

<b>Item</b>  <b>6.1</b>	<b>Classification</b>  OPEN	<b>Decision Level</b>  Walworth Community Council	<b>Date</b>  8/10/2009
<b>From</b>  Head of Development Management		<b>Title of Report</b>  DEVELOPMENT MANAGEMENT	
<b>Proposal</b> (09-CO-0106)  Installation of 2.4m high x 8m length panel for Southwark's ' Revitalise17' branding to be displayed on site hoardings on Brandon St frontage.		<b>Address</b>  LAND ADJOINING BRANDON STREET, LARCOM STREET, CHARLESTON STREET LONDON, SE17 1NL  <b>Ward</b> East Walworth	

## PURPOSE

- 1 To consider the above application.

## RECOMMENDATION

- 2 Grant advertisement consent, subject to there being no material representations received that raise matters which have not been addressed within the report, by the end of the close of the 21 days statutory consultation period which expires 8/10/2009.

## BACKGROUND

### Site location and description

- 3 The application site is rectangular shaped and fronts the western side of Brandon Street on the corner of Larcom Street to the north and Charleston Street to the south, it has an area of 0.049 hectares. This brownfield site is currently surrounded by fencing, which local residents use as open space, however the site is not designated as Open Space in the Southwark Plan. The site is designated for housing use (as Proposal Site 50P) in the Southwark Plan. 5 mature trees are located within the site on Brandon Street.
- 4 The application site is located in a predominantly residential area characterised by terrace housing, flatted buildings and a nursing home.
- 5 Immediately to the north of the site across Larcom Street lies generally 3 storey Victorian terrace buildings (one building has a two storey element) that contain either flats or houses, there is a 4 storey flat building across from the St John's Institute that adjoins the site to the west. Further north is Victory Park, that offers the opportunity to play ball games.
- 6 To the west of the site 3 storey Victorian terraces run along Larcom Street and Charleston Street that contain either houses or flats. The St John's Institute directly adjoins the site on Larcom Street and is 3 storeys plus an attic.
- 7 3 storey Victorian terrace buildings are located to the south of the site containing

houses, flats and some ground floor commercial uses fronting Brandon Street. Further south is Nursery Row Park, which is a substantial expanse of open space.

8 The Walters Close Nursing Home is located to the east of the site across Brandon Street. The building has a height of 2 storeys.

9 The site is within the Central Activity Zone, Elephant and Castle Opportunity Area, the Elephant and Castle Major Town Centre, and the site is designated as Proposals Site 50P comprising a proposed housing development site. Permission has been granted for a housing development - see planning history section below. The site is not in a conservation area and there are no listed buildings in the vicinity the setting of which would be affected.

#### **Details of proposal**

10 Installation of 2.4m high x 8m length panel for Southwark's 'Revitalise17' branding to be displayed on site hoardings on the Brandon St frontage. The total length of the Brandon St frontage is 35m.

11 The panel would be primarily in purple Southwark brand background, and would state that Southwark and L&Q are investing in new homes. It would provide brief details of the works that are to be carried out on the site and anticipated completion date which is winter 2010. Contact details for the contractor and architect would be provided.

12 The sign would not be illuminated.

13 The panel would form only a part of the overall length of hoardings that would enclose the site, and would be the only advertising panel to be erected on the site.

#### **Planning history**

14 Planning permission was granted subject to a legal agreement 12/1/09 for the erection of one part 4, part 5 storey building on the corner of Brandon Street and Charleston Street and one part 5, part 6 storey building on the corner of Brandon Street and Larcom Street, comprising 18 dwellings in total with communal private courtyard and public amenity space at ground floor level.

15 This development does not appear to have been commenced yet, but a number of approval of details applications have been submitted.

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

16 None relevant.

### **FACTORS FOR CONSIDERATION**

#### **Main Issues**

17 The main issues in this case are:

a] impacts on amenity and public safety

#### **Planning Policy**

18 Southwark Plan 2007 [July]  
3.23 Outdoor advertisements and signs

19 London Plan 2004  
None relevant.

- 20 Planning Policy Guidance [PPG] and Planning Policy Statements [PPS]  
PPG19 Outdoor advertisement control

### **Consultations**

- 21 Site notice date: 17/9/20-09 Press notice date: N/A

- 22 Neighbour consultation letters sent: 17/9/2009

- 23 Case officer site visit date: 17/9/09 - unaccompanied

- 24 Internal consultees

Design  
Transport

- 25 Statutory and non-statutory consultees

None.

