

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration  
 Department  
 PO Box 333  
 222 Upper Street

## PLANNING COMMITTEE REPORT

<b>PLANNING SUB- COMMITTEE A</b>		<b>AGENDA ITEM NO:</b>
Date:	3 October 2013	NON-EXEMPT

Application number	P2013/1746/ADV
Application type	Application for Advertisement Consent
Ward	Bunhill
Listed building	Unlisted
Conservation area	Hat and Feathers
Development Plan Context	Clerkenwell Smithfield Area of Special Character
Licensing Implications	None
Site Address	1 Dallington Street, London, EC1V 0BH
Proposal	Display of 1x non-illuminated fret cut aluminum fascia sign [Full Planning application also submitted P2013/1663/FUL] Drawing no's: 579_00, 579_01 RevC, 579_02, 579_03 RevD, Design and Access Statement Revision A

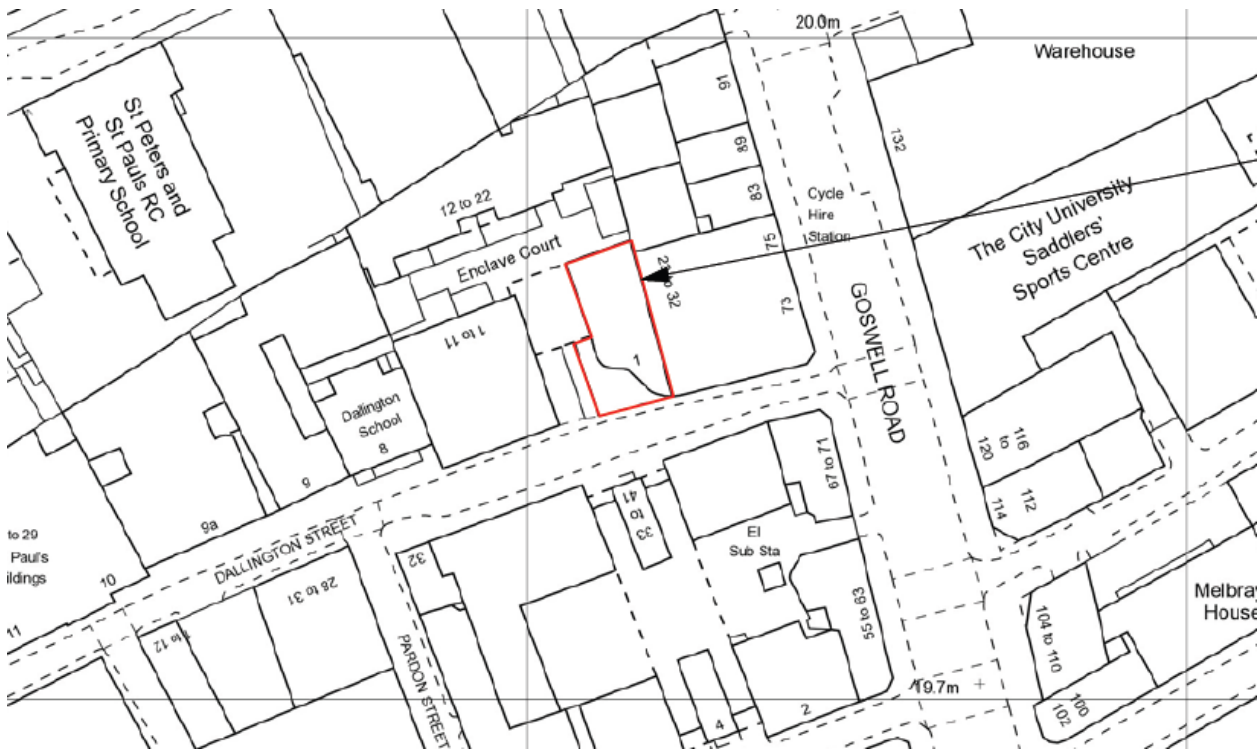
Case Officer	Thomas Broomhall
Applicant	Mr Rodney MacMahon
Agent	Walker Bushe Architects Ltd

### RECOMMENDATION

The Committee is asked to resolve to GRANT Advertisement Consent:

1. for the reasons for approval;
2. subject to the conditions set out in Appendix 1;

**SITE PLAN (site outlined in red)**



**PHOTOS OF SITE/STREET**

- 1. Aerial view of the site and surroundings





2. View of front elevation of site



3. View of side elevation of site



## **1.0 SUMMARY**

- 1.1 The application for Advertisement Consent proposes the display of 1no. Non-illuminated fret cut aluminium fascia sign. An application for Full Planning Permission has also been submitted for external alterations to the lower half the ground floor frontage of the building through the partial replacement of the existing glass blocks with 5 no. clear glazed panels and the installation of a clear glazed entrance door and new painted finish to existing render.
- 1.2 The two issues arising from the application are the impact on amenity, and the impact on public safety.
- 1.3 The proposed non-illuminated fret cut aluminium fascia sign is considered to be acceptable. The sign would not cause unacceptable harm to the appearance of the building's frontage, or harm the visual amenity of the adjoining residential development and surrounding conservation area. The sign is not considered to have an unacceptable impact on the neighbouring amenity of the adjoining and surrounding residential properties. The sign is not considered to cause harm to public or highway safety.

