

PLANNING STATEMENT

KRISPY KREME
83 Borough High Street
Southwark
London
SE1 1NH

This statement supports the application for Advertising consent for the installation of new fascia and projecting signs to the existing shopfront.

1.0 Proposed Advertisements

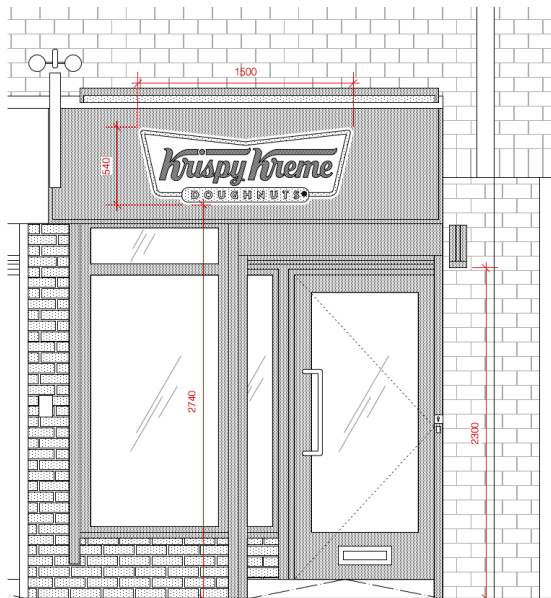
- a) The application for advertisement consent proposes the installation of one fascia sign consisting of a powder-coated aluminium 'bow tie' (halo illuminated) with the text 'Doughnuts' screen printed to the front, a red acrylic brand script text 'Krispy Kreme' on a white decorated background with a continuous 'trough' light illumination above. Additionally, the application proposes the installation of one projecting sign consisting of screen printed aluminium logo to both sides supported by a powder-coated mild steel arm (concealing the external illumination) and bracket.
- b) The proposed projecting sign will not cause any obstruction to the highway as it is positioned >2.25 metres above ground level.
- c) The level of illumination is considered appropriate for the application and will not cause any safety concerns to highway users or any nuisance to nearby residents.
- d) The adjacent properties currently benefit from externally illuminated signage of varying heights and sizes. The proposed signage at the application site will not be significantly different in terms of illumination levels and is subsequently considered to be acceptable. Additionally the space above the ground floor unit is non residential.
- e) From an operational viewpoint, the proposed signage is essential to advertise the name of the business / brand and presence of the food and drink operation in a very competitive market.
- f) The proposed signage in size / illumination and the use of brand colours is no different to many of the other fascias along Borough High Street.



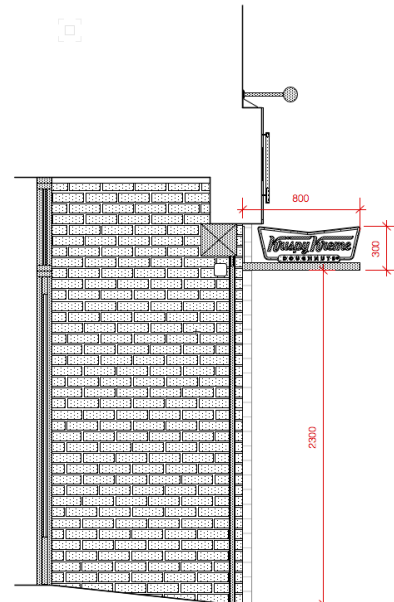
1.1 - Existing Shopfront



1.2 - Existing Shopfront Fascia



1.3 - Proposed Shopfront



1.4 - Proposed Shopfront Section

For detailed drawings refer to drawings 643.02.2-03.2.

2.0 National Planning Policy Framework

- a) NPPF states that “planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation, and in areas with high levels of productivity, which should be able to capitalise on their performance and potential.” (paragraph 81).

- b) Planning policies should “define a network and hierarchy of town centres and promote their long term vitality and viability - by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses and reflects their distinctive characters” (paragraph 86.a).
- c) “Planning policies and decisions should ensure that developments: a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development; c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities) (paragraph 130.a/c).
- d) “Significant weight should be given to: b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings (paragraph 134.b).
- e) NPPF acknowledges that “the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts” (paragraph 136).
- f) “Local planning authorities should approach decisions on proposed development in a positive and creative way. Decision-makers at every level should seek to approve applications for sustainable development where possible” (paragraph 38).

