



AGENDA FOR THE PLANNING SUB COMMITTEE B

Members of Planning Sub Committee B are summoned to a meeting, which will be held in Committee Room 4, Town Hall, Upper Street, N1 2UD on, **25 January 2016 at 7.30 pm.**

John Lynch
Head of Democratic Services

Enquiries to : Jackie Tunstall
Tel : 020 7527 3068
E-mail : democracy@islington.gov.uk
Despatched : 14 January 2016

Welcome:

Members of the public are welcome to attend this meeting.

Consideration of Planning Applications – This is a formal agenda where decisions are taken on planning applications submitted to the Council. Public speaking rights on these items are limited to those wishing to comment on specific applications. **If you wish to speak at the meeting please register by calling the Planning Department on 020 7527 2278 or emailing enquiriesplanning@islington.gov.uk**

Committee Membership

Councillor Klute (Chair)
Councillor Nicholls (Vice-Chair)
Councillor Convery
Councillor Donovan
Councillor Picknell

Wards


- St Peter's;
- Junction;
- Caledonian;
- Clerkenwell;
- St Mary's;

Substitute Members

Councillor Chowdhury
Councillor Diner
Councillor Fletcher
Councillor Kay
Councillor Khan
Councillor A Perry
Councillor Poyser
Councillor Spall
Councillor Wayne

- Barnsbury;
- Canonbury;
- St George's;
- Mildmay;
- Bunhill;
- St Peter's;
- Hillrise;
- Hillrise;
- Canonbury;

Quorum: 3 councillors



| A. Formal Matters | Page |
|---------------------------------------|-------------|
| 1. Introductions | |
| 2. Apologies for Absence | |
| 3. Declarations of Substitute Members | |
| 4. Declarations of Interest | |

If you have a **Disclosable Pecuniary Interest*** in an item of business:

- if it is not yet on the council's register, you **must** declare both the existence and details of it at the start of the meeting or when it becomes apparent;
- you may **choose** to declare a Disclosable Pecuniary Interest that is already in the register in the interests of openness and transparency.

In both the above cases, you **must** leave the room without participating in discussion of the item.

If you have a **personal** interest in an item of business **and** you intend to speak or vote on the item you **must** declare both the existence and details of it at the start of the meeting or when it becomes apparent but you **may** participate in the discussion and vote on the item.

***(a) Employment, etc** - Any employment, office, trade, profession or vocation carried on for profit or gain.

(b) Sponsorship - Any payment or other financial benefit in respect of your expenses in carrying out duties as a member, or of your election; including from a trade union.

(c) Contracts - Any current contract for goods, services or works, between you or your partner (or a body in which one of you has a beneficial interest) and the council.

(d) Land - Any beneficial interest in land which is within the council's area.

(e) Licences- Any licence to occupy land in the council's area for a month or longer.

(f) Corporate tenancies - Any tenancy between the council and a body in which you or your partner have a beneficial interest.

(g) Securities - Any beneficial interest in securities of a body which has a place of business or land in the council's area, if the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body or of any one class of its issued share capital.

This applies to **all** members present at the meeting.

| | |
|--|-------------|
| 5. Order of Business | |
| 6. Minutes of Previous Meeting | 1 - 4 |
| B. Consideration of Planning Applications | Page |
| 1. 4 Colony Mews, N1 4RB | 11 - 28 |

| | | |
|-----|--|-----------|
| 2. | Bath Street Health Centre, 60 Bath Street, EC1V 9DP | 29 - 42 |
| 3. | Canonbury Road near the junction with Essex Road, N1 | 43 - 56 |
| 4. | Farringdon Road (land near the junction with Farringdon Lane and Pear Tree Court), EC1R 3BP | 57 - 70 |
| 5. | Finsbury Square (land near junction with City Road), EC2 | 71 - 82 |
| 6. | Holloway Road (land near the junction with Mercers Road) N7 6LJ | 83 - 96 |
| 7. | Junction with Canonbury Villas and Braes Street, Canonbury Road, N1 | 97 - 110 |
| 8. | Land outside Canonbury Station, Wallace Road, N1 2PQ | 111 - 124 |
| 9. | Pavement area at the junction of Rosebery Avenue and Pine Street, EC1 | 125 - 136 |
| 10. | Pavement at corner of Junction Road and Bredgar Road, N19 | 137 - 150 |
| 11. | Pavement at the junction of Camden Road and Caledonian Road, N7 | 151 - 164 |
| 12. | Pavement at the junction of Frederica Street and Caledonian Road, N7 | 165 - 178 |
| 13. | Pavement on the junction of City Road and Worship Street, EC2 | 179 - 190 |
| 14. | Pavement on the north side of City Road (outside Duncan Terrace Gardens) London EC1 | 191 - 204 |
| 15. | Pavement on the south side of Essex Road (outside Annette Crescent), close to the junction with Halliford Street, London, N1 | 205 - 218 |
| 16. | Site adjoining the public convenience at Islington Green, Essex Road, N1 8DU | 219 - 232 |

C. Consideration of other planning matters **Page**

D. Urgent non-exempt items

Any non-exempt items which the Chair is of the opinion should be considered as a matter of urgency and to consider whether the special circumstances included in the report as to why it was not included on and circulated with the agenda are acceptable for recording in the minutes.

E. Exclusion of press and public

To consider whether, in view of the nature of the remaining items on the agenda, it is likely to involve the disclosure of exempt or confidential information within the terms of the Access to Information Procedure Rules in the Constitution and, if so, whether to exclude the press and public during discussion thereof.

- | | | |
|-----------|-------------------------------------|-------------|
| F. | Confidential/exempt items | Page |
| G. | Urgent exempt items (if any) | |

Any exempt items which the Chair agrees should be considered urgently by reason of special circumstances. The reasons for urgency will be agreed by the Chair and recorded in the minutes.

Date of Next Meeting: Planning Sub Committee B, 14 March 2016

Please note all committee agendas, reports and minutes are available on the council's website:

www.democracy.islington.gov.uk

PROCEDURES FOR PLANNING SUB-COMMITTEES

Planning Sub-Committee Membership

Each Planning Sub-Committee consists of five locally elected members of the council who will decide on the applications for planning permission.

Order of Agenda

The Chair of the Planning Sub-Committee has discretion to bring forward items, or vary the order of the agenda, where there is a lot of public interest.

Consideration of the Application

After hearing from council officers about the main issues of the proposal and any information additional to the written report, the Chair will invite those objectors who have registered to speak for up to three minutes on any point relevant to the application. If more than one objector is present for any application then the Chair may request that a spokesperson should speak on behalf of all the objectors. The spokesperson should be selected before the meeting begins. The applicant will then be invited to address the meeting also for three minutes. These arrangements may be varied at the Chair's discretion.

Members of the Planning Sub-Committee will then discuss and vote to decide the application. The drawings forming the application are available for inspection by members during the discussion.

Please note that the Planning Committee will not be in a position to consider any additional material (e.g. further letters, plans, diagrams etc.) presented on that evening. Should you wish to provide any such information, please send this to the case officer a minimum of 24 hours before the meeting. If you submitted an objection but now feel that revisions or clarifications have addressed your earlier concerns, please write to inform us as soon as possible.

What Are Relevant Planning Objections?

The Planning Sub-Committee is required to decide on planning applications in accordance with the policies in the Development Plan unless there are compelling other reasons. The officer's report to the Planning Sub-Committee will refer to the relevant policies and evaluate the application against these policies. Loss of light, openness or privacy, disturbance to neighbouring properties from proposed intrusive uses, over development or the impact of proposed development in terms of size, scale, design or character on other buildings in the area, are relevant grounds for objection. Loss of property value, disturbance during building works and competition with existing uses are not. Loss of view is not a relevant ground for objection, however an unacceptable increase in sense of enclosure is.

For further information on how the Planning Sub-Committee operates and how to put your views to the Planning Sub-Committee please call Zoe Crane/Jackie Tunstall on 020 7527 3044/3068. If you wish to speak at the meeting please register by calling the Planning Department on 020 7527 2278 or emailing enquiriesplanning@islington.gov.uk

This page is intentionally left blank

Planning Sub Committee B - 17 December 2015

- In response to a member's suggestion that negotiations with a supermarket only fell through when the supermarket failed to get an alcohol licence and this indicated interest for the existing use, the planning officer advised that a reasonable amount of marketing had taken place. The unit had been marketed as an A1/A2 unit.
- The applicant had been granted a license by a licensing sub-committee. The legal officer advised that planning and licensing were separate regimes. The planning sub-committee could consider the licensing decision but was not bound by it.
- In response to a question about whether the premises had been marketed for the required two years, the applicant advised that while negotiations with the supermarket had been taking place, there was an advertising board outside the premises but in line with standard process, no active marketing took place.
- Concern was raised that the premises was located in an area of high social deprivation.
- Concern was raised that the application was contrary to Development Management Policy DM4.3 – Location and Concentration of Uses.
- It was considered that a 33% increase in betting shops in a 500m radius created an unacceptable cumulative impact and overconcentration.
- Concern was raised that the application was contrary to Point 1.2.29 of the Mayor of London's July 2014 Town Centres Supplementary Planning Guidance.
- Concern was raised that inadequate marketing had taken place and the interest from a supermarket had indicated interest in the A1 use.

Councillor Khan proposed a motion to refuse planning permission as the premises was located in an area of high social deprivation, the application was contrary to DM4.3 plus Point 1.2.29 of the Mayor of London's July 2014 Town Centres Supplementary Planning Guidance, it would create an unacceptable cumulative impact and overconcentration and inadequate marketing had taken place. This was seconded by Councillor Picknell and carried.

RESOLVED:

That planning permission be refused for the reasons set out above, the wording of which was delegated to officers.

172 **325 CALEDONIAN ROAD, N1 1DR (Item B2)**

Installation of a new shopfront including blocking up of windows to side elevation at ground floor level.

(Planning application number: P2015/3368/FUL)

In the discussion the following points were made:

- The application was for a generic shopfront.
- The application was consistent with policy.

RESOLVED:

That planning permission be granted subject to the conditions set out in Appendix 1 of the officer report.

173 **325 CALEDONIAN ROAD, N1 1DR (Item B3)**

Installation of an externally illuminated fascia sign and an externally illuminated projecting sign.

(Planning application number: P2015/3487/ADV)

In the discussion the following points were made:

Planning Sub Committee B - 17 December 2015

- The planning officer confirmed that application was for specific wording which related to the business which had previously been refused planning permission. If another business required a sign, a new application would have to be submitted.
- The legal officer advised that the issues that should be considered were the Strategic Development Plan and public safety and amenity.

RESOLVED:

That planning permission be granted subject to the conditions set out in Appendix 1 of the officer report.

174

37 ARLINGTON SQUARE, N1 7DP (Item B4)

The enlargement of the existing single storey rear extension at basement level and reconfiguration of the patio and minor internal alterations.

(Planning application number: P2015/3626/FUL and P2015/3674/LBC)

In the discussion the following points were made:

- The chair advised that he had called in this application based on the application description as he thought it could be contrary to the council's emerging basement policy. It had become clear from looking at the plans that this was not case and the reason for calling in this application no longer stood.
- The application was consistent with policy.

RESOLVED:

That planning permission be granted subject to the conditions set out in Appendix 1 of the officer report.

175

627-635 HOLLOWAY ROAD, N19 5SS (Item B5)

Installation of air conditioning plant and machinery at the rear of the site.

(Planning application number: P2015/2002/FUL)

In the discussion the following points were made:

- Possible noise levels and the noise calculations were discussed in detail.
- The applicant stated that these units had been installed in approximately 1,000 Tesco convenience stores and they had been specifically designed to be quiet. There had not been any complaints or enforcement action in reaction to these.
- Following discussion about British Standards, the noise officer stated that Condition 3 was consistent with policy and did not require any amendments.

Councillor Klute proposed a motion to amend Condition 4 to state that the equipment be immediately switched off if there was non-compliance with Condition 3 and not be restarted until remedial works ensured compliance with Condition 3 This was seconded by Councillor Khan and carried.

Councillor Donovan proposed that Condition 4 be amended to amend the timescale of the noise compliance report to be completed within three months. This was seconded by Councillor Khan and carried.

RESOLVED:

That planning permission and listed building consent be granted subject to the conditions set out in Appendix 1 of the officer report plus the amendments to Condition 4 as set out above.

WORDING DELEGATED TO OFFICERS

325 Caledonian Road, N1 1DR (Agenda Item B1)

Reason for Refusal:- The proposed change of use would result in a negative cumulative impact on the amenity, character and retail function of the Local Shopping Area due to an unacceptable over concentration of betting shops in this section of the Caledonian Road LSA. The proposed use would lead to an excessive cluster of betting shops within a radius of 500 metres of each other in close proximity to local schools and sensitive community facilities and would be located in the lowest decile (10%) most economically deprived area of the borough. Therefore the proposal is unacceptable and contrary to policy CS14 of the Core Strategy (2011), policies 4.3 and DM4.6 of the Islington Development Management Policies (2013) and the adopted Cally Plan Supplementary Planning Document January (2014), the emerging Location and Concentration of uses Supplementary Planning Document (Consultation draft July 2015) and paragraphs 1.2.27 to 1.2.32 of the Major of London's: Town Centre Supplementary Planning guidance (July 2014).

627 - 635 Holloway Road, London, N19 5SS (Agenda Item B5)

Amended Condition 4: Within three months of the completion of the development hereby approved, a report is to be commissioned by the applicant, using an appropriately experienced & competent person, to assess the noise from the proposed mechanical plant to demonstrate compliance with condition 3. The report shall be submitted to and approved in writing by the Local Planning Authority and the mechanical plant and any noise control measures shall be maintained as such thereafter. The hereby approved equipment shall be switched off if found to not be functioning in compliance with the submitted noise details and not used again until it fully complies with condition 3.

Reason: In order to safeguard the amenity levels of adjoining occupiers.

The meeting ended at 8.50 pm

CHAIR

COMMITTEE AGENDA

- 1 4 Colony Mews London N1 4RB

- 2 Bath Street Health Centre 60 Bath Street London EC1V 9DP

- 3 Canonbury Road near Essex Road Canonbury Road London N1

- 4 Farringdon Road (land near junction with Farringdon Lane and Pear Tree Court),
Farringdon Road, London, EC1R 3BP

- 5 Finsbury Square (Land near junction with City Road) Finsbury Square London EC2

- 6 Holloway Road (land near junction with Mercers Road), Holloway Road, London, N7
6LJ

- 7 Junction with Canonbury Villas and Braes Street, Canonbury Road N1

- 8 Land outside Canonbury Station, Wallace Road London N1 2PQ

- 9 Pavement area Junction of Rosebery Avenue and Pine Street, London, EC1

- 10 Pavement area at corner of Junction Road and Bredgar Road
London
N19

- 11 Pavement area at junction of Camden Road and Caledonian Road
London
N7

- 12 Pavement area at junction of Frederica Street & Caledonian Road
London
N7

- 13 Pavement at the junction of City Road and Worship Street, London, EC2

- 14 Pavement on the north side of City Road (outside Duncan Terrace Gardens) London,
EC1

- 15 Pavement on the south side of Essex Road (outside Annette Crescent), close to the
junction with Halliford Street, London, N1

- 16 Site Adjoining, Public convenience at Islington Green, Essex Road London
N1 8DU

1 4 Colony Mews London N1 4RB

Ward: Mildmay

Proposed Development: Erection of a roof extension over existing first floor flat roof to form an additional small living space at second floor level.

Application Number: P2015/4168/FUL

Application Type: Full Planning (Householder)

Case Officer: Thomas Broomhall

Name of Applicant: Mrs Emma Dickson

Recommendation:

2 Bath Street Health Centre 60 Bath Street London EC1V 9DP

Ward: Bunhill

Proposed Development: Temporary change of use of existing health centre (Class D1) to general offices (Class B1)

Application Number: P2015/4749/FUL

Application Type: Full Planning (Council's Own)

Case Officer: Nathaniel Baker

Name of Applicant: LBI

Recommendation:

3 Canonbury Road near Essex Road Canonbury Road London N1

Ward: Canonbury

Proposed Development: Installation of freestanding internally illuminated advertisement display panel (6 sheet) on the pavement outside Essex Road Station on Canonbury Road, close to the junction with Essex Road.

Application Number: P2015/4853/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: LBI - Public Health

Recommendation:

4 Farringdon Road (land near junction with Farringdon Lane and Pear Tree Court), Farringdon Road, London, EC1R 3BP

Ward: Clerkenwell

Proposed Development: Installation of Free Standing internally illuminated advertisement display panel (6 sheet) on pavement on Farringdon Lane opposite the junction with Pear Tree Court.

Application Number: P2015/5133/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: Mr Martin Holland

Recommendation:

5 Finsbury Square (Land near junction with City Road) Finsbury Square London EC2

Ward: Bunhill

Proposed Development: Installation of Free Standing internally illuminated advertisement display panel (6 sheet) on pavement on the north side of Finsbury Square

Application Number: P2015/5141/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: Mr Martin Holland

Recommendation:

6 Holloway Road (land near junction with Mercers Road), Holloway Road, London, N7 6LJ

Ward: St. Georges

Proposed Development: Single panel - 6 Sheet Advertisement Display Freestanding internally Illuminated Panel

Application Number: P2015/5135/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: Islington Public Realm, Mr M. Holland

Recommendation:

7 Junction with Canonbury Villas and Braes Street, Canonbury Road N1

Ward: Canonbury

Proposed Development: Installation of freestanding internally illuminated advertisement display panel (6 sheet) on the pavement at the junction of Canonbury Villas and Braes Street

Application Number: P2015/4854/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: LBI - Public Realm

Recommendation:

8 Land outside Canonbury Station, Wallace Road London N1 2PQ

Ward: Mildmay

Proposed Development: Installation of freestanding internally illuminated advertisement display panel (6 sheet) on the pavement outside Canonbury Station on Wallace Road

Application Number: P2015/4855/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: LBI - Public Realm

Recommendation:

9 Pavement area Junction of Rosebery Avenue and Pine Street, London, EC1

Ward: Clerkenwell

Proposed Development: Installation of Free Standing internally illuminated advertisement display panel (6 sheet) on pavement at the junction of Rosebery Avenue and Pine Street.

Application Number: P2015/5132/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: Mr Martin Holland

Recommendation:

10 Pavement area at corner of Junction Road and Bredgar Road

London

N19

Ward: Junction

Proposed Development: Installation of Free Standing internally illuminated advertisement display panel (6 sheet) on pavement at the corner of Junction Road and Bredgar Road.

Application Number: P2015/5099/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: Islington Public Realm - Mr Martin Holland

Recommendation:

11 Pavement area at junction of Camden Road and Caledonian Road

London

N7

Ward: Holloway

Proposed Development: Installation of Free Standing internally illuminated advertisement display panel (6 sheet) on pavement at the junction of Camden Road and Caledonian Road.

Application Number: P2015/5101/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: Islington Public Realm - Mr Martin Holland

Recommendation:

12 Pavement area at junction of Frederica Street & Caledonian Road

London

N7

Ward: Caledonian

Proposed Development: Installation of Free Standing internally illuminated advertisement display panel (6 sheet) on pavement at the junction of Frederica Street and Caledonian Road.

Application Number: P2015/5100/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: Islington Public Realm - Mr Martin Holland

Recommendation:

13 Pavement at the junction of City Road and Worship Street, London, EC2

Ward: Bunhill

Proposed Development: Installation of Free Standing internally illuminated advertisement display panel (6 sheet) on pavement at the junction of City Road and Worship Street

Application Number: P2015/4869/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: Mr Martin Holland

Recommendation:

14 Pavement on the north side of City Road (outside Duncan Terrace Gardens) London, EC1

Ward: St. Peters

Proposed Development: Installation of Free Standing internally illuminated advertisement display panel (6 sheet) on pavement outside Duncan Terrace Gardens

Application Number: P2015/4868/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: Mr Martin Holland

Recommendation:

15 Pavement on the south side of Essex Road (outside Annette Crescent), close to the junction with Halliford Street, London, N1

Ward: Canonbury

Proposed Development: Installation of Free Standing internally illuminated advertisement display panel (6 sheet) on pavement outside Annette Crescent.

Application Number: P2015/4870/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: Mr Martin Holland

Recommendation:

16 Site Adjoining, Public convenience at Islington Green, Essex Road London N1 8DU

Ward: St. Marys

Proposed Development: Installation of Free Standing internally illuminated advertisement display panel (6 sheet) on pavement adjacent to the public convenience

Application Number: P2015/4874/ADV

Application Type: Advertisement Consent

Case Officer: Emily Benedek

Name of Applicant: Mr Martin Holland

Recommendation:

PLANNING COMMITTEE REPORT

| | | |
|---------------------------------|-------------------------------|------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 th January 2016 | NON-EXEMPT |

| | |
|--------------------------|---|
| Application number | P2015/4168/FUL |
| Application type | Full Planning Application |
| Ward | Mildmay Ward |
| Listed building | Not listed |
| Conservation area | Newington Green Conservation Area |
| Development Plan Context | Conservation area |
| Licensing Implications | None |
| Site Address | 4 Colony Mews London N1 4RB |
| Proposal | Erection of a single storey roof extension at second floor level to create an additional storey to the existing two storey single dwelling house. |

| | |
|--------------|------------------|
| Case Officer | Thomas Broomhall |
| Applicant | Mrs Emma Dickson |
| Agent | None |

1. RECOMMENDATION

The Committee is asked to resolve to **GRANT** planning permission:

1. Subject to the conditions set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Images1 & 2: Aerial views of the site



Looking into the site eastwards.

Image 3. – View of existing flat roof from east of site



Image 4. – View of existing flat roof from west of site



Image 5 – View from access path towards site



Image 6. – View towards first and second floor windows of 37L Mildmay Grove North from flat roof of 4 Colony Mews



4. SUMMARY

- 4.1 Planning permission is sought for the erection of a single storey roof extension at second floor level to create an additional storey to existing two storey single dwelling house to create an additional lounge room.
- 4.2 The application is brought to committee because of the number of objections received.
- 4.3 The issues arising from the application are the impact of the proposed roof extension on the character and appearance of the host building, wider terrace and surrounding conservation area; and the impact on the amenities of the adjoining and surrounding residential properties.
- 4.4 The impact of the proposal on the character and appearance of the host building and surrounding conservation area is considered to be acceptable and would not form a visually harmful or discordant feature when seen from both the public and private realm. The impact on amenities of the adjoining and surrounding properties is considered to be acceptable bearing in mind the scale, proposed height, window arrangements and treatments and the existing distances between the application site and the adjoining habitable room windows of neighbouring properties.

5. SITE AND SURROUNDING

- 5.1 The application site comprises a two storey flat roofed single dwellinghouse finished in white render within a modern purpose built development. The site forms one property within a backland development comprising of 5 properties containing four residential properties of matching design and appearance and a smaller live/work unit building. The site sits at the rear of a terrace of three-

storey over basement properties which front Mildmay Grove North. A modern part two storey part three storey property sits to the northeast of the site at 37L Mildmay Grove North. A modern four storey residential block known as Besant Court is located to the north of the site. A Council owned Tree located in the communal grounds of Besant Court sits adjacent to the property with existing branches overhanging part of the site.

- 5.2 The site is not visible from public views. The site is within the Newington Green Conservation Area however it is not listed.

6. PROPOSAL (in Detail)

- 6.1 The application proposes the erection of a single storey roof extension at second floor level to create an additional third floor to the two storey single dwellinghouse. The roof extension is formed of three sloping metal sheets, with the highest point in the northeast corner of the site at 2.4 metres sloping down to 0.5 metres above the existing eaves on the southern elevation. The angled roof slopes are proposed to be constructed of dark grey metal sheets. The roof extension has a single window which is located on the eastern elevation with obscure glazed privacy strip at eye level at upwards of 1300mm above finished floor level.

- 6.2 The application follows pre-application advice provided in April 2015 in relation to a single storey roof extension to the property at second floor level. Advice was provided that the proposed roof extension would be likely to be considered acceptable subject to an acceptable impact from overshadowing and a detailed consideration of the proposed materials, particularly the matt black metal panel on the roof.

Revisions:

- 6.3 During the course of the assessment of the application two sets of revisions have been made on the advice of the case officer following comments received from neighbours with regards to overlooking and loss of privacy. As a result the proposal has been revised to shift the position of the window on the eastern elevation of the roof extension by 500mm to the south and install an obscure privacy strip across the window upwards from 1300mm above finished floor level.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

- 7.1 01/04/2004 – Planning Permission (ref: P032474) granted for *Erection of 4 (No.) x two storey courtyard houses with roof terraces at first floor level and 1 (No.) x live/work unit, following the demolition of the existing industrial building at 37H, Mildmay Grove North, Islington, London, N1 4RH*
- 7.2 21/12/2004 - Planning Permission (ref: P040868) granted for *Erection of part 1, part 2, part 3 storey building to form one x 2 bed and one x 1 bedroom residential units including 1 No. car parking space and roof terrace at Rear of*

37H and Electricity Sub Station, Mildmay Grove North, Islington, London, N1 4RH

ENFORCEMENT:

7.3 None.

PRE-APPLICATION ADVICE:

7.4 April 2015 Pre-application (ref: Q2014/5158/HH) advice was provided in relation to a proposed roof extension at 4 Colony Mews. Advice was provided that the proposed roof extension would be likely to be considered acceptable subject to an acceptable impact from overshadowing and a detailed consideration of the proposed materials, particularly the matt black metal panel on the roof.

8. CONSULTATION

Public Consultation

8.1 An initial round of public consultation took place which saw letters sent to occupants of adjoining and nearby properties on 19th October 2015. Due to two application documents missing from the Council's website, the period of public consultation was restarted on 6th November 2015. The public consultation therefore expired on 27th November 2015. A total of 5 no. objections were received from the public in response to the initially submitted application.

8.2 Following receipt of revised drawings, a second period of public consultation has taken place which expired on 31 December 2015. In response to the revised application a further 1 objection was received.

8.3 In total 6 objections have been received, the issues raised can be summarised as follows (with the paragraph that provides responses to each issue indicated in brackets):

- Loss of uniform appearance and rhythm of the terrace (**See paragraphs 10.4-10.6**)
- Proposal is over-dominant (**See paragraph 10.6 & 10.7**)
- Bulk and massing harms the Conservation Area (**See paragraph 10.6 & 10.7**)
- Sets a precedent for extensions on the other properties on Colony Mews (**See paragraph 10.7**)
- Impact on the residential amenity of no. 5 Colony Mews through loss of daylight, sense of enclosure and over-bearing (**See paragraph 10.14**)
- Loss of light, sense of enclosure and increase in overlooking towards no. 37L Mildmay Grove North (**See paragraphs 10.16-10.17**)
- Increase in overlooking towards the rear elevations and rear gardens of no's 25-37 Mildmay Grove North (**See paragraphs 10.16-10.17**)
- Harm to adjacent tree (**See paragraph 10.21**)
- Figured dimensions on the drawings should be submitted (**See paragraph 10.23**)

- Proposed North elevation should be submitted (**See paragraph 10.23**)

Internal Consultees

- 8.4 Design and Conservation – No objection subject to a condition regarding details of the materials.
- 8.5 Tree Officer – No objection subject to an informative regarding tree pruning.

External Consultees

- 8.6 None.

Interested Parties

- 8.7 LAMAS – Historic Buildings & Conservation Committee – No objection

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 and Planning Policy Guidance (PPG) seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan are considered relevant to this application and are listed at Appendix 2 to this report.

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.3 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

- 10.1 The main issues arising from this proposal relate to:

- Design and Conservation
- Neighbouring amenity
- Trees

Design and Conservation

- 10.2 The application proposes the erection a single storey roof extension to the property, with a dark grey metal sloping roof in three angles from the existing eaves level to the south up to the north elevation
- 10.3 The Newington Green Conservation Area Design Guide sets out that roof extension will not be permitted where a section of roofscape remains substantially unaltered and is without roof extensions. The Design Guidance allows contemporary style roof extensions provided it is not visible from the street or other public spaces.
- 10.4 The Islington Urban Design Guide (IUDG) sets out that contemporary roof extensions typically incorporate modern materials (with a lightweight appearance such as glass and steel) and incorporate a vertical frontage and flat roof that is usually well set back behind the front parapet upstand. The guidance also states that the council will seek to protect unaltered and rhythmic rear roof lines which can play an important visual component in the character and appearance of an area.
- 10.5 However it is important to note that the application site is a modern backland development which has very limited public views and is heavily enclosed by surrounding built form in this case. It is considered that the proposed roof extension remains a modern yet subservient feature which does not dominate the host modern finished dwelling nor unduly harm the overall individual and group appearance of the host property and wider terrace setting.
- 10.6 The proposed roof extension is a modest single storey roof addition to a modern residential development, discretely positioned and is not visible from public views of the surrounding conservation area. The design, scale and bulk of the roof extension have been designed to minimise the visual impact of the proposed addition. It is considered that the design of the proposal is well considered and offers a lightweight and non-bulky addition to the host building in this case. The proposal continues to preserve the character and appearance of the site, which as part of a modern backland development while remaining subservient to the scale and massing of the surrounding buildings and conservation area. The application is considered to be consistent with design guidance and is therefore considered to be acceptable.
- 10.7 Objections were received expressing concern over the impact on the uniformity and rhythm of the development of four mews properties, and that the bulk and massing is over dominant and harmful to the conservation area. It is acknowledged that the proposal represents the first such addition to the development of 4 no. two storey mews properties approved in 2004. However it is not considered to cause any material adverse visual harm to the host building or surrounding development due to its modest and contemporary design. Consideration is given to the impact of the addition on the development and surrounding conservation area. Due to the modest scale, contemporary design and sloping roof on a modern development, hidden from public views, the impact is not so great as to harm the character and appearance of the host building or wider development. Therefore the proposal

is acceptable in accordance with the design guidance. The proposed extension would create a discreet and well-designed additional floor which is not considered to form a dominant or visually harmful feature when seen from the private realm surrounding the site.

- 10.8 Objections were received expressing concern that the proposed roof extension would set a precedent for roof extensions on the other properties on Colony Mews. It is acknowledged that the application is the first addition to the purpose built residential development, and that it may establish the principle of a roof extension to the other properties on Colony Mews. However each application is assessed on its own merits, in accordance with the relevant planning policies, based on an assessment of the impact of each proposal and the constraints of each site. Officers must be able to demonstrate that the addition would cause a discernible visual harm to the character and appearance of the area to justify refusal of the application on this basis. It is considered by officers that there is no visual harm caused by the proposal in this case.

