



PLANNING SUB-COMMITTEE B
Date: 16 April 2013

AGENDA ITEM NO: 33
NON-EXEMPT

Application number	P2013/0045/ADV
Application type	Advertisement
Ward	Clerkenwell
Listed building	No
Conservation Area	Clerkenwell Green
Development Plan context	N/A
Licensing Implications	N/A
Site Address	91-93 St John Street, EC1M 4NU
Proposal	Installation and display of 1 halo-illuminated fascia sign and 1 externally-illuminated projecting sign

Case Officer	Tobias Finlayson
Applicant	Sainsbury's Supermarkets Limited
Agent	Turley Associates

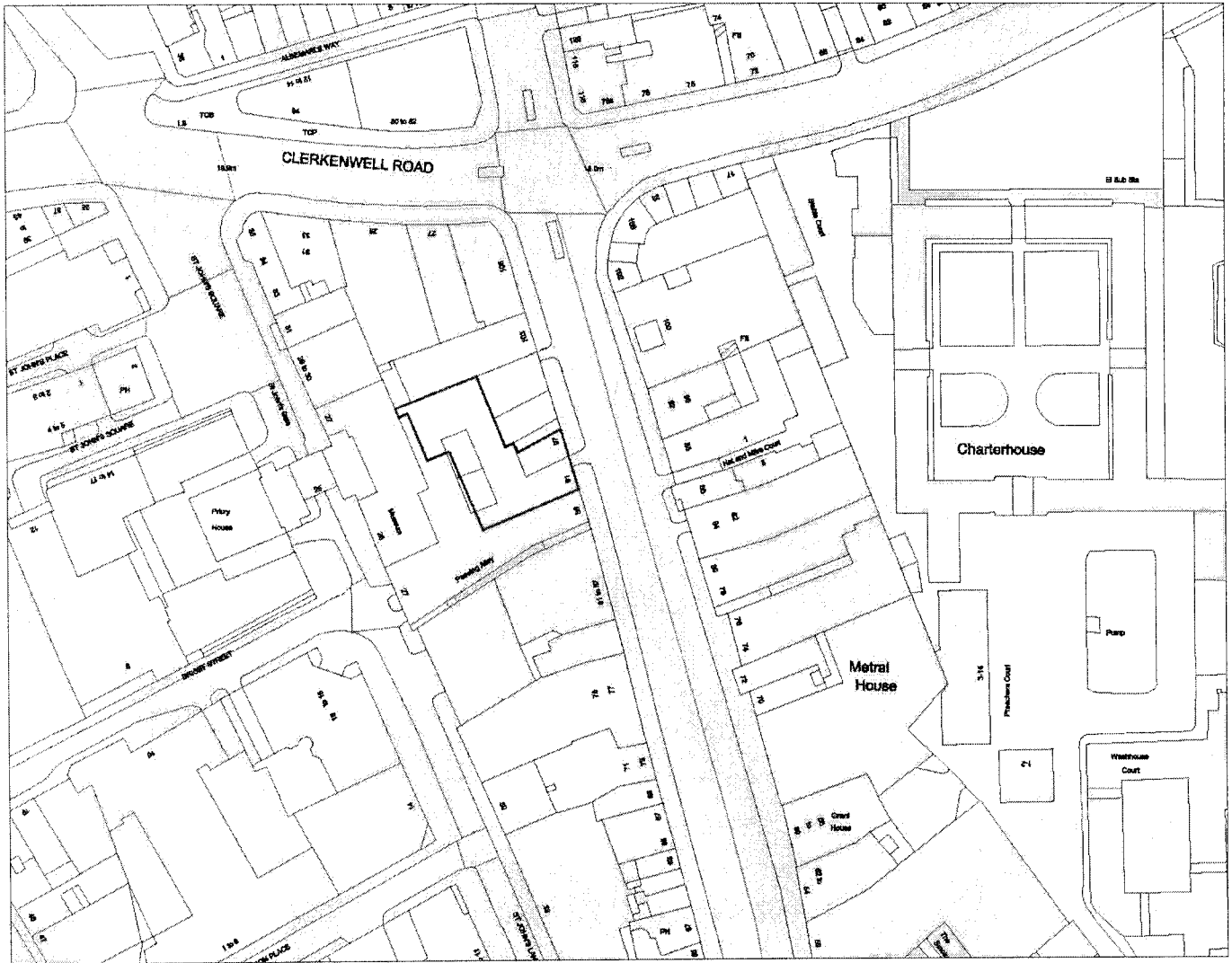
1. RECOMMENDATION

1.1 The Committee is asked to resolve to **GRANT** advertisement consent:

1.1.1 for the reasons for approval; and

1.1.2 subject to the conditions set out in Appendix 1.

2. SITE PLAN (site outlined in red)



3. PHOTOGRAPHS OF SITE/STREET



Front elevation (east facing) of application site viewed from opposite footpath.



Front elevation of application site viewed looking northwest.

4. SUMMARY

- 4.1 This application seeks advertisement consent for the installation and display of 1 halo-illuminated fascia sign and 1 externally-illuminated projecting sign.
- 4.2 In accordance with paragraph 67 of the NPPF, the main issues requiring assessment are amenity and public safety.

5. SITE AND SURROUNDING

- 5.1 The application relates to the ground floor frontage of a 4 storey building located on the western side of St John Street and to the south of the intersection with Clerkenwell Road.
- 5.2 The site is not statutorily listed however, is within the Clerkenwell Conservation Area.
- 5.3 The surrounding area is characterised by a mix of commercial and residential uses.

6. PROPOSAL (IN DETAIL)

- 6.1 Advertisement consent is sought for the installation and display of 1 halo-illuminated fascia sign and 1 externally-illuminated projecting sign.
- 6.2 The signage is to advertise a Sainsbury's that intends to take up the vacant floorspace for which permission was granted for A1/A3 uses in 1999. The site is currently a vacant A3 unit, however it should be noted that changing from an A3 to an A1 use is permitted without the need to apply for planning permission.

Revision:

- 6.3 The proposal has been amended since originally submitted in order to overcome officer concern over potential harm to amenity. The projecting sign has been moved from 97 St John Street to being adjacent to the entrance on the more modern building at 93 St John Street.