## **2.0 SITE AND SURROUNDING**

- 2.1 The property is a two storey B1 office building with curved frontage adjacent to Dallington Street, recessed from the road by an area of paving, sectioned off from the public highway by three painted metal posts and a metal chain. The frontage of the property is divided into upper and lower sections of glass blocks although inside the property behind the glazed blocks is only at ground floor level at the front with a first floor mezzanine level at the rear of the property. The property was built following approval of B1 office building in the late 1990s as a replacement for the swimming pool building as part of the approved residential scheme for 24 flats at 1-7 Dallington Street. As such the original curve of the building for the swimming pool use was not altered as part of the approved B1 office use.
- 2.2 The site is situated close to the junction with Goswell Road adjacent to a one way street. There is a roof terrace on the front elevation at second floor level of the property although this is a private terrace for use by one of the flats of the adjoining residential development. The site is within the Hat and Feathers Conservation Area. The site is not a Listed Building.

## **3.0 PROPOSAL (in Detail)**

- 3.1 The display of 1x non-illuminated fret cut aluminum fascia sign

## **4.0 RELEVANT HISTORY:**

### **Planning Applications**

- 4.1 April 1997 Planning Permission (Ref: 970478) granted for *Demolition of three storey plus lower ground floor warehouse and erection of two 3 storey buildings, with fourth level penthouses, across an east-west open courtyard to provide 22 flats; lower ground floor car park of 28 spaces accessed via ramp next to main entrance on Dallington Street and erection of single storey swimming pool building on the*

*vacant plot with gymnasium at rear at Dallington Lofts, 1-7 Dallington Street, London, EC1.*

- 4.2 May 1997 Planning Permission (Ref: 970930) granted for *Construction of new two storey office building.*
- 4.3 April 2000 Approval of Details (Ref: P000485) granted for *Approval of forecourt details pursuant to condition 5 of planning permission dated 07/07/97 (Ref: 970930) for redevelopment.*
- 4.4 April 2001 Planning Permission (Ref: P010425) granted for *Retrospective application for the enlargement of an external single door to a double door.*
- 4.5 May 2013 Planning Permission (Ref: P2013/1663/FUL) submitted for *Alterations to ground floor frontage of building, replacing glass blocks with clear glazed windows, installation of new entrance door.* Also to be considered by Planning Committee on this agenda.

**Enforcement:**

None

**Pre-application Advice:**

None

**5.0 CONSULTATION**

**Public Consultation**

- 5.1 Letters were sent to occupants of 42 adjoining and nearby properties at Goswell Road and Dallington Street on 11 June 2013. A site notice and press advert were displayed on 20 June 2013. The initial round of public consultation of the application therefore expired on 11 July. However it is the Council's practice to continue to consider representations made up until the date of a decision.
- 5.2 At the time of the writing of this report a total of 11 responses 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):
- Back lighting of the sign (See para. 7.2)
  - Visual amenity (See para. 7.3)
  - Neighbouring amenity (See para. 7.4)
  - Breach of lease/ownership of the exterior of the property (See para. 7.7)
  - Damage to the surface of the building's frontage (See para. 7.8)

**External Consultees**

- 5.3 No comments received.

**Internal Consultees**

5.4 Design and Conservation Officer – no objection to the proposed signage

## **6.0 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**

6.1 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**

6.2 The Development Plan is comprised of the London Plan 2011, 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 2 to this report.

### **Designations**

6.4 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:

#### **Islington Local Plan**

Hat and Feathers Conservation Area

### **Supplementary Planning Guidance (SPG) / Document (SPD)**

6.5 The SPGs and/or SPDs which are considered relevant are listed in Appendix 2.

## **7.0 ASSESSMENT**

7.1 The main issues arising from this proposal relate to:

- Impact on amenity;
- Impact on the public safety.

### Backlit Sign

7.2 Objections were received regarding the back lighting of the proposed sign as indicated on drawing 579\_03 RevC. However the sign is not proposed to be backlit and a revised drawing 579\_3 RevD has been received removing this inaccurate reference.

