

## PLANNING COMMITTEE REPORT

Development Management Service  
Planning and Development Division  
Environment and Regeneration

<b>PLANNING SUB COMMITTEE A</b>		<b>AGENDA ITEM NO : 5</b>
<b>Date:</b>	9 <sup>th</sup> May 2017	<b>NON-EXEMPT</b>

Application number	P2015/4848/ADV
Application type	Advertisement Consent
Ward	Caledonian
Listed building	Not listed
Conservation area	N/A
Development Plan Context	Core Strategy Key Areas- Kings Cross & Pentonville Road Local Views- Archway Bridge Local Views- Archway Bridge Within 100m of a SRN road Within 50m of a Conservation Area - Barnsbury
Licensing Implications	N/A
Site Address	Land to corner of Caledonian Road and Stanmore Street, 229 Caledonian Road London N1 0NH
Proposal	Installation of freestanding internally illuminated advertisement display panel (6 sheet) on the Land to corner of Caledonian Road and Stanmore Street, 229 Caledonian Road London N1 0NH

Case Officer	David Nip
Applicant	Islington Council – Public Realm
Agent	J Foster Architects

### 1. RECOMMENDATION

1.1 The Committee is asked to resolve to **GRANT** Advertisement Consent:

- Subject to the conditions set out in Recommendation A.

## 2. SUMMARY – ADDENDUM REPORT

2.1 This application was previously discussed at Planning Sub Committee A on 1<sup>st</sup> Nov 2016. According to the minutes, the followings points were made during the discussion:

- The planning officer advised that due to a lack of clarity on the location of the sign, the consideration of the application should be deferred.

2.2 The application was deferred in order to allow the applicant to reconsider the location of the proposed sign.

2.3 Following the repositioning of the proposed sign closer to the Stanmore Street junction, the site address has been adjusted accordingly and amended drawings have been received to reflect this change in the proposed signage's location.

**“Land to corner of Caledonian Road and Stanmore Street, 229 Caledonian Road London N1 0NH”**

2.4 The drawings have been amended to show the new proposed location of the sign and these changes have undergone a full public consultation. The proposed dimensions of the sign has not changed from the previous report and the advertisement consent sought is for the installation of a free standing internally illuminated advertisement display panel (6 sheet).



