



Appeal Decision

Site Visit made on 11 November 2020

by Chris Baxter BA (Hons), DipTP, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 25 November 2020

Appeal Ref: APP/A5840/Z/20/3257348

3 Camberwell Church Street, London SE5 8TR

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) against a refusal to grant express consent.
 - The appeal is made by Mr Abdul Sahak against the decision of London Borough of Southwark.
 - The application Ref 20/AP/1414, dated 20 May 2020, was refused by notice dated 13 July 2020.
 - The advertisement proposed is described as "temporary display of an externally illuminated shroud advertisement."
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Decision

1. The appeal is allowed and planning permission is granted for temporary display of an externally illuminated shroud advertisement at 3 Camberwell Church Street, London SE5 8TR in accordance with the terms of the application, Ref 20/AP/1414, dated 20 May 2020, subject to the five standard conditions set out in the Regulations and the following condition:
 - 1) The advertisement permitted by this consent shall be removed from the site no later than 38 weeks from the date of this decision.

Preliminary Matter

2. The Council confirmed that the appeal site lies within Camberwell Green Conservation Area. A copy of the Camberwell Green Conservation Area map and appraisal has been submitted. I have dealt with the appeal accordingly. I do not consider that any of the parties have been prejudiced.

Main Issue

3. The main issue is whether the proposal preserves or enhances the character or appearance of the Camberwell Green Conservation Area.

Reasons

4. The appeal site is located within a predominantly commercial area and within the Camberwell Green Conservation Area (CGCA).
5. In accordance with the duty imposed by section 72(1) of the Planning (Listed Building and Conservation Areas) Act 1990 I am required to pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area. Moreover, paragraph 193 of the National Planning Policy Framework (the Framework) states that when considering the

- impact of new development on the significance of a designated heritage asset, great weight should be given to the asset's conservation.
6. The CGCA, within the immediate setting of the appeal site, is characterised predominantly by commercial properties. The CGCA appraisal describes the area as being "*distinctive for its three and four storey blocks of buildings, which typically have finely detailed upper storeys repeated the length of the street frontage to create very strong architectural rhythms*". I concur with this description. In my view the significance of the CGCA is derived from the architectural integrity and characteristic features of the commercial façade.
 7. The proposed shroud would be specifically designed to replicate the features of the building and would screen scaffolding during works to the front of the building. This type of shroud is particularly preferable to bare scaffolding or plain shrouds that would appear incongruous and detract from the architectural features of the building and the CGCA.
 8. The shroud would include an illuminated advertisement panel. Whilst advertisements are not unusual features in commercial areas, a one of the size proposed would be large and prominent being visible from various public views and from surrounding properties.
 9. The combination of a shroud reflecting the architectural detailing of the building and an advertisement panel would effectively screen unsightly scaffolding and would be preferable to plain shrouding that can appear unattractive. In this context, and given the proposal would only be for a temporary period, I find that the proposal would not be harmful to the architectural integrity and historic fabric of the existing building and surrounding area.
 10. The proposal would preserve the character and appearance of the CGCA. The proposal complies with Policies 3.23, 3.12, 3.15 and 3.16 of The Southwark Plan 2007, Policy 12 of the Southwark Council Core Strategy 2011 and the Framework which seeks proposals to make a positive contribution to the appearance of the site and surrounding area; and preserve or enhance the character or appearance of Conservation Areas and historic environment.

Conditions

11. In addition to five standard conditions which are set out in the Regulations, it is necessary to condition the removal of the shroud and advertisement no later than 38 weeks from the date of this decision.

Conclusion

12. For the reasons given above I conclude that the appeal should be allowed.

Chris Baxter

INSPECTOR