- 26 Neighbour consultees

44 CHARLESTON STREET LONDON SE17 1NF  
RODNEY ROAD NEIGHBOURHOOD OFFICE CONTENT STREET LONDON SE17 1NS  
ST JOHNS PARISH CLUB LARCOM STREET LONDON SE17 1NQ  
ST JOHNS INSTITUTE LARCOM STREET LONDON SE17 1NQ  
PART FIRST FLOOR AND SECOND FLOOR FLAT 48 BRANDON STREET LONDON SE17 1NL  
GROUND FLOOR FLAT 38 CHARLESTON STREET LONDON SE17 1NF  
FIRST FLOOR AND SECOND FLOOR FLAT 38 CHARLESTON STREET LONDON SE17 1NF  
GROUND FLOOR FLAT 40 CHARLESTON STREET LONDON SE17 1NF  
FIRST FLOOR AND SECOND FLOOR FLAT 40 CHARLESTON STREET LONDON SE17 1NF  
FIRST FLOOR AND SECOND FLOOR FLAT 42 CHARLESTON STREET LONDON SE17 1NF  
GROUND AND PART FIRST FLOOR FLAT 45 CHARLESTON STREET LONDON SE17 1NG  
GROUND FLOOR FLAT 42 CHARLESTON STREET LONDON SE17 1NF  
FIRST FLOOR AND SECOND FLOOR FLAT 45 CHARLESTON STREET LONDON SE17 1NG  
GROUND AND FIRST FLOOR FLAT 47 CHARLESTON STREET LONDON SE17 1NG  
FIRST FLOOR AND SECOND FLOOR FLAT 47 CHARLESTON STREET LONDON SE17 1NG  
34 WALTERS CLOSE BRANDON STREET LONDON SE17 1NE  
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8 WALTERS CLOSE BRANDON STREET LONDON SE17 1NE  
9 WALTERS CLOSE BRANDON STREET LONDON SE17 1NE  
FIRST FLOOR FLAT 50 BRANDON STREET LONDON SE17 1NL  
GROUND FLOOR AND FIRST FLOOR FLAT 48 BRANDON STREET LONDON SE17 1NL  
GROUND FLOOR FLAT 50 BRANDON STREET LONDON SE17 1NL  
FIRST FLOOR AND SECOND FLOOR FLAT 52 BRANDON STREET LONDON SE17 1NP  
OFFICES LONDON BOROUGH OF SOUTHWARK CONTENT STREET LONDON SE17 1NS

- 27 Re-consultation  
N/A

## **Consultation replies**

- 28 Internal consultees  
Design - incorporated within report.  
Transport - no problem with sign/hoarding given that it is on site boundary (not enclosing footpath) and is limited to 2.4m in height.
- 29 Statutory and non-statutory consultees  
N/A
- 30 Neighbour consultees  
None received at time of writing, however any representations will be reported to Community Council by way of addendum report.
- 31 Re-consultation  
N/A

## **PLANNING CONSIDERATIONS**

- 32 **Principle of development**  
The principle of advertisements on sites is acceptable subject to considerations of public safety and amenity.
- 33 It is not considered that the sign would harm public safety as it would not be illuminated and would have no moving parts, and being flush with the site boundary and not overhang or having any projecting parts, would not affect vehicular visibility nor pedestrian movement, and would not obstruct pedestrian access along the footpath.
- 34 In terms of amenity the sign would be contained within the height and length of site hoardings that would be erected around a development site, so would not be obtrusive in its height. It would comprise an 8m length of a 35m frontage so would not be overly dominant in views of the street frontage.
- 35 Its design is considered to be acceptable with relatively discrete details of the development of the site which has already received planning permission and which the hoarding would be related to, and details of the contractor. For these reasons there is not considered to be any harm arising in relation to amenity.
- 36 The scheme is considered to be acceptable with regard to policy 3.23 Outdoor advertisements and signs.

### **Other matters**

- 37 None.

### **Conclusion**

- 38 The scheme is considered to be acceptable with regard to policy 3.23 Outdoor advertisements and signs as it would not result in harm to amenity or public safety and it is therefore recommended that it be approved.

## **COMMUNITY IMPACT STATEMENT**

- 39 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.

**SUSTAINABLE DEVELOPMENT IMPLICATIONS**

40 None

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