Neighbouring Amenity

- 10.9 The proposed roof extension is formed of three sloping angles at second floor level with the highest point in the north east corner at approximately 2.4 metres above the existing eaves. The roof slopes to 1.2 metres above the eaves on the western elevation and around 0.5 metres above the eaves adjacent to the southern elevation. The single window to the roof extension is located on the eastern elevation at second floor level. The adjoining property at no. 3 Colony Mews is two storeys with a blank façade along its western elevation.
- 10.10 Part x of policy DM2.1 sets out that development should provide a good level of amenity including consideration of noise and the impact of disturbance, hours of operation, vibration, pollution, fumes between and within developments, overshadowing, overlooking, privacy, direct sunlight and daylight, over-dominance, sense of enclosure and outlook.
- 10.11 Consideration has been given to the design and height of the roof extension including sloping panels away from the western elevation and the proximity to habitable windows. With regards to the impact on daylight and sunlight of no. 5 Colony Mews which adjoins the property to the west of the site, a Daylight and Sunlight report has been submitted. The report's findings indicate that the impact of the proposal on no. 5 Colony Mews will be acceptable in accordance with the requirements of the British Research Establishment. The impact of the proposal on 5 Colony Mews in terms of the potential loss of outlook, dominance and any undue increase in sense of enclosure is considered to be acceptable.
- 10.12 Paragraph 2.14 of the Development Management Policies requires there to be a minimum distance of 18 metres between windows of habitable rooms to protect privacy for residential developments and existing residential properties. There are no existing windows which face directly towards the proposed window on the eastern elevation at second floor level. Consideration of the

approved layout of 37L Mildmay Grove North granted in 2003 indicates that the closest windows are located on the rear elevation providing daylight to a dual aspect kitchen/living room at first floor at 13 metres and an obscure glazed window at second floor level. Consideration is given to the acute angle of view from the proposal, the separation distance, height and proximity to the window at first floor level and the use of a proposed obscure strip on the proposed roof additions main window at eye level. The impact of the increase in overlooking is considered to be acceptable. The proposed window to the roof addition is located just over 13 metres away from the adjoining property at 37L Mildmay Grove North and an oblique angle. It is recommended that a condition is attached to any grant of consent to ensure that the obscure glazed privacy strip is installed prior to first use of the roof extension and maintained as such in perpetuity.

- 10.13 The proposed window on the roof extension faces in an easterly direction and is at a significantly acute angle to much of the windows on the rear elevations of the properties at 25 to 37 Mildmay Grove North which face due north. The proposed window would look towards the rear windows and rear gardens of 25 to 37 Mildmay Grove North at varying distances from 16 metres to 20 metres at once again oblique angles. Bearing in mind these distances consideration is given to the use of an obscure privacy strip on the proposed roof accommodations main side window, the angle of view and the height of existing boundary walls and fences surrounding the site. As a result of these factors, any increase in overlooking towards these properties is not considered so significant as to sustain a refusal of the application on this basis. Therefore the impact of the proposal on the rear elevations of these properties is acceptable in accordance with policy DM2.1 of the Islington Development Management Policies.
- 10.14 Objections were received concerning the impact on the residential amenity of the adjoining property at no. 5 Colony Mews through loss of daylight, sense of enclosure and over-bearing. However no objections have been received directly from the occupiers of 5 Colony Mews. The submitted daylight and sunlight report indicates that the impact of the proposed roof extension on this property, is acceptable in accordance with the British Research Establishment Guidelines. The roof extension has been designed to minimise the impact on the outlook and impact of enclosure on this property. Consideration has been given to the urban setting, separation distances and the slope of the proposed roof extension away from the eastern elevation of this property. The impact on the amenities of 5 Colony Mews is not so significant as to warrant a refusal on this basis. Therefore the proposal is considered to be acceptable.
- 10.15 The rear elevations of 25 to 37 Mildmay Grove North face northwards and it is considered that the proposed roof extension would have no discernible negative impact in terms of loss of sunlight/daylight as the sun moves around the site and adjoining area from east to west throughout the day.
- 10.16 Objections were received concerning an increase in overlooking towards the rear of no. 37L Mildmay Grove North, located to the north east of the site. The closest window of a habitable room of this property is at first floor level. Whilst this window is around 13 metres from the window of the proposed roof

extension, consideration is given to the use of an obscure glazed privacy strip and the angle of view. The impact of the proposed roof extension is not considered to cause such a significant impact on this property as to sustain a refusal of the application on this basis. Therefore the proposal is considered to be acceptable.

10.17 Objections were also received concerning a loss of daylight and increase in sense of enclosure towards 37L Mildmay Grove North. The separation distance and the height and scale of the proposed works is not considered result in a significant impact on the property as to warrant refusal of the application on this basis. Therefore the proposal is considered to be acceptable.

10.18 Objections were received concerning the impact on the rear habitable rooms of no.'s 25 to 37 Mildmay Grove North. Consideration is given to the angle and distance towards any windows on these properties which fall below the Council's 18 metres guidelines for overlooking. The cumulative impact of the acute angle of view, use of obscure privacy strip and distance, proximity towards these neighbouring properties and existing boundary walls and fences reduces any impact to an acceptable level. Therefore there is not considered to be unacceptable increase in overlooking or loss of privacy of the amenities of these properties as to sustain a refusal of the application on this basis. Therefore the proposal is once more considered to be acceptable.

10.19 Concerns raised from adjoining neighbours regarding an increase in enclosure and dominance have been fully considered. However the proposed roof addition is designed with a sloping roof form which lessens considerably the additions bulk and forms an attractive architectural feature. The proposed design, scale, height and roof form of the roof extension is considered to ensure that the addition will not cause any undue adverse impacts in terms of increased enclosure levels, loss of outlook or dominance to adjoining occupiers in this case.

10.20 The proposed roof extension is considered to be set far enough away from and with no direct windows looking towards the side windows of Besant Court in this case.

Tree

10.21 The property is located adjacent an Islington Council owned tree situated in the communal grounds of Besant Court to the north of the site. The property current sits under the canopy of part of the tree and as a result the proposed roof extension would also sit under part of the canopy of the tree. The Council's Tree Officer has not raised any objection to the proposal. From the information supplied it appears that the impact on the adjoining council tree is acceptable. However the works should not be detrimental to the trees health or have any adverse amenity impact to the tree. As the tree is council managed access may need to be arranged to access the tree via council land. It is recommended that an informative is attached to any grant of consent providing the contact details for the tree service.

10.22 Objections were received concerning the impact of the proposal on the adjacent tree in the grounds of Besant Court. The tree currently overhangs part of the site and the works are modest in height and remain within the envelope of the existing building. Therefore whilst some pruning will be required, the impact on the tree is not so significant as to warrant refusal of the application on this basis. Therefore the proposal is acceptable.

Other matters

10.23 Neighbouring residents have raised comments that the drawings are not sufficient to accurately assess the application due to the lack of scaled dimensions and the lack of a north elevation drawing in order to establish whether the proposal is buildable and whether there will be adequate head room. The submitted drawings are drawn to a recognised metric scale and the dimensions of the proposal can be scaled from the drawings. Due to the nature and scale of the proposed works, the documents submitted, are accurate and sufficient in accordance with the Council's Local validation Requirements to accurately assess the proposal. In this instance, the assessment of internal headroom for ancillary residential accommodation to an existing single dwelling house, is not a material planning consideration. Therefore it would be unreasonable to refuse the application on this basis.

11. SUMMARY AND CONCLUSION

Summary

11.1 The proposed roof extension is acceptable. The impact of the proposal on the character and appearance of the host building and surrounding conservation area is considered to be acceptable. The impact of the proposal on the amenities of the adjoining and surrounding properties is considered to be acceptable.

11.2 As such, the proposed development is considered to accord with the policies in the London plan, Islington Core Strategy, Islington Development Management Policies and the National Planning Policy Framework and as such is recommended for an approval subject to appropriate conditions.

Conclusion

11.3 It is recommended that planning permission be granted subject to conditions as set out in Appendix 1 - RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That the grant of planning permission be subject to conditions to secure the following:

List of Conditions:

| | |
|----------|---|
| 1 | Commencement |
| | <p>CONDITION: The development hereby permitted shall be begun not later than the expiration of three years from the date of this permission.</p> <p>REASON: To comply with the provisions of Section 91(1) (a) of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004 (Chapter 5).</p> |
| 2 | Approved plans list |
| | <p>CONDITION: The development hereby permitted shall be carried out in accordance with the following approved plans:</p> <p>Planning Statement dated September 2015, Site Location Plan, (01)300, (01)301, (01)302, (01)500, (01)600, (01)601, (01)602 RevA, (01)603, (01)610, (01)700 RevA, (01)701 RevA, Design Proposals, Daylight and Sunlight Report dated 7 August 2015 produced by CHP surveyors.</p> <p>REASON: To comply with Section 70(1) (a) of the Town and Country Planning Act 1990 as amended and also for the avoidance of doubt and in the interest of proper planning.</p> |
| 3 | MATERIALS (DETAILS): |
| | <p>CONDITION: Detailed drawings and samples of the external facing materials of the proposed roof extension shall be submitted to and approved in writing by the Local Planning Authority prior to any further work commencing on site.</p> <p>The development shall be carried out strictly in accordance with the details so approved and shall be maintained as such thereafter.</p> <p>REASON: In the interest of securing sustainable development and to ensure that the resulting appearance and construction of the development is of a high standard.</p> |
| 4 | Privacy Strip |
| | <p>CONDITION: The obscure glazed privacy strip shall be installed as detailed on hereby approved drawings (01)700 Rev A and (01)701 Rev A prior to first use of the second floor accommodation hereby approved and shall be maintained as such into perpetuity.</p> <p>REASON: For the protection of neighbouring residential amenity.</p> |

List of Informatives:

| | |
|----------|---|
| 1 | Positive Statement |
| | <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, in accordance with the NPPF.</p> |
| 2 | Trees |
| | <p>INFORMATIVE: The trees overhanging this site are managed by the Council and all pruning works to council trees will need to be carried out by the Council's Tree Service. Please contact Andrew Lederer, Tree Service Manager via email (andrew.lederer@islington.gov.uk) or telephone (020 7527 2000).</p> |
| 3 | Suggested finishing materials |
| | <p>The use of a copper alloy such as bronze or brass which has been treated to achieve a bronze/black or brass/black finish may be suitable as a roofing material.</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 and Planning Policy Guidance (PPG) seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have been taken into account as part of the assessment of these proposals.

2. Development Plan

The Development Plan is comprised of the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

Policy 7.4 Local Character
Policy 7.6 Architecture

B) Islington Core Strategy 2011

Strategic Policies

Policy CS 8 – Enhancing Islington’s character
Policy CS 9 - Protecting and enhancing Islington’s
built and historic environment

C) Development Management Policies June 2013

Policy DM2.1 – Design
Policy DM2.3 - Heritage
Policy DM7.1 - Sustainable design and construction
Policy DM7.2 - Energy efficiency and carbon reduction in minor
schemes
Policy DM7.4 – Sustainable Design Standards

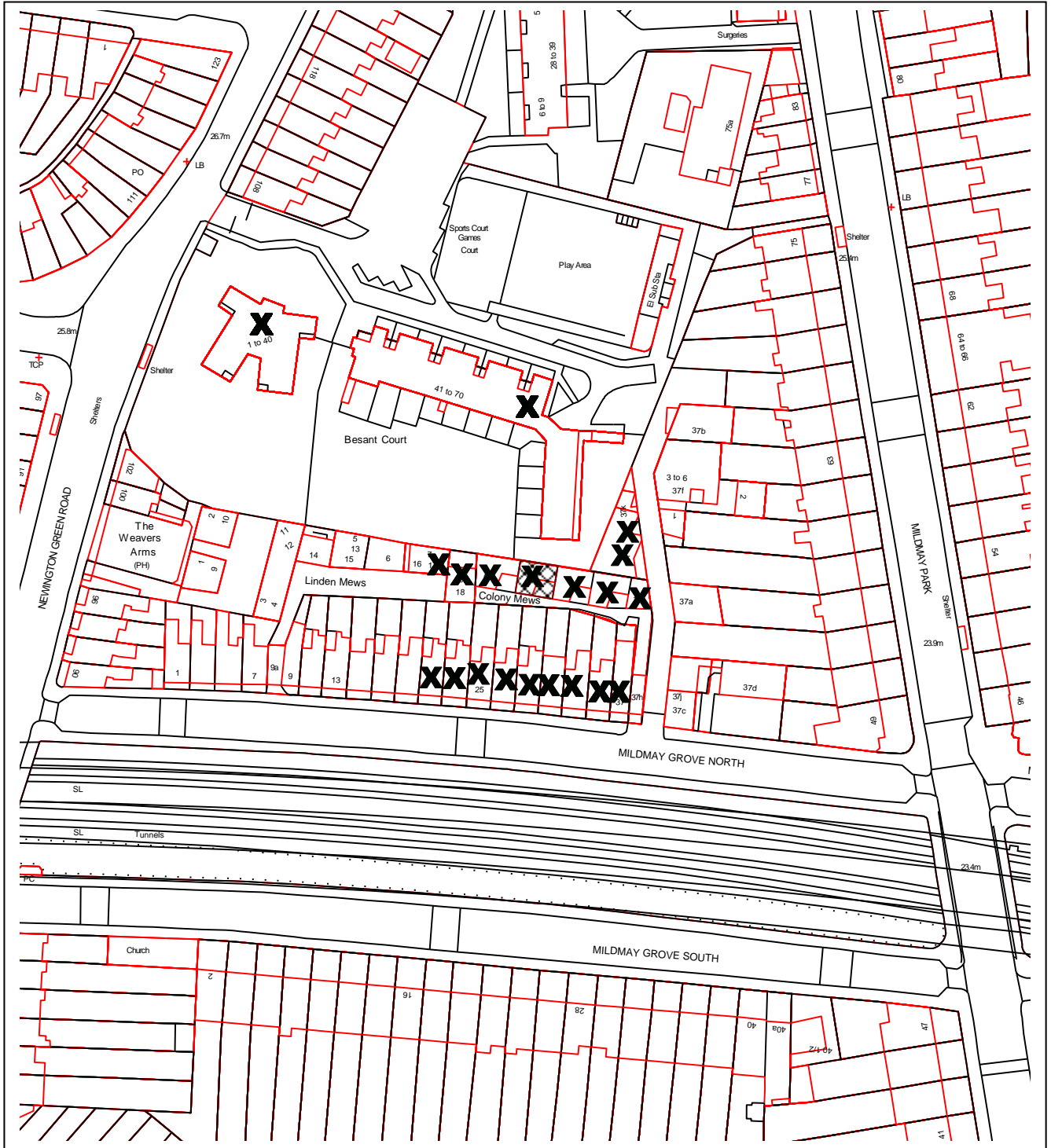
3. Designations

Newington Green Conservation Area

4. SPD/SPGS

Conservation Area Design Guidelines
Islington Urban Design Guidelines
Environmental Design SPD

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright P2015/4168/FUL.

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 LONDON N1 1YA

| | | |
|---------------------------------|-------------------------------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25th January 2016 | NON EXEMPT |

| | |
|--------------------------|---|
| Application number | P2015/4749/FUL |
| Application type | Full Planning Application |
| Ward | Bunhill Ward |
| Listed building | Not Listed |
| Conservation Area | Not in a Conservation Area |
| Development Plan Context | Bunhill and Clerkenwell Core Strategy Key Area Finsbury Local Plan Area Site Allocation BC18 (Redbrick Estate) Central Activities Zone Within 50 metres of St Luke's Conservation Area Major Cycle Route (Bath Street) |
| Licensing Implications | None |
| Site Address | Bath Street Health Centre 60 Bath Street London EC1V 9DP |
| Proposal | Temporary change of use of existing health centre (Class D1) to general offices (Class B1) |

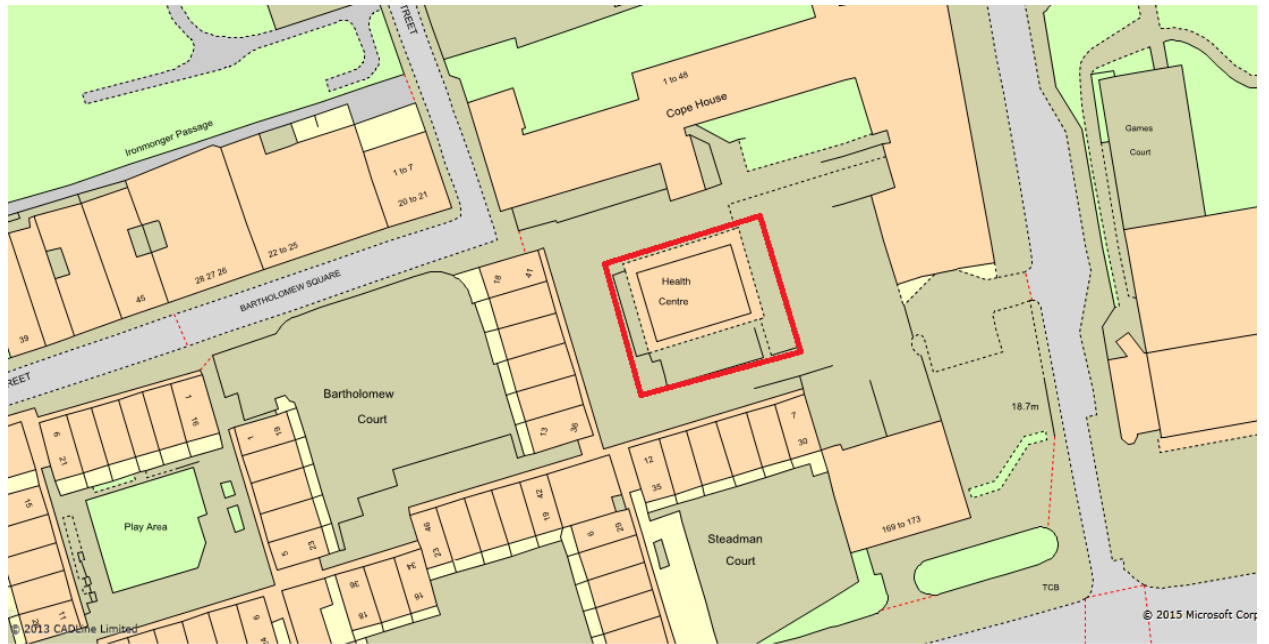
| | |
|--------------|---|
| Case Officer | Nathaniel Baker |
| Applicant | Huw Blackwell – Islington Decentralised Energy Project Team |

1 RECOMMENDATION

The Committee is asked to resolve to **GRANT** planning permission:

1. subject to the conditions set out in Appendix 1;

2 SITE PLAN (SITE OUTLINED IN BLACK).



3 PHOTOS OF SITE/STREET



Image 1 – Aerial Image of Site



Image 2 - View from bath Street



Image 3 – View from Lizard Street

4 SUMMARY

- 4.1 The application proposes the temporary change of use of the existing health centre (Class D1) to general offices (class B1) for a period of 2 years. The resultant building would provide site offices for two Islington Council developments; the Bunhill II decentralised energy network expansion project and the approved development at the Redbrick Estate.
- 4.2 The loss of the social infrastructure use at the site has been established by planning permission (ref: P2015/0709/FUL) for the redevelopment of the Redbrick Estate. The introduction of a temporary office use would bring the currently vacant building back

into an active use for a two year period during construction and would help to address anti-social behaviour issues associated with the site.

- 4.3 As such, the proposal is considered to be acceptable and is recommended for approval subject to conditions.

5 SITE AND SURROUNDING

- 5.1 The site is formed of a two storey flat roof health centre building that is currently vacant. The building is set within a central parking area on the east side of the Redbrick Estate, with four storey residential buildings surrounding the site. Vehicular access to the site is from Bath Street to the east with further pedestrian access from the surrounding roads and routes through the estate.

- 5.2 The site is located within the Central Activities Zone, but is not located within a conservation area and the building is not listed.

6 PROPOSAL (IN DETAIL)

- 6.1 The proposal is for a temporary change of use of the existing health centre (Class D1) to general offices (class B1) for a period of 2 years. The temporary office space would be used as a site office for Islington Council's Bunhill II and Redbrick Estate developments.

7 RELEVANT HISTORY:

PLANNING APPLICATIONS:

- 7.1 **P2015/0709/FUL** - Demolition of Vibast Community Centre, 169-173 Old Street and Health Centre, partial demolition of garages to west of Bath Street, the construction of 55 new homes (comprising 16 x 1 bed units, 25 x 2 bed units and 7 x 3x bed), a community centre (D1 use), two flexible A1/A2 use units across three buildings, consisting of the erection of a part single, four and nine storey building at the junction of Old Street and Bath Street to provide a community centre and A1/A2 unit with residential above, a part two and three storey building at the Junction of Old Street and St Luke's Close to provide an A1/A2 unit and residential units and a part single and four storey residential building fronting Bath Street, alterations to the garages fronting Bath Street, the provision of a new amenity space to the east of Steadman Court and public realm improvement works across the site, inclusive of hard and soft landscaping, cycle parking, alterations to entrances and alterations to boundary treatment. Application re-consulted following receipt of amended plans detailing two additional doors (serving a sub-station) in the Bath Street elevation of the garages - **Granted Conditional permission Subject to Legal Agreement** (04/11/2015)
- 7.2 **850625** - Construction of new entrance doorway in the south elevation and alterations to the openings in the east and rendering of the bin store - **Observations to Islington Health Authority** (30/05/1985).

ENFORCEMENT:

- 7.3 None.

PRE-APPLICATION ADVICE

- 7.4 None.

8 CONSULTATION

Public Consultation

- 8.1 Letters were sent to occupants of 193 adjoining and nearby properties at Old Street and Bath Street on the 18th November 2015. A site notice and press advert were displayed on 26th November 2015. The public consultation on the application therefore expired on 17th December 2015. 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 the writing of this report no responses had been received from the public with regard to the application.

External Consultees

- 8.3 **Transport for London** – No response received.

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.
- 9.2 Since March 2014 planning practice guidance for England has been published online.
- 9.3 On the 28th November 2014, a Ministerial Statement and revision to the Planning Practice Guidance (PPG) were published.
- 9.4 In considering the relevance of the changes to the NPPG in light of the NPPF requirement to meet the full objectively assessed needs for market and affordable housing, the Council is mindful that the NPPF sets out the government's national planning policy.
- 9.5 Furthermore, planning legislation (Section 70 of the Town and Country Planning Act 1990 and section 38 of the Planning and Compulsory Purchase Act 2004) provides that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 9.6 The Council considers that the material consideration of the NPPG should not outweigh the Development Plan, given the specific circumstances in Islington.
- 9.7 Under the Ministerial Statement of 18 December 2015, the government seeks to increase the weight given to SUDS being delivered in favour of traditional drainage solutions. Further guidance from the DCLG has confirmed that LPA's will be required (as a statutory requirement) to consult the Lead Local Flood Authority (LLFA) on applicable planning applications (major schemes).

Development Plan

- 9.8 The Development Plan is comprised of the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013. The following policies of the Development Plan are considered relevant to this application:

Designations

- 9.9 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013 and Finsbury Local Area Action Plan 2013.

- Bunhill and Clerkenwell Core Strategy Key Area
- Finsbury Local Plan Area
- Site Allocation BC18 (Redbrick Estate)
- Central Activities Zone
- Within 50 metres of St Luke's Conservation Area
- Major Cycle Route (Bath Street)

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.10 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10 ASSESSMENT

- 10.1 The main issues arising from this proposal relate to:

- Land use
- Neighbouring amenity
- Highways and Transportation

Land Use

- 10.2 The proposal would change the use of the currently vacant health centre (D1) at the site (measuring 510 square metres) to an office (B1) use for a temporary period of two years. The resultant building would provide a central office for two Islington Council developments; the Bunhill II decentralised energy network expansion project and the approved development at the Redbrick Estate.
- 10.3 Policy DM4.14 of the Development Management Policies resists the loss or reduction of social infrastructure uses unless a replacement facility is provided that would meet the need of the local population for the specific use. Where the specific use is no longer required on site it should be demonstrated that the proposal would not lead to a shortfall in provision for the specific use, that there is either no demand for another suitable infrastructure use on site or that the site/premises are no longer appropriate for such a use and that any replacement facility provides an equal level of accessibility and standard of provision.
- 10.4 The loss of the vacant health centre has previously been established by the planning permission (ref: P2015/0709/FUL) for the redevelopment at the Redbrick Estate. This extant permission detailed that the health centre has been vacant since March 2012 and the services that were provided at the site have been relocated by the Camden and Islington NHS Trust to the Highgate Mental Health Centre on Dartmouth Park Hill and the Islington Assertive Outreach Team (AOT) at Greenland Road, Camden. The

replacement facilities provide the same service as the previous health centre, are located in highly accessible locations and continue to serve local residents.

- 10.5 With regard to potential demand for another suitable social infrastructure use of the building, the previous permission highlighted anti-social behaviour issues with the current building; while the overall need to increase the supply of social rented housing, the re-provision of other community uses on site and the need to provide open space was considered to outweigh the requirement to re-provide the health centre on-site.
- 10.6 Development Management Policy DM5.1 states that outside of employment growth areas new business floor space should be provided within mixed use developments where this would enhance the character and vitality of the local area, would not detrimentally impact on residential amenity and would not compromise residential growth.
- 10.7 Although the proposed office use would not form part of a mixed use development, it would be for a temporary period of two years. Following the expiration of the temporary period the building would revert to its original use (condition 1) or would be demolished as part of the approved redevelopment of the estate to provide additional residential accommodation. Additionally, the proposal would bring back into use a currently vacant building that has been the subject of anti-social behaviour issues, and would therefore enhance the character and vitality of this part of the Redbrick Estate. As set out below, the proposal would not detrimentally impact upon residential amenity of the neighbouring occupiers.
- 10.8 As such, the loss of the social infrastructure use has been established and the introduction of an office use for a temporary period of two years is considered to be acceptable.

Neighbouring Amenity

- 10.9 The Development Plan contains policies which seek to appropriately safeguard the amenities of residential occupiers when considering new development. Policy DM2.1 of the Development Management Policies Document 2013 states that satisfactory consideration must be given to noise and the impact of disturbance, vibration, as well as overshadowing, overlooking, privacy, direct sunlight and daylight receipt, over-dominance, sense of enclosure and outlook.
- 10.10 Although currently vacant, the lawful health centre use of the building would have had associated noise and disturbance from the coming and going of patients and staff and associated vehicular movements. The proposed office use of the building would have a comparable level of associated use as the current lawful use and office uses are generally considered to be compatible with residential uses.
- 10.11 The applicant proposes the hours of operation of 07:30 to 19:00 Monday to Friday, 07:30 to 15:00 on Saturdays and not at all on Sundays and Bank Holidays. The proposed hours of operation generally relate to the normal hours of site construction of 08:00 to 18:00 Monday to Friday and 08:00 to 13:00 on Saturdays, providing some additional time pre and post construction. However, the use of the building at 07:30 on Saturdays is not considered to be acceptable and as such a condition (3) is recommended to ensure that the use of the building does not commence until 08:00 on Saturdays to correlate with both the hours of site construction and the commercial units granted planning permission on the Redbrick Estate. Subject to these hours of

operation the proposal would not result in unacceptable levels of disturbance of neighbouring occupiers.

- 10.12 It was set out in the previous planning permission for the redevelopment of the site that the health centre was the subject of anti-social behaviour. The introduction of an active use to the currently vacant building would help to deter anti-social behaviour for local residents.

Highways and Transportation

- 10.13 The site has a Public Transport Accessibility Level (PTAL) of 6a, which is 'Excellent'. The site is located in close vicinity to Old Street and Barbican Train Stations, while there are a number of bus routes within close proximity of the site.
- 10.14 The proposal includes six parking spaces associated with the vacant health centre. Although there would clearly be an increase in the number of vehicle movements when compared with the current vacant use, there would be no uplift in the number of parking spaces or potential use of these from the lawful use of the building
- 10.15 Policy DM8.6 of the Development Management Policies (2013) requires commercial developments in excess of 200 square metres to provide on-site servicing. The application site includes the provision of six car parking spaces which together with the wider parking available within the Redbrick Estate would provide sufficient off-street servicing space for the proposed use.
- 10.16 The existing health centre does not provide any dedicated cycle storage and there are no proposed alterations to the existing building due to the temporary nature of the use and the eventual demolition of the building. Due to this, and that there is a high level of provision for publicly accessible cycle storage within the locality, the lack of cycle parking spaces is considered to be acceptable in this case.

Other Matters

- 10.17 There are no proposed alterations to the layout of the building and no external alterations proposed. As such, there are no material considerations with regard to accessibility or design.

National Planning Policy Framework and National Planning Policy Guidance

- 10.18 The scheme is considered to accord with the aims of the NPPF and NPPG, promoting sustainable growth that balances the priorities of economic, social and environmental growth. The NPPF and NPPG require local planning authorities to require good design from new development to achieve good planning.

11 SUMMARY AND CONCLUSION

Summary

- 11.1 The application proposes the temporary change of use of the existing health centre (Class D1) to general offices (class B1) for a period of 2 years. The resultant building would provide site offices for two Islington Council developments; the Bunhill II decentralised energy network expansion project and the approved development at the Redbrick Estate.

- 11.2 The loss of the social infrastructure use at the site has been established by planning permission (ref: P2015/0709/FUL) for the redevelopment of the Redbrick Estate. The introduction of a temporary office use would bring the currently vacant building back into an active use for a two year period during construction and would help to address anti-social behaviour issues associated with the site.
- 11.3 As such, the proposal is considered to be acceptable and is recommended for approval subject to conditions.

Conclusion

- 11.4 It is recommended that planning permission be granted subject to conditions as set out in Appendix 1 - RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That the grant of planning permission be subject to **conditions** to secure the following:

List of Conditions:

| | |
|----------|---|
| 1 | Commencement (Compliance) |
| | <p>CONDITION: The B1 (office) use of the building known as Bath Street health Centre, 60 Bath Street, London, EC1V 9DP hereby approved is granted only for a limited period of 24 months from the date of this permission.</p> <p>On the cessation of the temporary use hereby granted the land shall revert to its current lawful use as a health centre (D1 use class).</p> <p>REASON: The temporary use is such that the Local Planning Authority is only prepared to grant permission for a limited period in view of the special circumstances of this case.</p> |
| 2 | Approved plans list (Compliance) |
| | <p>CONDITION: The development hereby approved shall be carried out in accordance with the following approved plans:</p> <p>Covering Letter (dated 27th October 2015), Location Plan and 3072-D-010 Rev P1.</p> <p>REASON: To comply with Section 70(1) (a) of the Town and Country Act 1990 as amended and also for the avoidance of doubt and in the interest of proper planning.</p> |
| 3 | Hours of Use (Compliance) |
| | <p>CONDITION: The office use (B1 use) hereby approved shall not operate except between the hours of 07:30 and 19:00 Monday to Friday, between 08:00 and 15:00 hours on Saturdays and not at all on Sundays and Bank Holidays unless otherwise approved in writing by the Local Planning Authority.</p> <p>REASON: In the interests of protecting residential amenity.</p> |

List of Informatives:

| | |
|----------|---|
| 1 | Working in a Positive and Proactive Way |
| | <p>To assist applicants in a positive manner, the Local Planning Authority has produced policies and written guidance, all of which are available on the Council's website.</p> <p>A pre-application advice service is also offered and encouraged.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through the application stages to deliver an acceptable development in accordance with the requirements of the NPPF</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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.

