



---

## AGENDA FOR THE PLANNING SUB COMMITTEE A

---

Members of the Planning Sub Committee A are summoned to a meeting, which will be held in Committee Room 4, Town Hall, Upper Street, N1 2UD on **1 December 2015 at 7.30 pm.**

**John Lynch**  
**Head of Democratic Services**

Enquiries to : Zoe Crane  
Tel : 020 7527 3044  
E-mail : [democracy@islington.gov.uk](mailto:democracy@islington.gov.uk)  
Despatched : 23 November 2015

**Welcome:**

Members of the public are welcome to attend this meeting.

**Consideration of Planning Applications** – This is a formal agenda where decisions are taken on planning applications submitted to the Council. Public speaking rights on these items are limited to those wishing to comment on specific applications. **If you wish to speak at the meeting please register by calling the Planning Department on 020 7527 2278 or emailing [enquiriesplanning@islington.gov.uk](mailto:enquiriesplanning@islington.gov.uk).**

<u>Committee Membership</u>	<u>Wards</u>	<u>Substitute Members</u>	
Councillor Fletcher (Chair)	- St George's;	Councillor Convery	- Caledonian;
Councillor Poyser (Vice-Chair)	- Hillrise;	Councillor Diner	- Canonbury;
Councillor Chowdhury	- Barnsbury;	Councillor Gantly	- Highbury East;
Councillor Khan	- Bunhill;	Councillor Donovan	- Clerkenwell;
Councillor Spall	- Hillrise;	Councillor Kay	- Mildmay;
		Councillor Klute	- St Peter's;
		Councillor Nicholls	- Junction;
		Councillor A Perry	- St Peter's;
		Councillor Picknell	- St Mary's;
		Councillor Wayne	- Canonbury;

Quorum: 3 councillors



**A. Formal Matters** **Page**

1. Introductions
2. Apologies for Absence
3. Declarations of Substitute Members
4. Declarations of Interest

If you have a **Disclosable Pecuniary Interest\*** in an item of business:

- if it is not yet on the council's register, you **must** declare both the existence and details of it at the start of the meeting or when it becomes apparent;
- you may **choose** to declare a Disclosable Pecuniary Interest that is already in the register in the interests of openness and transparency.

In both the above cases, you **must** leave the room without participating in discussion of the item.

If you have a **personal** interest in an item of business **and** you intend to speak or vote on the item you **must** declare both the existence and details of it at the start of the meeting or when it becomes apparent but you **may** participate in the discussion and vote on the item.

**\*(a) Employment, etc** - Any employment, office, trade, profession or vocation carried on for profit or gain.

**(b) Sponsorship** - Any payment or other financial benefit in respect of your expenses in carrying out duties as a member, or of your election; including from a trade union.

**(c) Contracts** - Any current contract for goods, services or works, between you or your partner (or a body in which one of you has a beneficial interest) and the council.

**(d) Land** - Any beneficial interest in land which is within the council's area.

**(e) Licences**- Any licence to occupy land in the council's area for a month or longer.

**(f) Corporate tenancies** - Any tenancy between the council and a body in which you or your partner have a beneficial interest.

**(g) Securities** - Any beneficial interest in securities of a body which has a place of business or land in the council's area, if the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body or of any one class of its issued share capital.

This applies to **all** members present at the meeting.

5. Order of Business
6. Minutes of Previous Meeting 1 - 4

**B. Consideration of Planning Applications** **Page**

1. 20 Shelburne Road, London, N7 6DL 11 - 26

2.	25-52 Rotherfield Court, Rotherfield Street, Islington, London, N1 3BN	27 - 44
3.	57-65 Randell's Road, London, N1 0DH	45 - 66
4.	Highbury Pool, Highbury Crescent, Islington, London, N5 1RR	67 - 88
5.	Land at corner of Killick Street and Caledonian Road, N1	89 - 102
6.	New North House, Canonbury Business Centre, 202 New North Road, London, N1 7BJ	103 - 124
7.	Pavement area outside Islington Central Library, London, N5	125 - 138
8.	Pavement area in Old Street opposite Mallow Street, London, EC1V 9LT	139 - 152
9.	Pavement area on Pentonville Road (south side) west of Penton Rise, Pentonville Road, London, N1 9JL	153 - 166
10.	Pavement area opposite Bryles House, 32-34 Clerkenwell Road, London, EC1	167 - 180
11.	Pavement area opposite 541-543 Caledonian Road, London, N7	181 - 194
12.	Seven Sisters Road (north side) opposite Medina Road, London, N7 7PU	195 - 208
13.	Site on Clerkenwell Road (Bridge between Farringdon Road and Farringdon Lane), Clerkenwell Road, London, EC1M 3LN	209 - 222
14.	Site outside Whittington Park (adjacent to 563 Holloway Road), Holloway Road, London, N19 4DQ	223 - 236
15.	South of Railway Bridge, opposite Emirates, Hornsey Road, Islington, London, N7 8DB	237 - 250

