

# PLANNING COMMITTEE REPORT

Development Management Service  
Planning and Development Division  
Environment and Regeneration Department  
PO Box 3333  
222 Upper Street  
LONDON N1 1YA

<b>PLANNING SUB-COMMITTEE A</b>		
<b>Date:</b>	18 July 2016	<b>NON-EXEMPT</b>

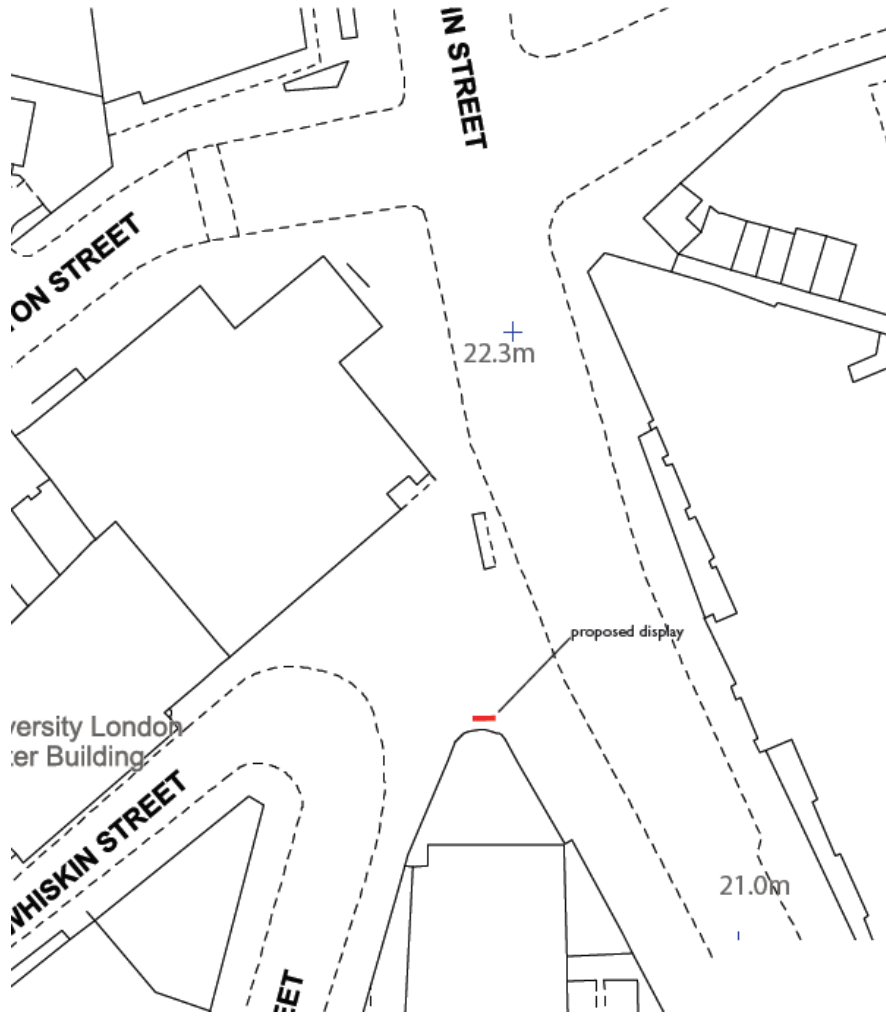
Application number	P2016/0448/ADV
Application type	Advertisement Consent
Ward	Clerkenwell
Listed building	None
Conservation area	N/A
Development Plan Context	<ul style="list-style-type: none"><li>- Core Strategy Key Areas- Bunhill &amp; Clerkenwell</li><li>- Central Activities Zone (CAZ)</li><li>- Major Cycle Route</li><li>- Finsbury Locla Plan Area- Bunhill &amp; Clerkenwell</li><li>- Mayors Protected Vistas- Alxenadra Palace viewig terrace to St Pauls Cathedral</li><li>- Within 50 mertes of Conservation Area- New River</li><li>- Within 50 metes of Conservation Area- Northampton Square</li></ul>
Licensing Implications	None
Site Address	(Land located between St John St and Whiskin St) St John Street London EC1
Proposal	Display of single panel - 6 Sheet Advertisement Display Freestanding internally Illuminated Panel

Case Officer	Daniel Power
Applicant	Islington Council
Agent	Jeremy Foster

## 1. RECOMMENDATION

The Committee is asked to resolve to **GRANT** planning permission: subject to the conditions set out in Appendix 1

2. SITE PLAN (SITE OUTLINED IN BLACK)



**3. PHOTOS OF SITE/STREET**



**Image 1: View of proposed site location**

## **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 located between St John Street and Whiskin Street.
- 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 between St John Street and Whiskin Street. The immediate area is characterised by a residential tower block to the rear of the site and large office and commercial buildings and opposite the application site.
- 5.2 The building adjacent to the site is not listed however the site is not located in a conservation area, however a Grade II listed building is located opposite and the site is within 50 metres of the Conservation Areas of New River and Northampton Square.

## **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 St John Street and Whiskin Street.
- 6.2 The proposed sign will measure a maximum of 2.6 metres in height, 1.3 metres in width and 0.2 metres in depth. The visible area of the digital screen display will measure 1.1 metres in width and 1.7 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 19 occupants of adjoining and nearby properties at Meredith Street and St Johns Street on the 10/02/2016. Therefore the public consultation expired on 10/03/2016.

8.2 At the time of the writing of this report one (1) objection 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):

- Lack of prior consultation with the University over a very sensitive location right opposite our building entrance(s) (paragraph 10.10)

- Controls over inappropriate advertising content (paragraph 10.10)

### Internal Consultees

8.3 **Design and Conservation Officer:** Objects to the proposal. The proposal is inappropriate, it adds visual clutter and would be rather unfortunate in the public realm and would compromise the quality of the streetscene.

8.5 **Highways:** No comments received

### External Consultees

8.5 N/A

## 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:

- Core Strategy Key Area- Bunhill & Clerkenwell
- Central Activities Zone (CAZ)
- Major System Route
- Finsbury Local Plan Area- Bunhill & Clerkenwell

- Mayors protected vistas- Alexendra Palace vewng terrace to St Pauls Cathardal
- Within 50 metres of New River Conservation Area
- Within 50 metres of Northampton Square 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 New River and Northampton Square Conservation Areas. It is important to ensure that any new signage would not have a detrimental impact on amenity of the surrounding area.
- 10.4 The proposed advertisement sign will be positioned on junction between St John Street and Whiskin Street, close to a small wall between two trees. Whilst the sign will be located on the pavement, it will be seen against the backdrop of a nine storey tower block building to the rear, with a wide pavement.
- 10.5 The proposed sign will measure 2.6 metres in height and 1.3 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. Furthermore, given the size and siting of the sign immediately in front of an existing brick wall, it is not considered to have an impact on crime. The proposed sign will be located on an existing hard surfaced area and will therefore not impact on the health of any existing trees.
- 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.

## **Other matters**

- 10.10 Objections have been received in relation to the lack of consultation by the applicant with neighbouring university prior to the submission of the application and inappropriate advertising content. These are not material planning consideration, however the details of the proposed advertisement display have not been finalised but only adverts that are in accordance with Council values would be permitted.

## **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

<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</p>



	(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>
	<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 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:

- Employment Growth Area
- Site of Importance for Nature

Conservation

- 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)**