Image 1. Location of the proposed sign outside the Cally Pool and Gym

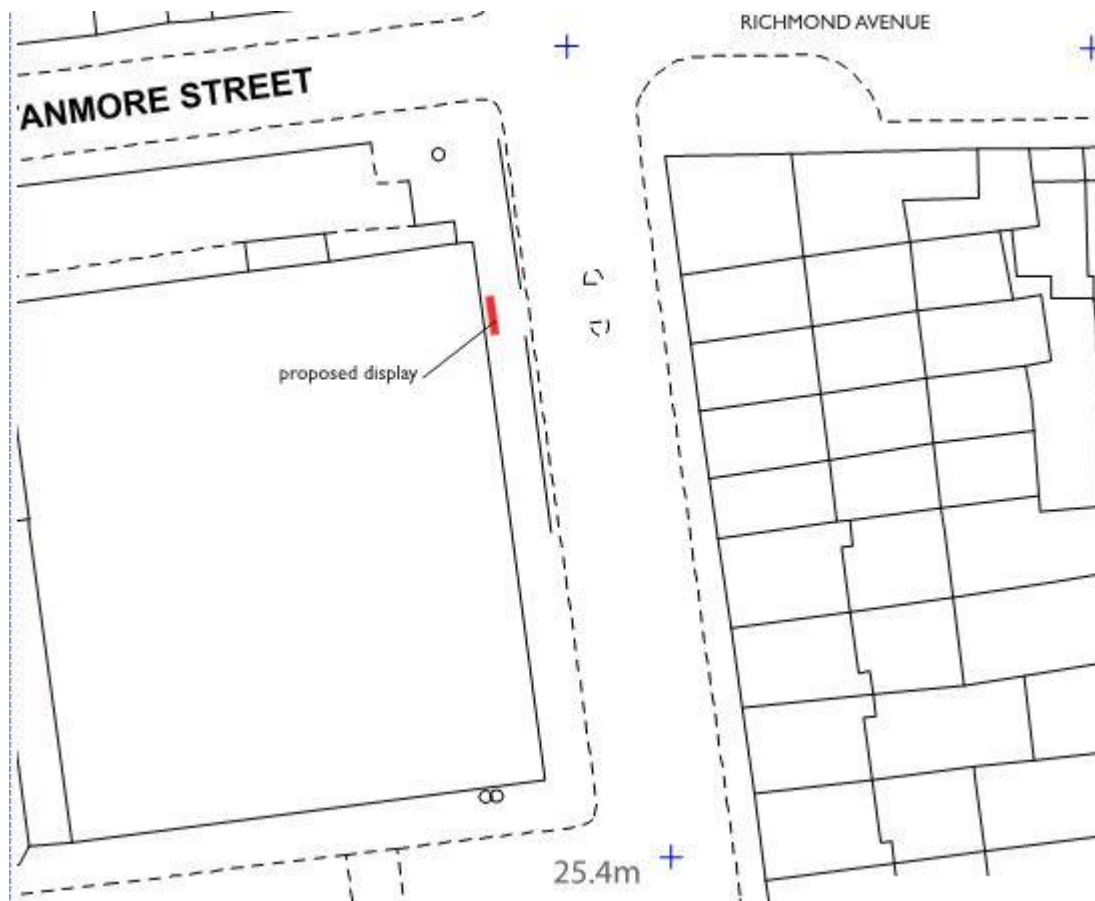


Image 2. Site plan and the location of the proposed display.

- 2.5 Since the 1<sup>st</sup> November 2016 Sub Committee meeting, two further consultations have been undertaken. The first re-consultation was carried out from 17<sup>th</sup> November 2016 and expired on 08 December 2016, the second and final re-consultation started on 24<sup>th</sup> February 2017 and finished on 17<sup>th</sup> March 2017.
- 2.6 Two objections were received on 6<sup>th</sup> December 2016 and 26<sup>th</sup> February 2017 respectively. The following points have been raised in the representations (the objections are addressed within the paragraphs set out in brackets):
- The proposed sign will not be of benefit to Caledonian Road, it will be an eyesore on the street and will be detrimental to the plans for improvement to the local area (paragraphs 2.13-2.14);
  - The Cally Plan SPD states that “Signs should be externally lit” and this should be applied to free standing signs as well (paragraphs 2.13-2.14);
  - Enforcement action was taken against an internally illuminated sign at 334-336 Caledonian Road (paragraph 2.10); and

- The sign would cause street clutter; the informational terminal that was located to the north of the application site was removed as it was deemed as unnecessary street clutter (paragraph 2.13).
- 2.7 Following the amendment of the proposal, the application has been reviewed and the concerns raised in the consultations have been taken fully into account by officers.
- 2.8 To remind the Committee, the proposal is for a sign that would 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.
- 2.9 The new location of the sign comprises a number of cycle parking stands and it is anticipated that one of the parking stands would need to be removed as part of the works proposed. The removed cycle stand could be re-installed nearby. Whilst such replacement could not be secured as part of an advertisement consent, given that the applicant is the Council, it is considered an arrangement to secure its re-provision could be secured. It is considered that the proposed development would have no adverse impact to the cycle parking provision of the local area.
- 2.10 No. 334-336 Caledonian Road was mentioned in the representation. It is considered that the shop at No. 334-336 Caledonian Road is not sited within close proximity to the application site, and the nature of a shopfront sign is also different to a free standing sign. Furthermore, it is important to note that as opposed to the application site, no. 334-336 Caledonian Road is sited within the Barnsbury Conservation Area, where additional policies and site constraints apply. Therefore, it is considered that the two sites are not comparable.