7. RELEVANT HISTORY

PLANNING APPLICATIONS:

- 7.1 **April 2007:** Advertisement consent (Ref: P070582) granted for *Display of shop signs; sheet sign, menu board.*
- 7.2 **January 1999:** Planning permission (982033) granted for *Redevelopment of existing site to include partial demolition, alteration and refurbishment of 89-97 St. John Street and 26-27 St. John's Lane, rebuilding/refurbishment of 91 St. John Street. Formation of a central glazed natural ventilation 'chimney', roof extensions to 89- 97 St.John Street and 26 St. John's Lane, new dormer to 27 St.John's Lane, change of use of 89-97 St. John Street to A1/A3 use and provision of seven self contained flats at 27 St. John's Lane, with mixed office use on remainder of site and with restaurant and/or retail use on the ground floor and basement.*

- 7.3 **Undetermined:** Planning application (P2013/0043/FUL) for *Installation of new shopfront including new customer entrance door to St John Street frontage.*
- 7.4 **Undetermined:** Planning application (P2013/0046/FUL) for *Installation of ATM to shopfront.*
- 7.5 **Undetermined:** Planning application (P2013/0048/FUL) for *Rooftop plant comprising three air conditioning units and a refrigeration condenser unit.*

8. CONSULTATION

Public Consultation

- 8.1 Letters were sent to 51 occupants of adjoining and nearby properties on 24 January 2013 and both a site notice and press advert were also displayed on 31 January 2013. The public consultation of the application therefore expired on 21 February 2013, however it is the Council's practice to continue to consider representations made up until the date of a decision.
- 8.2 At the time of writing this report 11 objections had been received from the public with regard to the application. The issues raised can be summarised as follows (with the paragraph numbers that provide responses to each issue indicated within brackets):
- Projecting sign (if located on Victorian frontage) will harm a heritage asset (10.2 and 10.3);
 - Signage should be located inside the glazed façade to maintain harmony of street (10.2 and 10.3);
 - Illuminated signage will result in light pollution (10.4);
 - Other use related issues that cannot be assessed under this advertisement consent application such as noise, parking, licensing and deliveries (10.1).
- 8.3 Councillor Allan also requested that the application be determined at Committee level.