**C. Consideration of other planning matters** **Page**

**D. Urgent non-exempt items (if any)**

Any non-exempt items which the Chair agrees should be considered urgently by reason of special circumstances. The reasons for urgency will be agreed by the Chair and recorded in the minutes.

**E. Exclusion of press and public**

To consider whether, in view of the nature of the remaining item on the agenda, it is likely to involve the disclosure of exempt or confidential information within the terms of the Access to Information Procedure Rules in the Constitution and, if so, whether to exclude the press and public during discussion thereof.

**F. Confidential/exempt items**

**G. Urgent exempt items (if any)**

Any exempt items which the Chair agrees should be considered urgently by reason of special circumstances. The reasons for urgency will be agreed by the Chair and recorded in the minutes.

**Date of Next Meeting:** Planning Sub Committee A, 5 January 2016

**Please note all committee agendas, reports and minutes are available on the council's website:**

**[www.democracy.islington.gov.uk](http://www.democracy.islington.gov.uk)**

## **PROCEDURES FOR PLANNING SUB-COMMITTEES**

### **Planning Sub-Committee Membership**

Each Planning Sub-Committee consists of five locally elected members of the council who will decide on the applications for planning permission.

### **Order of Agenda**

The Chair of the Planning Sub-Committee has discretion to bring forward items, or vary the order of the agenda, where there is a lot of public interest.

### **Consideration of the Application**

After hearing from council officers about the main issues of the proposal and any information additional to the written report, the Chair will invite those objectors who have registered to speak for up to three minutes on any point relevant to the application. If more than one objector is present for any application then the Chair may request that a spokesperson should speak on behalf of all the objectors. The spokesperson should be selected before the meeting begins. The applicant will then be invited to address the meeting also for three minutes. These arrangements may be varied at the Chair's discretion.

Members of the Planning Sub-Committee will then discuss and vote to decide the application. The drawings forming the application are available for inspection by members during the discussion.

Please note that the Planning Committee will not be in a position to consider any additional material (e.g. further letters, plans, diagrams etc.) presented on that evening. Should you wish to provide any such information, please send this to the case officer a minimum of 24 hours before the meeting. If you submitted an objection but now feel that revisions or clarifications have addressed your earlier concerns, please write to inform us as soon as possible.

### **What Are Relevant Planning Objections?**

The Planning Sub-Committee is required to decide on planning applications in accordance with the policies in the Development Plan unless there are compelling other reasons. The officer's report to the Planning Sub-Committee will refer to the relevant policies and evaluate the application against these policies. Loss of light, openness or privacy, disturbance to neighbouring properties from proposed intrusive uses, over development or the impact of proposed development in terms of size, scale, design or character on other buildings in the area, are relevant grounds for objection. Loss of property value, disturbance during building works and competition with existing uses are not. Loss of view is not a relevant ground for objection, however an unacceptable increase in sense of enclosure is.

**For further information on how the Planning Sub-Committee operates and how to put your views to the Planning Sub-Committee please call Zoe Crane/Jackie Tunstall on 020 7527 3044/3068. If you wish to speak at the meeting please register by calling the Planning Department on 020 7527 2278 or emailing [enquiriesplanning@islington.gov.uk](mailto:enquiriesplanning@islington.gov.uk).**

This page is intentionally left blank

London Borough of Islington

## Planning Sub Committee A - 22 October 2015

Minutes of the meeting of the Planning Sub Committee A held at Committee Room 1, Town Hall, Upper Street, N1 2UD on 22 October 2015 at 7.30 pm.

**Present:**           **Councillors:**           Poyser (Chair), Chowdhury, Khan and Wayne  
(Substitute) (In place of Fletcher)

### Councillor Dave Poyser in the Chair

**113**           **INTRODUCTIONS (Item A1)**

Councillor Poyser welcomed everyone to the meeting. Members of the Committee and officers introduced themselves and the Chair outlined the procedures for the meeting.