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.

Development Plan

The Development Plan is comprised of the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

3.16 Protection and enhancement of social infrastructure

6 London's transport

Policy 6.1 Strategic approach
Policy 6.3 Assessing effects of development on transport capacity
Policy 6.9 Cycling
Policy 6.13 Parking

7 London's living places and spaces

7.4 Local character
7.5 Public Realm
7.6 Architecture
7.15 Reducing noise and enhancing soundscapes

B) Islington Core Strategy 2011

Spatial Strategy

Policy CS8 (Enhancing Islington's Character)

Policy CS10 (Sustainable Design)

Policy CS12 (Meeting the Housing Challenge)

Policy CS13 Employment Spaces

Strategic Policies

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

Infrastructure and Implementation

Policy CS18 (Delivery and Infrastructure)

C) Development Management Policies June 2013**Design and Heritage**

DM2.1 Design

DM2.2 Inclusive Design

Shops, Culture and Services

DM4.12 Social and Strategic infrastructure
and cultural facilities

Transport

DM8.2 Managing transport impacts

DM8.4 Walking and cycling

DM8.5 Vehicle parking

DM8.6 Delivery and servicing for new
developments

Employment

DM5.1 New business floorspace

Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013 and Finsbury Local Area Action Plan 2013.

- Bunhill and Clerkenwell Core Strategy Key Area
- Finsbury Local Plan Area
- Site Allocation BC18 (Redbrick Estate)
- Central Activities Zone
- Within 50 metres of St Luke's Conservation Area
- Major Cycle Route (Bath Street)

Supplementary Planning Guidance (SPG) / Document (SPD)

The following SPGs and/or SPDs are relevant:

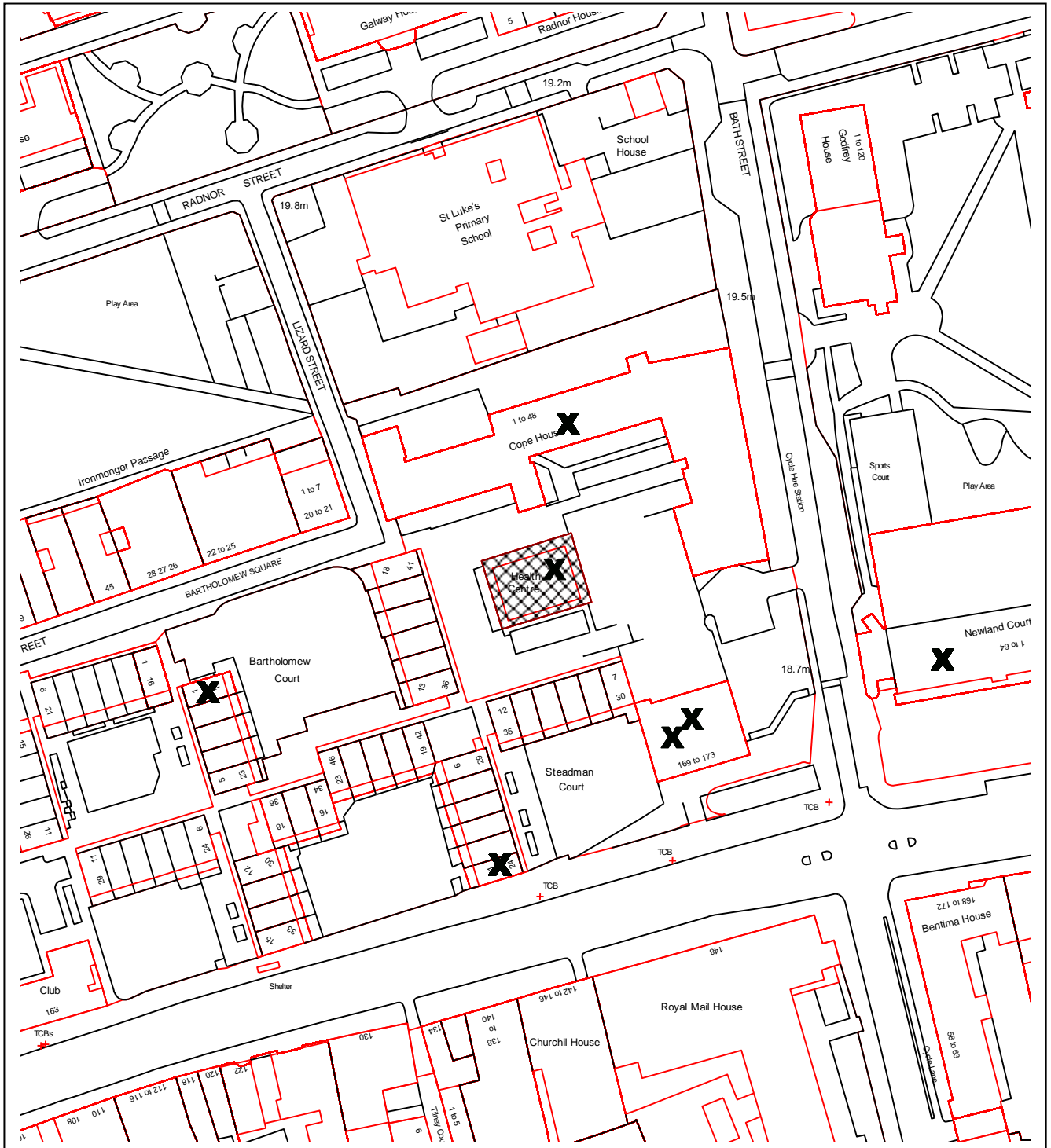
Islington Local Plan

- Environmental Design
- Urban Design Guide

London Plan

- Accessible London: Achieving and Inclusive Environment
- Sustainable Design & Construction

Islington SE GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.
P2015/4749/FUL

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2016 | NON-EXEMPT |

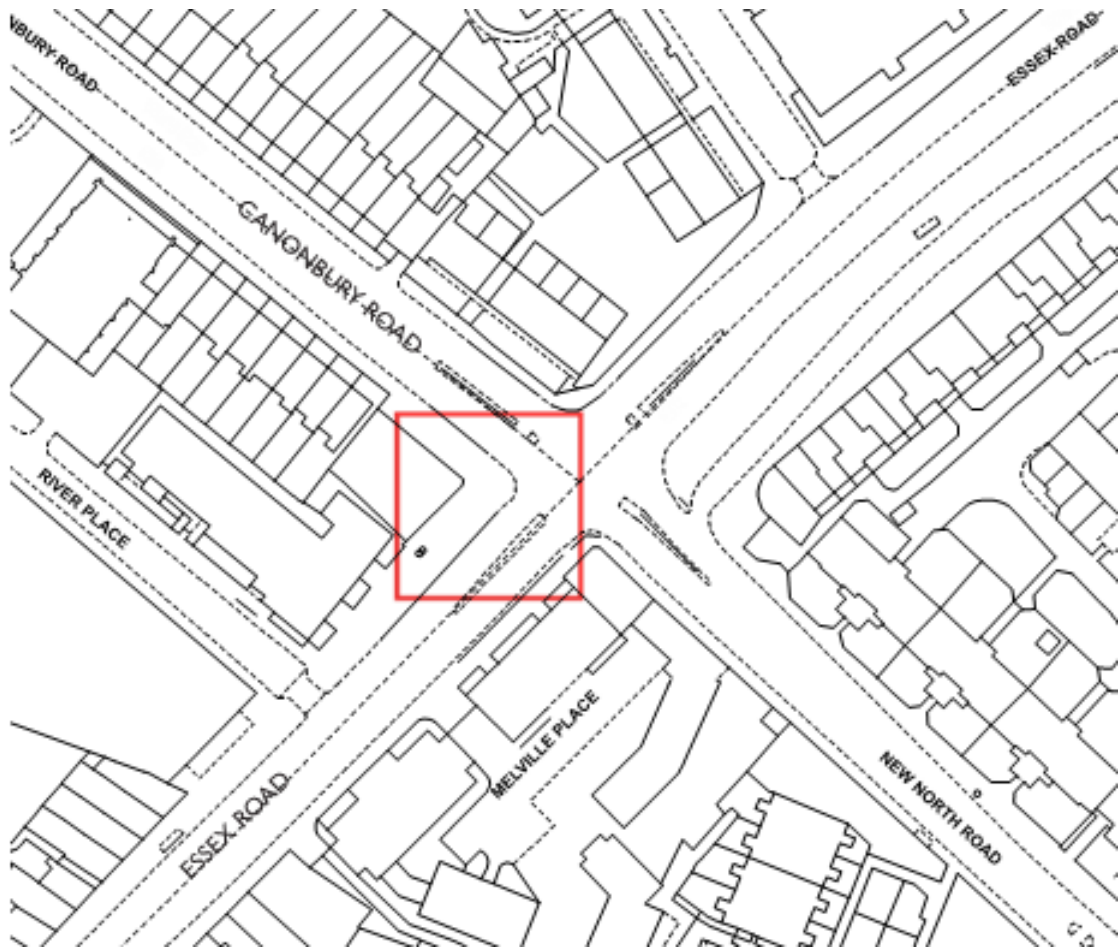
| | |
|--------------------------|---|
| Application number | P2015/4853/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | Canonbury |
| Listed building | None |
| Conservation area | None |
| Development Plan Context | Embassy Local Shopping Area Crossrail 2 Rail Safeguarding Area Within 100m of Strategic Road Network Road Within 50m of Canonbury Conservation Area |
| Licensing Implications | None |
| Site Address | Pavement on Canonbury Road near the junction with Essex Road, London, N1 |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement outside Essex Road Station on Canonbury Road, close to the junction with Essex Road |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign



Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing internally illuminated advertisement display panel (6 sheet) on the pavement outside Essex Road Station on Canonbury Road, close to the junction with Essex Road.
- 4.2 The application is brought to committee because it is a Council-own development.

4.3 The proposed advertisement display panel will cause harm to the heritage assets and would fail to preserve and enhance the character and appearance of the Canonbury Conservation Area.

4.4 It is recommended that advertisement consent be refused.

5. SITE AND SURROUNDING

5.1 The advertisement is proposed on the pavement on the south side of Canonbury Road, outside Essex Road Station and close to the junction with Essex Road. To the west of the site is a row of Grade II listed properties and the site is located at the entrance to the Canonbury Conservation Area. The immediate area is characterised residential and commercial buildings varying between two and three storeys in height and the street scape remains largely unaltered with advertisements not featuring prominently in this location.

5.2 The site is not located in a conservation area.

6. PROPOSAL (IN DETAIL)

6.1 Advertisement consent is sought for the installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement outside Essex Road Station on Canonbury Road, close to the junction with Essex Road.

6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

7.1 None

ENFORCEMENT:

7.2 None

PRE-APPLICATION ADVICE:

7.3 None

8. CONSULTATION

Public Consultation

8.1 Letters were sent to 85 occupants of adjoining and nearby properties at Canonbury Road, Melville Place and Essex Road on the 27/11/15. A site notice was placed outside the site on 10/12/15. Therefore the public consultation expired on 31/12/15.

8.2 At the time of the writing of this report five (5) objections had been received from the public with regard to the application. The issues raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets):

- the proposal would have a detrimental impact on character and appearance of the conservation area (10.3-10.5)
- impact on pedestrian and highway safety (10.8)
- object if these adverts will be wifi enabled (8.3)
- impact on neighbouring amenity (10.6)
- additional street clutter (10.8)

8.3 It is not proposed that the adverts will be wifi enabled.

Internal Consultees

8.4 **Design and Conservation Officer:** Objects to the proposal. It is located at the edge/entrance to the Canonbury Conservation Area. It would impact on views into and out of the conservation area and detract from the setting of the listed terrace along Canonbury Road. It is a very prominent and sensitive location.

8.4 **Highways:** No in principle objection to the proposal.

External Consultees

8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

8.6 **Crossrail 2 (Transport for London):** No objection

8.7 **Network Rail:** No objections subject to conditions

8.8 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- Embassy Local Shopping Area
 - Crossrail 2 Rail Safeguarding Area
 - Within 100m of Strategic Road Network Road
 - Within 50m of Canonbury Conservation Area

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

- 10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area's significance. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is located in a prominent location outside Essex Road Station, at the entrance to the Canonbury Conservation Area and very close to the junction with Essex Road. To the east of the site is a row of Grade II listed properties. With the exception of the existing street lighting there is no street furniture in the immediate locality. Whilst the site itself falls just outside the conservation area, the proposal is therefore considered to be in a highly sensitive location by reason of its heritage assets.

- 10.4 The Conservation Area Design Guidelines (2002) for the Canonbury Conservation Area states (paragraph 8.37) that “internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council’s standards.” Furthermore, in paragraph 8.38 the guidelines state “advertisements and signs can often detract from the visual amenity of the area...Illuminated box signs detract from the overall appearance of the street and the historical and architectural quality of the buildings.”
- 10.5 The proposed advertisement sign will be positioned on the pavement in front of the railings and against the backdrop of Essex Road Station. The proposal will also be viewed against the Grade II listed properties when looking north-west across the site from Essex Road. Furthermore, these views are currently uninterrupted and as the entrance to Canonbury Conservation Area are considered to form an important part of this historic setting. The proposed sign will measure 2.695 metres in height and will be internally illuminated. The proposed illumination will only exacerbate these points and create a strong contrast between the sign and the existing open space as well as the heritage assets. It is also noted that there are no advertisement signs in the immediate locality and would add visual clutter and is therefore out of keeping with, and detrimental to, the character and appearance of the adjoining Canonbury Conservation Area.
- 10.6 Although the application site is located in a residential area, but would be located across a public highway from the nearest facing residential property. As such, the proposal is not considered to have an impact on neighbouring residential amenity.
- 10.7 Given the above, the proposal is considered to be contrary to the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington’s character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Highways Safety

- 10.8 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.9 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be located on the edge of the pavement and has been positioned to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council’s Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be unacceptable with regards to amenity and would have a detrimental impact on the setting of the nearby heritage assets. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of the Canonbury Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

Conclusion

- 11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That advertisement consent is refused for the following reason:

| 1 | Reason |
|---|--|
| | <p>The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting of the nearby heritage assets. The proposal would fail to preserve and enhance the character and appearance of the setting of the adjoining Canonbury Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002).</p> |

List of Informatives:

| 1 | Positive statement |
|---|--|
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.3 Heritage

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Embassy Local Shopping Area
- Crossrail 2 Rail Safeguarding Area

- Within 100m of Strategic Road Network Road
- Within 50m of Canonbury Conservation Area

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

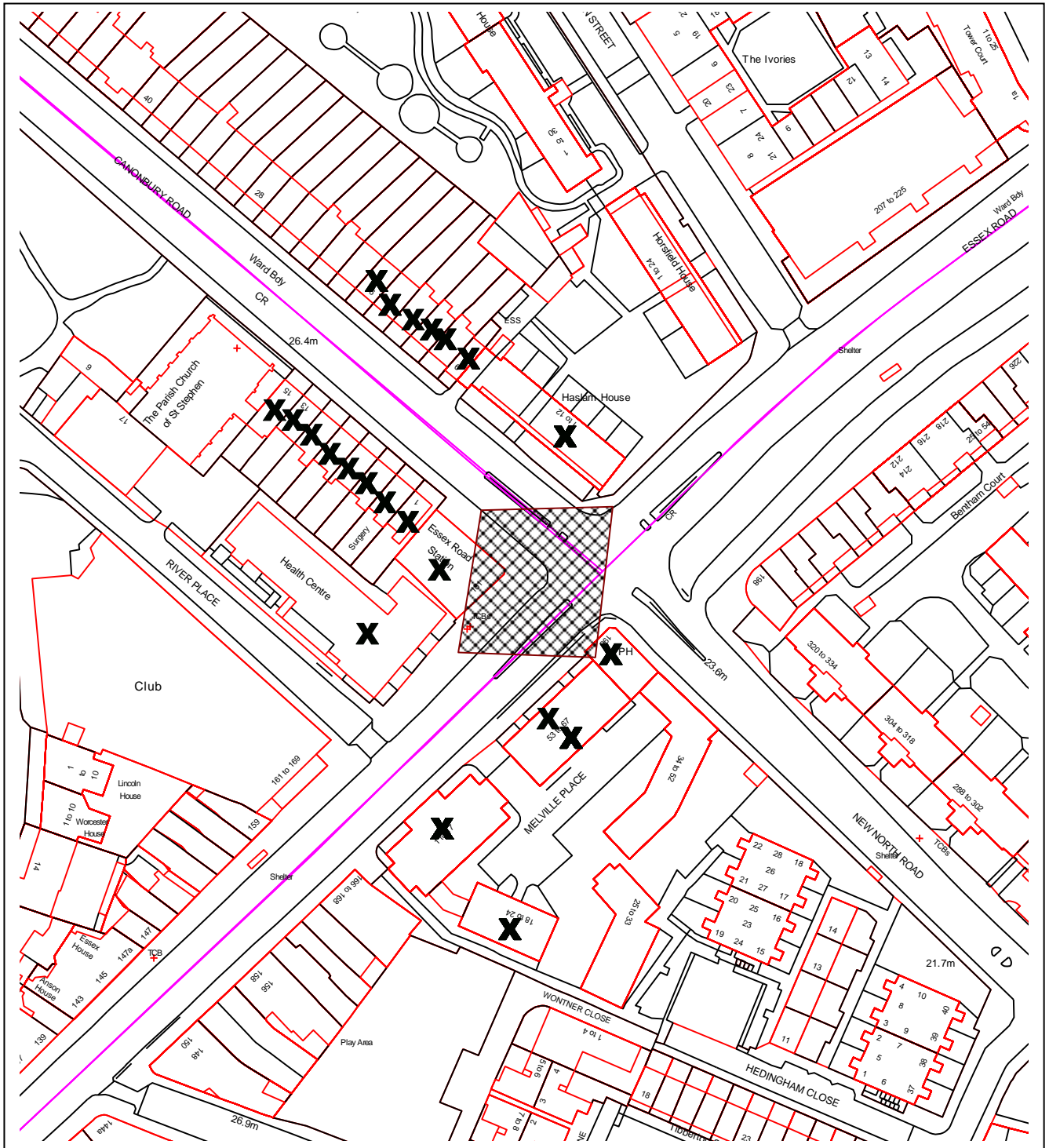
London Plan

Urban Design Guide (2006)

**Conservation Area Design Guidelines
(2002)**

This page is intentionally left blank

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.
P2015/4853/ADV

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2016 | NON-EXEMPT |

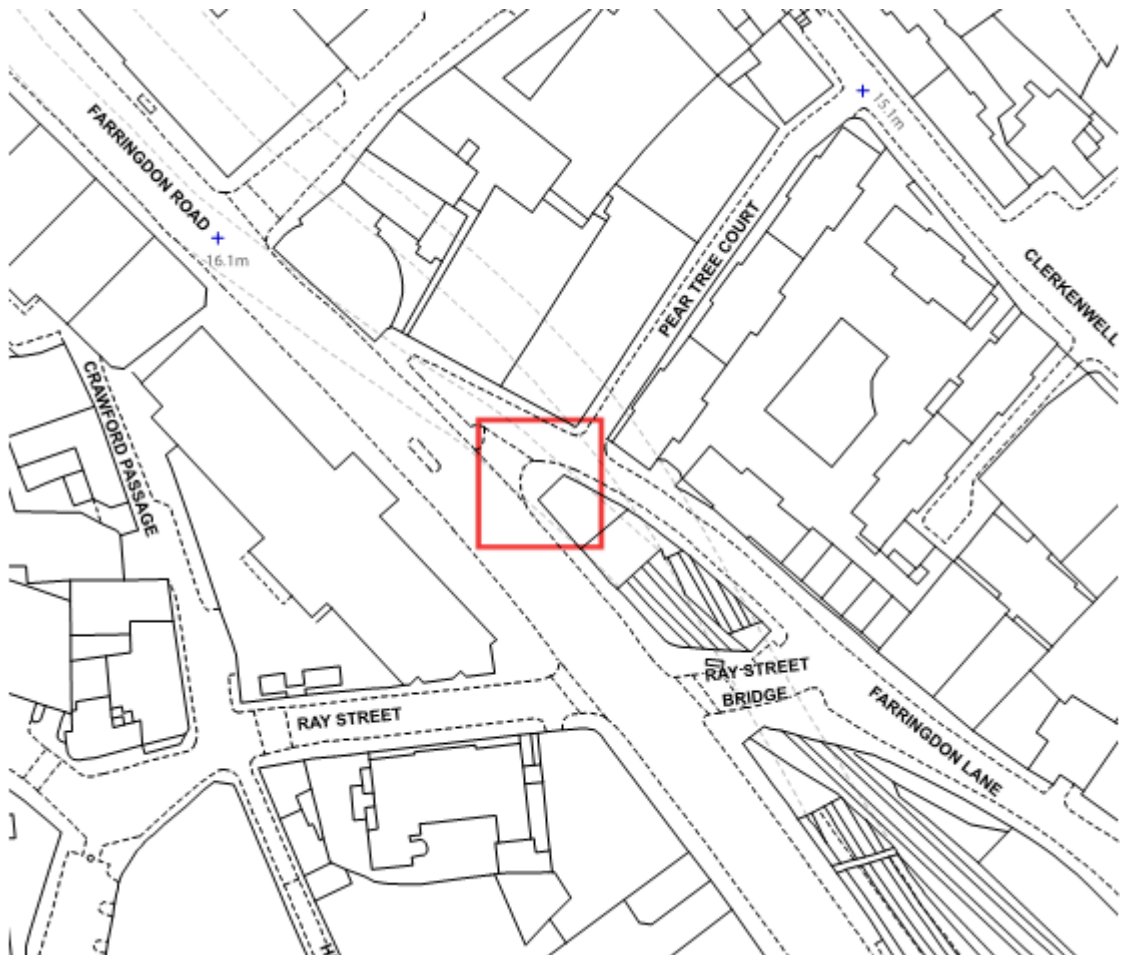
| | |
|--------------------------|--|
| Application number | P2015/5133/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | Clerkenwell |
| Listed building | None |
| Conservation area | Clerkenwell Green |
| Development Plan Context | Clerkenwell Archaeological Priority Area Bunhill and Clerkenwell Core Strategy Key Area Central Activities Zone Local Cycle Route Farringdon/Smithfield Intensification Area Finsbury Local Plan Policy BC8 – Employment Priority Area Bunhill and Clerkenwell Finsbury Local Plan Area Local view from Farringdon Road/Clerkenwell Road, from Dartmouth Park Hill Mayor's Protected Vista Kenwood viewing gazebo to St Paul's Cathedral Within 100m of Transport for London Road Network |
| Licensing Implications | None |
| Site Address | Pavement on Farringdon Road near the junction with Farringdon Lane and Pear Tree Court, London, EC1R 3BP |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement on Farringdon Lane opposite the junction with Pear Tree Court |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason set out in Appendix 1.

2. **SITE PLAN (site outlined in black)**



3. PHOTOS OF SITE/STREET

Location of sign



Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing internally illuminated advertisement display panel (6 sheet) on the pavement on Farringdon Road near the junction with Farringdon Lane and Pear Tree Court.
- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will cause harm to the setting of the local heritage assets (namely there are views towards the Sessions House building) and would fail to preserve and enhance the character and appearance of the Clerkenwell Green Conservation Area.

4.4 It is recommended that advertisement consent be refused.

5. SITE AND SURROUNDING

5.1 The advertisement is proposed on the pavement on the east side of Farringdon Road close to the junction with Farringdon Lane and Pear Tree Court. Whilst the buildings immediately surrounding the site are not listed, the property is located in an important part of the Conservation Area with uninterrupted southerly views looking towards St Paul's Cathedral. The immediate area is characterised by a mix of commercial buildings and residential buildings varying between three and six storeys in height and the street scape remains largely unaltered with advertisements not featuring prominently in this location.

5.2 The site is located in the Clerkenwell Green Conservation Area.

6. PROPOSAL (IN DETAIL)

6.1 Advertisement consent is sought for the installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement on Farringdon Road near the junction with Farringdon Lane and Pear Tree Court.

6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

7.1 None

ENFORCEMENT:

7.2 None

PRE-APPLICATION ADVICE:

7.3 None

8. CONSULTATION

Public Consultation

8.1 Letters were sent to 43 occupants of adjoining and nearby properties at Pear Tree Court, Farringdon Lane and Farringdon Road on the 15/12/15. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 24/12/15. Therefore the public consultation expired on 14/01/16.

8.2 At the time of the writing of this report one (2) objection had been received from the public with regard to the application. The issue raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets):

- proposal is out of character with the surrounding area and ruins what is a lovely and attractive collection of Victorian buildings (10.5)
- proposal also in the vicinity of one of the nicest views of St Paul's and the Shard. Having an illuminated billboard does not enhance the area (10.3 & 10.5)

Internal Consultees

- 8.3 **Design and Conservation Officer:** Objects to the proposal and recommends refusal. It would harm the character and appearance of the Clerkenwell Green conservation area. This is an extremely prominent and sensitive location, and conservation area, uncluttered within the setting of various historic buildings many of them listed. There are views towards the Grade II* Sessions House. Internal illuminations detract from the character and appearance of the conservation area.
- 8.4 **Highways:** No in principle objection to the proposal.

External Consultees

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.
- 8.6 **Network Rail:** No comments received
- 8.7 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- Clerkenwell Green Conservation Area
 - Clerkenwell Archaeological Priority Area
 - Bunhill and Clerkenwell Core Strategy Key Area
 - Central Activities Zone
 - Local Cycle Route
 - Farringdon/Smithfield Intensification Area
 - Finsbury Local Plan Policy BC8 – Employment Priority Area
 - Bunhill and Clerkenwell Finsbury Local Plan Area
 - Local view from Farringdon Road/Clerkenwell Road, from Dartmouth Park Hill
 - Mayor’s Protected Vista Kenwood viewing gazebo to St Paul’s Cathedral
 - Within 100m of Transport for London Road Network

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

- 10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington’s Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington’s adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area’s significance. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is located on the pavement which backs onto the railway line on Farringdon Road, close to the junction with Farringdon Lane and Pear Tree Court. Whilst immediately to the rear of the site is a temporary pre-fabricated structure

associated with the railway line, the site is located in an area which offers uninterrupted views of St Paul's Cathedral and the Shard. The site is also within direct view of the Grade II* listed Old Sessions House building which has great stature along this section of Farringdon Road and is an important feature in the local landscape. The proposal is therefore considered to be in a highly sensitive location by reason of its heritage assets.