External Consultees

- 8.4 No external consultation required.

Internal Consultees

- 8.5 Conservation and Design Officer: No objection subject to the projecting sign being moved adjacent to the entrance of the more modern building (#91-93).
- 8.6 Transport: No objection subject to the underside of the signs being a minimum of 2.1 metres above the public highway.

9. RELEVANT POLICIES

DETAILS OF ALL RELEVANT POLICIES AND GUIDANCE NOTES ARE ATTACHED IN APPENDIX 2. THIS REPORT CONSIDERS THE PROPOSAL AGAINST THE FOLLOWING DEVELOPMENT PLAN DOCUMENTS.

National Guidance

- 9.1 The National Planning Policy Framework 2012 seeks to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF is a material consideration and has been taken into account as part of the assessment of these proposals.

Development Plan

- 9.2 The Development Plan is comprised of the London Plan 2011, Islington Core Strategy 2011 and Islington Unitary Development Plan 2002.

Emerging Policy Documents

- 9.3 Islington's Development Management Policies – Proposed Submission, October 2011.

Designations

- 9.4 The site has the designations under the London Plan 2011 and Islington Unitary Development Plan 2002:

- Clerkenwell Conservation Area

Supplementary Planning Guidance (SPG)/Document (SPD)

- 9.5 The SPG's and/or SPD's that are considered relevant are listed in Appendix 2.

10. ASSESSMENT

- 10.1 In accordance with paragraph 67 of the NPPF which states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts, the main issues requiring assessment are:

- Impact on amenity; and
- Impact on public safety.

Amenity

- 10.2 Currently there is no fascia sign on the modern building (#91) however, there is one existing projecting sign on the adjoining Victorian building frontage granted advertisement consent (P070582) in 2007. Whilst the public objections are noted, the proposed fascia sign is considered acceptable. It is located on the glazed shop front rather than the fascia panel above and this retains the clean lines of the building.
- 10.3 Subsequent to officer concern and public objections, the application has been amended so that the proposed projecting sign is now located to the right hand side of the entrance to the modern building as opposed to being located on the Victorian frontage of the adjoining building and is therefore now considered acceptable and to overcome previous officer concern as well as the public objections

Public safety

- 10.4 The proposed signage will be illuminated however, this is a common feature within the both the area and the borough and given the surrounding environment; it will not be unduly prominent or result in a harmful level of light pollution. In addition, the projecting sign is set at a sufficient height so as not to pose an obstruction to pedestrians. The Highways Department have also confirmed that they have no objections. Therefore,

both signs would not have a material impact on the safe operation of the borough's transport network or public safety generally.

11. SUMMARY AND CONCLUSION

Summary

- 11.1 Overall, the proposed installation and display of 1 halo-illuminated fascia sign and 1 externally-illuminated projecting sign is in accordance with relevant policy and considered acceptable.

Conclusion

- 11.2 It is recommended that advertisement consent be granted subject to conditions for the reasons and details as set out in Appendix 1: RECOMMENDATIONS.

APPENDIX 1: RECOMMENDATIONS

RECOMMENDATION A

That if members are minded to approve this proposal, officers recommend that the following summary forms the **reasons for grant** to be published on the decision notice:

This proposal has been approved following consideration of all the relevant policies in the Development Plan (London Plan 2011, Islington Core Strategy 2011 and Islington Unitary Development Plan 2002), the National Planning Policy Framework (2012) and other material considerations.