### **Visual amenity**

- 2.11 Although the site is not located within a conservation area, it is important to ensure that any new signage would not have a detrimental impact on the visual amenity of the surrounding area. The proposed location of the signage in this case is at proximity to the Barnsbury Conservation area.
- 2.12 Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the Local Authority to pay special attention to the desirability of preserving the character and appearance of Conservation Areas within their area.
- 2.13 It is considered that the proposal would not result in visual clutter along the street context which includes the residential terrace opposite and the petrol filling station to the south. The section of the pavement comprises street furniture such as street lighting, cycle stands and railings. The proposal would sit within the context of the Cally Pool building which has existing advertisements; it is considered that the proposed internally illuminated display would not result in unacceptable visual clutter within the immediate character of the area.
- 2.14 The proposed advert is designed in the context of the Cally Pool building elevation and is considered appropriate in terms of scale and siting. The proposed sign is being positioned against the wall of the Cally Pool building and it is considered that the proposed sign would not overwhelm the existing building elevation.

- 2.15 Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) requires that local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.
- 2.16 Given the distance and the context of the proposal it is considered that the sign would not have a detrimental impact on the setting of the listed terrace opposite nor the setting and character and appearance of neither the nearby Barnsbury Conservation Area nor the wider urban setting along this section of Caledonian Road.
- 2.17 Section 66(1) of the planning (listed buildings and conservation areas) Act 1990 requires local authorities to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural interest which it possesses.

### **Highways safety**

- 2.18 In terms of public safety, it is considered that the repositioned sign would not cause a hazard to pedestrians or road users, as a result of their acceptable size, siting and method of illumination. The sign will be located on a wide pavement (approximately 4 metres in width) and will be set back from the main pedestrian route to ensure there are no public safety hazards and to maintain the free flow of pedestrian traffic. Subject to planning conditions, the proposed development would be in accordance with policy DM2.6 of the Islington Development Management Policies 2013.
- 2.19 Once again the proposed signage is not considered to have any material adverse impact on highways nor public safety along this section of Caledonian Road.
- 2.20 Similar to the previous assessment, conditions are recommended to control the illumination and display time of the sign, in order to ensure that the proposal would have an acceptable impact towards the character and appearance of the area, as well as towards the listed terrace on the opposite side.
- 2.21 The proposal is therefore considered to be consistent with the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2016, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1 and DM2.6.
- 2.15 The original report is attached in **Appendix A** and the revised proposal is considered to be policy compliant and therefore acceptable.

## **3. CONCLUSION**

- 3.1 It is recommended that Advertisement Consent be granted subject to the reattached conditions as attached below within Recommendation A.

## RECOMMENDATION A

That the grant of Advertisement Consent be subject to conditions to secure the following:

### List of Conditions

<b>1</b>	<b>Standard advertisement conditions</b> <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>
<b>2</b>	<b>Luminance</b> <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>
<b>3</b>	<b>Display time</b> <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>
<b>4</b>	<b>Special effects</b> <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>

<b>5</b>	<b>Display functions</b>
	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.
<b>6</b>	<b>Installation and maintenance</b>
	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:**

<b>1</b>	<b>Positive statement</b>
	<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 A – Committee report - Tuesday, 01 November 2016**



<b>PLANNING SUB COMMITTEE A</b>		<b>AGENDA ITEM NO:</b>	
<b>Date:</b>	Tuesday, 01 November 2016	<b>NON-EXEMPT</b>	

Application number	P2015/4848/ADV
Application type	Advertisement Consent
Ward	Caledonian
Listed building	Not listed
Conservation area	N/A
Development Plan Context	Core Strategy Key Areas- Kings Cross & Pentonvillie Road Local Views- Archway Bridge Local Views- Archway Bridge Within 100m of a SRN road Within 50m of a Conservation Area - Barnsbury
Licensing Implications	N/A
Site Address	Land to corner of Caledonian Road and Twyford Street, 229 Caledonian Road London N1 0NH
Proposal	Installation of freestanding internally illuminated advertisement display panel (6 sheet) on the pavement on the corner of Caledonian Road and Twyford Street

