



PLANNING COMMITTEE REPORT

PLANNING SUB-COMMITTEE A		
Date:	8 th September 2016	NON-EXEMPT

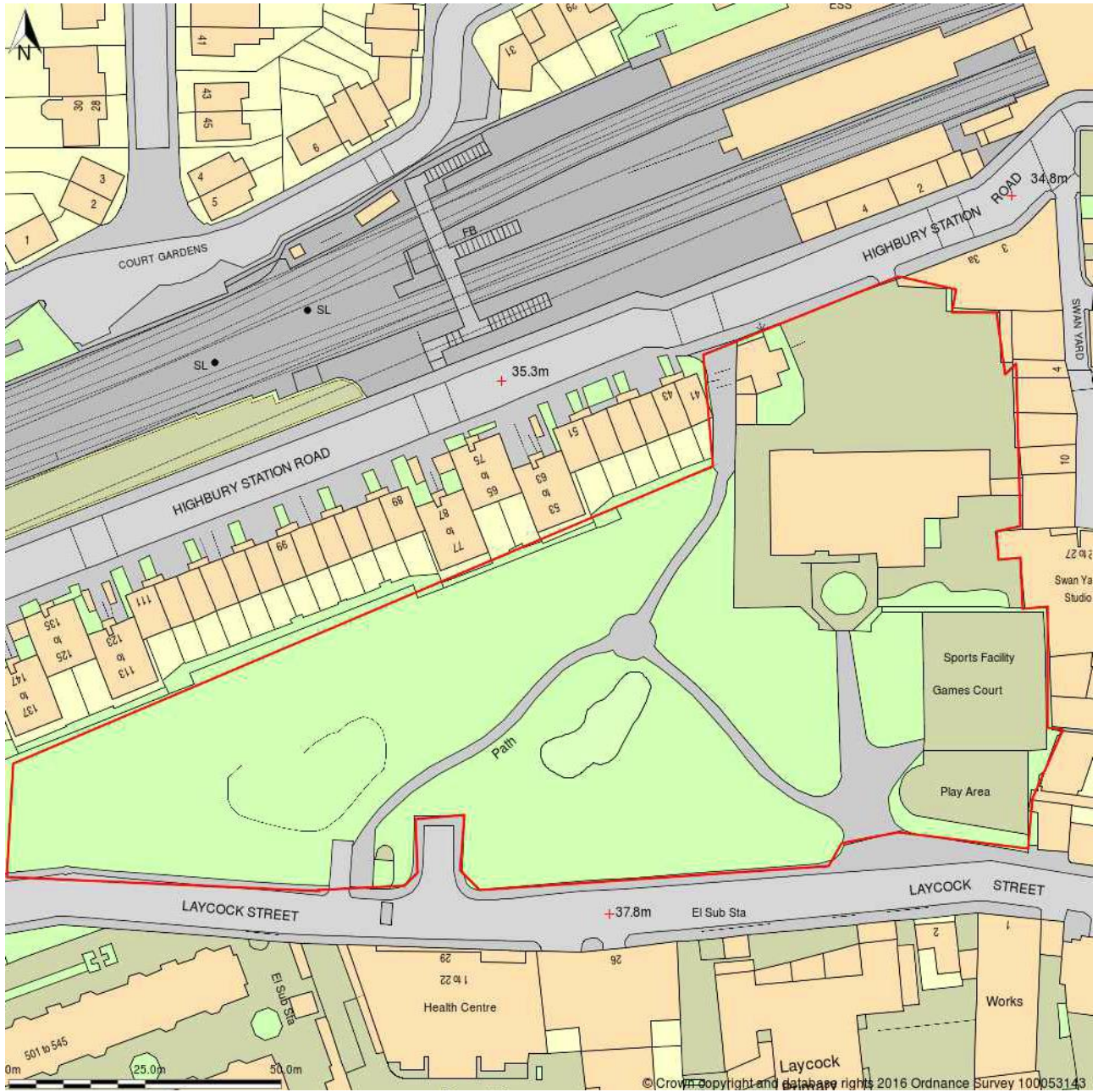
Application numbers	P2016/1013/ADV
Application types	Advertisement Consent
Ward	St Marys
Listed building	n/a
Conservation area	n/a
Development Plan Context	Article 4 Direction – office to residential Core Strategy Areas Highbury Corner Employment Growth Areas Locally listed building Rail safeguarding area Safe of Importance Nature Conservation Within 100m TLRN Within 50m of Upper Street Conservation Area Rail Safeguarding Channel Tunnel Rail Link
Licensing Implications	None
Site Address	Islington Education Service, Laycock Building, Laycock Street, Islington, London, N1 1TH
Proposals	Erection of post mounted sign.

Case Officer	Joe Aggar
Applicant	Ms Marcia Price - Islington Council
Agent	MK Design

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



Image 1 – View of looking north to Laycock Building



Image 2 – View looking east along Laycock Street

SUMMARY

- 4.1 Advertisement consent is sought for the erection of a post mounted sign which would measure 1500mm x800mm with applied digital print.
- 4.2 The application is brought to committee because this application is a council own application
- 4.3 The proposed advertisement will neither harm the character or appearance of the locally listed building, the wider street scene, nor the character and appearance of the conservation area, nor will it materially affect the amenity of adjacent residents or have a detrimental impact on pedestrian and highways safety.
- 4.4 In summary, the proposal is considered to be acceptable and is broadly in accordance with the Development Plan policies. It is recommended that planning permission be granted subject to conditions.