- 10.4 The Conservation Area Design Guidelines (2002) for the Clerkenwell Green Conservation states (paragraph 1.38) that "internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council's standards." Furthermore, in paragraph 1.39 the guidelines state "advertisements and signs can often detract from the visual amenity of the area...Illuminated box signs detract from the overall appearance of the street and the historical and architectural quality of the buildings."
- 10.5 The proposed advertisement sign will be positioned on the pavement on the east side of Farringdon Road close to the junction with Farringdon Lane and Pear Tree Court and it is against the backdrop of the historic buildings and heritage assets that the sign will be at its most prominent. The proposed sign will measure 2.695 metres in height and will be internally illuminated. It is considered that when viewed against the back drop of the historic buildings and uninterrupted vistas, the proposed sign by reason of its size and siting will appear unduly dominant and out of character within the setting of the listed building. Furthermore, the proposed illumination will only exacerbate these points and create a strong contrast between the sign and the heritage assets. It is also noted that there are no advertisement signs in the immediate locality and the sign would therefore be out of keeping with, and detrimental to, the character and appearance of the Clerkenwell Green Conservation Area.
- 10.6 Given the above, the proposal is considered to be contrary to the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Highways Safety

- 10.7 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.8 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be located on the back edge of the pavement and has been positioned to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council's Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be unacceptable with regards to amenity and would have a detrimental impact on the setting of the nearby heritage assets. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of the Clerkenwell Green Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

Conclusion

- 11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That advertisement consent is refused for the following reason:

| 1 | Reason |
|---|---|
| | <p>The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting of the nearby heritage assets. The proposal would fail to preserve and enhance the character and appearance of the Clerkenwell Green Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002).</p> |

List of Informatives:

| 1 | Positive statement |
|---|--|
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.3 Heritage

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Clerkenwell Green Conservation Area

- Clerkenwell Archaeological Priority Area
- Bunhill and Clerkenwell Core Strategy Key Area
- Central Activities Zone
- Local Cycle Route
- Farringdon/Smithfield Intensification Area
- Finsbury Local Plan Policy BC8 – Employment Priority Area
- Bunhill and Clerkenwell Finsbury Local Plan Area
- Local view from Farringdon Road/Clerkenwell Road, from Dartmouth Park Hill
- Mayor’s Protected Vista Kenwood viewing gazebo to St Paul’s Cathedral
- Within 100m of Transport for London Road Network

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

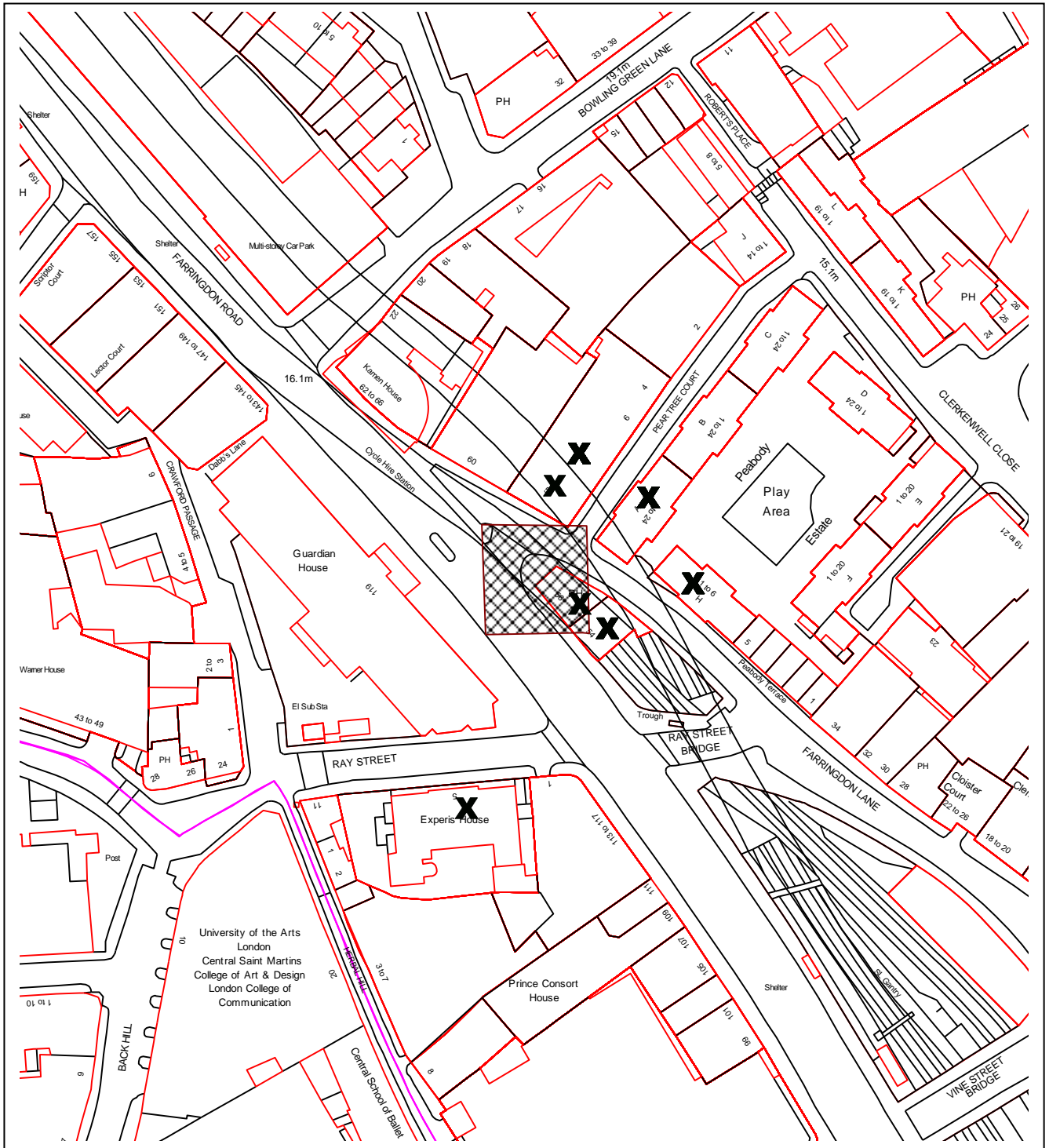
London Plan

Urban Design Guide (2006)

Conservation Area Design Guidelines (2002)

This page is intentionally left blank

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.
P2015/5133/ADV

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2016 | NON-EXEMPT |

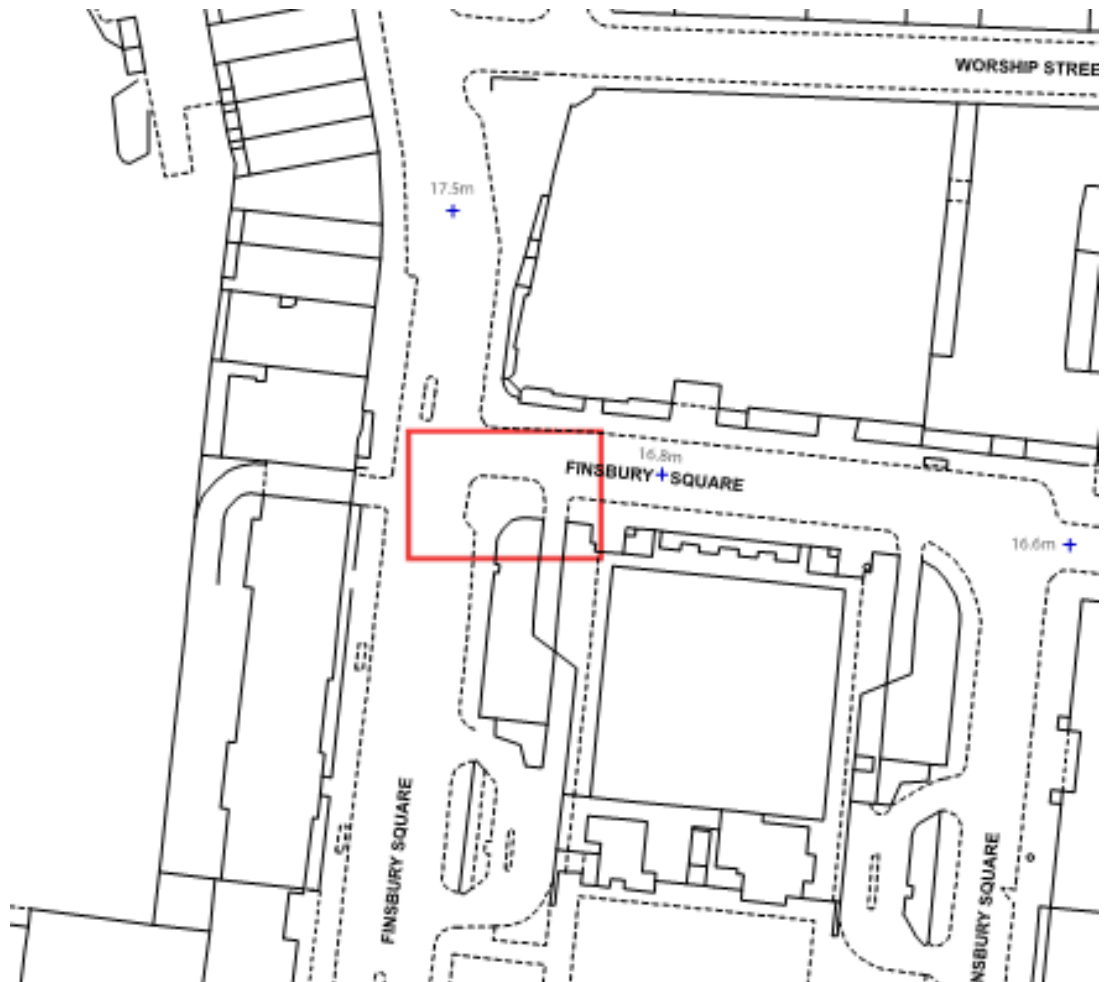
| | |
|--------------------------|---|
| Application number | P2015/5141/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | Bunhill |
| Listed building | Grade II Finsbury Square |
| Conservation area | Bunhill Fields and Finsbury Square |
| Development Plan Context | Bunhill and Clerkenwell Core Strategy Key Area Moorfields Archaeological Priority Area Central Activities Zone City Fringe Opportunity Area Local Cycle Route Major Cycle Route Finsbury Local Plan Policy BC8 – Employment Priority Area Bunhill & Clerkenwell Finsbyrt Local Plan Area Finsbury Square Open Space Within 100m of Strategic Road Network Finsbury Square protected by London Square Preservation Act 1931. |
| Licensing Implications | None |
| Site Address | Pavement on Finsbury Square near junction with City Road, London, EC2 |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement on the north side of Finsbury Square |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign

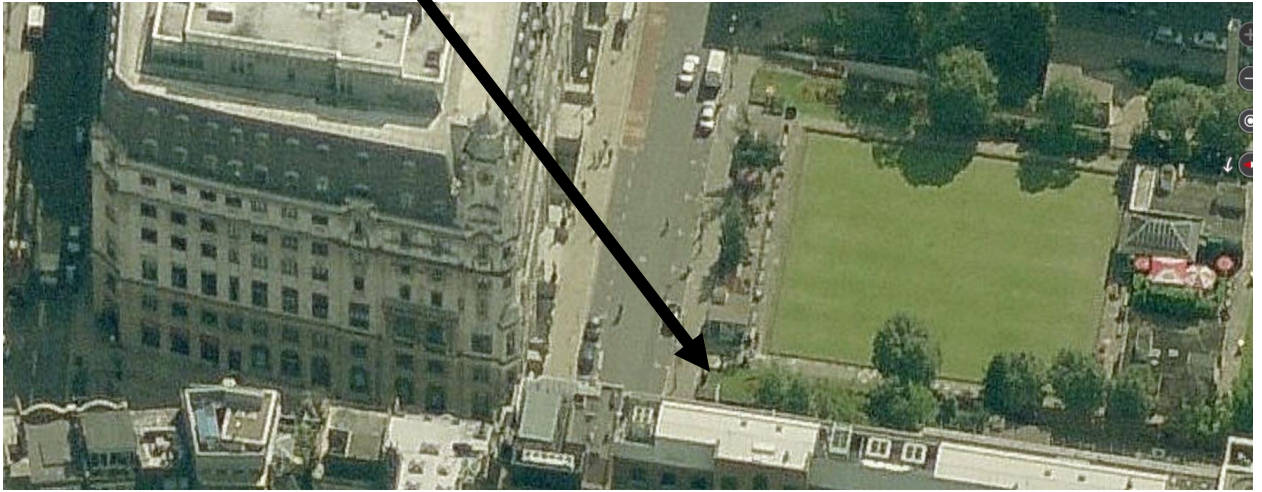


Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing internally illuminated advertisement display panel (6 sheet) on the pavement outside Islington Central Library.

- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will cause harm to the setting of the adjacent historic buildings, would fail to preserve and enhance the character and appearance of the Bunhill Fields and Finsbury Square Conservation Area and would cause unnecessary street clutter.
- 4.4 It is recommended that advertisement consent be refused.

5. SITE AND SURROUNDING

- 5.1 The application site relates to the pavement on the north side of Finsbury Square. Finsbury Square is a Grade II Listed green surrounded by commercial buildings and several of these buildings are locally listed. The immediate area is characterised by a mix of commercial buildings varying between six and eight storeys in height.
- 5.2 The site is located in the Bunhill Fields and Finsbury Square Conservation Area.

6. PROPOSAL (IN DETAIL)

- 6.1 Advertisement consent is sought for the installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement on the north side of Finsbury Square close to the junction with City Road.
- 6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

- 7.1 None

ENFORCEMENT:

- 7.2 None

PRE-APPLICATION ADVICE:

- 7.3 None

8. CONSULTATION

Public Consultation

- 8.1 Letters were sent to 23 occupants of adjoining and nearby properties at Finsbury Square on the 15/12/15. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 24/12/15. Therefore the public consultation expired on 14/01/16.
- 8.2 At the time of the writing of this report no responses had been received from the public with regard to the application.

Internal Consultees

- 8.3 **Design and Conservation Officer:** Objects to the proposal. It is in a prominent location with the Bunhill Fields/Finsbury Square Conservation Area. It is also on the setting of the local landmark and the locally listed Triton Court and to the entrance to Finsbury Square, on the most significant parts of the conservation area. This is a very sensitive location with several Grade 1, Grade II* and Grade II, locally listed and historic buildings nearby. Internally illuminated signs detract from the distinctive character and appearance of the conservation area and the significance of the historic buildings/environment.
- 8.4 **Highways:** No objection to the proposal.

External Consultees

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.
- 8.6 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- Bunhill Fields and Finsbury Square Conservation Area
 - Bunhill and Clerkenwell Core Strategy Key Area
 - Moorfields Archaeological Priority Area
 - Central Activities Zone
 - City Fringe Opportunity Area

- Local Cycle Route
- Major Cycle Route
- Finsbury Local Plan Policy BC8 – Employment Priority Area
- Bunhill & Clerkenwell Finsbyrt Local Plan Area
- Finsbury Square Open Space
- Within 100m of Strategic Road Network

Supplementary Planning Guidance (SPG) / Document (SPD)

9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington’s Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington’s adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area’s significance. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is located within the setting of the Grade II listed green which has great stature and is highly significant within Finsbury Square. The proposed advert will also be located opposite the locally listed Triton Court and is therefore considered to be in a highly sensitive location by reason of the surrounding heritage assets.
- 10.4 The Conservation Area Design Guidelines (2002) for the Bunhill Fields and Finsbury Square Conservation states (paragraph 22.27) that “internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council’s standards.”
- 10.5 The proposed advertisement sign will be positioned on the on the north side of Finsbury Square and it is against the backdrop of this listed green that the sign will be at its most prominent. The proposed sign will measure 2.695 metres in height and will be internally illuminated. It is considered that when viewed against the back drop of the Square as well as the surrounding historic buildings, the proposed sign by reason of its size and siting will appear unduly dominant and out of character within the setting of the listed building. Furthermore, the proposed illumination will only exacerbate these points and create a strong contrast between the sign and the

heritage assets. It is also noted that the pavement along this section of Finsbury Square is uncluttered and is characterised by the natural landscape. The proposal would therefore add unnecessary street clutter to the detriment of the conservation area and would adversely affect the setting of several adjacent listed green spaces and buildings.

- 10.6 Given the above, the proposal is considered to be contrary to the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Highways Safety

- 10.7 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.8 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be located on the back edge of the pavement and has been positioned to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council's Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be unacceptable in amenity terms and would have a detrimental impact on the setting of the adjacent Grade II Listed Green. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of the Bunhill Fields and Finsbury Square Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

Conclusion

- 11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That advertisement consent is refused for the following reason:

| 1 | Reason |
|---|---|
| | <p>The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting in front of the Grade II Listed Finsbury Square and adjoining listed buildings. The proposal would fail to preserve and enhance the character and appearance of the Bunhill Fields and Finsbury Square Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002).</p> |

List of Informatives:

| 1 | Positive statement |
|---|--|
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.3 Heritage

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Bunhill Fields and Finsbury Square

- Conservation Area
- Bunhill and Clerkenwell Core Strategy Key Area
- Moorfields Archaeological Priority Area
- Central Activities Zone
- City Fringe Opportunity Area
- Local Cycle Route
- Major Cycle Route
- Finsbury Local Plan Policy BC8 – Employment Priority Area
- Bunhill & Clerkenwell Finsbyrt Local Plan Area
- Finsbury Square Open Space
- Within 100m of Strategic Road Network

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

London Plan

Urban Design Guide (2006)

Conservation Area Design Guidelines (2002)

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2015 | NON-EXEMPT |

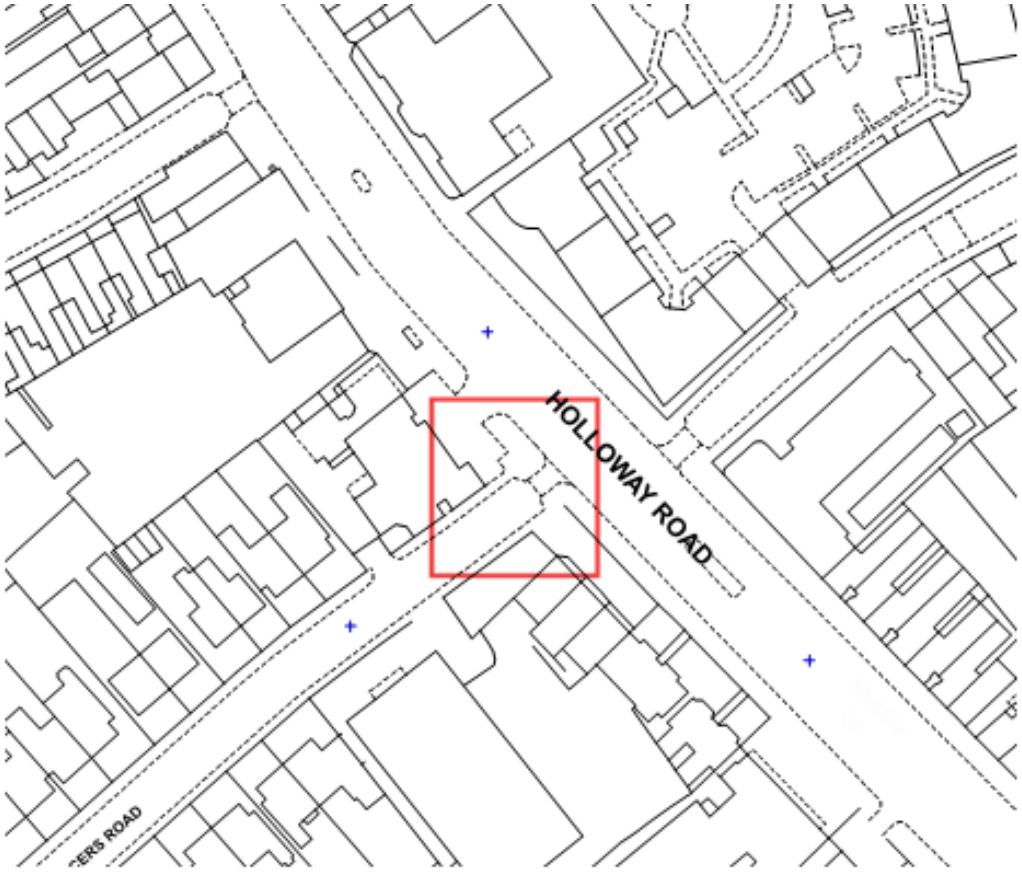
| | |
|--------------------------|---|
| Application number | P2015/5135/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | St Georges |
| Listed building | Not Listed |
| Conservation area | Mercers Road/Tavistock Terrace |
| Development Plan Context | Article 4.2 Area Nags Head and Upper Holloway Road Core Strategy Key Area Local Cycle Route Strategic Cycle Route Within 100m of a Transport for London Road Network Road |
| Licensing Implications | None |
| Site Address | Land at Holloway Road near the junction with Mercers Road, London, N7 6LJ |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement at the corner of Holloway Road near the junction with Mercers Road |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **GRANT** advertisement consent - subject to the conditions set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign

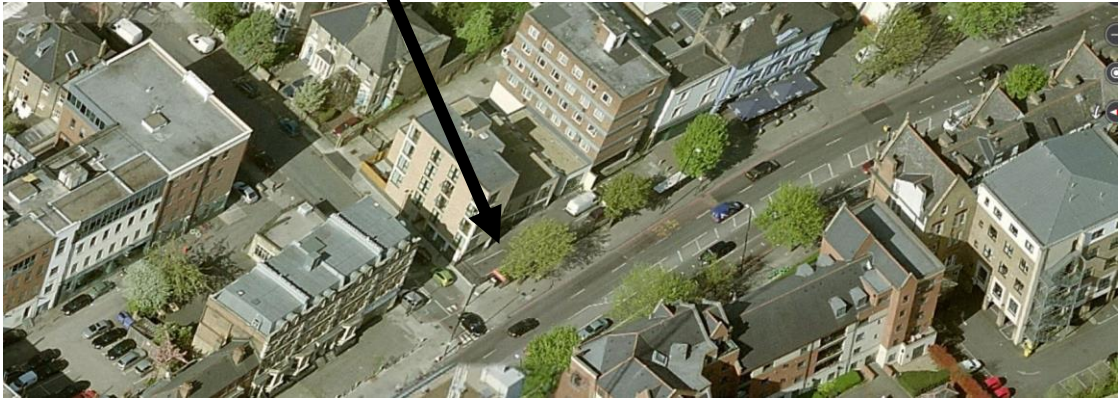


Image 1: Aerial Photo of the Front of the Site

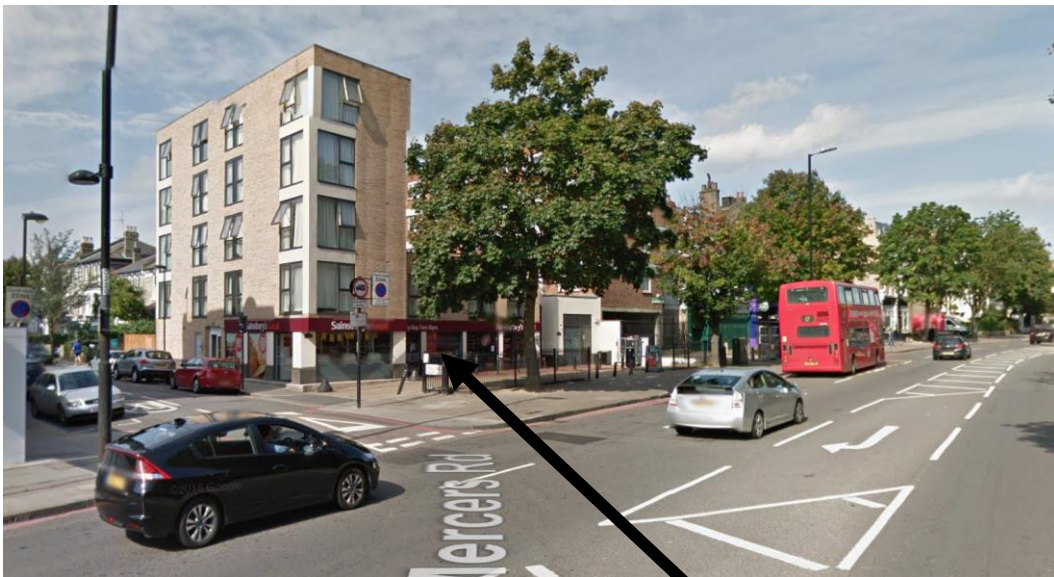


Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing self-illuminated advertisement display panel (6 sheet) on the pavement at the junction of Holloway Road and Mercers Road.
- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will neither harm the character or appearance of the adjacent buildings nor the wider street scene, nor will it materially affect the amenity of adjacent residents or have a detrimental impact on pedestrian and highways safety.

4.4 It is recommended that advertisement consent be granted subject to conditions.

5. SITE AND SURROUNDING

5.1 The proposed advert is to be sited on the pavement at the junction of Holloway Road and Mercers Road. The immediate area is characterised by a mix of retail and residential buildings ranging from three to five storeys in height.

5.2 The building adjacent to the site is not listed however the site is located in the Mercers Road/Tavistock Terrace conservation area. The surrounding area is mixed in character.

6. PROPOSAL (IN DETAIL)

6.1 Advertisement consent is sought for the installation of a freestanding self-illuminated advertisement display panel (6 sheet) on the pavement at the corner of Holloway Road and Mercers Road.

6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

7.1 None

ENFORCEMENT:

7.2 None

PRE-APPLICATION ADVICE:

7.3 None

8. CONSULTATION

Public Consultation

8.1 Letters were sent to 157 occupants of adjoining and nearby properties at Holloway Road and Manor Gardens on the 15/12/15. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 17/12/15. Therefore the public consultation expired on 07/01/16.

8.2 At the time of the writing of this report two (2) objections had been received from the public with regard to the application. The issues raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets):

- Inconsistencies in the plans (8.3)

- Very large sign out of keeping with the area and will negatively impact on the character and appearance of the conservation area (10.5)
- Impact on light pollution and increased CO2 emissions (10.9)

8.3 The Council accepts plans on the basis they provide an accurate representation of the site. The proposed sign will be located on Holloway Road, facing Mercers Road. Whilst the Computer Generated Image shows the road sign being removed, this is an indicative image and any existing road signage will be replaced.

Internal Consultees

8.4 **Design and Conservation Officer:** Objects to the proposal. The site is within the Mercers Road/Tavistock Terrace Conservation Area in a prominent location on Holloway Road which is fairly uncluttered. It would detract from the character and appearance of the conservation area and would add visual clutter to the street scene.

8.5 **Highways:** No objection.

8.6 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

External Consultees

8.6 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:

- Mercers Road/Tavistock Terrace Conservation Area

- Article 4.2 Area
- Nags Head and Upper Holloway Road Core Strategy Key Area
- Local Cycle Route
- Strategic Cycle Route
- Within 100m of a Transport for London Road Network Road

Supplementary Planning Guidance (SPG) / Document (SPD)

9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is located in a conservation area, and therefore careful regard should be given to its impact on the character and appearance of the locality. Whilst the buildings surrounding the application site itself are of varying design, it is important to ensure that any new signage would not have a detrimental impact on amenity.
- 10.4 The proposed advertisement sign will be positioned on the pavement against the back drop of existing railings and a large tree. Whilst the sign will be located on the pavement, it will also be seen against the backdrop of a five storey building and will be located adjacent to existing street signage.
- 10.5 The proposed sign will measure 2.695 metres in height and 1.37 metres in width and will be set on the existing pavement. It is considered that when viewed against the back drop of the large property to the rear the proposed advertisement sign will not create an overly dominant feature that would have a detrimental impact on amenity. Immediately adjacent to the site is existing street signage. It is therefore considered that the proposal will not result in unnecessary and additional clutter to the detriment of the existing landscape and will therefore not have a detrimental impact on the character and appearance of the Mercers Road/Tavistock Terrace Conservation Area. Furthermore, as the sign is not located immediately adjacent to any neighbouring residential windows, it is not considered that the signs, by reason of their illumination, would have a detrimental impact on residential amenity.

- 10.6 Given the above, the proposal is considered to be consistent with the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1 and DM2.6.

Highways Safety

- 10.8 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.9 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels and subject to the attached conditions will not have an impact on light pollution or CO2 emissions. The sign will be set immediately adjacent to the pavement to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council's Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be acceptable with regards to amenity and highways safety.
- 11.2 In accordance with the above assessment, it is considered that the proposed development is consistent with the policies of the London Plan, the Islington Core Strategy, the Islington Development Plan and associated Supplementary Planning Documents and should be approved accordingly.

Conclusion

- 11.3 It is recommended that advertisement consent be granted subject to conditions as set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

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

List of Conditions

| | |
|----------|---|
| 1 | Standard advertisement conditions |
| | <p>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.</p> <p>Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.</p> <p>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.</p> <p>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.</p> <p>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).</p> |
| 2 | Luminance |
| | <p>CONDITION: The advertisement display(s) shall be statically illuminated and the illumination shall not exceed a maximum steady brightness of 300 candelas per square metre during the hours of darkness consistent with the guidance set out in the Institute of Lighting Professionals (ILP) publication: “The Brightness of Illuminated Advertisements” (PLG05, January 2015).</p> <p>The advertisement displays shall be carried out strictly in accordance with the details so approved and shall be maintained as such thereafter.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |
| 3 | Display time |
| | <p>CONDITION: The minimum display time for each advertisement shall be 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features/equipment which would allow interactive messages/advertisements to be displayed.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |
| 4 | Special effects |
| | <p>CONDITION: There shall be no special effects (including noise, smell, smoke, animation, exposed cold cathode tubing, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |

| | |
|----------|---|
| 5 | Display functions |
| | CONDITION: The interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change, there shall be no visual effects (including fading, swiping or other animated transition methods) between successive displays and the display will include a mechanism to freeze the image in the event of a malfunction. |
| 6 | Installation and maintenance |
| | CONDITION: The footway and carriageway on the TLRN and SRN must not be blocked during the installation and maintenance of the advertising panel. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians, or obstruct the flow of traffic. REASON: In the interests of highway safety. |

List of Informatives:

| | |
|----------|--|
| 1 | Positive statement |
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Mercers Road/Tavistock Terrace Conservation Area
- Article 4.2 Area

- Nags Head and Upper Holloway Road Core Strategy Key Area
- Local Cycle Route
- Strategic Cycle Route
- Within 100m of a Transport for London Road Network Road

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

The following SPGs and/or SPDs are relevant:

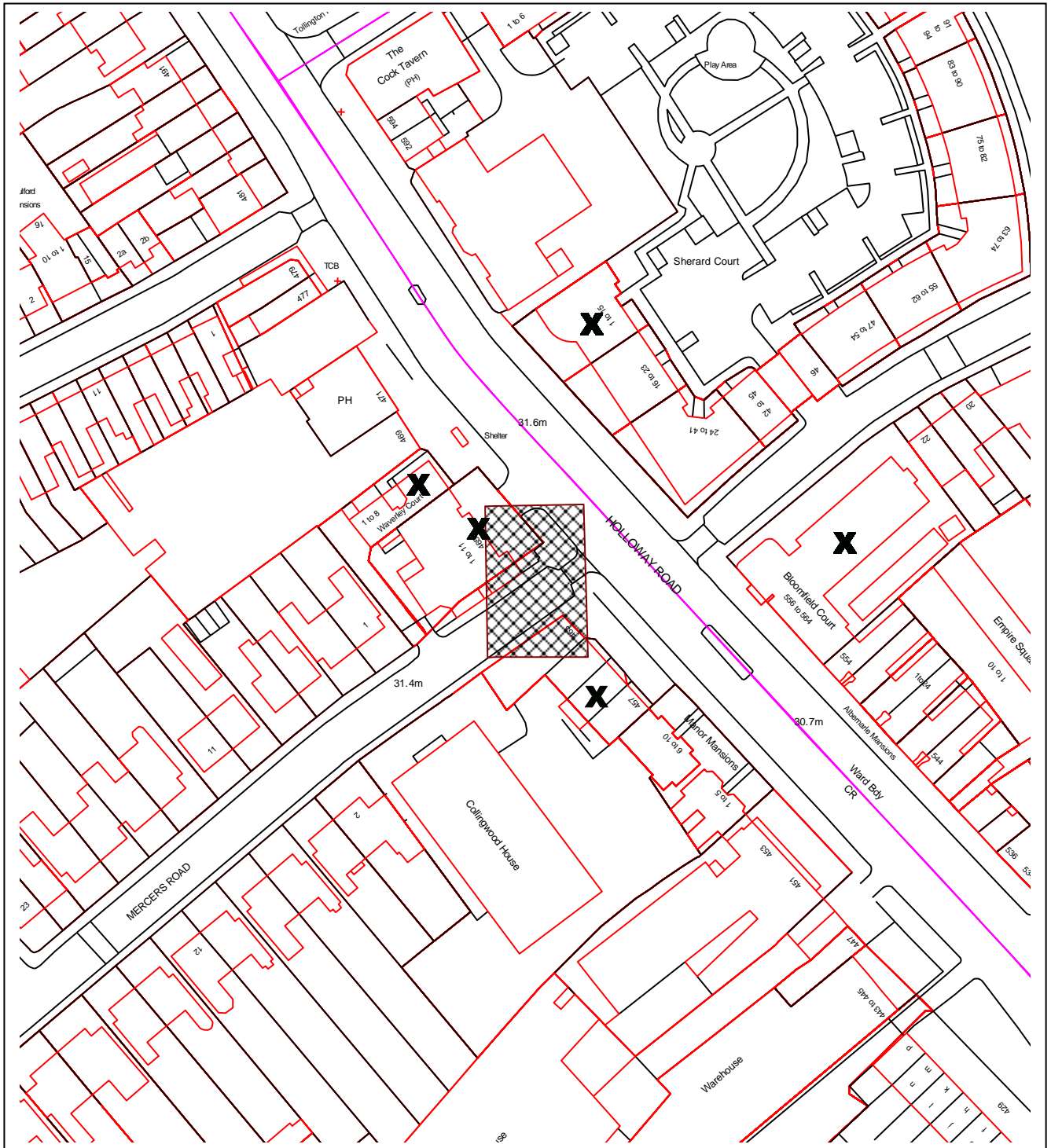
Islington Local Development Plan

London Plan

Urban Design Guide (2006)

This page is intentionally left blank

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.
P2015/5135/ADV

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2016 | NON-EXEMPT |

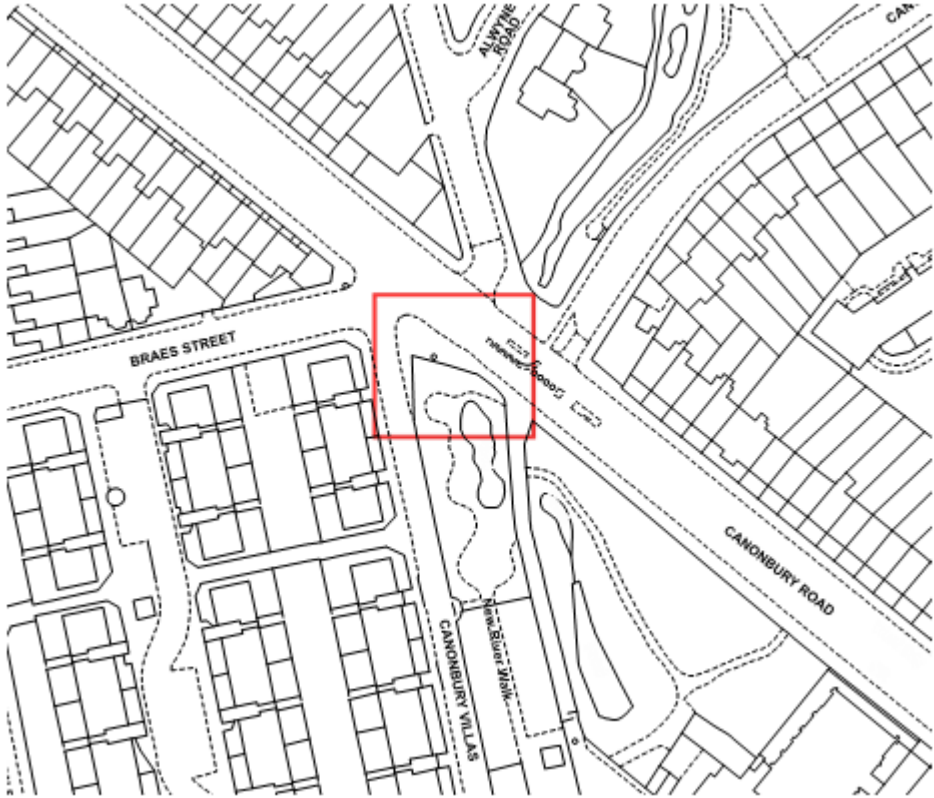
| | |
|--------------------------|--|
| Application number | P2015/4854/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | Canonbury |
| Listed building | None |
| Conservation area | Canonbury |
| Development Plan Context | Article 4.2 Area Local Cycle Route Astey's Row Playground New River Walk Site for Importance for Nature Conservation Within 100m of Strategic Road Network Road |
| Licensing Implications | None |
| Site Address | Pavement at the junction of Canonbury Villas and Braes Street on Canonbury Road, London, N1 |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement at the junction of Canonbury Villas and Braes Street on Canonbury Street |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign



Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing internally illuminated advertisement display panel (6 sheet) on the pavement at the junction of Canonbury Villas and Braes Street on Canonbury Street.

- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will cause harm to the heritage assets and would fail to preserve and enhance the character and appearance of the Canonbury Conservation Area.
- 4.4 It is recommended that advertisement consent be refused.

5. SITE AND SURROUNDING

- 5.1 The advertisement is proposed on the pavement on the south side of Canonbury Road at the junction of Canonbury Villas and Braes Street. The application site is located on the pavement in front of Astey's Row playground which is part of the New River Walk open space and provides open space between Astey's Row and Canonbury Villas. The immediate area is characterised residential buildings varying between three and four storeys in height and the street scape remains largely unaltered with advertisements not featuring prominently in this location. The majority of buildings to the north of the site on Braes Street and Canonbury Road are Grade II Listed.
- 5.2 The site is located in the Canonbury Conservation Area.

6. PROPOSAL (IN DETAIL)

- 6.1 Advertisement consent is sought for the installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement at the junction of Canonbury Villas and Braes Street on Canonbury Street.
- 6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

- 7.1 None

ENFORCEMENT:

- 7.2 None

PRE-APPLICATION ADVICE:

- 7.3 None

8. CONSULTATION

Public Consultation

- 8.1 Letters were sent to 186 occupants of adjoining and nearby properties at Canonbury Road and Halton Road on the 01/12/15. A site notice was placed outside the site and

the application was advertised in the Islington Gazette on 10/12/15. Therefore the public consultation expired on 31/12/15.

8.2 At the time of the writing of this report five (6) objections had been received from the public with regard to the application. The issues raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets):

- the proposal would have a detrimental impact on character and appearance of the conservation area (10.3-10.5)
- the proposal would be unsightly and inappropriate in this location(10.3-10.5)
- impact on pedestrian safety (10.8)
- impact on highways safety (10.8)
- the revenue raised from the advertisements should be invested back into this area (8.3)
- impact on the historic charm of the area (10.5)
- impact on the vistas (10.5)

8.3 In the event this application is recommended for approval it is intended that the funds generated from the advertisements will be used for Council services. However, it is not possible to subscribe that the revenue raised would be used solely for improvements in this location.

Internal Consultees

8.4 **Design and Conservation Officer:** Objects to the proposal. The site is located within the Canonbury Conservation Area, right at the edge of the green along New River Walk and within the line of the New River. This is a highly significant historic site, with the setting of listed buildings. Design and Conservation very strongly objects to this proposal as it would add clutter to the streetscene, interrupt views onto the New River Walk, detract from the setting of listed buildings and the character and appearance of the conservation area due to its location, size and method of illumination.

8.4 **Highways:** No in principle objection to the proposal.

8.5 **Parks and Open Spaces:** No comments received

8.6 **Biodiversity and Nature Conservation:** No comments received

External Consultees

8.5 **Transport for London:** Raised some concerns about the suitability of the location

8.6 **Canonbury Society:** Objects to the proposal for the following reasons:

- The illuminated hoarding will be located 20m away from a zebra crossing. It is considered that the brightness of the proposed advertising hoarding will be a distraction to motorists negotiating the crossing and is therefore a safety hazard

- The proposal will damage the Canonbury Conservation Area and the setting of the New River Walk and Astey's Row Gardens. The proposal will block the views looking south of the historic New River and will be a blot on the landscape.
- The proposal goes against the ambition of de-cluttering our streets
- Advertisements should be located in commercial shopping areas and should be avoided in public parks

8.7 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- Canonbury Conservation Area
 - Article 4.2 Area
 - Local Cycle Route
 - Astey's Row Playground
 - New River Walk Site for Importance for Nature Conservation
 - Within 100m of Strategic Road Network Road

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area's significance. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is located in a prominent location within the Canonbury Conservation Area on the pavement on the south side of Canonbury Road at the junction of Canonbury Villas and Braes Street. The site will be located at the pavement outside Astey's Row playground which is a landscaped open space and forms part of the New River Walk. The properties immediately to the north of the sign on Canonbury Road are Grade II listed. With the exception of the existing street lighting and a historic red telephone box, there is no street furniture in the immediate locality. The proposal is therefore considered to be in a highly sensitive location by reason of its heritage assets.
- 10.4 The Conservation Area Design Guidelines (2002) for the Canonbury Conservation Area states (paragraph 8.37) that "internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council's standards." Furthermore, in paragraph 8.38 the guidelines state "advertisements and signs can often detract from the visual amenity of the area...Illuminated box signs detract from the overall appearance of the street and the historical and architectural quality of the buildings."
- 10.5 The proposed advertisement sign will be positioned on the pavement on the railings against the backdrop of the Astey's Row playground, with the landscaped gardens directly to the rear. This open space forms an important part of the character of the conservation area and is therefore an important heritage asset. Furthermore, these views are currently uninterrupted and the existing mature trees are considered to form an important part of this historic setting. The proposed sign will measure 2.695 metres in height and will be internally illuminated. The proposed illumination will only exacerbate these points and create a strong contrast between the sign and the existing open space and the heritage assets. The proposal will impact on the views across this open space which forms an important part of the New River Walk. It is also noted that there are no advertisement signs in the immediate locality and the proposal would therefore add visual clutter and is therefore considered to be out of

keeping with, and detrimental to the character and appearance of the Canonbury Conservation Area.

- 10.6 Given the above, the proposal is considered to be contrary to the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Highways Safety

- 10.7 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.8 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be located on the back edge of the pavement and has been positioned to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by the Council's Highways team who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be unacceptable with regards to amenity and would have a detrimental impact on the setting of the nearby heritage assets. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of the East Canonbury Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

Conclusion

- 11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That advertisement consent is refused for the following reason:

| 1 | Reason |
|---|---|
| | <p>The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting of the nearby heritage assets. The proposal would fail to preserve and enhance the character and appearance of the Canonbury Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002).</p> |

List of Informatives:

| 1 | Positive statement |
|---|--|
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.3 Heritage

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Canonbury Conservation Area

- Article 4.2 Area
- Local Cycle Route
- Astey's Row Playground
- New River Walk Site for Importance for Nature Conservation
- Within 100m of Strategic Road Network Road

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

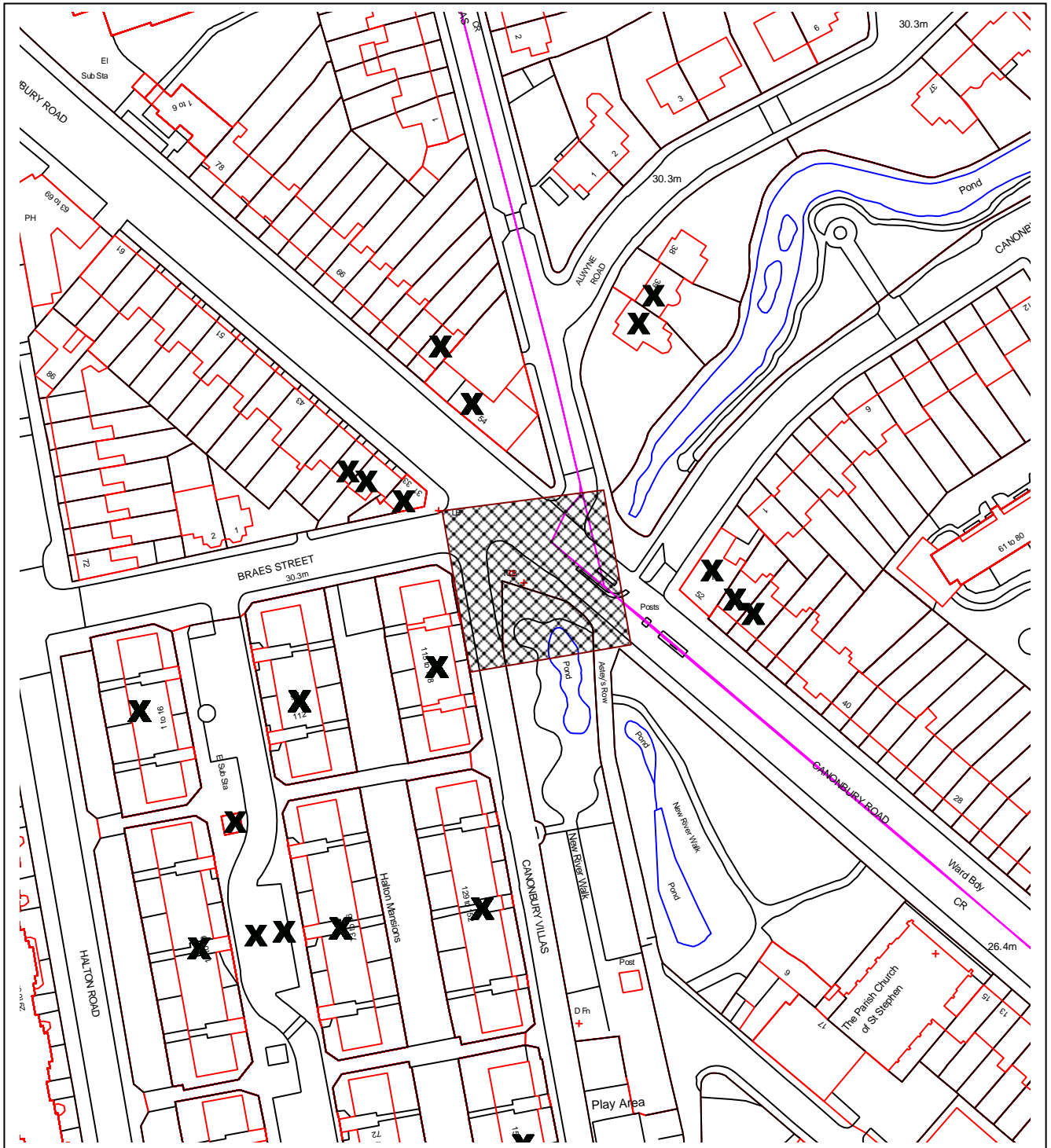
London Plan

Urban Design Guide (2006)

**Conservation Area Design Guidelines
(2002)**

This page is intentionally left blank

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright. P2015/4854/ADV

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2016 | NON-EXEMPT |

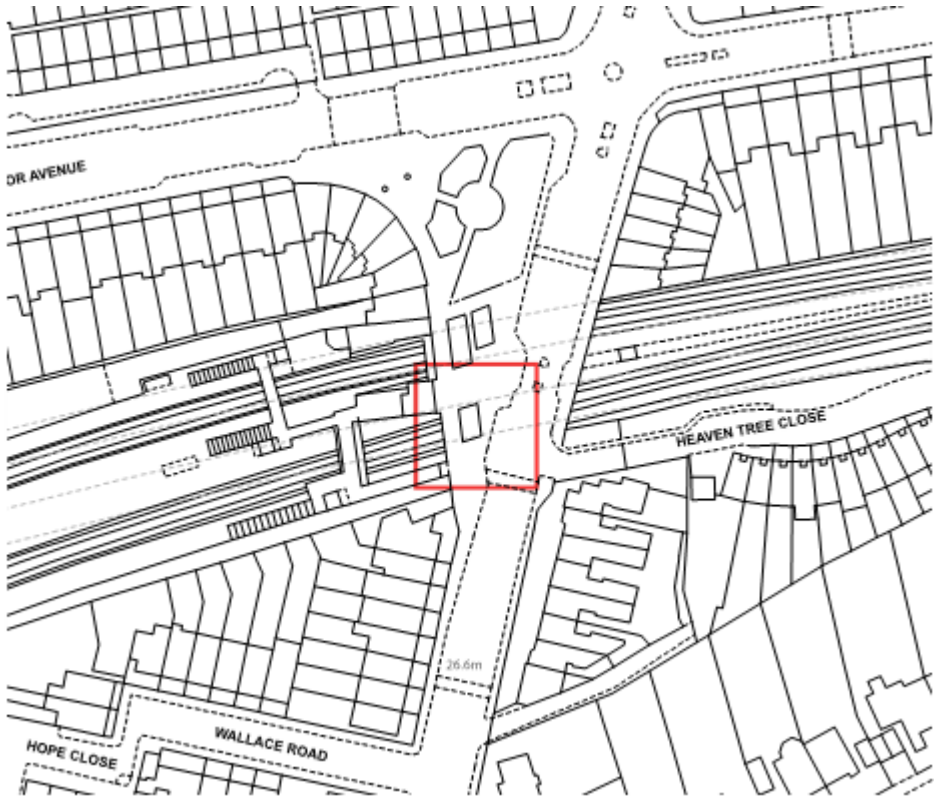
| | |
|--------------------------|---|
| Application number | P2015/4855/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | Mildmay |
| Listed building | None |
| Conservation area | Canonbury |
| Development Plan Context | Article 4.2 Area Local Cycle Route Canonbury Station Forecourt Open Space Channel Tunnel Rail Link – Rail Safeguarding Area |
| Licensing Implications | None |
| Site Address | Land outside Canonbury Station, Wallace Road, London, N1 2PQ |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement outside Canonbury Station on Canonbury Road |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign

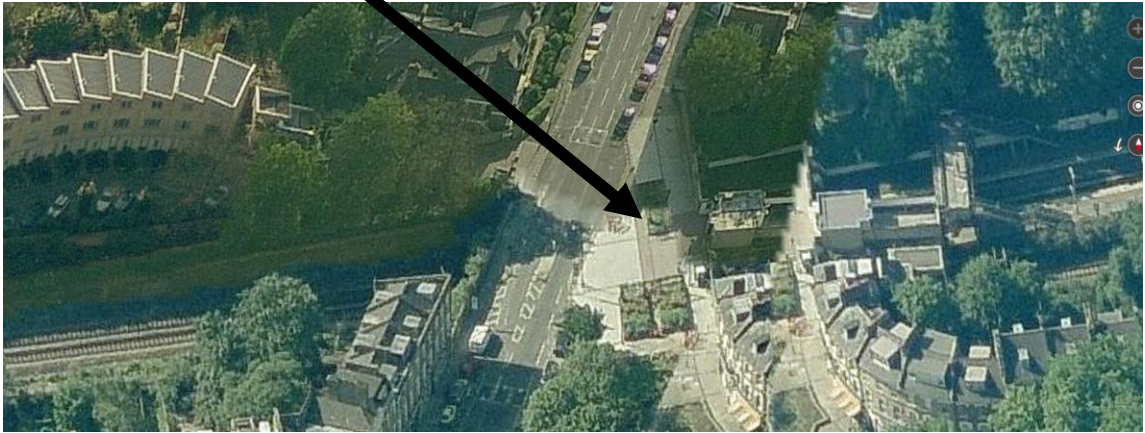


Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing internally illuminated advertisement display panel (6 sheet) on the pavement outside Canonbury Station on Wallace Road.
- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will cause harm to the heritage assets and would fail to preserve and enhance the character and appearance of the Canonbury Conservation Area.

4.4 It is recommended that advertisement consent be refused.

5. SITE AND SURROUNDING

5.1 The advertisement is proposed on the pavement on the west side of Wallace Road on the pavement outside Canonbury Station. The immediate area is characterised by retail and residential buildings varying between one and three storeys in height and the street scape remains largely unaltered with advertisements not featuring prominently in this location.

5.2 The site is located in the Canonbury Conservation Area.

6. PROPOSAL (IN DETAIL)

6.1 Advertisement consent is sought for the installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement outside Canonbury Station on Wallace Road.

6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

7.1 None

ENFORCEMENT:

7.2 None

PRE-APPLICATION ADVICE:

7.3 None

8. CONSULTATION

Public Consultation

8.1 Letters were sent to 81 occupants of adjoining and nearby properties at Wallace Road and Grosvenor Avenue on the 27/11/15. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 3/12/15. Therefore the public consultation expired on 24/12/15.

8.2 At the time of the writing of this report five (5) objections had been received from the public with regard to the application. The issues raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets):

- out of keeping with the area and proposal by reason of its size and design would be detrimental to the character of the area (10.3-10.5)

- obstruction to pedestrian traffic (10.3-10.5)
 - highly visible to surrounding properties being detrimental to the view (8.3 & 10.5)
 - detrimental to the character of the conservation area which should be protected and the street should not be commercialised (10.4-10.5)
 - Proposal contrary to conservation area policies (10.4-10.5)
 - illumination would cause a nuisance to neighbouring properties (10.6)
- 8.3 It should be noted that loss of views is not a material planning consideration that can be taken into account when assessing an application.

Internal Consultees

- 8.4 **Design and Conservation Officer:** Objects to the proposal. The proposal would add visual clutter to a prominent location of the conservation area, affecting the views to the historic terrace. This is currently a pleasant, uncluttered location with open views down the street. The large internally illuminated sign would interrupt sight lines and detract from the character and appearance of the historic setting.
- 8.4 **Highways:** No in principle objection to the proposal.

External Consultees

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.
- 8.6 **Network Rail:** No objection to the proposal
- 8.7 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- Canonbury Conservation Area
 - Article 4.2 Area
 - Local Cycle Route
 - Canonbury Station Forecourt Open Space
 - Channel Tunnel Rail Link – Rail Safeguarding Area

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

- 10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area's significance. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is located in a prominent location within the Canonbury Conservation Area outside the Canonbury Station forecourt on Wallace Road. The advert will be located at 90 degrees to the main road and will be seen against the backdrop of locally listed buildings 21-28 Wallace Road. It is also noted that the buildings to the north of the site are locally listed and the proposal is therefore considered to be in a highly sensitive location by reason of its heritage assets.
- 10.4 The Conservation Area Design Guidelines (2002) for the Canonbury Conservation Area states (paragraph 8.37) that "internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council's standards." Furthermore, in paragraph 8.38 the guidelines state "advertisements and signs can often detract from the visual amenity of the area...Illuminated box signs detract from the overall appearance of the street and the historical and architectural quality of the buildings."

- 10.5 The proposed advertisement sign will be positioned on the pavement at an angle with the main road and is sited just inside the Canonbury Conservation Area. The large expanse of pavement outside Canonbury Station remains largely uncluttered with the exception of a parking sign and cycle storage facilities there is very limited street furniture. The proposed sign will measure 2.695 metres in height and will be internally illuminated. The proposed illumination will create a strong contrast between the sign and the existing uncluttered pavement area as well as the heritage assets to the rear. It is also noted that there are no advertisement signs in the immediate locality and would add visual clutter and would therefore be out of keeping with, and detrimental to the character and appearance of the Canonbury Conservation Area.
- 10.6 The proposed sign will be positioned so that it does not look directly onto any neighbouring residential property but will be positioned opposite the existing railway bridge and will face north along Wallace Road. As such the sign will not face directly onto any neighbouring residential property and is therefore not considered to have a detrimental impact on neighbouring residential amenity.
- 10.7 Given the above, the proposal is considered to be contrary to the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Highways Safety

- 10.7 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.8 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be located on the pavement and has been positioned to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council's Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be unacceptable with regards to amenity and would have a detrimental impact on the setting of the nearby heritage assets. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of the Canonbury Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

Conclusion

- 11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That advertisement consent is refused for the following reason:

| 1 | Reason |
|---|--|
| | The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting of the nearby heritage assets. The proposal would fail to preserve and enhance the character and appearance of the Canonbury Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002). |

List of Informatives:

| 1 | Positive statement |
|---|--|
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.3 Heritage

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Canonbury Conservation Area

- Article 4.2 Area
- Local Cycle Route
- Canonbury Station Forecourt Open Space
- Channel Tunnel Rail Link – Rail Safeguarding Area

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

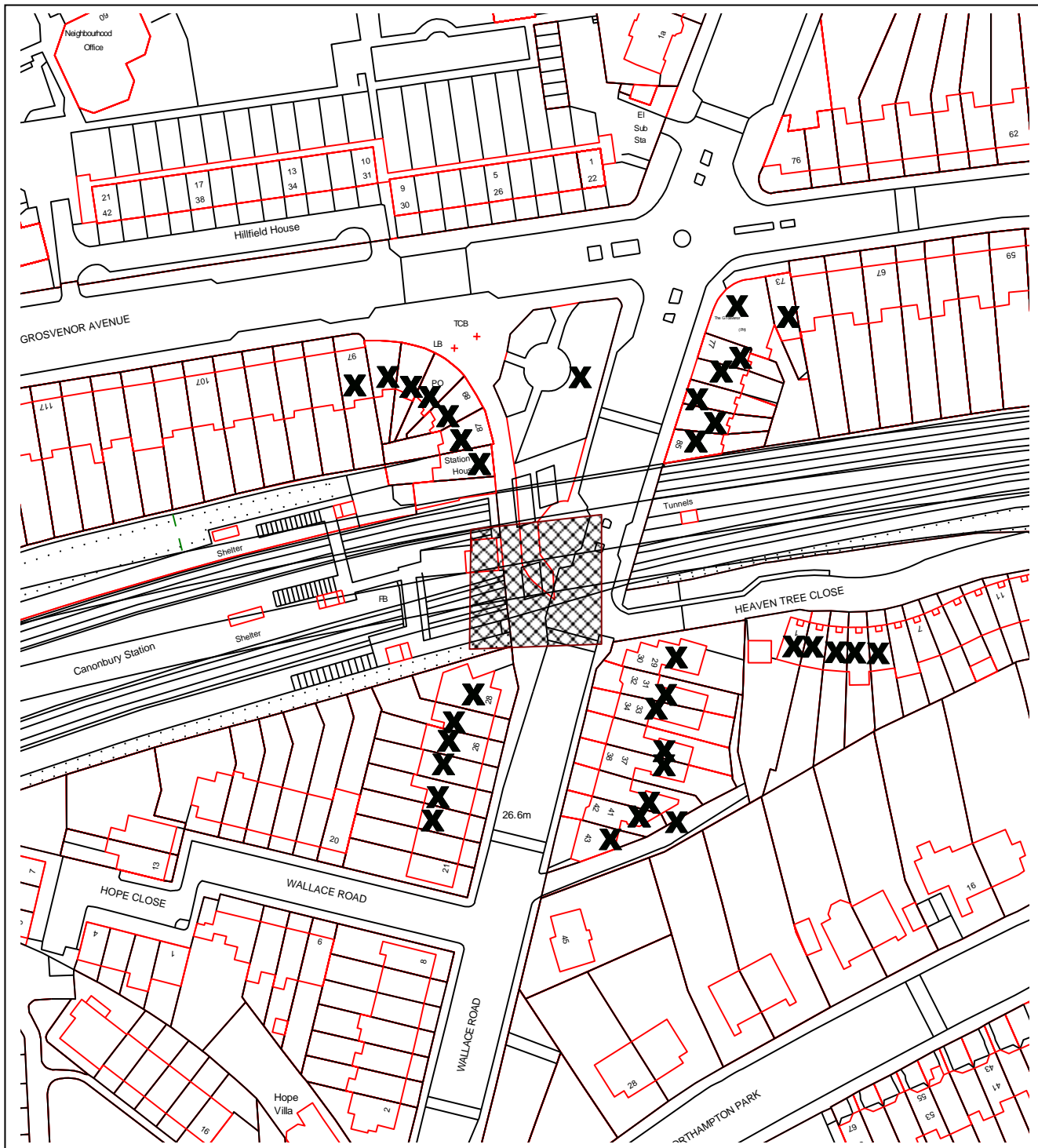
London Plan

Urban Design Guide (2006)

**Conservation Area Design Guidelines
(2002)**

This page is intentionally left blank

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright. P2015/4855/ADV

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2016 | NON-EXEMPT |

| | |
|--------------------------|--|
| Application number | P2015/5132/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | Clerkenwell |
| Listed building | None |
| Conservation area | Rosebery Avenue |
| Development Plan Context | Bunhill and Clerkenwell Core Strategy Key Area Central Activities Zone Major Cycle Route Finsbury Local Plan Policy BC8 Employment Priority Area Mayor's Protected Vista Kenwood viewing gazebo to St Paul's Cathedral Within 100m of Transport for London Road Network Within 100m of Strategic Road Network Road Bunhill and Clerkenwell Finsbury Local Plan Area Exmouth Market Open Space Within 50m of New River Conservation Area |
| Licensing Implications | None |
| Site Address | Pavement area at the junction of Rosebery Avenue and Pine Street, London, EC1 |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement at the junction of Rosebery Avenue and Pine Street |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET



Image 1: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing internally illuminated advertisement display panel (6 sheet) on the pavement at the junction of Rosebery Avenue and Pine Street.
- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will cause harm to the heritage assets and would fail to preserve and enhance the character and appearance of the Rosebery Avenue Conservation Area.
- 4.4 It is recommended that advertisement consent be refused.

5. SITE AND SURROUNDING

- 5.1 The advertisement is proposed on the pavement on the south side of Pine Street, close to the junction with Rosebery Avenue. To the south of the site is Finsbury Health Centre, a Grade I listed building which forms an important part of the existing landscape. The immediate area is characterised by a mix of commercial buildings and residential buildings varying between three and four storeys in height and the street scape remains largely unaltered with advertisements not featuring prominently in this location.
- 5.2 The site is located in the Rosebery Avenue Conservation Area.

6. PROPOSAL (IN DETAIL)

- 6.1 Advertisement consent is sought for the installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement on the south side Pine Street close to the junction with Rosebery Avenue.
- 6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

- 7.1 None

ENFORCEMENT:

- 7.2 None

PRE-APPLICATION ADVICE:

- 7.3 None

8. CONSULTATION

Public Consultation

- 8.1 Letters were sent to 29 occupants of adjoining and nearby properties at Exmouth Market and Rosebery Avenue on the 14/12/15. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 17/12/15. Therefore the public consultation expired on 07/01/16.
- 8.2 At the time of the writing of this report 1 objections had been received from the public with regard to the application.

Internal Consultees

- 8.3 **Design and Conservation Officer:** Objects to the proposal and recommends refusal. The site is in a very prominent and visible location within the Rosebery Avenue Conservation Area. This is a very sensitive historic site, with a Grade I Listed building nearby (Finsbury Health Centre) and various surrounding historic buildings. There is a clear policy against internally illuminated signs within conservation areas. This would add visual clutter and detract from the distinct character and appearance of the conservation area and historic buildings.
- 8.4 **Highways:** No in principle objection to the proposal.