**114**           **APOLOGIES FOR ABSENCE (Item A2)**

Apologies were received from Councillors Fletcher and Spall.

**115**           **DECLARATIONS OF SUBSTITUTE MEMBERS (Item A3)**

Councillor Wayne substituted for Councillor Fletcher.

**116**           **DECLARATIONS OF INTEREST (Item A4)**

There were no declarations of interest.

**117**           **ORDER OF BUSINESS (Item A5)**

The order of business would be:  
B1, B3, B4 and B2.

**118**           **MINUTES OF PREVIOUS MEETING (Item A6)**

**RESOLVED:**

That the minutes of the meeting held on 21 September 2015 be confirmed as an accurate record of proceedings and the Chair be authorised to sign them.

**119**           **25 DANBURY STREET, LONDON, N1 8LE (Item B1)**

Demolition of existing single storey annex to public house (A4) and erection of three storey single family dwelling comprising lower ground, upper ground and first floors with 2-bedrooms for 3 persons (C3) on the site plus lowering of floor level and the inclusion of private outdoor space.

(Planning application number: P2015/0947/FUL)

In the discussion the following points were made:

- In response to a question from a member about the council's policy on the overlooking of gardens, the planning officer stated that the overlooking of gardens was not contained within policy. This particular garden was currently overlooked from other properties.
- A member stated that the sub-committee's decision was constrained by that of the inspector.

## Planning Sub Committee A - 22 October 2015

- According to the sunlight and daylight assessment, there were no windows which did not meet BRE guidelines.
- There was no evidence that this development would have an adverse impact on noise, as suggested by an objector.
- The proposed development was consistent with policy.

### **RESOLVED:**

That planning permission be granted subject to the conditions set out in the case officer's report and the prior completion of a Deed of Planning Obligation made under Section 106 of the Town and Country Planning Act 1990 securing the heads of terms as set out in Appendix 1 of the case officer's report.

### **120**     **25-52 ROTHERFIELD COURT, ROTHERFIELD STREET, ISLINGTON, LONDON, N1 3BN (Item B2)**

Installation of steel hand railings (1.1m high) at roof level of the building.

(Planning application number: P2015/2620/FUL)

In the discussion the following point was made:

- A representative for the applicant (the council) was not in attendance.

### **RESOLVED:**

That the consideration of this item be deferred to ask a representative of the applicant to attend the meeting where this item would be considered.

### **121**     **ISLINGTON TENNIS CENTRE, MARKET ROAD, LONDON, N7 9PL (Item B3)**

Single storey extension to west elevation.

(Planning application number: P2015/2898/FUL)

In the discussion the following point was made:

- The proposed development was consistent with policy.

### **RESOLVED:**

That planning permission be granted subject to the conditions set out in the case officer's report.

### **122**     **NURSERY AT LOXFORDS 85 Highbury Park, London, N5 1GF (Item B4)**

Installation of condensing units within the lightwell adjoining the basement level plant room in conjunction with the installation of a Comfort Cooling System for the nursery premises.

(Planning application number: P2015/2142/FUL)

In the discussion the following points were made:

- A number of possible options had been considered for the location of the condensing units and the proposed one was deemed to be the most suitable location.
- The noise officer was satisfied with the proposed conditions.
- There was a need for ventilation.
- The applicant advised that the noise from the units had to be 35 decibels or less. The noise would be between 23 and 29 decibels when the condensers were running. Background noise was 40 decibels at night and the condensers would be off at night and during the winter when air conditioning would not be required.



**Planning Sub Committee A - 22 October 2015**

**RESOLVED:**

That planning permission be granted subject to the conditions set out in the case officer's report.

