

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 A		
Date:	8 September 2016	NON-EXEMPT

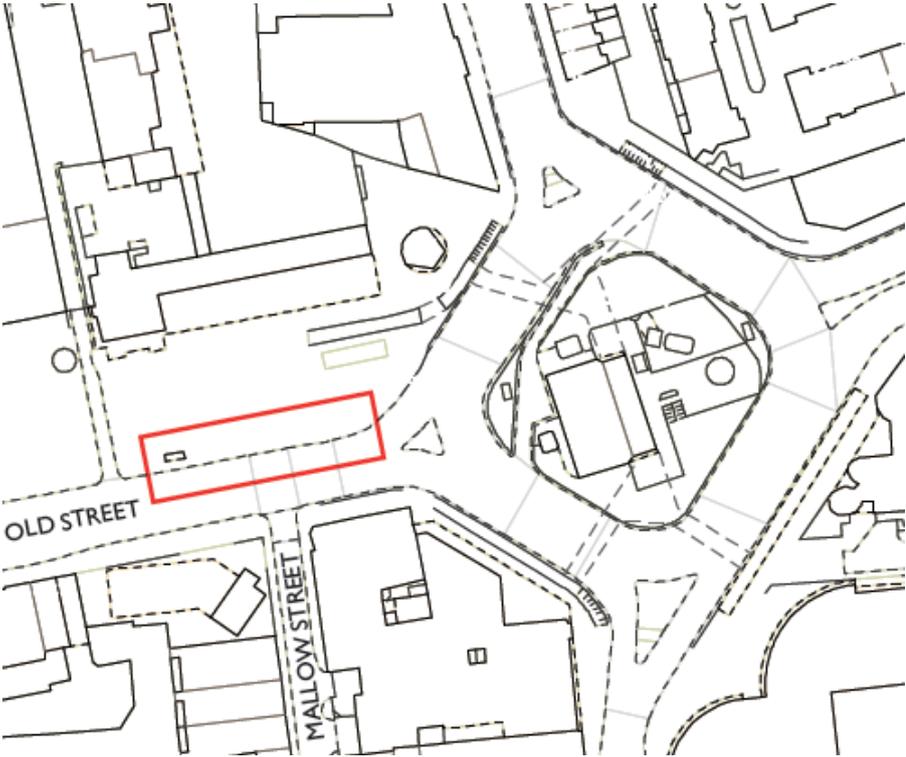
Application number	P2015/3961/ADV
Application type	Advertisement Consent (Council's own)
Ward	Bunhill
Listed building	Not Listed
Conservation area	N/A
Development Plan Context	Bunhill and Clerkenwell Core Strategy Key Area Central Activities Zone City Fringe Opportunity Area Local Cycle Route Bunhill and Clerkenwell Finsbury Local Plan Area Within 100m of TLRN Road Within 100m of SRN Road Within 50m of Bunhill Fields and Finsbury Square Conservation Area
Licensing Implications	None
Site Address	Pavement area in Old Street opposite Mallow Street, London, EC1V 9LT
Proposal	Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement on the north side of Old Street opposite Mallow Street

Case Officer	Daniel Power
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

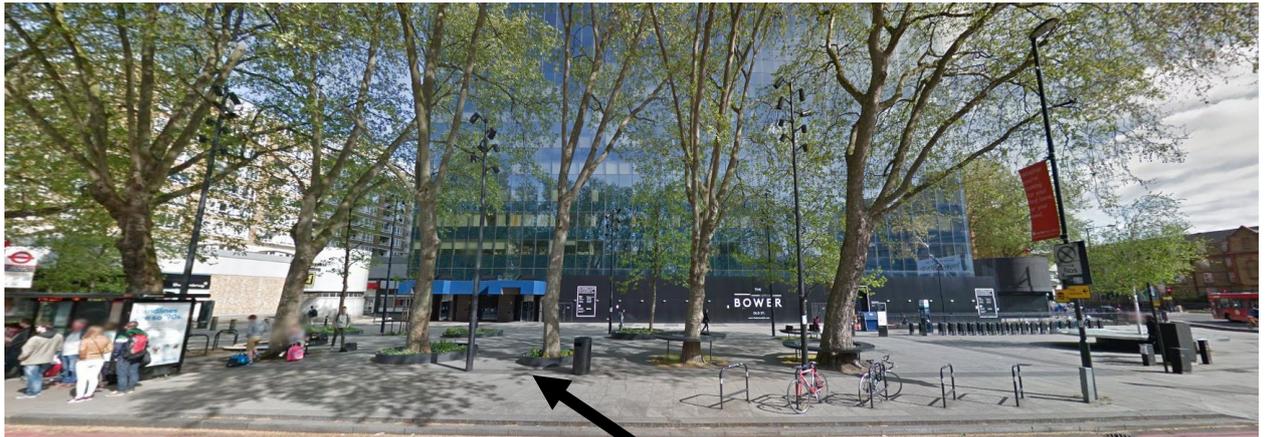


Image 2: Street View of the Site

Location of sign

4. SUMMARY

- 4.1 Advertisement consent is sought for the installation of a free standing internally illuminated advertisement display panel (6 sheet) on the pavement on the north side of Old Street opposite Mallow 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 application site relates to the wide pavement fronting Old Street, close to the junction with Old Street roundabout. The sign will be located on a wide, tree-lined pavement adjacent to an existing bus stop. To the rear of the site is The Bower building a 15 storey building in mixed use. The immediate area is characterised primarily by commercial premises.
- 5.2 The building is not listed and 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 on the north side of Old Street opposite Mallow 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.