External Consultees

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

- 8.6 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- Rosebery Avenue Conservation Area
 - Bunhill and Clerkenwell Core Strategy Key Area
 - Central Activities Zone
 - Major Cycle Route
 - Finsbury Local Plan Policy BC8 Employment Priority Area
 - Mayor's Protected Vista Kenwood viewing gazebo to St Paul's Cathedral
 - Within 100m of Transport for London Road Network
 - Within 100m of Strategic Road Network Road
 - Bunhill and Clerkenwell Finsbury Local Plan Area
 - Exmouth Market Open Space
 - Within 50m of New River Conservation Area

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area's significance. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is located in a prominent location within the Rosebery Avenue Conservation Area at the junction of Rosebery Avenue, Pine Street and Exmouth Market. There are a large number of locally listed buildings surrounding the site and the proposal is therefore considered to be in a highly sensitive location by reason of its heritage assets.
- 10.4 The Conservation Area Design Guidelines (2002) for the Rosebery Avenue Conservation states (paragraph 34.29) that "internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council's standards." Furthermore, in paragraph 34.30 the guidelines state "advertisements and signs can often detract from the visual amenity of the area...Illuminated box signs detract from the overall appearance of the street and the historical and architectural quality of the buildings."
- 10.5 The proposed advertisement sign will be positioned on the pavement on the south side of Pine Street against the backdrop of four storey buildings, which although not listed form an important part of the character of the conservation area. The proposed sign will measure 2.695 metres in height and will be internally illuminated. The proposed illumination will only exacerbate these points and create a strong contrast between the sign and the heritage assets. It is also noted that there are no advertisement signs in the immediate locality and whilst the sign would be located in close proximity to an existing bus stop it would add visual clutter and would therefore be out of keeping with, and detrimental to, the character and appearance of the Rosebery Avenue Conservation Area.
- 10.6 Given the above, the proposal is considered to be contrary to the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Highways Safety

- 10.7 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.8 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be located on the back edge of the pavement and has been positioned to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council's Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be unacceptable with regards to amenity and would have a detrimental impact on the setting of the nearby heritage assets. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of the Rosebery Avenue Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

Conclusion

- 11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That advertisement consent is refused for the following reason:

| 1 | Reason |
|---|---|
| | <p>The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting of the nearby heritage assets. The proposal would fail to preserve and enhance the character and appearance of the Rosebery Avenue Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002).</p> |

List of Informatives:

| 1 | Positive statement |
|---|--|
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.3 Heritage

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Rosebery Avenue Conservation Area

- Bunhill and Clerkenwell Core Strategy Key Area
- Central Activities Zone
- Major Cycle Route
- Finsbury Local Plan Policy BC8 Employment Priority Area
- Mayor's Protected Vista Kenwood viewing gazebo to St Paul's Cathedral
- Within 100m of Transport for London Road Network
- Within 100m of Strategic Road Network Road
- Bunhill and Clerkenwell Finsbury Local Plan Area
- Exmouth Market Open Space Within 50m of New River Conservation Area

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

The following SPGs and/or SPDs are relevant:

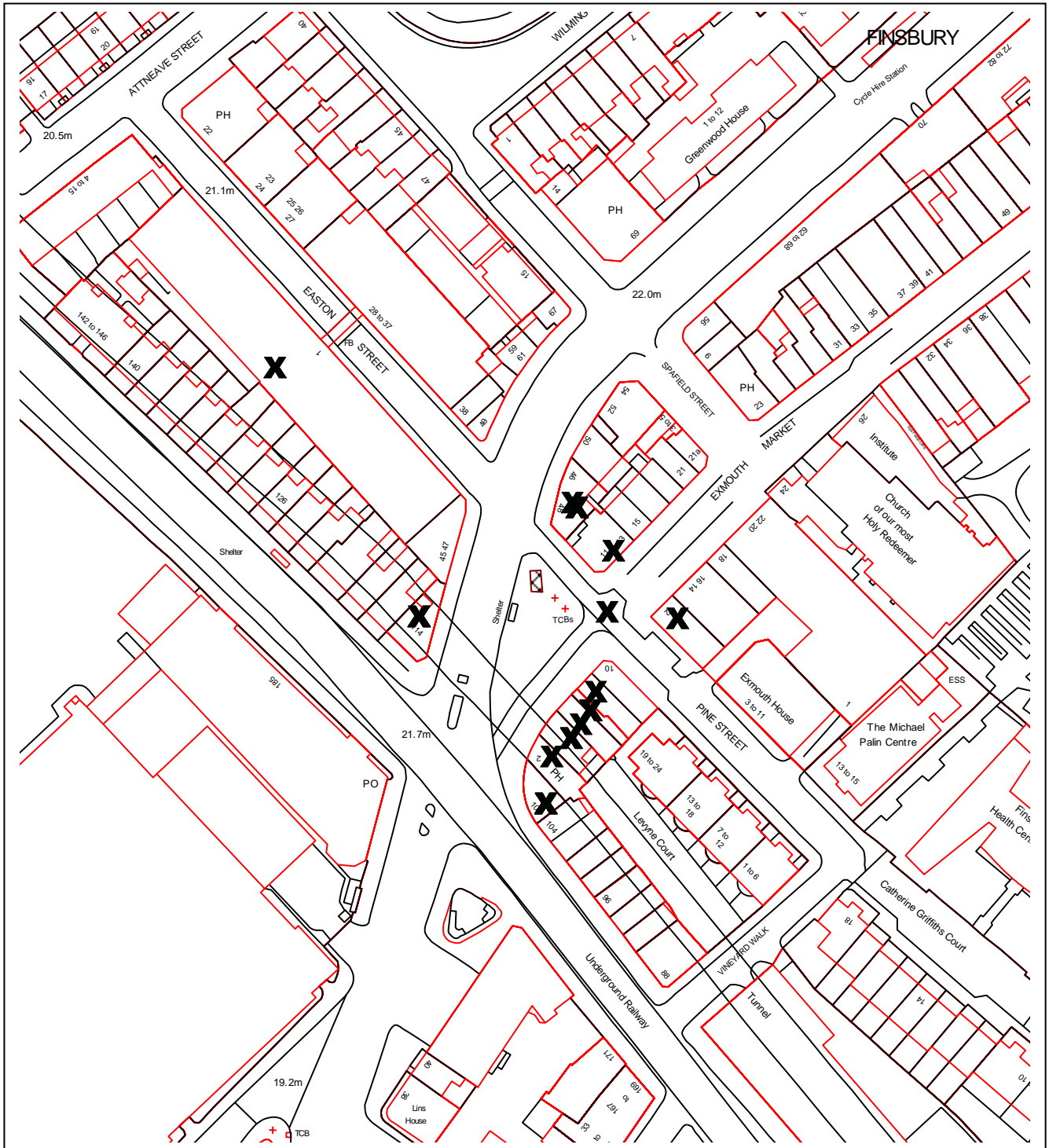
Islington Local Development Plan

London Plan

Urban Design Guide (2006)

Conservation Area Design Guidelines (2002)

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright. P2015/5132/ADV

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2016 | NON-EXEMPT |

| | |
|--------------------------|---|
| Application number | P2015/5099/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | Junction |
| Listed building | Not Listed |
| Conservation area | N/A |
| Development Plan Context | Archway Core Strategy Key Area Within 100m of Strategic Road Network Road Within 50m of St John's Grove Conservation Area |
| Licensing Implications | None |
| Site Address | Pavement at corner of Junction Road and Bredgar Road, London, N19 |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) at pavement at the corner of Junction Road and Bredgar Road |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **GRANT** advertisement consent - subject to the conditions set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign



Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

4.1 Advertisement consent is sought for the installation of a free standing self-illuminated advertisement display panel (6 sheet) on the pavement area at the corner of Junction Road and Bredgar Road.

4.2 The application is brought to committee because it is a Council-own development.

4.3 The proposed advertisement display panel will neither harm the character or appearance of the adjacent buildings nor the wider street scene, nor will it materially affect the amenity of adjacent residents or have a detrimental impact on pedestrian and highways safety.

4.4 It is recommended that advertisement consent be granted subject to conditions.

5. SITE AND SURROUNDING

5.1 The proposed advert is to be sited on the pavement against a front boundary wall which separates Ash Court with Junction Road and is situated close to the junction with Bredgar Road. The immediate area is characterised by three storey residential properties and, retail buildings with residential and commercial units on the upper floors.

5.2 The building adjacent to the site is not listed however the site is not located in a conservation area. The surrounding area is of mixed character.

6. PROPOSAL (IN DETAIL)

6.1 Advertisement consent is sought for the installation of a freestanding self-illuminated advertisement display panel (6 sheet) on the pavement area at the corner of Junction Road and Bredgar Road.

6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

Revisions:

6.3 The plans have been amended to move the sign 9 metres south of its original position, closer to the brick wall outside Ash Court and away from the pedestrian crossing. A full neighbour reconsultation was carried out on the amended plans.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

7.1 None

ENFORCEMENT:

7.2 None

PRE-APPLICATION ADVICE:

7.3 None

8. CONSULTATION

Public Consultation

- 8.1 Letters were sent to 37 occupants of adjoining and nearby properties at Junction Road and Bredgar Road on the 15/12/15. A site notice was placed outside the site on 17/12/15. Therefore the public consultation expired on 07/01/16. Neighbours were re-consulted on amended plans on 22/12/15. The consultation period therefore expired on 07/01/16.
- 8.2 At the time of the writing of this report two (2) objections had been received from the public with regard to the application. The issues raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets):
- Hoardings should only be for a specified period only (**paragraph 8.3**)
 - There should be an ethical advertising policy applied to these hoardings (**paragraph 8.3**)
 - Other adverts have been refused around the N19 area (**paragraph 10.6**)
 - Proposal will detract from the character of the area (**paragraphs 10.4-10.5**)
 - Impact on pedestrian and vehicular safety (**paragraph 10.9**)
- 8.3 It is proposed that the advertisements will be installed for 10 years, after this time the advertisements will be reconsidered. Whilst the contents of the signs is not something that can be controlled under advertisement legislation, it will be written into the contracts that only appropriate advertising is displayed on this sign.

Internal Consultees

- 8.4 **Design and Conservation Officer:** Objects to the proposal. It would be unduly prominent and add clutter to a pleasant, uncluttered area.
- 8.5 **Highways:** No objection.

External Consultees

- 8.6 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.
- 8.7 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- Archway Core Strategy Key Area
 - Within 100m of Strategic Road Network Road
 - Within 50m of St John's Grove Conservation Area

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

- 10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is not located in a conservation area. Whilst the buildings surrounding the application site itself are of varying design, it is important to ensure that any new signage would not have a detrimental impact on amenity.
- 10.4 The proposed advertisement sign will be positioned on the pavement immediately adjacent to an existing wall which separates Ash Court from Junction Road. It was

originally proposed that the sign would be located on the front edge of the pavement adjacent to the pedestrian crossing and closer to the junction with Bredgar Road however, following discussions with planning officers the plans were amended to move the sign closer to the boundary wall with Ash Court in order to allow for the free flow of pedestrian traffic and improve its siting within the existing street scene. As amended, the sign will be seen against the backdrop of the existing boundary wall with Ash Court and in close proximity to the public phone box.

- 10.5 The proposed sign will measure 2.695 metres in height and 1.37 metres in width and will be set on the back edge of the existing pavement. It is considered that when viewed against the back drop of the existing boundary wall the proposed advertisement sign will not create an overly dominant feature that would have a detrimental impact on amenity. Immediately adjacent to the site is a public telephone box. It is therefore considered that the proposal will not result in unnecessary and additional clutter to the detriment of the existing landscape. Furthermore, as the sign is not located immediately adjacent to any neighbouring residential windows, it is not considered that the signs, by reason of their illumination, would have a detrimental impact on residential amenity.
- 10.6 It should also be noted that each application is considered on its own merits and if Members are minded to approve this application, it would not set a precedent for allowing other advertisements in this location. Whilst other advertisement applications may have been considered unacceptable in the N19 area, given the size and siting of this proposal, in this instance (and as amended), it is considered acceptable.
- 10.7 Given the above, the proposal is considered to be consistent with the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1 and DM2.6.

Highways Safety

- 10.8 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.9 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be set on the back edge of the pavement adjacent to an existing boundary wall to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council's Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

- 11.1 The proposed advertisement display panel is considered to be acceptable with regards to amenity and highways safety.
- 11.2 In accordance with the above assessment, it is considered that the proposed development is consistent with the policies of the London Plan, the Islington Core Strategy, the Islington Development Plan and associated Supplementary Planning Documents and should be approved accordingly.

Conclusion

- 11.3 It is recommended that advertisement consent be granted subject to conditions as set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

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

List of Conditions

| | |
|----------|---|
| 1 | <p>Standard advertisement conditions</p> <p>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.</p> <p>Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.</p> <p>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.</p> <p>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.</p> <p>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).</p> |
| 2 | <p>Luminance</p> <p>CONDITION: The advertisement display(s) shall be statically illuminated and the illumination shall not exceed a maximum steady brightness of 300 candelas per square metre during the hours of darkness consistent with the guidance set out in the Institute of Lighting Professionals (ILP) publication: “The Brightness of Illuminated Advertisements” (PLG05, January 2015).</p> <p>The advertisement displays shall be carried out strictly in accordance with the details so approved and shall be maintained as such thereafter.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |
| 3 | <p>Display time</p> <p>CONDITION: The minimum display time for each advertisement shall be 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features/equipment which would allow interactive messages/advertisements to be displayed.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |
| 4 | <p>Special effects</p> <p>CONDITION: There shall be no special effects (including noise, smell, smoke, animation, exposed cold cathode tubing, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |

| | |
|----------|---|
| 5 | Display functions |
| | CONDITION: The interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change, there shall be no visual effects (including fading, swiping or other animated transition methods) between successive displays and the display will include a mechanism to freeze the image in the event of a malfunction. |
| 6 | Installation and maintenance |
| | CONDITION: The footway and carriageway on the TLRN and SRN must not be blocked during the installation and maintenance of the advertising panel. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians, or obstruct the flow of traffic. REASON: In the interests of highway safety. |

List of Informatives:

| | |
|----------|--|
| 1 | Positive statement |
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Archway Core Strategy Key Area
- Within 100m of Strategic Road Network Road

- Within 50m of St John's Grove Conservation Area

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

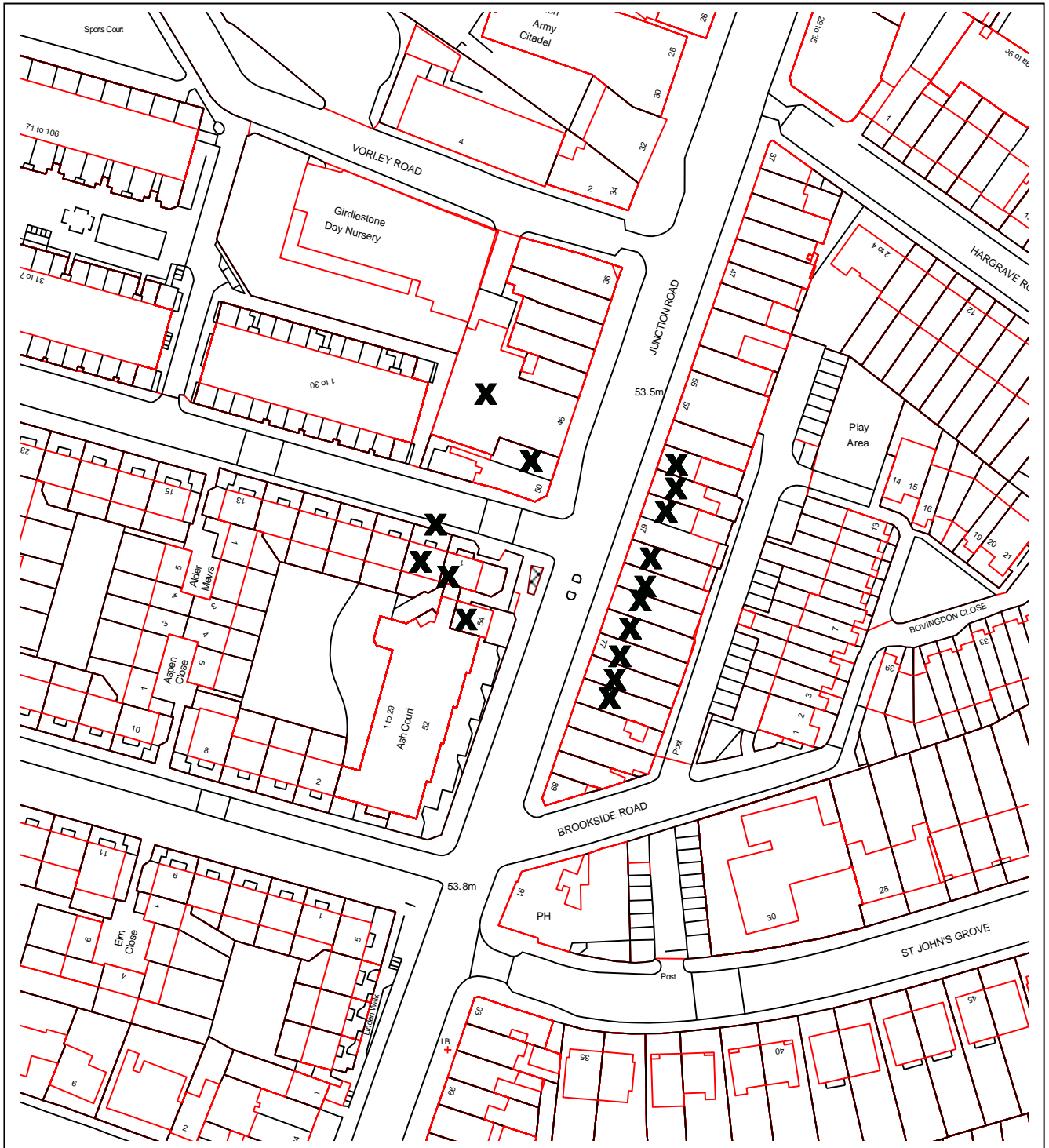
The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

London Plan

Urban Design Guide (2006)

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright. P2015/5099

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2015 | NON-EXEMPT |

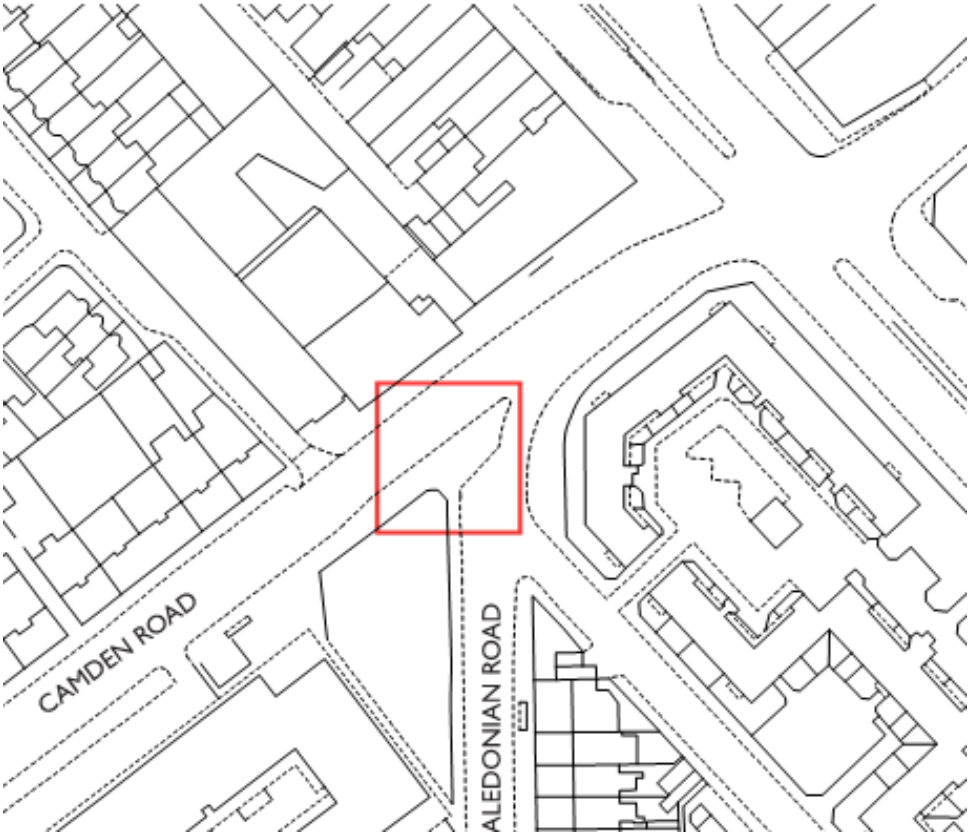
| | |
|--------------------------|--|
| Application number | P2015/5101/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | Holloway |
| Listed building | Not Listed |
| Conservation area | N/A |
| Development Plan Context | Nags Head and Upper Holloway Road Core Strategy Key Area Major Cycle Route Within 100m of Transport for London Road Network Road Within 100m of a Strategic Road Network Road Within 50m of Hillmarton Conservation Area |
| Licensing Implications | None |
| Site Address | Pavement at the junction of Camden Road and Caledonian Road, London, N7 |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement at the junction of Camden Road and Caledonian Road |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **GRANT** advertisement consent - subject to the conditions set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign



Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing self-illuminated advertisement display panel (6 sheet) on the pavement at the junction of Camden Road and Caledonian Road.
- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will neither harm the character or appearance of the adjacent buildings nor the wider street scene, nor will it materially affect the amenity of adjacent residents or have a detrimental impact on pedestrian and highways safety.

4.4 It is recommended that advertisement consent be granted subject to conditions.

5. SITE AND SURROUNDING

5.1 The proposed advert is to be sited on the triangular shaped pavement located at the junction of Caledonian Road and Camden Road. The immediate area is characterised by residential and commercial properties. To the rear of the site is the four storey Islington and City College building

5.2 The building adjacent to the site is not listed however the site is not located in a conservation area. The surrounding area is of mixed character.

6. PROPOSAL (IN DETAIL)

6.1 Advertisement consent is sought for the installation of a freestanding self-illuminated advertisement display panel (6 sheet) on the pavement at the junction of Camden Road and Caledonian Road.

6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

7.1 None

ENFORCEMENT:

7.2 None

PRE-APPLICATION ADVICE:

7.3 None

8. CONSULTATION

Public Consultation

8.1 Letters were sent to 98 occupants of adjoining and nearby properties at Holloway Road, Camden Road and Caledonian Road on the 15/12/15. A site notice was placed outside the site on 17/12/15. Therefore the public consultation expired on 07/01/16.

8.2 At the time of the writing of this report no objections had been received from the public with regard to the application.

Internal Consultees

- 8.3 **Design and Conservation Officer:** Objects to the proposal. It would be an unfortunate addition to the street scene. It is not within a conservation area but it is situated between parts of it. It would add visual clutter and affect views into the conservation area and the site is unduly prominent.
- 8.5 **Highways:** No objection.

External Consultees

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.
- 8.6 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- Nags Head and Upper Holloway Road Core Strategy Key Area
 - Major Cycle Route
 - Within 100m of Transport for London Road Network Road
 - Within 100m of a Strategic Road Network Road
 - Within 50m of Hillmarton Conservation Area

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is not located in a conservation area, although it is located in close proximity to the Hillmarton Conservation Area. Whilst the buildings surrounding the application site itself are of varying design, it is important to ensure that any new signage would not have a detrimental impact on amenity.
- 10.4 The proposed advertisement sign will be positioned on a triangular shaped pavement located at the junction of Camden Road and Caledonian Road. Whilst the sign will be located on the pavement, it will be seen against the backdrop of the existing street furniture and traffic lights as well as the four storey City and Islington College.
- 10.5 The proposed sign will measure 2.695 metres in height and 1.37 metres in width and will be set on the existing pavement. It is considered that when viewed against the back drop of the large property to the rear the proposed advertisement sign will not create an overly dominant feature that would have a detrimental impact on amenity. Immediately adjacent to the site is existing street signage. It is therefore considered that the proposal will not result in unnecessary and additional clutter to the detriment of the existing landscape. Furthermore, as the sign is not located immediately adjacent to any neighbouring residential windows, it is not considered that the signs, by reason of their illumination, would have a detrimental impact on residential amenity.
- 10.6 Given the above, the proposal is considered to be consistent with the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1 and DM2.6.

Highways Safety

- 10.8 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of

illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.

- 10.9 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be set on the grass immediately adjacent to the pavement to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council's Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination, and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be acceptable with regards to amenity and highways safety.
- 11.2 In accordance with the above assessment, it is considered that the proposed development is consistent with the policies of the London Plan, the Islington Core Strategy, the Islington Development Plan and associated Supplementary Planning Documents and should be approved accordingly.

Conclusion

- 11.3 It is recommended that advertisement consent be granted subject to conditions as set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

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

List of Conditions

| | |
|----------|---|
| 1 | Standard advertisement conditions <p>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.</p> <p>Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.</p> <p>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.</p> <p>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.</p> <p>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).</p> |
| 2 | Luminance <p>CONDITION: The advertisement display(s) shall be statically illuminated and the illumination shall not exceed a maximum steady brightness of 300 candelas per square metre during the hours of darkness consistent with the guidance set out in the Institute of Lighting Professionals (ILP) publication: “The Brightness of Illuminated Advertisements” (PLG05, January 2015).</p> <p>The advertisement displays shall be carried out strictly in accordance with the details so approved and shall be maintained as such thereafter.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |
| 3 | Display time <p>CONDITION: The minimum display time for each advertisement shall be 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features/equipment which would allow interactive messages/advertisements to be displayed.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |
| 4 | Special effects <p>CONDITION: There shall be no special effects (including noise, smell, smoke, animation, exposed cold cathode tubing, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |

| | |
|----------|---|
| 5 | Display functions |
| | CONDITION: The interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change, there shall be no visual effects (including fading, swiping or other animated transition methods) between successive displays and the display will include a mechanism to freeze the image in the event of a malfunction. |
| 6 | Installation and maintenance |
| | CONDITION: The footway and carriageway on the TLRN and SRN must not be blocked during the installation and maintenance of the advertising panel. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians, or obstruct the flow of traffic. REASON: In the interests of highway safety. |

List of Informatives:

| | |
|----------|--|
| 1 | Positive statement |
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Nags Head and Upper Holloway Road Core Strategy Key Area
- Major Cycle Route

- Within 100m of Transport for London Road Network Road
- Within 100m of a Strategic Road Network Road
- Within 50m of Hillmarton Conservation Area

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

The following SPGs and/or SPDs are relevant:

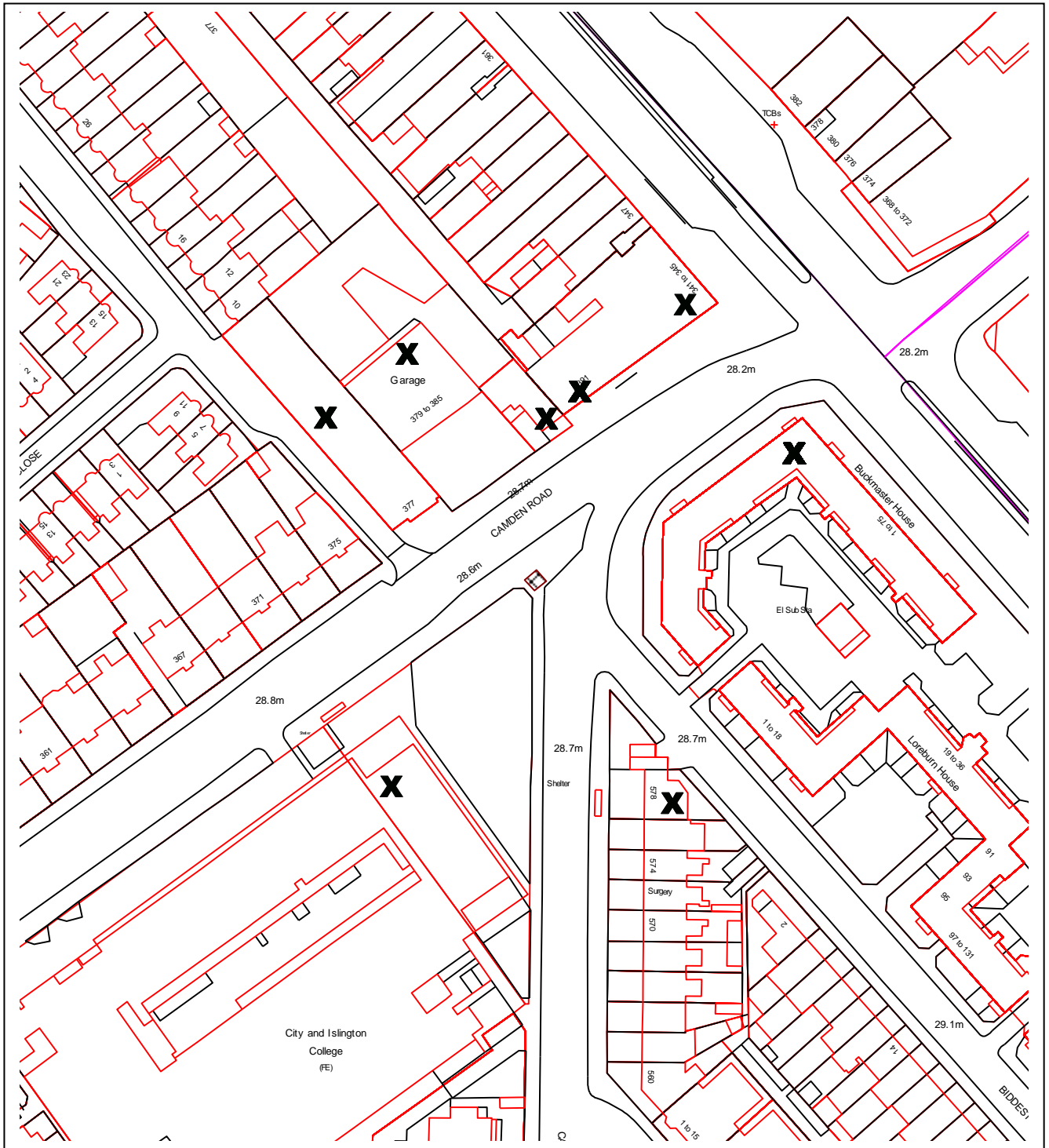
Islington Local Development Plan

London Plan

Urban Design Guide (2006)

This page is intentionally left blank

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.
P2015/5101/ADV

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2015 | NON-EXEMPT |

| | |
|--------------------------|---|
| Application number | P2015/5100/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | Caledonian |
| Listed building | Not Listed |
| Conservation area | N/A |
| Development Plan Context | King's Cross and Pentonville Road Core Strategy Key Area Local Cycle Route Local view from Archway Road Within 100m of a Strategic Road Network Road |
| Licensing Implications | None |
| Site Address | Pavement at the junction of Frederica Street and Caledonian Road, London, N7 |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement at the junction of Frederica Street and Caledonian Road |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **GRANT** advertisement consent - subject to the conditions set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign



Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing self-illuminated advertisement display panel (6 sheet) on the pavement at the junction of Frederica Street and Caledonian Road.
- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will neither harm the character or appearance of the adjacent buildings nor the wider street scene, nor will it materially affect the amenity of adjacent residents or have a detrimental impact on pedestrian and highways safety.
- 4.4 It is recommended that advertisement consent be granted subject to conditions.

5. SITE AND SURROUNDING

- 5.1 The proposed advert is to be sited on the pavement at the junction of Frederica Street and Caledonian Road. The immediate area is characterised by a mix of retail and residential buildings ranging from three to four storeys in height. The site is also located opposite HM Holloway Prison.
- 5.2 The building adjacent to the site is not listed however the site is not located in a conservation area. The surrounding area is mixed in character.

6. PROPOSAL (IN DETAIL)

- 6.1 Advertisement consent is sought for the installation of a freestanding self-illuminated advertisement display panel (6 sheet) on the pavement at the corner of Frederica Street and Caledonian Road.
- 6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

- 7.1 None

ENFORCEMENT:

- 7.2 None

PRE-APPLICATION ADVICE:

- 7.3 None

8. CONSULTATION

Public Consultation

- 8.1 Letters were sent to 41 occupants of adjoining and nearby properties at Sutterton Street and Sutterton Street on the 17/12/15. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 24/12/15. Therefore the public consultation expired on 14/01/16.
- 8.2 At the time of the writing of this report no objections had been received from the public with regard to the application.