The meeting ended at 8.10 pm

**CHAIR**

This page is intentionally left blank

**COMMITTEE AGENDA**

- 1 20 Shelburne Road London N7 6DL**

---
- 2 25-52 Rotherfield Court Rotherfield Street Islington London N1 3BN**

---
- 3 57 - 65 Randell's Road  
London  
N1 0DH**

---
- 4 Highbury Pool Highbury Crescent Islington London N5 1RR**

---
- 5 Land at corner of Killick Street and Caledonian Road N1**

---
- 6 New North House, Canonbury Business Centre, 202 New North Road, London, N1 7BJ**

---
- 7 Pavement Area Outside Islington Central Library London N5**

---
- 8 Pavement area in Old Street opposite Mallow Street, London, EC1V 9LT**

---
- 9 Pavement area on Pentonville Road (south side) west of Penton Rise, Pentonville Road, London, N1 9JL**

---
- 10 Pavement area opposite Bryles House, 32-34 Clerkenwell Road, London, EC1**

---
- 11 Pavement opposite 541/543 Caledonian Road London N7**

---
- 12 Seven Sisters Road (north side) opposite Medina Road  
Seven Sisters Road London N7 7PU**

---
- 13 Site on Clerkenwell Road (Bridge between Farringdon Road and Farringdon Lane)  
Clerkenwell Road London EC1M 3LN**

---
- 14 Site outside Whittington Park (adjacent to 563 Holloway Road)  
Holloway Road London N19 4DQ**

---
- 15 south of Railway Bridge, opposite Emirates  
Hornsey Road  
Islington  
London  
N7 8DB**

---

---

## 1 20 Shelburne Road London N7 6DL

---

**Ward:** Highbury West

**Proposed Development:** Conversion of single dwelling house (C3) into 2 self-contained flats (1 x 3 Bedroom, 1 x 1 Bedroom) and refurbishment of existing rear extension to include facing brickwork and new timber-framed windows and doors.

**Application Number:** P2015/1525/FUL

**Application Type:** Full Planning Application

**Case Officer:** Sandra Chivero

**Name of Applicant:** Ms Galatia Sotiriou

**Recommendation:**

---

## 2 25-52 Rotherfield Court Rotherfield Street Islington London N1 3BN

---

**Ward:** Canonbury

**Proposed Development:** Installation of steel hand railings (1.1m high) at roof level of the building.

**Application Number:** P2015/2620/FUL

**Application Type:** Full Planning (Council's Own)

**Case Officer:** David Nip

**Name of Applicant:** Breyer Group Plc - Ms Linda Harris

**Recommendation:**

---

## 3 57 - 65 Randell's Road London N1 0DH

---

**Ward:** Caledonian

**Proposed Development:** The demolition of the existing garage/workshop and the erection of a four storey plus basement building to provide commercial (B1) space at ground floor and basement, and residential use (five x 2-bed flats and one x 1-bed flat) to the four upper floors, together with the incorporation of refuse bin stores and bicycle storage (this is an amended scheme).

**Application Number:** P2015/2834/FUL

**Application Type:** Full Planning Application

**Case Officer:** Ashley Niman

**Name of Applicant:** Newmac KGX developments Ltd (Mr Paul Newman)

**Recommendation:**

---

## 4 Highbury Pool Highbury Crescent Islington London N5 1RR

---

**Ward:** Highbury East

**Proposed Development:** Single storey extension with pitched roof. Flat roof draught lobby box to the front. Double height extension sitting above the existing gym, spa and plant areas on Eastern side elevation.

**Application Number:** P2015/0386/FUL

**Application Type:** Full Planning Application

**Case Officer:** Emily Benedek

**Name of Applicant:** GLL - Mrs Lucy Murray-Robertson

**Recommendation:**

---

## 5 Land at corner of Killick Street and Caledonian Road N1

---

**Ward:** Caledonian

**Proposed Development:** Installation of a Freestanding Self Illuminated Advertisement Display Panel (6 Sheet) on the pavement at corner of Killick Street and Caledonian Road.

**Application Number:** P2015/3954/ADV

**Application Type:** Advertisement Consent

**Case Officer:** Emily Benedek

**Name of Applicant:** Mr Martin Holland

**Recommendation:**

---

## 6 New North House, Canonbury Business Centre, 202 New North Road, London, N1 7BJ

---

**Ward:** St. Peters

**Proposed Development:** Demolition of existing rooftop structures and erection of additional storey on new north house to form 396 square metres of additional business (b1) floor space

**Application Number:** P2015/2290/FUL

**Application Type:** Full Planning Application

**Case Officer:** Duncan Ayles

**Name of Applicant:** Canonbury Ltd, Mr John Hedderson

**Recommendation:**

---

## 7 Pavement Area Outside Islington Central Library London N5

---

**Ward:** Highbury East

**Proposed Development:** Installation of a Freestanding Self Illuminated Advertisement Display Panel (6 Sheet) on the pavement area outside Islington Central Library. This application may affect the character and appearance of the conservation area. Town and Country Planning (Listed Building and Conservation Areas) Act 1990 (as amended); section 73.