5 SITE AND SURROUNDING

- 5.1 The site sits on the north side of Laycock Street and it is a wedge shape which consists of Laycock Green, a play area and a games court. The application specifically relates to the Laycock Building which houses Islington Education Service and also fronts Highbury Station Road. This building was built circa 1900 and was a former board school. It is locally listed.
- 5.2 The immediate area is dominated by the pleasant open aspect of Laycock Green. The remaining street scene is varied in terms of the style and age of buildings. Opposite the application site sits the Council Offices, residential apartments and Laycock School. There is no prevailing character within the immediate street scene.

6 PROPOSAL (in Detail)

- 6.1 The application seeks the erection of a post mounted sign that would measure 1500mm x 800mm. The sign would relate to the 'Laycock Building' which is set back from Laycock Street and is a short walk accessed by a path through Laycock Green. The sign is proposed to be erected in front of the of the play area to the east of the site in the planting area with boundary railings.

7 RELEVANT HISTORY:

PLANNING APPLICATIONS

- 7.1 1-3A, Highbury Station Road, planning application re: P051006 for the '*Renovations of facade and roof of existing offices. Works include new mechanical plant to roof, installation of new shopfront / entrance and installation of new large windows at ground floor level.*' Withdrawn.
- 7.2 5 Highbury Station Road, planning application re: 982047 for '*Erection of a single storey, ground floor extension to existing office building*' was granted 28/01/1999.

ENFORCEMENT:

- 7.3 None

PRE-APPLICATION ADVICE:

- 7.4 None

8 CONSULTATION

Public Consultation

- 8.1 Letters were sent to occupants of 73 adjoining and nearby properties at, Highbury Station Road, Hampton Court, Swan Yard, Laycock Street and Upper Street.
- 8.2 Consultation expired on the 29th May 2016. It is the Council's practice to continue to consider representations made up until the date of a decision. Members will be updated at committee of any additional responses received.
- 8.3 At the time of writing this report no responses have been received from the public with regard to the application.

External Consultees

- 8.4 None.

Internal Consultees

- 8.5 **Design and Conservation Officer:** The principle of the proposal is acceptable. The sign should be positioned closer to the building it relates to. The sign is considered to be very visible and would interrupt views of the open space.

9 RELEVANT POLICIES

Details of all relevant policies and guidance notes are attached in Appendix 2. This report considers the proposal against the following development plan documents.

National Guidance

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

Development Plan

- 9.2 The Development Plan is comprised of the London Plan 2016, 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 1 to this report.

Designations

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

Article 4 Direction – office to residential
Core Strategy Areas Highbury Corner
Employment Growth Areas
Locally listed building
Rail safeguarding area
Safe of Importance Nature Conservation
Within 100m TLRN
Within 50m of Upper Street 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
- Public Safety

The Advertisement Regulations require that decisions be made only in the interests of amenity, and, where applicable, public safety. Therefore the Council's policy alone cannot be decisive. However, planning policy is a material consideration in the assessment of these proposals.

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 proposed free standing advertisement would be located close to the footway on the north side of Laycock Street. It would be positioned in the planting area directly in front of the play area behind a low metal boundary fence. Also within the vicinity is the games area which has high metal fencing. The area is dominated by the aspect of Laycock Green. The north side of Laycock Street is largely open in nature while the Green has a generous tree line and vegetation adjacent to the footway.
- 10.4 The advertisement would be 1500mm x 800mm. The parallel posts would be 76mm in diameter. The purpose of the sign is to publicise the Laycock building which is set some distance back from Laycock Street. The sign would be set back from the road and would be visible when approaching west on Laycock Street. Despite it being relatively large, its height and width do not detract from the spaciousness of the area around it which has an open character and a human scale which comfortably accommodates the low level intrusions of the furniture associated with the playground and games area and that of the Green.
- 10.5 The proposed advertisement is not considered to cause visual clutter or harm the visual amenity of the building or streetscape. 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 2016, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1 and DM2.6.

Public Safety

- 10.6 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.

- 10.7 The proposed signage would be set back from the footway and would not cause a safety risk to pedestrians, cyclists or vehicles. 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 SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be acceptable with regards to amenity and highway 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, and 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>

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. A pre-application advice service is also offered and encouraged. Whilst no pre-application discussions were entered into, the policy advice and guidance available on the website was followed by the applicant. The applicant therefore worked in a proactive manner taking into consideration the policies and guidance available to them, and therefore the LPA delivered a positive decision 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 2011, 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

7 London's living places and spaces

Policy 7.4 Local character

Policy 7.6 Architecture

B) Islington Core Strategy 2011

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 Adverts

5. Designations

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

- Article 4 Direction – office to residential
- Core Strategy Areas Highbury Corner
- Employment Growth Areas
- Locally listed building
- Rail safeguarding area
- Safe of Importance Nature Conservation
- Within 100m TLRN
- Within 50m of Upper Street Conservation Area
- Rail Safeguarding Channel Tunnel Rail Link

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

- Urban Design Guide (2006)

