
Appeal Decision

Site visit made on 30 August 2022

by T J Burnham BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 27TH September 2022

Appeal Ref: APP/A5840/Z/22/3300768

416 Albany Road, Southwark, London SE5 0DH

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Ms Anna McAree (Build Hollywood Ltd) against the decision of the Council of the London Borough of Southwark.
 - The application Ref 22/AP/0960, dated 10 March 2022, was refused by notice dated 11 May 2022.
 - The advertisement proposed is wall-mounted advertising banner measuring 7.5M x 5.5M (non-illuminated).
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Decision

1. The appeal is allowed and express consent is granted for a wall-mounted advertising banner measuring 7.5M x 5.5M (non-illuminated). The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the regulations.

Main Issue

2. The main issue is the effect of the advertisement on amenity.

Reasons

3. The advertisement which the evidence indicates would be used for local community poster display would be placed high up on the south facing side elevation at the appeal address which is within the Walworth Road Conservation Area. The site is within a busy location next to the well-used junction of Albany Road and Camberwell Road.
4. There are also listed buildings nearby and within the wider area. Those nearby/neighbouring include No.s 62 and 64 Camberwell Road, which are grade II listed and located to the west. The terrace on the western side of Camberwell Road running south from No.66 on the corner with Urlwin Street is also grade II listed.
5. I have paid special attention to the desirability of preserving or enhancing the character or appearance of the Conservation Area, in accordance with the statutory duty set out in Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.
6. Commercial premises fronting Camberwell Road to the north with shopfronts retaining original features make a notable contribution to the significance of the Conservation Area and have a positive impact on its character and appearance.

7. Those shopfronts are however dominated by often substantial fascia signs. Advertising therefore forms an established feature of the immediate area.
8. Whilst I accept that the advertisement is large and would be placed at height on the elevation, given the existing nature of the area, the proposal would not detract from the significance of the Conservation Area, preserving its character and appearance. There would not appear to be conflict with the aims of the designation of the area as a heritage action zone, the principal aims of which are indicated to be improvements to buildings and shopfronts within the Conservation Area.
9. For the same reasons, the advertisement would not harm the setting of the listed terrace running south from No.66 Camberwell Road given these are viewed within the context of existing commercial signage close to the appeal site.
10. The same would be the case in relation to No.s 62 and 64 Camberwell Road, the main bodies of which are set back behind commercial ground floor front projections with associated fascia signage.
11. The significance of these properties appears to sit principally with their attractive external appearance and design features.
12. The Addington Square Conservation Area is set much further to the south across the western end of Burgess Park. Its significance nearest to the appeal site appears to be largely with the form, scale, materials and detailing of its well-established buildings.
13. Given the level of intervening planting in the form of well-established trees which would be in leaf for much of the year, intervisibility between the southern end of that Conservation Area and the appeal site is likely to be limited. The advertisement would not therefore harm the setting of the Conservation Area nor detract from its significance.
14. I have taken into account policies P19, P20, P43 and P56 of the Southwark Local Plan (2022) and Policy HC1 of the London Plan (2021) which seek to protect amenity and so are material in this case. Given I have concluded that the proposal would not harm amenity, the proposal does not conflict with these policies.

Other Matters

15. The Council have not raised concern in relation to the advertisement in terms of public safety. I have no reason to disagree with this position and do not consider that the advertisement would impair the safety of any person using the adjacent roads.

Conclusion

16. For the reasons above, the appeal should be allowed.

T J Burnham

INSPECTOR