- This decision was made by the Members of the Planning Sub-Committee on the 16 April 2013;
- The proposal accords with Paragraph 67 of the NPPF 2012 which expects that advertisements are efficient, effective, simple and well placed and not have an appreciable impact on a building or surroundings;
- The proposal is acceptable in overall design and will not to have a material adverse impact on amenity, public safety or the character and appearance of the host building, terrace and the surrounding Canonbury Conservation Area and is consistent with policies 7.4 (Local character), 7.5 (Public Realm), 7.6 (Architecture) and 7.8 (Heritage assets and archaeology) of the London Plan 2011, policies CS8 (Enhancing Islington's Character) and CS9 (Protecting and enhancing Islington's built and historic environment) of the Islington Core Strategy 2011, policies Env11 (Advertisements and Signs), D4 (Designing in Context) and D34 (Advertisements) of the Islington Unitary Development Plan 2002, section 2.6.2 (Advertising and Signs) of the Islington Urban Design Guide 2006 and policies DM1 (Design) and DM3 (Heritage) and DM6 (Advertisements) of the emerging Development Management Policies (submission version) 2012.

RECOMMENDATION B

That the grant of advertisement consent be subject to **conditions** to secure the following:

List of Conditions:

1	Standard Advertisement Condition CONDITION: Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority. No advertisement is to be displayed without permission of the owner of the site or any other people with an interest in the site entitled to grant permission.
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No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

List of Informatives:

1	Consent granted, no pre-application, amendments undertaken to comply with established guidance
	<p>To assist applicants in a positive manner, the Local Planning Authority has produced policies and written guidance, all of which is available on the Council's website.</p> <p>A pre-application advice service is also offered and encouraged. Whilst this wasn't taken up by the applicant, and although the scheme did not comply with guidance on receipt, the LPA acted in a proactive manner offering suggested improvements to the scheme (during application processing) to secure compliance with policies and written guidance. These were incorporated into the scheme by the applicant.</p> <p>This resulted in a scheme that accords with policy and guidance as a result of positive, proactive and collaborative working between the applicant, and the LPA during the application stages, with the decision issued in a timely manner in accordance with the NPPF.</p>

APPENDIX 2: RELEVANT POLICIES

This appendix lists all relevant development plan policies and guidance notes pertinent to the determination of this planning application.

1. National Guidance

The National Planning Policy Framework 2012 seeks to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF is a material consideration and has been taken into account as part of the assessment of these proposals.

2. Development Plan

The Development Plan is comprised of the London Plan 2011, Islington Core Strategy 2011 and Islington Unitary Development Plan 2002. The following policies of the Development Plan are considered relevant to this application:

A) **The London Plan 2011 - Spatial Development Strategy for Greater London**

- 7 London's living places and spaces:
 - 7.4 (Local character)
 - 7.5 (Public Realm)
 - 7.6 (Architecture)
 - 7.8 (Heritage assets and archaeology)

B) **Islington Core Strategy 2011**

Spatial Strategy:
Policy CS8 (Enhancing Islington's Character)

Strategic Policies:
Policy CS9 (Protecting and Enhancing Islington's Built and Historic Environment)

C) **Islington Unitary Development Plan 2002**

Conservation and Design Policies: D4 (Designing in Context) D34 (Advertisements)	Environment policies: Env11 (Advertisements and Signs)
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3. Emerging Policy Documents

A) **Islington's Development Management Policies – Submission Version, June 2012**

The Proposed Submission of Islington's *Development Management Policies* went out to consultation in October 2011 and this process was completed on 12 December 2011. Following this amended drafts of these documents were produced and a further round of public consultation commenced on 8th May 2012. The final draft of this document has been submitted to the Planning Inspectorate for Independent Examination. The document, whilst not adopted, gives an indication of the Council's approach to

sustainable development proposals for the next 15 years. The emerging policies are a material planning consideration.

