

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: | 3 rd October 2016 | NON-EXEMPT |

| | |
|--------------------------|---|
| Application numbers | P2015/5253/ADV |
| Application types | Advertisement Consent |
| Ward | Junction Ward |
| Listed building | n/a |
| Conservation area | St John's Conservation Area |
| Development Plan Context | St John's Conservation Area Primary Retail Frontages Within 100m TLRN Within 100m SRN Town Centre Locally listed building Local Views |
| Licensing Implications | None |
| Site Address | 1 Junction Road London N19 5QT |
| Proposals | Erection of 2no. Projecting signs (internally illuminated) - 2no. 'White Wordmark' fascia signs (Halo Illuminated). |

| | |
|--------------|--------------|
| Case Officer | Joe Aggar |
| Applicant | Treats |
| Agent | Abbey Kelsey |

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)



OS PLAN @1:1250

3. PHOTOS OF SITE/STREET

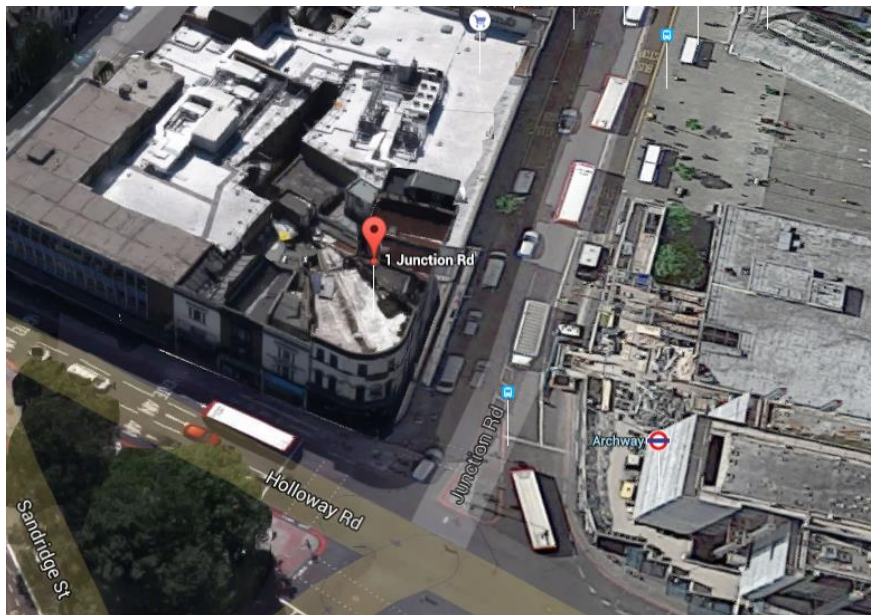


Image 1 - Aerial view of the site and surroundings



Image 2 – View of site from wider public view.

4 SUMMARY

- 4.1 Advertisement consent is sought for the installation of halo illuminated fascia sign and two internally illuminated projecting signs.
- 4.2 The application is brought to committee because this application is linked to a related change of use application before members on this agenda which has attracted a number of objections (P2015/2436).
- 4.3 The proposed advertisements will neither harm the character or appearance of the adjacent 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 consists of a curved corner three storey former public house with tiled ground floor and stucco upper floors with arched windows at first floor and square at second floor. The building is locally listed and also displays a strong cornice and parapet. It is located on the corner of two 'high streets', Holloway Road and Junction Road. The building is half a storey higher than those directly adjacent. The site is located on the southern corner of the busy Archway Gyratory on the junctions of Holloway Road and Junction Road and is directly opposite Flowers Mews and is located in the district town centre of Archway.
- 5.2 The immediate area is dominated by both the former 1960's office accommodation of Hamlyn House and Hill House, Archway tower and the layout of the A1 gyratory road system.

- 5.3 The building is located within the St John's conservation area which is largely residential and many of the houses are mid-19th century, locally listed, with fine detailing and have special group value and well-balanced scale. Properties on Junction Road and the Archway Island site have commercial and office uses in addition to residential, and contribute to the this local shopping centre.

6 PROPOSAL (in Detail)

- 6.1 The application seeks the erection of four signs in total, two internally illuminated projecting signs and two halo illuminated fascia signs. Of the latter, one of these signs would be located at fascia level and the other attached vertically to the mullion.

7 RELEVANT HISTORY:

PLANNING APPLICATIONS

- 7.1 1 Junction Road, planning application re: P2015/2436/FUL for the '*Reconsultation for change of use of upper floors to form 2x2 bed residential units (C3 use) with separate internal residential access plus ground and first floor rear extensions to increase the ground and first floor roof heights, proposed terrace at rear first floor level with balustrade and at roof level with roof structure to allow access to roof garden. Replacement of windows to front elevation and installation of windows and door to rear elevation. Removal of railings and introduction of brick parapet at roof level*' is under consideration.
- 7.2 1 Junction Road, planning application re: P2015/5248/FUL for '*Alterations to shopfront including tiling of stall-riser in place of timber*' is under consideration.
- 7.3 1 Junction Road, planning application re: P2014/5087/COL for the '*Certificate of Lawfulness (existing) for use as a cafe (Use Class A3)*' was GRANTED 04/02/2015

ENFORCEMENT:

- 7.4 None

PRE-APPLICATION ADVICE:

- 7.5 1 Junction Road, pre -planning application re: P2015/0416/MIN for the conversion of the upper floors to residential.