Revisions:

- 6.3 Revisions were made to the plans on 19 October 2015 as the sign was changed from being non-illuminated to internally illuminated, 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 9 occupants of adjoining and nearby properties at Old Street and City Road on the 05/10/15. A site notice was placed outside the site on 8/10/15. Neighbours were re-consulted on amended plans on 19/10/15. An additional 5 neighbours were consulted on 09/11/15. The consultation therefore expires on 30/11/15.

- 8.2 At the time of the writing of this report one (1) objection had been received from the public with regards 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 detract from the Promenade of Light (para. 10.4 and 10.5)
- The proposal would not be part of parade of retail stores but will be advertising on the other side of Old Street (para. 10.5)
- Visual clutter (para. 10.4)

Internal Consultees

- 8.3 **Design and Conservation Officer:** Objects to the proposal. It is near conservation areas and listed buildings. It would add clutter to the streetscene and would contradict the design intent of the promenade of light project and forthcoming roundabout improvements.

- 8.4 **Highways:** No objection.

External Consultees

- 8.5 **Transport for London:** would not support the application: TFL consider the advertisement in this location will make the pavement look more cluttered than it already is. TfL were also concerned that the advert will cause distraction to drivers

emerging from Mallow Street and the adjacent petrol station. TFL suggested conditions if we are minded to approve the application.

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:
- Within 100m of Strategic Road Network
Bunhill and Clerkenwell Core Strategy Key Area
 - Central Activities Zone
 - City Fringe Opportunity Area
 - Local Cycle Route
 - Bunhill and Clerkenwell Finsbury Local Plan Area
 - Within 100m of TLRN Road
 - Within 100m of SRN Road
 - Within 50m of Bunhill Fields and Finsbury 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 the site is located within close proximity to the Bunhill Fields and Finsbury Square Conservation Area. Although Old Street is characterised by buildings of varying styles and heights, 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 wide pavement adjacent to an existing bus stop, street lights and refuse bins. Immediately opposite the site is a petrol filling station. The proposal would sit within the context of and align with existing street furniture but would be distinct. The signage would be in keeping with the predominantly commercial nature of development within the area and given the large amount of street furniture that is located along Old Street, the proposal would not be out of character or detract from the promenade of light. It is also noted that there is a proliferation of advertisement signage and a large highways sign on the north side of Old Street when viewed looking eastwards towards Old Street roundabout. As such, the proposed sign will be largely masked by the existing signage when viewed from this elevation.
- 10.5 The proposed sign will measure 2.695 metres in height and will be set back from the edge of the highway. It is considered that when viewed against the back drop of the 15 storey building to the rear, the proposed advertisement sign will not create an overly dominant feature that would have a detrimental impact on amenity. Furthermore, as the sign is not located in close proximity to any neighbouring windows, it is not considered that the sign, by reason of its illumination, would have a detrimental impact on amenity. In addition, no objections were raised to the siting of the sign by the Council's Highways Team. Given the size and siting of the sign, especially in relation to the properties to the rear, it is considered that the proposal would not detract from the Promenade of Lights.
- 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. The plans have been reviewed by the Council's

Highways Team who raise no objection. Transport for London expressed concerns that the development will cause distraction to drivers emerging from Mallow Street and also suggested conditions should the Council wish to approve the application. Given the existing lights and street furniture and that the Council's Highways Team have not objected, 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

1	Standard advertisement conditions CONDITION: Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority. No advertisement is to be displayed without permission of the owner of the site or any other people with an interest in the site entitled to grant permission. 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).
2	Luminance 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). The advertisement displays shall be carried out strictly in accordance with the details so approved and shall be maintained as such thereafter. REASON: In the interests of visual amenity and highway safety.
3	Display time 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. REASON: In the interests of visual amenity and highway safety.
4	Special effects 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. REASON: In the interests of visual amenity and highway safety.

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 polices 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

- 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:

- Within 100m of Strategic Road Network
Bunhill and Clerkenwell Core Strategy Key Area
- Central Activities Zone
- City Fringe Opportunity Area
- Local Cycle Route
- Bunhill and Clerkenwell Finsbury Local Plan Area
- Within 100m of TLRN Road
- Within 100m of SRN Road
- Within 50m of Bunhill Fields and Finsbury Square Conservation Area

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

Urban Design Guide (2006)