

Item No. 1.3	Classification: OPEN	Date: 14/4/ 2010	Meeting Name: DULWICH COMMUNITY COUNCIL
Report title:	Development Management planning application: Application 10-AP-0042 for: Advertisement Consent Address: 109 LORDSHIP LANE, LONDON, SE22 8HU Proposal: Display of externally illuminated fascia sign and projecting sign to front of building.		
Ward(s) or groups affected:	East Dulwich		
From:	Head of Development Management		
Application Start Date 11/01/2010		Application Expiry Date 08/03/2010	

RECOMMENDATION

- 1 For consideration by Dulwich Community Council, as officers are minded to recommend the grant of advertisement consent and there have been four objections to the proposal including one from a Ward Councillor.

BACKGROUND INFORMATION

Site location and description

- 2 The application site is located on the western side of Lordship Lane, close to the junction with Shawbury Road. It is a 3-storey building comprising vacant commercial space on the ground floor and flats above. It forms part of a larger 1960s block which contains commercial space on the ground floor and residential above.
- 3 The site forms part of the urban density zone, an air quality management area, the Lordship Lane neighbourhood area and a district town centre.

Details of proposal

- 4 Advertisement consent is sought for the display of the following:
- 5 1.) An externally illuminated fascia sign which would measure 780mm wide x 520mm high and would be mounted 2.4m above ground level. It would comprise white lettering on a blue background, and the lettering to the centre of the sign would be externally illuminated by way of a trough downlighter.
- 6 2.) A projecting sign to the front of the building measuring 500mm high x 700mm deep x 550mm deep and mounted 2.4m above ground level. It would also comprise white lettering on a blue background and would be externally illuminated by way of two trough downlighters.

Planning history

- 7 Advertisement consent was most recently granted for the installation of an illuminated fascia sign to the premises in October 2001 (reference 0101362).

Planning history of adjoining sites

- 8 99-105 Lordship Lane

04-AP-1810 - Display of illuminated fascia sign above shop front and illuminated projecting sign. Advertisement consent was GRANTED in November 2004.

04-AP-1809 - Installation of a new shopfront and air conditioning to the rear. Planning permission was GRANTED in December 2004.

111 Lordship Lane

Advertisement consent was GRANTED for the display of an internally illuminated fascia and projecting sign in November 1995 (reference: TP/ADV/2315-91/ANH).

KEY ISSUES FOR CONSIDERATION

Summary of main issues

- 9 The main issues to be considered in respect of this application are:
- a) amenity;
 - b) public safety.

Planning policy

Southwark Plan 2007 (July)

- 10 3.2 Protection of Amenity
3.23 - Outdoor advertisements and signage

Sustainable Design and Construction Supplementary Planning Document September 2007.

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

- 11 PPG19: Outdoor Advertisement Control (March 1992)
Town and Country Planning (Control of Advertisement) Regulations (2007)

Amenity

- 12 Concerns have been raised that the proposed display would be harmful to the appearance of the building, and that a proliferation of illuminated advertisement displays and unsympathetic shopfronts will be harmful to the character and appearance of Lordship Lane. Neighbouring residents are concerned that the existing signage on the adjoining buildings has detracted from the appearance of the building as a whole, and that the proposal would add to this.
- 13 Whilst the above concerns are noted, the design of the display is not considered to be harmful to the appearance of the building. The fascia sign would simply sit on the existing fascia plinth and would be of an appropriate size and scale for the building,

and the projecting sign would be of an acceptable size. Overall the size and scale of the proposed display is considered to be acceptable and more in keeping than some of the larger displays, such as that at Haarts Estate Agent's at 103-105 Lordship Lane.

- 14 The signs would be illuminated by way of trough downlighters which are generally more discrete than internal illumination, and a condition requiring the lights to be switched off overnight is recommended. This would help to preserve the visual amenities of the area and would also ensure that there would be no light pollution to the flats above, although downlighters would generally limit this anyway.

Public safety

- 15 The signs would be located 2.4m above ground level which would be sufficient to ensure no harm to pedestrians using the pavement. The proposed illumination would be static and would not therefore distract highway users.

Other matters

- 16 There are no other matters arising from the proposal.

Conclusion

- 17 Subject to conditions, the proposal would not result in any adverse impacts upon amenity or public safety, therefore it is recommended that advertisement consent be granted.

Community impact statement

- 18 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.

Consultations

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

Consultation replies

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

Summary of consultation responses

Human rights implications

- 21 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.
- 22 This application has the legitimate aim of providing an externally illuminated

advertisement display. 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

N/A.

REASONS FOR LATENESS

N/A.

REASONS FOR URGENCY

N/A.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
Site history file: TP/ADV/2315-91 Application file: 10-AP-0042 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 5410 Council website: www.southwark.gov.uk

APPENDICES

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

AUDIT TRAIL

Lead Officer		
Report Author	Victoria Lewis	
Version		
Dated		
Key Decision		
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / EXECUTIVE 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 / Community Council / Scrutiny Team		

Consultation undertaken

Site notice date: 19/01/2010

Press notice date: N/A.

Case officer site visit date: 19/01/2010

Neighbour consultation letters sent: 20/01/2010

Internal services consulted: N/A.

Statutory and non-statutory organisations consulted:

N/A.

Neighbours and local groups consulted:

- 23 Notification letters have been sent to properties in Shawbury Court and Lordship Lane.

Re-consultation:

N/A.

Consultation responses received

Internal services

N/A.

Statutory and non-statutory organisations

N/A.

Neighbours and local groups

- 24 Three representations have been received objecting to the proposal on the following grounds:
1. The display would greatly damage the 1960s heritage of the building;
 2. An accumulation of brightly lit, projecting 'commercial' shopfronts will destroy the unique character of East Dulwich;
 3. The existing signage on the building has defaced the view of the building and to add to it would result in a more chaotic appearance;
 4. The display would be obtrusive and would distort the character of the flats on the upper floors of the building.
- 25 Councillor Barber (East Dulwich ward) has offered the following comments:
1. Very concerned about further illumination on Lordship Lane;
 2. If the advertisement display is not timer controlled and super energy efficient it should be referred to Dulwich Community Council for a decision.

Insert title