8 CONSULTATION

Public Consultation

- 8.1 Letters were sent to occupants of 31 adjoining and nearby properties at, Archway Close, Giesbach Road, Junction Road, Windmere Road and Holloway Road.
- 8.2 A site notice and press advert was also displayed. Consultation expired on the 28th January 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 2 responses have 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 change of use is damaging to the local economy(10.11)
- Change of use is contrary to local policy (10.11)
- Plastic film blocks frontage (10.12)
- Tables and chairs would suffer from wind blight (10.13)
- Tables and chairs not appropriate due to pedestrian congestion(10.13)

Better Archway Forum commented: Better Archway members were very pleased that LB Islington had moved to protect pub use in the borough and will be disappointed if it is decided that that policy is not applicable. Among other problems, the change of use is damaging to the local economy. Publicans almost always operate as independent businesses, employing local people. Chains employ staff from across London and other services from all over the UK while profit goes to head office, so local benefit is minimal. We note therefore that while such a change of use may be permitted by other legislation, it is contrary to LB Islington's core policy for example Point 9. ensuring a range of provision of shopping, leisure and local services which serve the local community and support Islington's economy.

Even if the change of use from a pub is to be accepted, the application is changes to the structure proposed are both damaging and contrary to Islington policy including the Core Strategy, Islington Urban Design Guide, Archway SPD and St John's Conservation Area Statement.

External Consultees

8.4 Transport for London: Subject to the above conditions being met, the proposal as it stands would not result in an unacceptable impact to the TLRN.

Internal Consultees

8.5 Design and Conservation Officer: raised no overall objections to the proposed adverts overall.

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 2016, Islington Core Strategy 2011 and Development Management Policies 2013.

St John's Conservation Area
Primary Retail Frontages
Within 100m TLRN
Within 100m SRN
Town Centre
Locally listed building
Local Views

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 and DM2.3 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 Islington Shopfront Design Guide and Conservation Area Design Guidelines sets out the Council's approach to the control of advertisements within the borough and specifically within conservation areas. This policy and guidance seeks to ensure that advertisements respect the character and scale of the host building and surrounding townscape.
- 10.4 The site is located on the corner of Junction Road and Holloway Road, two busy commercial streets characterised by commercial units at ground floor. The type of signage proposed at the application site would be comparable to many other such signs observed in the vicinity, including those illuminated projecting signs on the adjacent buildings. It is acknowledge the adjacent buildings on Junction Road were in receipt of building grants to improve their general appearance from the Local Authority.
- 10.5 The projecting signs are of a traditional form and considered a minor feature on the shop-front and even when illuminated would not in itself dominate the building. When seen as part of the overall signage these are considered to an appropriate addition to it.

- 10.6 The proposed externally illuminated fascia sign with applied lettering and internally illuminated projecting signs are considered to be acceptable and of an appropriate size, siting and height to fit well with the front façade of the building, street scene and Conservation Area generally. The signs luminance levels are restricted by condition as recommended by Transport for London. Whilst one of the proposed signs would be unorthodox and sit vertically on a pilaster this would not in itself be a reason for refusal.
- 10.7 The proposed advertisements are 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 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Public 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 fascia signage will be internally illuminated, through the lettering only and the project signs, although internally illuminated are considered relatively modest. In any event conditions have been recommended by Transport for London (conditions 2 and 3) to ensure there is no impact on public safety considering the signage is on the junction of A1 Holloway Road and Junction Road, which forms part of the Transport for London Road Network. 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

- 10.11 This application is for the erection of illuminated adverts within a conservation area. The topic of the change of use of the ground floor is not relevant to the assessment of this application. Its assessment rests on the visual amenity and safety.
- 10.12 The proposed vinyl signage is to be installed to the internal part of the shopfronts window and it is considered that it does not require advertisement consent under Class I advertisement regulations.
- 10.13 As the proposal for table and chairs is located on a public highway this is controlled by licensing and would be subject to separate relevant approvals.

11 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, 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

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|----------|---|
| 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 | Illumination |
| | <p>CONDITION: Illumination for the signage must be below the limit set out in the Institute of Lighting Engineers (ILE) technical note number 5 "The brightness of illuminated advertisement</p> <p>The proposed signage must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing.</p> <p>The intensity of the illuminance of the advertisement shall be no greater than 600Cdm² during hours of darkness.</p> <p>REASON: In the interest of public safety.</p> |
| 3 | Footway |
| | <p>CONDITION: The footway and carriageway on the TLRN must not be blocked during the installation and maintenance of the signage 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 interest of public safety.</p> |

List of Informatives:

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| 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 2016, 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

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
DM2.2 Inclusive 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:

- St Johns Grove Conservation Area
- Locally Listed Building

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

The following SPGs and/or SPDs are relevant:

- Islington Local Development Plan
- Conservation Area Design Guidelines (2002)
 - Urban Design Guide (2006)
 - Islington Shopfront Design Guide

