highway on both sides. However at the proposed scale and level of illumination, it is not considered that the scheme would cause a distraction to motorists or compromise highways safety in this location.

Design issues

19 The proposed signage panel is of a modern design constructed from aluminum with a toughened glass cover. The scale of the panel is reasonable and would not appear incongruous in this location or create an unacceptable level of visual clutter.

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

20 N/A

Impact on trees

21 No impact.

Planning obligations (S.106 undertaking or agreement)

22 N/A

Sustainable development implications

23 None identified.

Other matters

24 None identified.

Conclusion on planning issues

25 The proposed advertisement panel is considered acceptable in terms of its visual impact and impact upon the adjacent highways and footway. The signage would not affect the amenity of adjacent residents and therefore accords with saved plan policy 3.23 'Outdoor advertisements and signage' and is recommended for approval.

Community impact statement

26 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) No issues relevant to particular communities/groups likely to be affected by the proposal have been identified.

c) The likely adverse or less good implications for any particular communities/groups have been also been discussed above.

Consultations

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

Consultation replies

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

Summary of consultation responses

- 28 4 objections were received towards the proposal. No objection was raised by the Councils Highways department.

Human rights implications

- 29 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.
- 30 This application has the legitimate aim of providing a proposed advertisement panel. 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

- 31 None

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
Site history file: TP/ADV/GEN Application file: 11-AP-3299 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 3602 Council website: www.southwark.gov.uk

APPENDICES

No.	Title
Appendix 1	Consultation undertaken
Appendix 2	Consultation responses received
Appendix 3	Neighbour consultees

AUDIT TRAIL

Lead Officer	Gary Rice, Head of Development Management	
Report Author	Michael Mowbray, Planning Officer	
Version	Final	
Dated	29 November 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 and Housing	No	No
Date final report sent to Constitutional Team	9 January 2012	

Consultation undertaken

Site notice date: 1 November 2011

Press notice date: Not required.

Case officer site visit date: 1 November 2011

Neighbour consultation letters sent:

24 October 2011

Internal services consulted:

Transport Team

Statutory and non-statutory organisations consulted:

None.

Neighbours and local groups consulted:

See appendix 3.

Re-consultation:

N/A

Consultation responses received

Internal services

Transport Team:

Raised no objection to the scheme as an adequate pavement width was maintained and the highway would not be obstructed.

Statutory and non-statutory organisations

N/A

Neighbours and local groups

Three objections were received from 1 and 7 Credon Road and Cllr Livingstone. A petition signed by 15 people was also received. The following issues were raised:

- Creation of an obstruction on the pavement for pedestrians.
- Potential to create a view which would be afflicted by visual clutter.
- Potential creation of light pollution in this location.
- Creation of a visual break which could potentially shield attackers and contribute to street crime.
- Potential impact upon highways and road safety as a result of motorist distraction.
- Impact of noise of scrolling sign.

Neighbour consultees

24/10/2011 22 HOLYWELL CLOSE LONDON SE16 3EF
24/10/2011 21 HOLYWELL CLOSE LONDON SE16 3EF
24/10/2011 23 HOLYWELL CLOSE LONDON SE16 3EF
24/10/2011 25 HOLYWELL CLOSE LONDON SE16 3EF
24/10/2011 24 HOLYWELL CLOSE LONDON SE16 3EF
24/10/2011 3 CREDON ROAD LONDON SE16 3AA
24/10/2011 1 CREDON ROAD LONDON SE16 3AA
24/10/2011 18 HOLYWELL CLOSE LONDON SE16 3EF
24/10/2011 20 HOLYWELL CLOSE LONDON SE16 3EF
24/10/2011 19 HOLYWELL CLOSE LONDON SE16 3EF
20/06/1837 7 CREDON ROAD LONDON SE16