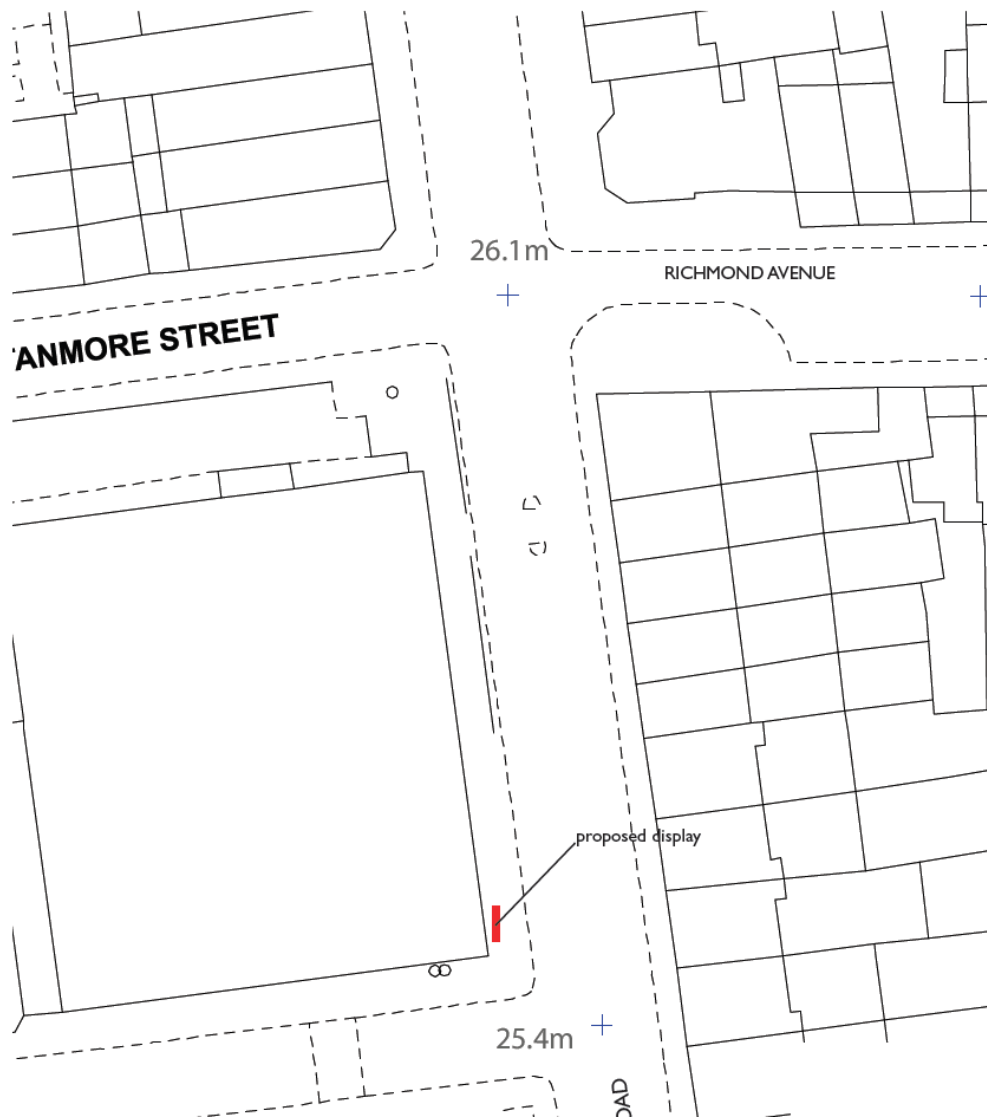
Case Officer	Daniel Power
Applicant	J Foster Architects
Agent	J Foster Architects