3.0 Town and Country Planning (Control of Advertisements) Regulations 2007

- a) Paragraph 3 (1) of the Regulations states that “A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account (a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors.”
- b) Paragraph 3 (2)(a) states that “factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.”
- c) Paragraph 3 (2)(b) states that “factors relevant to public safety include (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome.”
- d) Paragraph 3(4) states that “unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.”

4.0 Planning Practice Guidance: Advertisements

- a) The Planning Practice Guidance on Advertisements explains the controls on advertisements in a series of questions and answers. It states that applications for express consent should refer to Regulation 3 which “requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors”.

5.0 Development Plan

- a) The Strategic Planning Guidance for London seeks to “maintain the vitality and character of established town centres” (Chapter 1, paragraph 1.2).

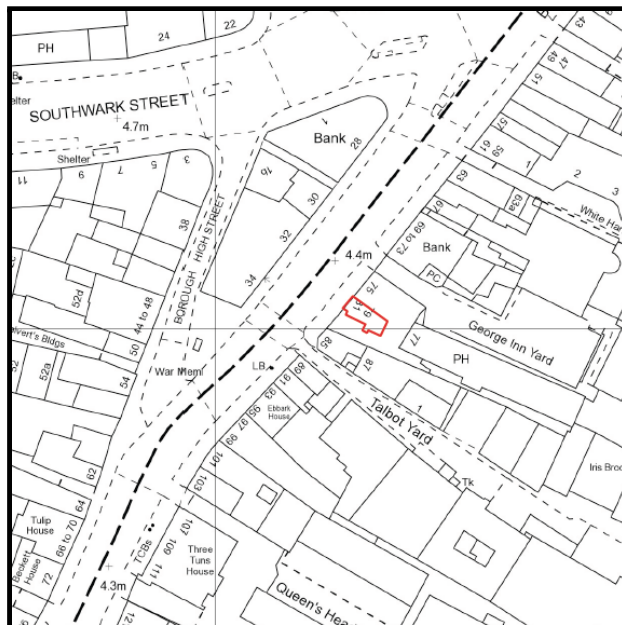
- b) Policy S.3.3 of the London Borough of Southwark Unitary Development Plan states that “proposals for new and redesigned shopfronts and signs will be expected to display a high standard of design having particular regard to the Council's Standards and Controls set out in Supplementary Planning Guidance.

6.0 Supplementary Planning Guidance: Outdoor Advertisements and Signage - Southwark Council (2004)

- a) The SPG does not promote any particular style or act as a blueprint from which specific designs may be taken but sets out general design principles. These include reference to the street scene and local context, the building as a whole and the shopfront itself.
- b) Advertisements of high quality, suitable size, proportion and design that sit in harmony with the architecture are encouraged.
- c) The level of illumination must be appropriate and not impact on nearby residential users or on the overall street scene.

7.0 Location

- a) The unit is an empty space created by the reduction in size of the adjacent Paddy Power unit on the east side of Borough High Street on a busy thoroughfare on the southern approach to London Bridge Station.
- b) There are close public transport links to the centre including bus stops / London Bridge underground and mainline station.



7.1 - OS Map - Supplied by Stanfords, 2021
Red outline - 83 Borough High Street

8.0 Background

- a) Krispy Kreme are in the process of securing the Lease for this unit which has been created by the sub-division and reduction in size of the adjacent Paddy Power unit. Paddy Power is subletting this space to a new tenant.
- b) Clearly there is a need for this space to be re-occupied by a new tenant, whoever they may be and in doing so it is inevitable new signage will be required to advertise the new business both from a fascia perspective

but also from a projecting sign basis given the nature of the streetscape and the need for all retailers to be seen equally to one another.

9.0 Sustainability

- a) The existing shopfront is being retained / re-purposed for Krispy Kreme and where possible elements of the fascia panel and illumination may be kept if possible.

10.0 Design Impact

- a) The proposed new advertising will not affect the local 'street scape' and will have minimal design impact. As the current shop is vacant the installation of the new signage will clearly enhance the street elevation and bring vibrancy back to a currently redundant space in this conservation area.

11.0 Conclusion

- a) Given the minor works and low impact of the proposal we are hopeful that the Council are minded to grant Advertising Consent.

Path Design - July 2021

References:

Documents:

- National Planning Policy Framework (2021)
- Town and Country Planning (Control of Advertisements) Regulations (2007)
- Planning Practice Guidance: Advertisements (22 July 2019)
- London Borough of Southwark Unitary Development Plan - Southwark Council
- Supplementary Planning Guidance: Outdoor Advertisements and Signage - Southwark Council (2004)