
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 J. Cope	Reg. Number	11-AP-3507
Application Type	Advertisement Consent	Case	TP/ADV/242-30
Recommendation	Split Decision - part grant /part refuse	Number	

Draft of Decision Notice

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

Continued display of the three illuminated menu boxes, two to front elevation and one to the rear elevation.

At: ASK ITALIAN, 34 SHAD THAMES, LONDON, SE1 2YG

In accordance with application received on 24/10/2011 12:00:46

and Applicant's Drawing Nos. Site plan, 97237 01 Sheet 2, Sheet 3, Sheet 4, Sheet 5, Sheet 6, Sheet 7,
Design & ACCESS STATEMENT.

Subject to the following conditions:

Consent is granted for a period of 5 years 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.

EXPRESS CONSENT was REFUSED for the advertisement described as follows:

Continued display of one externally illuminated projecting sign to rear elevation.

At: ASK ITALIAN, 34 SHAD THAMES, LONDON, SE1 2YG

In accordance with application received on 24/10/2011 12:00:46

and Applicant's Drawing Nos. Site plan, 97237 01 Sheet 2, Sheet 3, Sheet 4, Sheet 5, Sheet 6, Sheet 7

Reason for refusal:

The projecting sign, owing to its size and height above ground level has caused a loss of visual amenity to the area, and fails to preserve the character and appearance of this part of the Tower Bridge Conservation Area and the setting of the grade II listed Butlers Wharf. As such the proposal is contrary to saved policy 3.23 'Outdoor advertisements and signage', 3.16 'Conservation areas' and 3.18 'Setting of listed buildings, conservation areas and world heritage sites' of the Southwark Plan (2007), strategic policy 12 'Design and conservation' of the Core Strategy (2011) and PPG19 'Outdoor advertisement control'.