Internal Consultees

- 8.4 **Design and Conservation Officer:** Objects to the proposal. Whilst the site is not located in a conservation area it is located in a prominent location on Caledonian Road which is fairly uncluttered. It would detract from the character and appearance of the area and would add visual clutter to the street scene.
- 8.5 **Highways:** No objection.
- 8.6 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

External Consultees

- 8.6 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:

- King's Cross and Pentonville Road Core Strategy Key Area
- Local Cycle Route
- Local view from Archway Road
- Within 100m of a Strategic Road Network Road

Supplementary Planning Guidance (SPG) / Document (SPD)

9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is not located in a conservation area, however careful regard should be given to its impact on the character and appearance of the locality. Whilst the buildings surrounding the application site itself are of varying design, it is important to ensure that any new signage would not have a detrimental impact on amenity.
- 10.4 The proposed advertisement sign will be positioned on the pavement against the back drop of an existing wall with fence on top and behind a large tree. Whilst the sign will be located on the pavement, it will also be seen against the backdrop of a three storey building and will be located adjacent to existing street signage.
- 10.5 The proposed sign will measure 2.695 metres in height and 1.37 metres in width and will be set on the existing pavement. It is considered that when viewed against the back drop of the existing brick wall and large property to the rear the proposed advertisement sign will not create an overly dominant feature that would have a detrimental impact on amenity. Immediately adjacent to the site is existing street signage. It is therefore considered that the proposal will not result in unnecessary and additional clutter to the detriment of the existing landscape. Furthermore, as the sign is not located immediately adjacent to any neighbouring residential windows, it is not considered that the signs, by reason of their illumination, would have a detrimental impact on residential amenity. The proposed advert is set against a wall of a residential garden but is at a lower height and is not considered to give rise to any material adverse impacts in terms of light pollution or poor outlook to the adjoining resident in this case.

- 10.6 Given the above, the proposal is considered to be consistent with the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1 and DM2.6.

Highways Safety

- 10.8 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.9 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be set immediately adjacent to the pavement to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council's Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be acceptable with regards to amenity and highways safety.
- 11.2 In accordance with the above assessment, it is considered that the proposed development is consistent with the policies of the London Plan, the Islington Core Strategy, the Islington Development Plan and associated Supplementary Planning Documents and should be approved accordingly.

Conclusion

- 11.3 It is recommended that advertisement consent be granted subject to conditions as set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

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

List of Conditions

| | |
|----------|---|
| 1 | <p>Standard advertisement conditions</p> <p>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.</p> <p>Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.</p> <p>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.</p> <p>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.</p> <p>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).</p> |
| 2 | <p>Luminance</p> <p>CONDITION: The advertisement display(s) shall be statically illuminated and the illumination shall not exceed a maximum steady brightness of 300 candelas per square metre during the hours of darkness consistent with the guidance set out in the Institute of Lighting Professionals (ILP) publication: “The Brightness of Illuminated Advertisements” (PLG05, January 2015).</p> <p>The advertisement displays shall be carried out strictly in accordance with the details so approved and shall be maintained as such thereafter.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |
| 3 | <p>Display time</p> <p>CONDITION: The minimum display time for each advertisement shall be 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features/equipment which would allow interactive messages/advertisements to be displayed.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |
| 4 | <p>Special effects</p> <p>CONDITION: There shall be no special effects (including noise, smell, smoke, animation, exposed cold cathode tubing, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed.</p> <p>REASON: In the interests of visual amenity and highway safety.</p> |

| | |
|----------|---|
| 5 | Display functions |
| | CONDITION: The interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change, there shall be no visual effects (including fading, swiping or other animated transition methods) between successive displays and the display will include a mechanism to freeze the image in the event of a malfunction. |
| 6 | Installation and maintenance |
| | CONDITION: The footway and carriageway on the TLRN and SRN must not be blocked during the installation and maintenance of the advertising panel. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians, or obstruct the flow of traffic. REASON: In the interests of highway safety. |

List of Informatives:

| | |
|----------|--|
| 1 | Positive statement |
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- King's Cross and Pentonville Road Core Strategy Key Area
- Local Cycle Route

- Local view from Archway Road
- Within 100m of a Strategic Road Network Road

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

The following SPGs and/or SPDs are relevant:

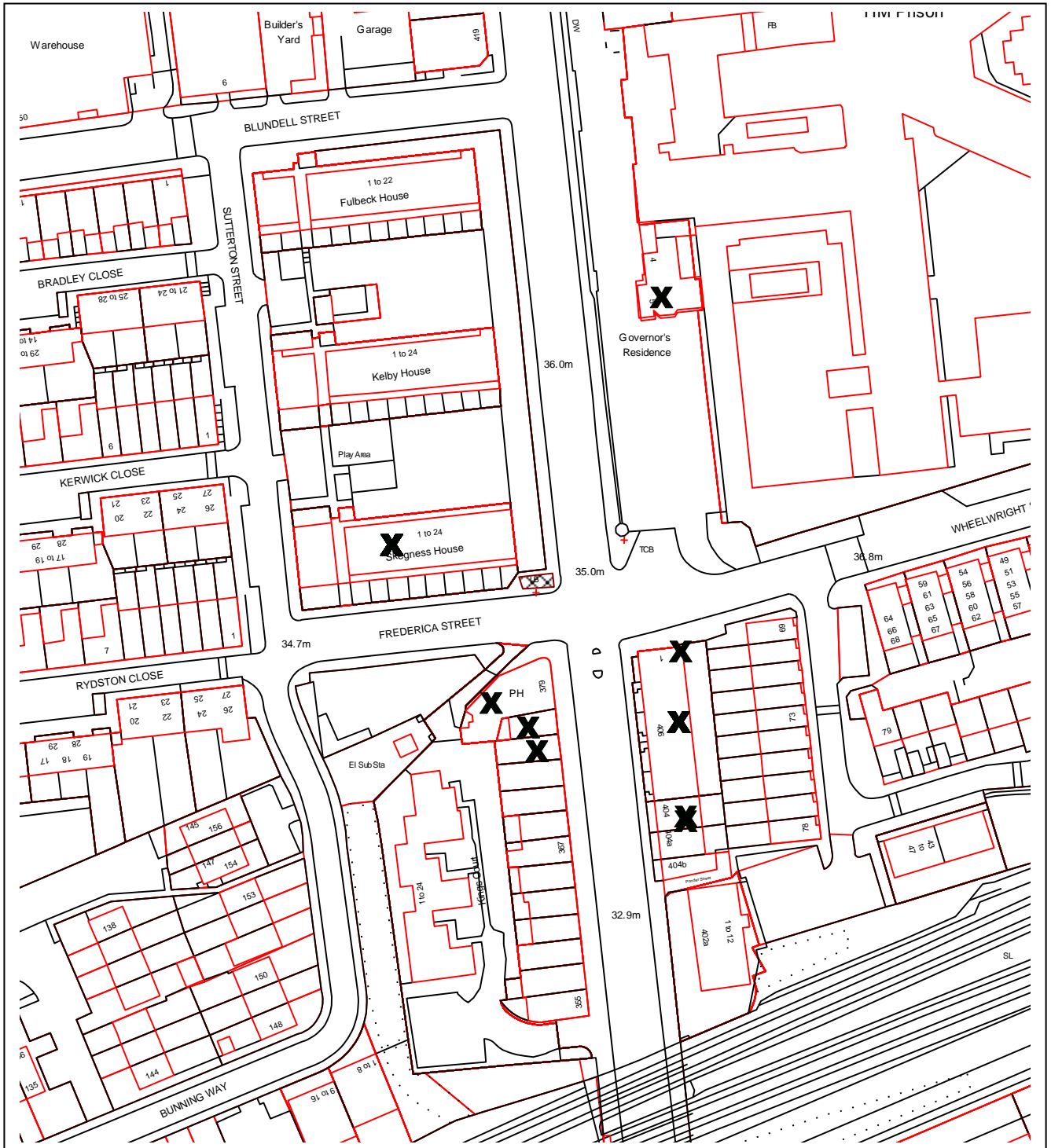
Islington Local Development Plan

London Plan

Urban Design Guide (2006)

This page is intentionally left blank

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.
P2015/5100/ADV

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2016 | NON-EXEMPT |

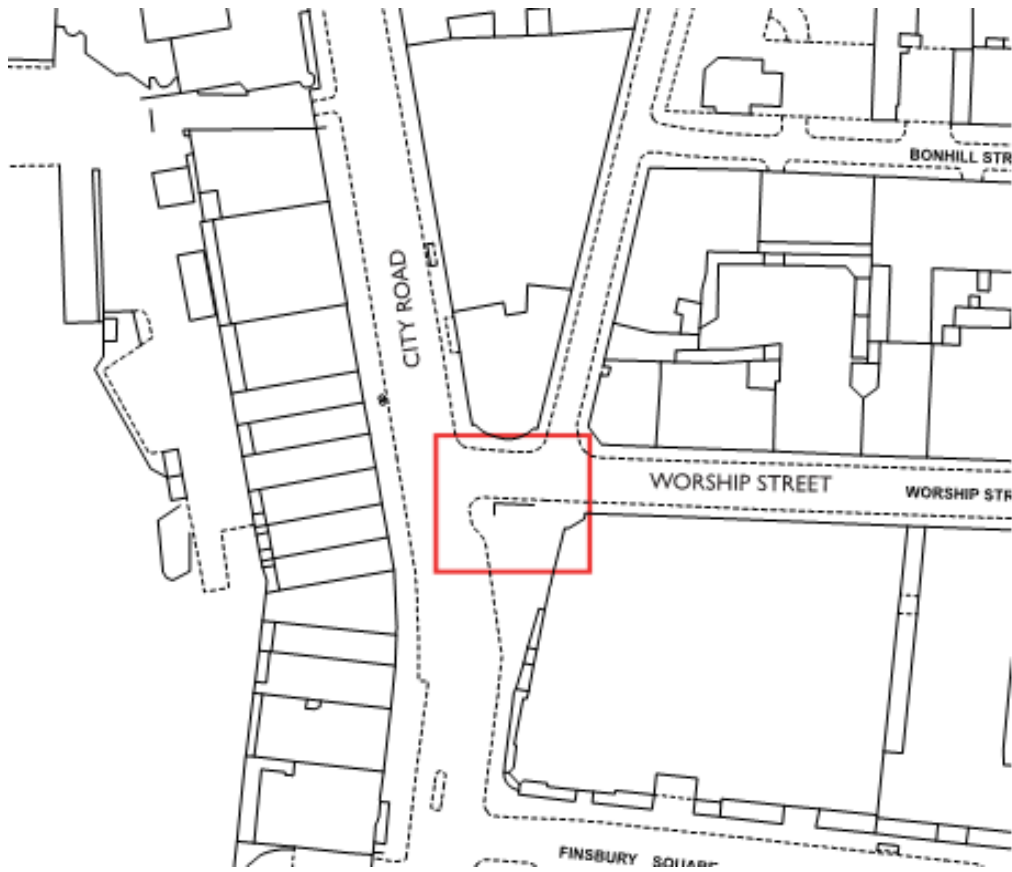
| | |
|--------------------------|--|
| Application number | P2015/4869/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | Bunhill |
| Listed building | N/A |
| Conservation area | Bunhill Fields and Finsbury Square |
| Development Plan Context | Bunhill and Clerkenwell Core Strategy Key Area Moorfields Archaeological Priority Area Central Activities Zone City Fringe Opportunity Area Local Cycle Route Major Cycle Route Finsbury Local Plan Policy BC8 – Employment Priority Area Bunhill & Clerkenwell Finsbury Local Plan Area Within 100m of Strategic Road Network |
| Licensing Implications | None |
| Site Address | Pavement on the junction of City Road and Worship Street, London, EC2 |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement at the junction of City Road and Worship Street |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign



Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing internally illuminated advertisement display panel (6 sheet) on the pavement at the junction of City Road and Finsbury Square.
- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will cause harm to the setting of the adjacent historic buildings, would fail to preserve and enhance the character and

appearance of the Bunhill Fields and Finsbury Square Conservation Area and would cause unnecessary street clutter.

4.4 It is recommended that advertisement consent be refused.

5. SITE AND SURROUNDING

5.1 The application site relates to the pavement on the east side of City Road close to the junction with Worship Street and forms part of the entrance to Finsbury Square. Immediately opposite the site is a six storey Grade II Listed building which stands prominently at the junction of City Road, Worship Street and Tabernacle Street. The immediate area is characterised by a mix of commercial buildings varying between four and eight storeys in height.

5.2 The site is located in the Bunhill Fields and Finsbury Square Conservation Area.

6. PROPOSAL (IN DETAIL)

6.1 Advertisement consent is sought for the installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement at the junction of City Road and Worship Street.

6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

7.1 None

ENFORCEMENT:

7.2 None

PRE-APPLICATION ADVICE:

7.3 None

8. CONSULTATION

Public Consultation

8.1 Letters were sent to 56 occupants of adjoining and nearby properties at City Road, Tabernacle Street and Worship Street on the 08/12/15. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 10/12/15. Therefore the public consultation expired on 31/12/15.

8.2 At the time of the writing of this report no responses had been received from the public with regard to the application.

Internal Consultees

- 8.3 **Design and Conservation Officer:** Objects to the proposal. It is in a prominent location with the Bunhill Fields/Finsbury Square Conservation Area. It is also on the setting of the local landmark and the locally listed Triton Court and to the entrance to Finsbury Square, on the most significant parts of the conservation area. This is a very sensitive location with several Grade 1, Grade II* and Grade II, locally listed and historic buildings nearby. Internally illuminated signs detract from the distinctive character and appearance of the conservation area and the significance of the historic buildings/environment.
- 8.4 **Highways:** No objection to the proposal.

External Consultees

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.
- 8.6 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- Bunhill Fields and Finsbury Square Conservation Area
 - Bunhill and Clerkenwell Core Strategy Key Area
 - Moorfields Archaeological Priority Area
 - Central Activities Zone
 - City Fringe Opportunity Area

- Local Cycle Route
- Major Cycle Route
- Finsbury Local Plan Policy BC8 – Employment Priority Area
- Bunhill & Clerkenwell Finsbury Local Plan Area
- Within 100m of Strategic Road Network

Supplementary Planning Guidance (SPG) / Document (SPD)

9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area's significance. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is located opposite a Grade II listed building which has great stature within the Conservation Area. The proposed advert will also be located on a wide expanse of pavement at the junction of City Road and Worship Street which is largely uncluttered.
- 10.4 The Conservation Area Design Guidelines (2002) for the Bunhill Fields and Finsbury Square Conservation states (paragraph 22.27) that "internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council's standards."
- 10.5 The proposed advertisement sign will be positioned on the on the east side of City Road against the backdrop of the existing buildings which range from four to eight storeys in height. Whilst many of these buildings are not statutorily listed, they form important heritage assets within the conservation area. The proposed sign will measure 2.695 metres in height and will be internally illuminated. It is considered that when viewed against the back drop of the surrounding historic buildings, the proposed sign by reason of its size and siting will appear unduly dominant and out of character within the conservation area. Furthermore, the proposed illumination will only exacerbate these points and create a strong contrast between the sign and the

heritage assets. It is also noted that the pavement along this section of Finsbury Square is uncluttered and is characterised by the natural landscape. The proposal would therefore add unnecessary street clutter to the detriment of the conservation area.

- 10.6 Given the above, the proposal is considered to be contrary to the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Highways Safety

- 10.7 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.8 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be located on the back edge of the pavement and has been positioned to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council's Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be unacceptable in amenity terms and would have a detrimental impact on the setting of the conservation area. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of the Bunhill Fields and Finsbury Square Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

Conclusion

- 11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That advertisement consent is refused for the following reason:

| 1 | Reason |
|---|---|
| | <p>The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting of the heritage assets. The proposal would fail to preserve and enhance the character and appearance of the Bunhill Fields and Finsbury Square Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002).</p> |

List of Informatives:

| 1 | Positive statement |
|---|--|
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.3 Heritage

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Bunhill Fields and Finsbury Square

- Conservation Area
- Bunhill and Clerkenwell Core Strategy Key Area
- Moorfields Archaeological Priority Area
- Central Activities Zone
- City Fringe Opportunity Area
- Local Cycle Route
- Major Cycle Route
- Finsbury Local Plan Policy BC8 – Employment Priority Area
- Bunhill & Clerkenwell Finsbyrt Local Plan Area
- Finsbury Square Open Space
- Within 100m of Strategic Road Network

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

The following SPGs and/or SPDs are relevant:

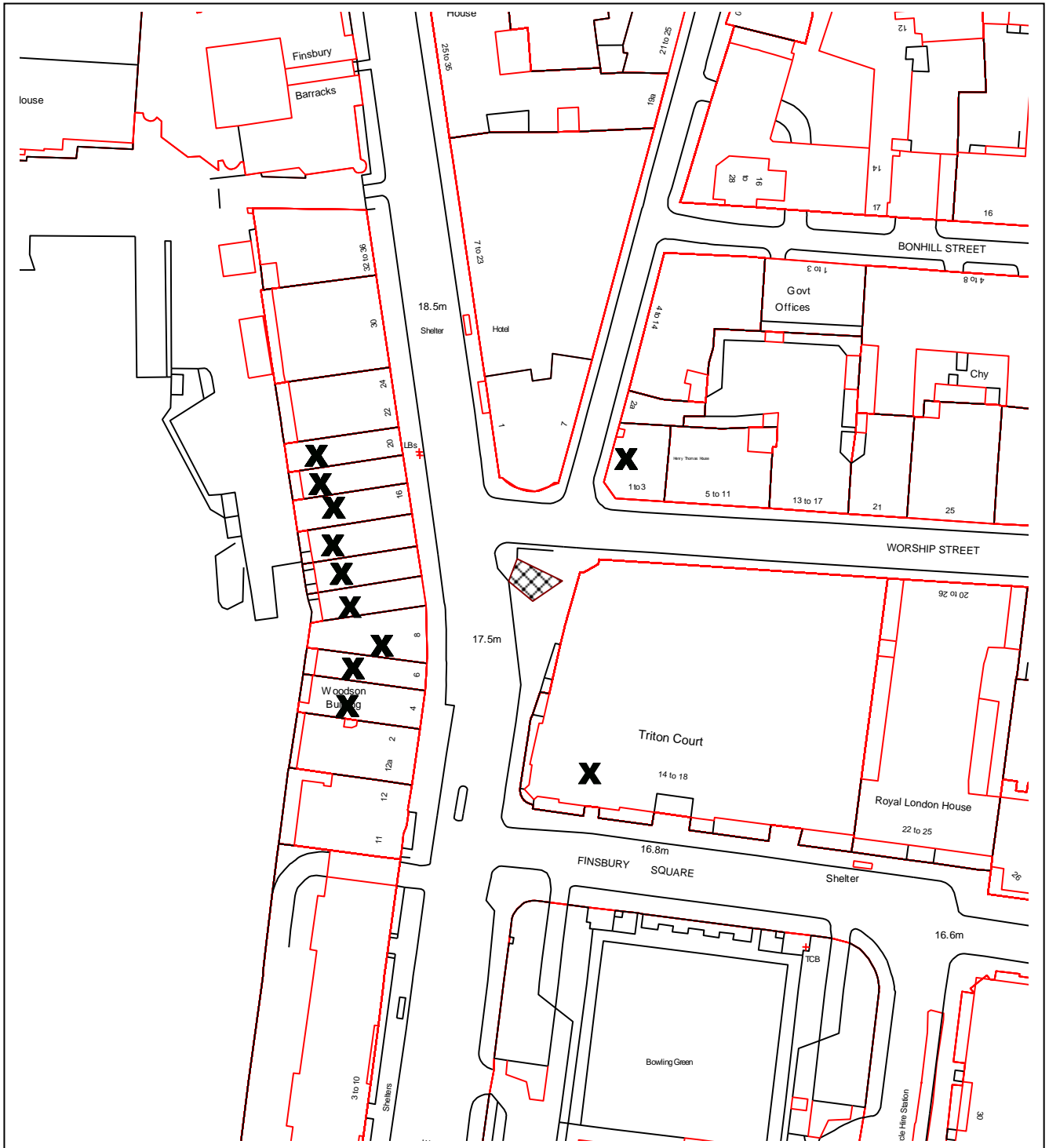
Islington Local Development Plan

London Plan

Urban Design Guide (2006)

**Conservation Area Design Guidelines
(2002)**

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.
P2015/4869/ADV

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2016 | NON-EXEMPT |

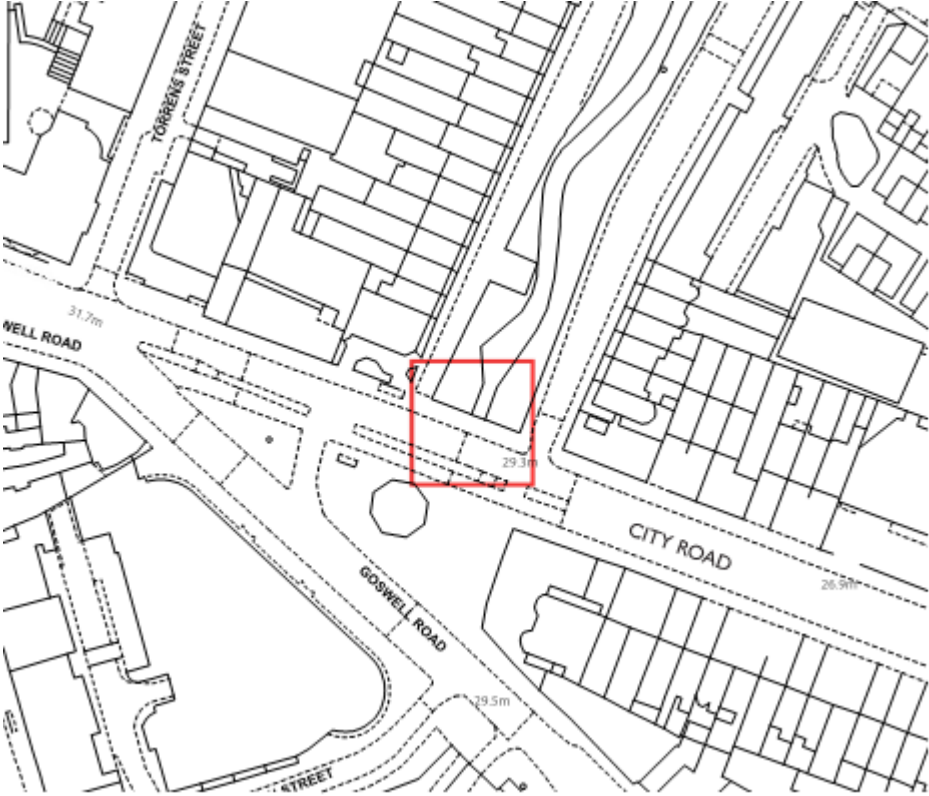
| | |
|--------------------------|--|
| Application number | P2015/4868/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | St. Peters |
| Listed building | None |
| Conservation area | Duncan Terrace/Colebrooke Row |
| Development Plan Context | Angel and Upper Street Core Strategy Key Area Article 4.2 Area Central Activities Zone Major Cycle Route Mayor's Protected Vista Alexandra Palace viewing terrace to St Paul's Cathedral Within 100m of Transport for London Road Network Crossrail 2 Rail Safeguarding Area |
| Licensing Implications | None |
| Site Address | Pavement on the north side of City Road (outside Duncan Terrace Gardens), London, EC1 |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement outside Duncan Terrace Gardens |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign



Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing internally illuminated advertisement display panel (6 sheet) on the pavement outside Duncan Terrace Gardens at the junction with City Road.
- 4.2 The application is brought to committee because it is a Council-own development.

4.3 The proposed advertisement display panel will cause harm to the heritage assets and would fail to preserve and enhance the character and appearance of the Duncan Terrace/Colebrooke Row Conservation Area.

4.4 It is recommended that advertisement consent be refused.

5. SITE AND SURROUNDING

5.1 The advertisement is proposed on the pavement on the north side of City Road outside Duncan Terrace Gardens. To the north of the site are the terraces of Grade II listed buildings fronting Duncan Terrace and Colebrooke Row as well as Duncan Terrace Gardens, the landscaped garden area which separates the two roads and provides uninterrupted views. To the south of the site is City Road with its wealth of commercial and residential buildings. The immediate area is characterised by a mix of uses with buildings varying between three and six storeys in height and the street scape remains largely unaltered with advertisements not featuring prominently in this location.

5.2 The site is located in the Duncan Terrace/Colebrooke Conservation Area.

6. PROPOSAL (IN DETAIL)

6.1 Advertisement consent is sought for the installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement on the pavement outside Duncan Terrace Gardens at the junction with City Road.

6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

7.1 None

ENFORCEMENT:

7.2 None

PRE-APPLICATION ADVICE:

7.3 None

8. CONSULTATION

Public Consultation

8.1 Letters were sent to 41 occupants of adjoining and nearby properties at Duncan Terrace, Colebrooke Row and City Road on the 04/12/15. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 10/12/15. Therefore the public consultation expired on 31/21/15.

- 8.2 At the time of the writing of this report twenty two (22) objections had been received from the public with regard to the application. The issues raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets):
- Proposal would be detrimental to the character and appearance of the conservation area and nearby gardens (10.3-10.5)
 - Panel's scale, design, size and location would appear incongruous (10.5)
 - Proposal negatively impacts on the amenity and fails to conserve, preserve or enhance the conservation area (10.3-10.5)
 - Impact on the wildlife, biodiversity, habitat and ecological value of the City Road end of Duncan Terrace Gardens and proposal will block light to vegetation to the rear (8.3)
 - Impact on views in and out of the gardens (10.5)
 - Contrary to the Duncan Terrace/Colebrooke Row Conservation Area Design Guidelines (10.4-10.5)
 - Impact on residential amenity (10.6)
 - Visual clutter (10.5)
 - Impact on pedestrian and road safety (10.7-10.8)
- 8.3 It should be noted that the Council can only consider amenity and highways safety as material planning considerations for advertisement consent. Therefore, whilst the proposal could have an impact on wildlife and habitat in Duncan Terrace Gardens it would be difficult to substantiate refusal of the permission on these grounds.

Internal Consultees

- 8.3 **Design and Conservation Officer:** Objects to the proposal and recommends refusal. The site is located in a conservation area within the setting of listed buildings. The proposal would affect the views to the gardens and the listed terrace and would add visual clutter. The internal illumination is out of character with the historic environment.
- 8.4 **Highways:** No in principle objection to the proposal.

External Consultees

- 8.5 **Transport for London:** No comments received.
- 8.6 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- Duncan Terrace/Colebrooke Row Conservation Area
 - Angel and Upper Street Core Strategy Key Area
 - Article 4.2 Area
 - Central Activities Zone
 - Major Cycle Route
 - Mayor's Protected Vista Alexandra Palace viewing terrace to St Paul's Cathedral
 - Within 100m of Transport for London Road Network
 - Crossrail 2 Rail Safeguarding Area

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

- 10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive

contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area's significance. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,

- 10.3 The application site is located in a prominent location within the Duncan Terrace/Colebrooke Row Conservation Area at the junction with City Road and the entrance to Duncan Terrace Gardens, which provides uninterrupted views across the street. There are a large number of Grade II listed buildings along Duncan Terrace and Colebrooke Row and the proposal is therefore considered to be in a highly sensitive location by reason of its heritage assets.
- 10.4 The Conservation Area Design Guidelines (2002) for the Duncan Terrace/Colebrooke Row Conservation states (paragraph 3.37) that "internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council's standards." Furthermore, in paragraph 3.38 the guidelines state "advertisements and signs can often detract from the visual amenity of the area...Illuminated box signs detract from the overall appearance of the street and the historical and architectural quality of the buildings."
- 10.5 The proposed advertisement sign will be positioned on the pavement against the railings which form the southern boundary of Duncan Terrace Gardens and it is against the back drop of this open space, as well as the Grade II listed buildings in Duncan Terrace and Colebrooke Row that the sign will be most prominent. The gardens are considered to create an important space within this dense urban location and the proposal would interrupt views across this site. The proposed sign will measure 2.695 metres in height and will be internally illuminated. The proposed illumination will only exacerbate these points and create a strong contrast between the sign and the heritage assets as well as the open space to the rear. The advert, by reason of its size and siting would appear highly incongruous within the setting of the street scene and wider locality. It is also noted that there are no advertisement signs in the immediate locality and whilst the sign would be located in close proximity to an existing bus stop on City Road it would add visual clutter and would therefore be out of keeping with, and detrimental to, the character and appearance of the Duncan Terrace/Colebrooke Row Conservation Area.
- 10.6 Although the application site is located in a residential area, but would be located across a public highway from the nearest facing residential property. As such, the proposal is not considered to have an impact on neighbouring residential amenity.
- 10.7 Given the above, the proposal is considered to be contrary to the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Highways Safety

- 10.7 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.8 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be located on the back edge of the pavement and has been positioned to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council's Highways team who, subject to conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. Furthermore, Transport for London raised no comments on the proposals. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be unacceptable with regards to amenity and would have a detrimental impact on the setting of the nearby heritage assets. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of the Duncan Terrace/Colebrooke Row Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

Conclusion

- 11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That advertisement consent is refused for the following reason:

| 1 | Reason |
|---|--|
| | The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting of the nearby heritage assets. The proposal would fail to preserve and enhance the character and appearance of the Duncan Terrace/Colebrooke Row Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002). |

List of Informatives:

| 1 | Positive statement |
|---|--|
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.3 Heritage

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Duncan Terrace/Colebrooke Row

- Conservation Area
- Angel and Upper Street Core Strategy Key Area
 - Article 4.2 Area
 - Central Activities Zone
 - Major Cycle Route
 - Mayor's Protected Vista Alexandra Palace viewing terrace to St Paul's Cathedral
 - Within 100m of Transport for London Road Network
 - Crossrail 2 Rail Safeguarding Area