**1. RECOMMENDATION**

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



## 2. SITE PLAN



### 3. PHOTOS OF SITE/STREET



Image 1: 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 close to the corner of Twyford 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 application site is located close to the corner of Twyford Street and Caledonian Road, against the wall of the Cally pool and gym building. The site is located to the north of a petrol filling station, to the east of the site is a terrace of grade II listed buildings. The sign would be located against the existing building opposite an existing lamp post, tree and parking machine. The pool and gym building is a single storey flat roof building, half red brick and half painted metal. Twyford Street to the south has a number of phone boxes and telephone cabinets, with a petrol filling station to the south of Twyford Street, which has a number of adverts and signage.

5.2 The building is not listed and not within a conservation area, but the area to the east of the application site lies within Barnsbury 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 between Rosebery and Garnault Place.

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 38 occupants of adjoining and nearby properties at Caledonian road and Richmond Avenue on the 08/08/16 with a site notice was placed outside the site on 18/08/16. The consultation therefore expires on 08/09/16. At the time of the writing of this report no letters of objection had been received from the public with regards to the application.

### **Internal Consultees**

8.2 **Highways:** No Comments received.

### **External Consultees**

8.3 **Transport for London:** TFL are not the highway authority for Caledonian Road and therefore had no observations on the proposals.

## **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

### **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.

### **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 the site is located within close proximity to the Barnsbury Conservation Area, with a terrace of grade II listed buildings to the east of the site. While the site is not located within a conservation area or attached to a listed building, 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 against the Cally Pool & Gym, opposite an existing lamp post, tree and parking machine. Caledonian Road marks a clear distinction between the Conservation Area of Barnsbury and the terrace of listed buildings on the eastern side and the more modern pool & gym, and petrol

filling station on the western side. The proposal would sit within the context of the Cally Pool which has existing advertisements. Given the immediate context of the Cally Pool & Gym, it is considered that the proposal would not result in visual clutter along the street context which includes the residential terrace opposite and the petrol filling station to the south. In addition given the distance and the context on the proposal it is considered that the sign would not have a detrimental impact on the setting of the listed terrace opposite.

- 10.5 The proposed sign will measure 2.695 metres in height and would be set against the existing building and set back from the edge of the highway. It is considered that when viewed against the back drop of the modern pool & gym building, the proposed advertisement sign will not create an overly dominant feature that would have a detrimental impact on amenity. Furthermore, given the distance from the residential properties on the other side of Caledonian Road and the recommended condition with regard to its illumination, it is not considered that the sign, by reason of its illumination, would have a detrimental impact on 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**

- 10.7 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 a wide pavement and will be set back from the main pedestrian route to ensure there are no public safety hazards and maintain the free flow of pedestrian traffic. Given the signs location and the recommended conditions it is considered that the advert would not have a detrimental impact on highways safety. The proposal is therefore considered not 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 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

<b>1</b>	<b>Standard advertisement conditions</b>
	<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>
<b>2</b>	<b>Luminance</b>
	<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>
<b>3</b>	<b>Display time</b>
	<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>

<b>4</b>	<b>Special effects</b>
	<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>
<b>5</b>	<b>Display functions</b>
	<p>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.</p>
<b>6</b>	<b>Installation and maintenance</b>
	<p>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.</p> <p>REASON: In the interests of highway safety.</p>

**List of Informatives:**

<b>1</b>	<b>Positive statement</b>
	<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 2016 - Spatial Development Strategy for Greater London**

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 2016, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Core Strategy Key Areas- Kings Cross & Pentonville Road
- Local Views- Archway Bridge
- Local Views- Archway Bridge
- Within 100m of a SRN road
- Within 50m of a Conservation Area Barnsbury



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

The following SPGs and/or SPDs are relevant:

**Islington Local Development Plan**

**Urban Design Guide (2006)**