Design and Heritage:

DM1 (Design)

DM3 (Heritage)

DM6 (Advertisements)

4. Supplementary Planning Guidance (SPG)/Document (SPD)

The following SPG's and/or SPD's are relevant:

Islington UDP

Conservation Area Design Guidelines

Urban Design Guide

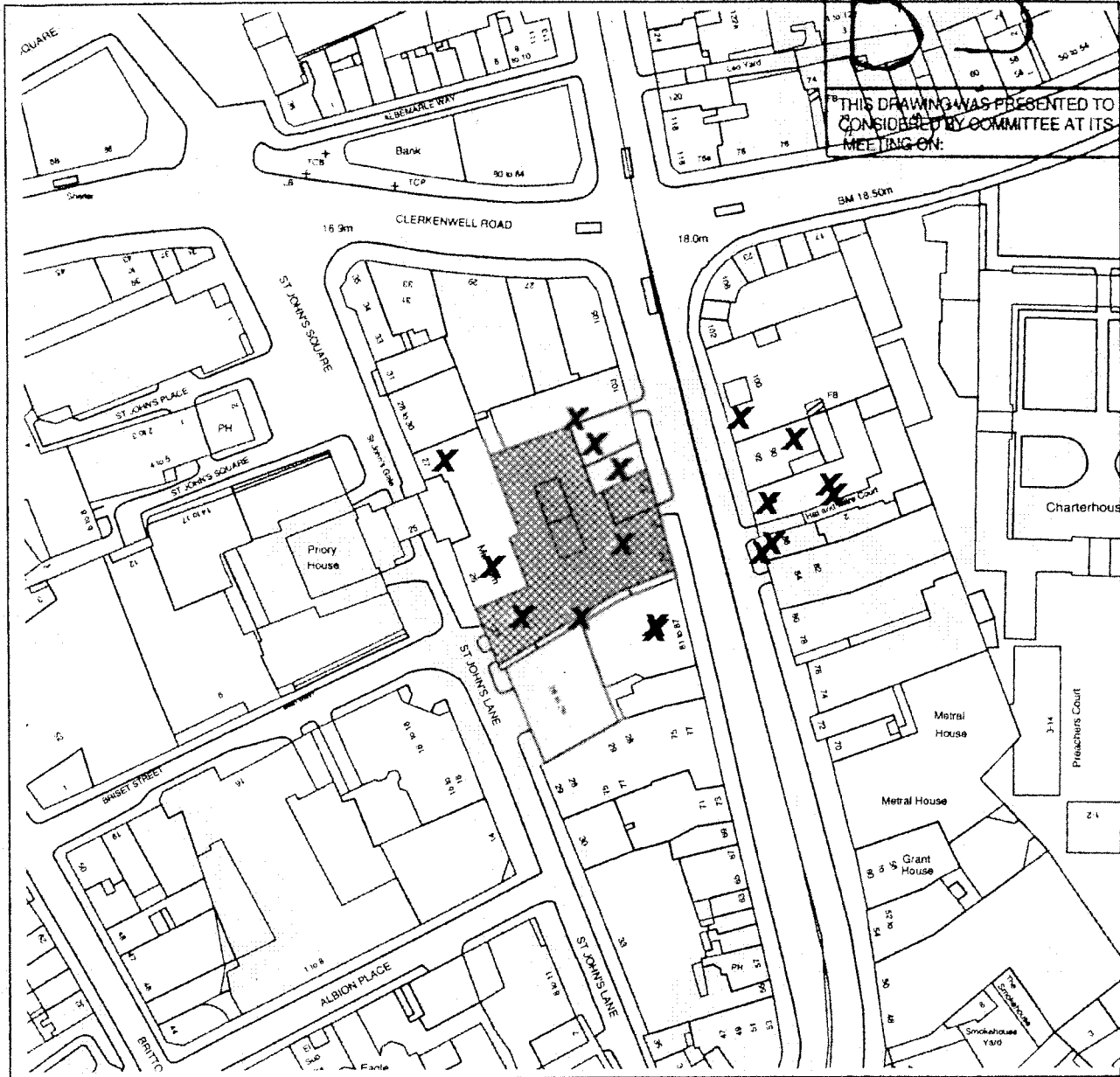


ISLINGTON

COMMITTEE AGENDA
ITEM NUMBER

B3

THIS DRAWING WAS PRESENTED TO AND CONSIDERED BY COMMITTEE AT ITS MEETING ON:



DEVELOPMENT MANAGEMENT

PLANNING APPLICATION REF NO: [P2013/0043]

LOCATION: [SITE_ADDRESS]

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