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

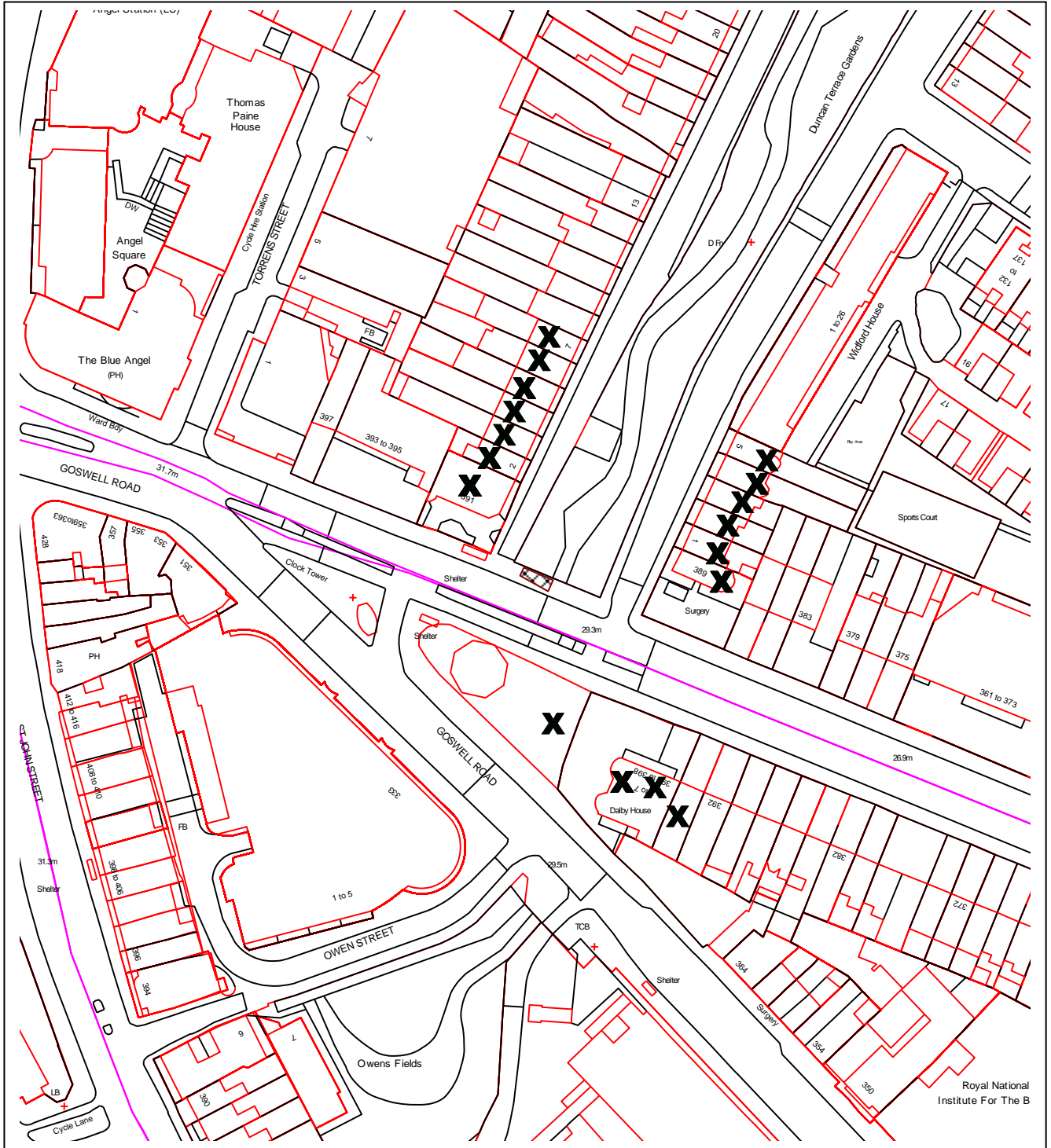
London Plan

Urban Design Guide (2006)

**Conservation Area Design Guidelines
(2002)**

This page is intentionally left blank

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.
P2015/4868/ADV

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2016 | NON-EXEMPT |

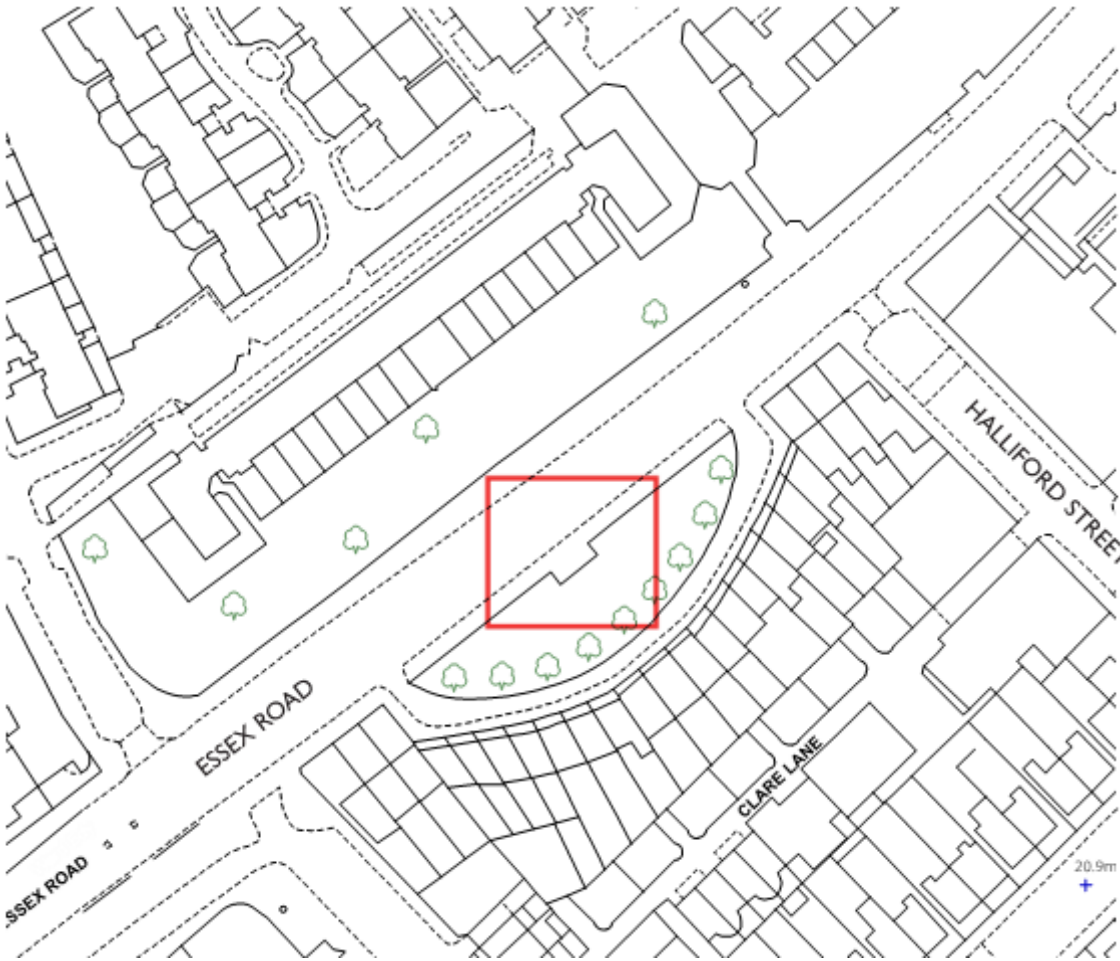
| | |
|--------------------------|--|
| Application number | P2015/4870/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | Canonbury |
| Listed building | None |
| Conservation area | East Canonbury |
| Development Plan Context | Article 4.2 Area Crossrail 2 Rail Safeguarding Area Within 100m of Strategic Road Network Road |
| Licensing Implications | None |
| Site Address | Pavement on the south side of Essex Road (outside Annette Crescent), close to the junction with Halliford Street, London, N1 |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement outside Annette Crescent |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign



Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing internally illuminated advertisement display panel (6 sheet) on the pavement on the south side of Essex Road (outside the green on Annette Crescent), close to the junction with Halliford Street.
- 4.2 The application is brought to committee because it is a Council-own development.

4.3 The proposed advertisement display panel will cause harm to the heritage assets and would fail to preserve and enhance the character and appearance of the East Canonbury Conservation Area.

4.4 It is recommended that advertisement consent be refused.

5. SITE AND SURROUNDING

5.1 The advertisement is proposed on the pavement on the south side of Essex Road close to the junction with Halliford Street. The application site is located on the pavement in front of the open space which separates Essex Road from the Grade II listed properties on Annette Crescent. The immediate area is characterised residential buildings varying between three and six storeys in height and the street scape remains largely unaltered with advertisements not featuring prominently in this location.

5.2 The site is located in the East Canonbury Conservation Area.

6. PROPOSAL (IN DETAIL)

6.1 Advertisement consent is sought for the installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement on the south side of Essex Road (outside the green on Annette Crescent), close to the junction with Halliford Street.

6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

7.1 None

ENFORCEMENT:

7.2 None

PRE-APPLICATION ADVICE:

7.3 None

8. CONSULTATION

Public Consultation

8.1 Letters were sent to 118 occupants of adjoining and nearby properties at Essex Road and Annette Crescent on the 08/12/15. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 10/12/15. Therefore the public consultation expired on 31/12/15.

8.2 At the time of the writing of this report nine (9) objections had been received from the public with regard to the application. The issues raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets):

- the proposal would have a detrimental impact on character and appearance of the conservation area (10.3-10.5)
- the proposal would have a detrimental impact on the listed buildings in Annette Crescent(10.3-10.5)
- impact on pedestrian safety (10.8)
- advert should be located on opposite side of the road adjacent to the bus stop (8.3)
- no other adverts in the area (10.5)
- would not blend in with pre-existing street lighting (10.6)
- impact on neighbouring amenity (10.6)
- impact on highways safety (10.8)
- no mention of what adverts will be about (8.3)
- light and noise pollution (10.6)
- loss of property values (8.3)

8.3 It should be noted that loss of property values is not a material planning consideration that can be taken into account when assessing an application. The details of the proposed advertisement display have not been finalised but only adverts that are in accordance with Council values would be permitted. The application can only be assessed against the proposed site and not an alternative location.

Internal Consultees

8.4 **Design and Conservation Officer:** Objects to the proposal. The proposed advertisement would be situated in a prominent location with the East Canonbury Conservation Area. It is one of the entrances to the conservation area. In addition, it would be within the setting of the Grade II Listed crescent. There would be a detrimental impact on the setting of the listed buildings and internally illuminated signs are in contradiction to conservation area policy and would add clutter the street scene.

8.4 **Highways:** No in principle objection to the proposal.

External Consultees

8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

8.6 **Crossrail 2 (Transport for London):** No objection

- 8.7 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- East Canonbury Conservation Area
 - Article 4.2 Area
 - Crossrail 2 Rail Safeguarding Area
 - Within 100m of Strategic Road Network Road

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

- 10.1 The main issues arising from this proposal relate to:
- Amenity
 - Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area's significance. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,
- 10.3 The application site is located in a prominent location within the East Canonbury Conservation Area on the south side of Essex Road close to the junction with Halliford Street. The site will be located at the pavement outside Annette Crescent which is a landscaped grass verge separating Essex Road from the Grade II listed properties to the rear. With the exception of the existing street lighting there is no street furniture in the immediate locality. The proposal is therefore considered to be in a highly sensitive location by reason of its heritage assets.
- 10.4 The Conservation Area Design Guidelines (2002) for the East Canonbury Conservation Area states (paragraph 23.30) that "internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council's standards." Furthermore, in paragraph 23.31 the guidelines state "advertisements and signs can often detract from the visual amenity of the area...Illuminated box signs detract from the overall appearance of the street and the historical and architectural quality of the buildings."
- 10.5 The proposed advertisement sign will be positioned on the pavement on the railings against the backdrop of the grass verge, fronting the Grade II listed properties on Annette Crescent and forms an important part of the character of the conservation area and is therefore an important heritage asset. Furthermore, these views are currently uninterrupted and the existing mature trees are considered to form an important part of this historic setting. The proposed sign will measure 2.695 metres in height and will be internally illuminated. The proposed illumination will only exacerbate these points and create a strong contrast between the sign and the existing open space as well as the heritage assets. It is also noted that there are no advertisement signs in the immediate locality and would add visual clutter and is therefore out of keeping with, and detrimental to, the character and appearance of the East Canonbury Conservation Area.
- 10.6 Although the application site is located in a residential area, there would be a separation distance of 45 metres between the proposed advert and the closest facing habitable room windows. As such, the proposal is not considered to have an impact on neighbouring residential amenity, or would result in excessive light pollution. If Members are minded to recommend the application for approval a condition would be attached to ensure the signs do not emit any noise, in line with Transport for London's requirements.

- 10.7 Given the above, the proposal is considered to be contrary to the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Highways Safety

- 10.8 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.8 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be located on the back edge of the pavement and has been positioned to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council's Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be unacceptable with regards to amenity and would have a detrimental impact on the setting of the nearby heritage assets. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of the East Canonbury Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

Conclusion

- 11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That advertisement consent is refused for the following reason:

| 1 | Reason |
|---|--|
| | <p>The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting of the nearby heritage assets. The proposal would fail to preserve and enhance the character and appearance of the East Canonbury Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002).</p> |

List of Informatives:

| 1 | Positive statement |
|---|--|
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.3 Heritage

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- East Canonbury Conservation Area

- Article 4.2 Area
- Crossrail 2 Rail Safeguarding Area
- Within 100m of Strategic Road Network Road

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

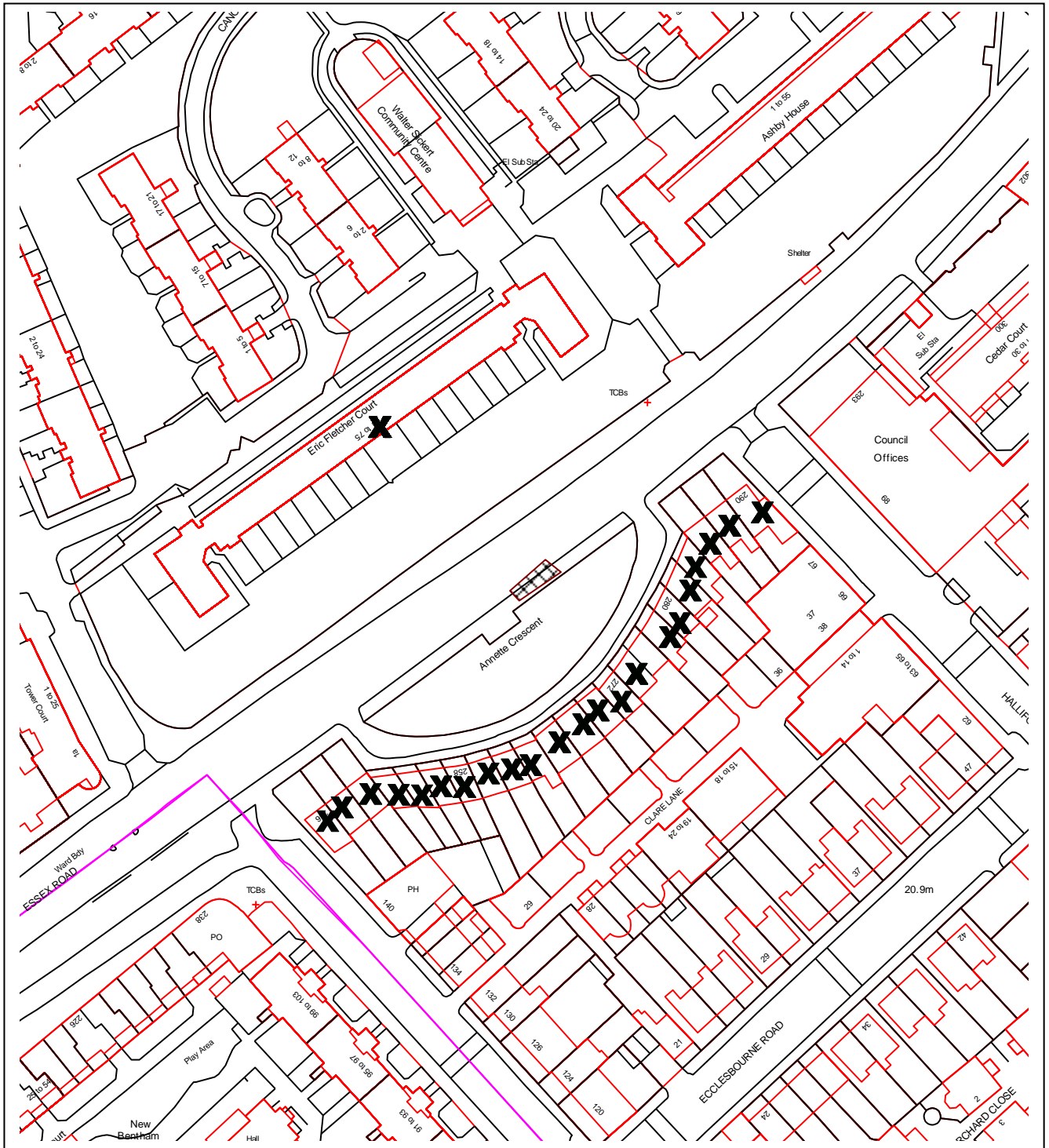
London Plan

Urban Design Guide (2006)

**Conservation Area Design Guidelines
(2002)**

This page is intentionally left blank

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.
P2015/4870/ADV

This page is intentionally left blank

PLANNING COMMITTEE REPORT

Development Management Service
 Planning and Development Division
 Environment and Regeneration Department
 PO Box 333
 222 Upper Street
 London N1 1YA

| | | |
|---------------------------------|-----------------|-------------------|
| PLANNING SUB-COMMITTEE B | | |
| Date: | 25 January 2016 | NON-EXEMPT |

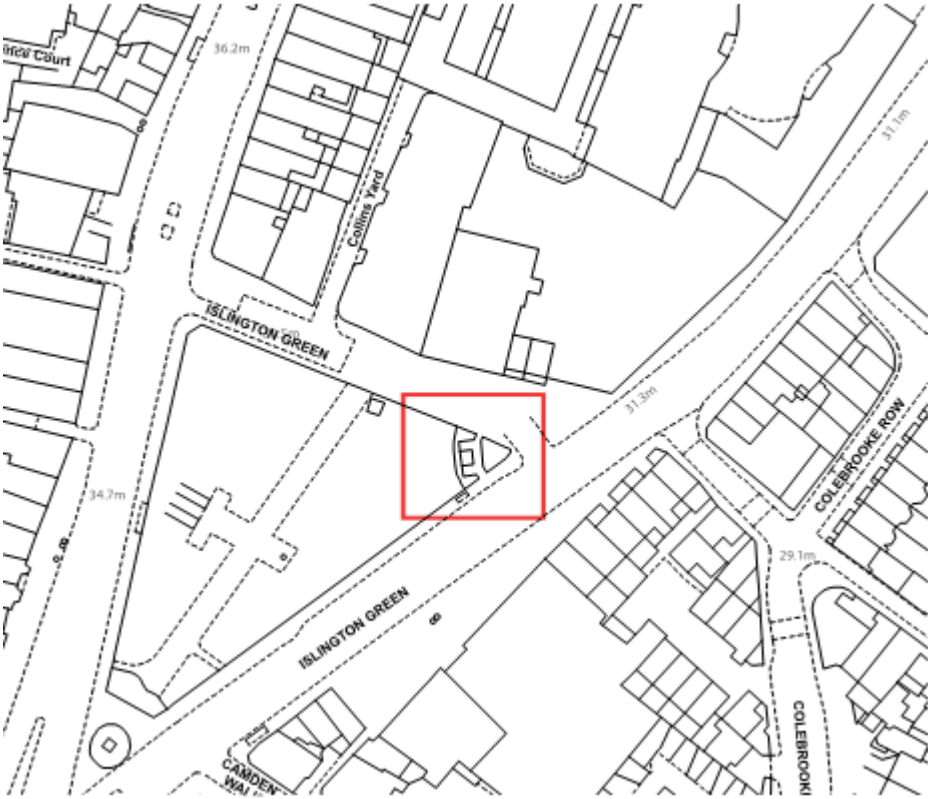
| | |
|--------------------------|---|
| Application number | P2015/4874/ADV |
| Application type | Advertisement Consent (Council's own) |
| Ward | St. Marys |
| Listed building | None |
| Conservation area | The Angel |
| Development Plan Context | Islington Village and Manor House Archaeological Priority Area Angel & Upper Street Core Strategy Key Area Central Activities Zone Local Cycle Route Islington Green Triangle Open Space Crossrail 2 Rail Safeguarding Area Angel Town Centre Within 100m of Transport for London Road Network Within 100m of Strategic Road Network Road Within 50m of Duncan Terrace/Colebrooke Row Conservation Area |
| Licensing Implications | None |
| Site Address | Site adjoining the public convenience at Islington Green, Essex Road, London, N1 8DU |
| Proposal | Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement adjacent to the public convenience |

| | |
|--------------|-------------------|
| Case Officer | Emily Benedek |
| Applicant | Islington Council |
| Agent | Jeremy Foster |

1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE/STREET

Location of sign



Image 1: Aerial Photo of the Front of the Site



Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing internally illuminated advertisement display panel (6 sheet) on the pavement adjacent to the public convenience at Islington Green on Essex Road.

- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will cause harm to the heritage assets and would fail to preserve and enhance the character and appearance of The Angel Conservation Area.
- 4.4 It is recommended that advertisement consent be refused.

5. SITE AND SURROUNDING

- 5.1 The advertisement is proposed on the pavement on the north side of Islington Green, adjacent to the public conveniences and fronting onto Essex Road. Islington Green open space provides a significant focal point and is an area of historic and recreational interest at the junction of two main roads – namely Essex Road and Upper Street. The existing open space is surrounded by uninterrupted views through the site. The immediate area is characterised by a mix of commercial, retail and residential buildings varying between three and five storeys in height and the street scape remains largely unaltered with advertisements not featuring prominently in this location.
- 5.2 The site is located in The Angel Conservation Area.

6. PROPOSAL (IN DETAIL)

- 6.1 Advertisement consent is sought for the installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement adjacent to the public convenience at Islington Green on Essex Road.
- 6.2 The proposed sign will measure a maximum of 2.695 metres in height, 1.37 metres in width and 0.24 metres in depth. The visible area of the digital screen display will measure 1.15 metres in width and 1.76 metres in height. The proposed display will be internally illuminated and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

- 7.1 None

ENFORCEMENT:

- 7.2 None

PRE-APPLICATION ADVICE:

- 7.3 None

8. CONSULTATION

Public Consultation

- 8.1 Letters were sent to 118 occupants of adjoining and nearby properties at Islington Green and Essex Road on the 04/12/15. A site notice was placed outside the site and

the application was advertised in the Islington Gazette on 10/12/15. Therefore the public consultation expired on 31/12/15.

8.2 At the time of the writing of this report two (2) objections had been received from the public with regard to the application. The issues raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets):

- Proposal would be an eye sore and would not be in keeping with the character and appearance of Islington Green (10.3-10.5)

Internal Consultees

8.3 **Design and Conservation Officer:** Objects to the proposal and recommends refusal. The site is not an appropriate location for this type of advertisement. Quite a lot of resources were invested in enhancing this space throughout the years and it would be unfortunate to compromise those efforts with such an intervention. This site is within a conservation area and within the setting of various historic buildings of high significance. The proposal would be very prominent and the internally illuminated signs detract from the character of the surrounding historic environment.

8.4 **Highways:** No in principle objection to the proposal.

External Consultees

8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

8.6 **Islington Society:** Objects to the proposal. It is noted that the Conservation Officer objects to all the advertisement application and the proposal would alter the character of the borough. The proposal would add clutter to the streets with more large, illuminated, gaudy advertisements. The proposed signs by nature of their size are not small and the proposals would inevitably be a driving safety hazard.

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 and Planning Policy Guidance seek to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF and PPG are material considerations and have 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 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, The Finsbury Local Plan 2013 and Site Allocations 2013. The policies of the Development Plan that are considered relevant to this application are listed at Appendix 2 to this report.

Designations

- 9.3 The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:
- The Angel Conservation Area
 - Islington Village and Manor House Archaeological Priority Area
 - Angel & Upper Street Core Strategy Key Area
 - Central Activities Zone
 - Local Cycle Route
 - Islington Green Triangle Open Space
 - Crossrail 2 Rail Safeguarding Area
 - Angel Town Centre
 - Within 100m of Transport for London Road Network
 - Within 100m of Strategic Road Network Road
 - Within 50m of Duncan Terrace/Colebrooke Row Conservation Area

Supplementary Planning Guidance (SPG) / Document (SPD)

- 9.4 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

10. ASSESSMENT

- 10.1 The main issues arising from this proposal relate to:

- Amenity
- Highways Safety

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area's significance. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building,

- 10.3 The application site is located in a prominent location within The Angel Conservation Area immediately adjacent to the public convenience at Islington Green and will face north onto Essex Road. There are a large number of Grade II and locally listed buildings surrounding the site and the proposal is therefore considered to be in a highly sensitive location by reason of its heritage assets.
- 10.4 The Conservation Area Design Guidelines (2002) for The Angel Conservation states (paragraph 18.26) that “the Camden Passage area closely reflects the period of its construction and is of a smaller scale than the rest of the Angel and Upper Street. An historic ambience has been retained in the Passage area and the Council will protect this by resisting: the introduction of any internally illuminated signs.”
- 10.5 The proposed advertisement sign will be positioned on the pavement on the north side of Essex Road and will be viewed against the backdrop of Islington Green, which forms an important part of the character of the conservation area with uninterrupted views across the green. Many of the properties surrounding the green are Grade II and locally listed which further enhances its historic significance with the conservation area. The proposed sign will measure 2.695 metres in height and will be internally illuminated. The proposed illumination will only exacerbate these points and create a strong contrast between the sign and the heritage assets. It is also noted that there are no advertisement signs in the immediate locality and whilst the sign would be located in close proximity to an existing bus stop it would add visual clutter and would therefore be out of keeping with, and detrimental to, the character and appearance of The Angel Conservation Area.
- 10.6 Given the above, the proposal is considered to be contrary to the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington’s character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Highways Safety

- 10.7 It should be ensured that all new advertisement signs do not cause a hazard to pedestrians or road users, as a result of their visual dominance and method of illumination, in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 10.8 The proposed sign will be internally illuminated, will not have flashing illumination and will have an LED backlit display brightness which can be adjusted to suit the day/night ambient levels. The sign will be located on the back edge of the pavement and has been positioned to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. The plans have been reviewed by both the Council’s Highways team and Transport for London who, subject to attached conditions, raised no objections to the proposal in terms of its size, siting or method of illumination and did not consider the proposed sign would have a detrimental impact on highways safety. The proposal is therefore not considered to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies June 2013.

11.0 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be unacceptable with regards to amenity and would have a detrimental impact on the setting of the nearby heritage assets. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of The Angel Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

Conclusion

- 11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

APPENDIX 1 – RECOMMENDATIONS

RECOMMENDATION A

That advertisement consent is refused for the following reason:

| 1 | Reason |
|---|--|
| | The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting of the nearby heritage assets. The proposal would fail to preserve and enhance the character and appearance of The Angel Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002). |

List of Informatives:

| 1 | Positive statement |
|---|--|
| | <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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of 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 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

A) The London Plan 2015 - Spatial Development Strategy for Greater London

3 London's people

7 London's living places and spaces
Policy 7.4 Local character
Policy 7.6 Architecture

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) Development Management Policies June 2013

Design and Heritage

DM2.1 Design

DM2.3 Heritage

DM2.6 Advertisements

3. Designations

The site has the following designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- The Angel Conservation Area

- Islington Village and Manor House Archaeological Priority Area
- Angel & Upper Street Core Strategy Key Area
- Central Activities Zone
- Local Cycle Route
- Islington Green Triangle Open Space
- Crossrail 2 Rail Safeguarding Area
- Angel Town Centre
- Within 100m of Transport for London Road Network
- Within 100m of Strategic Road Network Road
- Within 50m of Duncan Terrace/Colebrooke Row Conservation Area

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

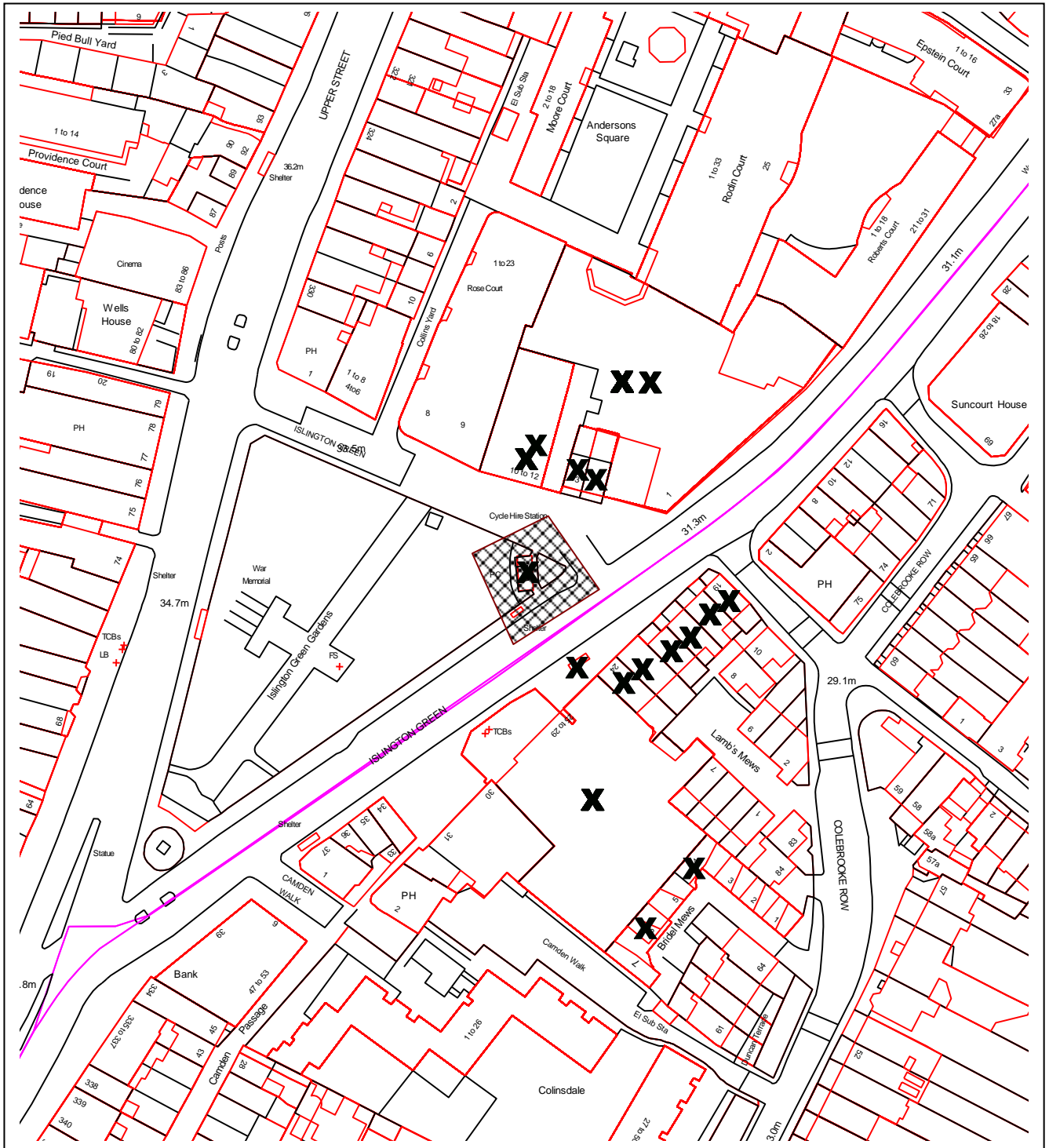
London Plan

Urban Design Guide (2006)

Conservation Area Design Guidelines (2002)

This page is intentionally left blank

Islington GIS Print Template



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.
P2015/4874/ADV

This page is intentionally left blank