### **Amenity**

#### Visual Amenity

- 7.3 Objectors were received from residents of Enclave Court expressing concern that the sign would appear out of place on the frontage of the building and harmful to its perceived residential character. Comments were also received concerning the perceived change of appearance from an office to a shopfront. The fret cut sign comprises 6 no. closely positioned individual aluminium letters without any degree of illumination or supporting material or colour. As a result the sign is considered to be sufficiently discrete and of minimal design and appearance as to not detract from the unique appearance of the building's frontage. Whilst it is acknowledged that the building is unique in its appearance and sits adjacent to a number of residential properties, clearly the design, shape and colour on the building's frontage are not of a typical residential frontage. The location of the site is within the Central Activities Zone, in a mixed-use area and the residential units at Enclave Court are close proximity to a number of existing B1 offices. Furthermore on a recent site visit the existence of signs on the interior of the windows of the adjoining property on Dallington Street advertising the occupant's charity was noted and visually quite apparent from street level. The Council's Design and Conservation Team did not raise any objections to the display of the fret cut fascia sign. It is noted that the sign is proposed to be located at first floor level, which is usually only allowable for "destination" buildings. However due to the unusual nature of the building and the very modest signage it is considered acceptable in this case. Therefore given the context of the site, its surroundings, and the modest nature of the proposed sign, it is not considered to cause unacceptable harm to the appearance of the building, or cause unacceptable harm to the visual amenity of the occupiers of the adjoining residential development and surrounding conservation area.

#### Neighbouring Amenity

- 7.4 Objections were received concerning the proximity of the proposed sign to the roof terrace of the residential unit which sits above the application site. Paragraph 7.3 discussed the low key design and size, and limited materials of the proposed non-illuminated fascia sign. Therefore whilst it would be attached to the exterior of the wall of the roof terrace, it is not considered to cause unacceptable harm to the neighbouring amenity of the roof terrace of Flat 6, Enclave Court in terms of loss of outlook to warrant refusal.

#### **Public Safety**

- 7.5 The proposed non-illuminated fascia sign is to be displayed above first floor level and attached flat to the wall. The proposed aluminium is plain and minimal in appearance. The application is not considered to cause harm to public safety in terms of pedestrian or highway safety and so the application is acceptable in this regard.

#### **National Planning Policy Framework**

- 7.6 The scheme complies with the provisions of the NPPF and local policy, and is in accordance with statutory and material considerations.

#### **Other Matters**

- 7.7 Several objections were received claiming that the wall on which the proposed the fascia sign would be positioned is within the ownership of the residential property at Flat 6, Enclave Court. Comments were also received stating that the hanging of a sign would be in contravention of the agreed lease for the building. These are legal matters rather than planning matters and cannot be considered in the assessment of the application.

#### Damage to the surface of the building's frontage

- 7.8 Concerns were received regarding possible damage to the rendered surface of the frontage of the building as result of attaching the proposed fascia sign. The building is of modern construction built in the late 1990s and is unusual to be found located within a conservation area although rendering is not uncommon or unique across the borough. On a recent site visit the rendered surface of the building showed patches of weathering and dirt on the section above first floor level. The size of the sign is of small scale in comparison to the surface area of the building's frontage. Therefore the attachments required to affix the sign are not considered to compromise the appearance of the existing surface of the frontage of the property to such an extent as to warrant its refusal.

## **8.0 SUMMARY AND CONCLUSION**

### **Summary**

- 8.1 The proposed non-illuminated fret cut aluminium fascia sign is considered to be acceptable. The sign would not cause unacceptable harm to the appearance of the building's frontage, or harm the visual amenity of the adjoining residential development and surrounding conservation area. The sign is not considered to have an unacceptable impact on the neighbouring amenity of the adjoining and surrounding residential properties. The sign is not considered to cause harm to public or highway safety.

### **Conclusion**

- 8.2 It is recommended that planning permission be granted subject to conditions for the reasons and details 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 Condition (Compliance)</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>

#### 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>Whilst no pre-application discussions were entered into, the policy advice and guidance available on the website was followed by the applicant.</p> <p>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.

### **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.

### **Development Plan**

The Development Plan is comprised of the London Plan 2011, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013. The following policies of the Development Plan are considered relevant to this application:

#### **A) The London Plan 2011 - 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**

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  
DM2.3 Heritage  
DM2.6 Advertisements  
**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:

#### **Islington Local Plan**

Hat and Feathers Conservation Area

#### **Supplementary Planning Guidance (SPG) / Document (SPD)**

The following SPGs and/or SPDs are relevant:

**Islington Local Plan**

Conservation Area Design Guidelines

Urban Design Guide