**Application Number:** P2015/3957/ADV

**Application Type:** Advertisement Consent

**Case Officer:** Emily Benedek

**Name of Applicant:** Islington Council - Mr Martin Holland

**Recommendation:**

---

## 8 Pavement area in Old Street opposite Mallow Street, London, EC1V 9LT

---

**Ward:** Bunhill

**Proposed Development:** Installation of a Freestanding Self-Illuminated Advertisement Display Panel (6 Sheet) on the pavement of north side of Old Street opposite Mallow Street.

**Application Number:** P2015/3961/ADV

**Application Type:** Advertisement Consent

**Case Officer:** Emily Benedek

**Name of Applicant:** Mr Martin Holland

**Recommendation:**

---

## 9 Pavement area on Pentonville Road (south side) west of Penton Rise, Pentonville Road, London, N1 9JL

---

**Ward:** Barnsbury

**Proposed Development:** Installation of a Freestanding Self Illuminated Advertisement Display Panel (6 Sheet) on pavement on south side of Pentonville Road, west of Penton Rise

**Application Number:** P2015/3962/ADV

**Application Type:** Advertisement Consent

**Case Officer:** Emily Benedek

**Name of Applicant:** Mr Martin Holland

**Recommendation:**

---

## 10 Pavement area opposite Bryles House, 32-34 Clerkenwell Road, London, EC1

---

**Ward:** Bunhill

**Proposed Development:** Installation of a Freestanding Self Illuminated Advertisement Display Panel (6 Sheet) on pavement opposite 32-34 Clerkenwell Road. This application may affect the character and appearance of a conservation area and the setting of a listed building. Town and Country Planning (Listed Building and Conservation Areas) Act 1990 (as amended); Section 67 and 73.

**Application Number:** P2015/3959/ADV

**Application Type:** Advertisement Consent

**Case Officer:** Emily Benedek

**Name of Applicant:** Mr Martin Holland

**Recommendation:**

---

## 11 Pavement opposite 541/543 Caledonian Road London N7

---

**Ward:** Holloway

**Proposed Development:** Installation of a Freestanding Self Illuminated Advertisement Display Panel (6 Sheet) on the pavement opposite 541/543 Caledonian Road.

**Application Number:** P2015/3953/ADV

**Application Type:** Advertisement Consent

**Case Officer:** Emily Benedek

**Name of Applicant:** Mr Martin Holland

**Recommendation:**

---

## 12 Seven Sisters Road (north side) opposite Medina Road Seven Sisters Road London N7 7PU

---

**Ward:** Finsbury Park

**Proposed Development:** Installation of a Freestanding Self Illuminated Advertisement Display Panel (6 Sheet) on grass verge outside of Seven Sisters Road opposite Medina Road.

**Application Number:** P2015/3963/ADV

**Application Type:** Advertisement Consent

**Case Officer:** Emily Benedek

**Name of Applicant:** Islington Public Realm

**Recommendation:**

---

## 13 Site on Clerkenwell Road (Bridge between Farringdon Road and Farringdon Lane) Clerkenwell Road London EC1M 3LN

---

**Ward:** Clerkenwell

**Proposed Development:** Installation of a Freestanding Self Illuminated Advertisement Display Panel (6 Sheet) on the pavement on the bridge between Farringdon Road and Turnmill Street.

**Application Number:** P2015/3955/ADV

**Application Type:** Advertisement Consent

**Case Officer:** Emily Benedek

**Name of Applicant:** Mr Martin Holland

**Recommendation:**

---

## 14 Site outside Whittington Park (adjacent to 563 Holloway Road) Holloway Road London N19 4DQ

---

**Ward:** Junction

**Proposed Development:** Installation of a Freestanding Self Illuminated Advertisement Display Panel (6 Sheet) on green area adjacent to Holloway Road.

**Application Number:** P2015/3952/ADV

**Application Type:** Advertisement Consent

**Case Officer:** Emily Benedek

**Name of Applicant:** Mr Martin Holland

**Recommendation:**

---

**15 south of Railway Bridge, opposite Emirates  
Hornsey Road  
Islington  
London  
N7 8DB**

---

**Ward:** Highbury West

**Proposed Development:** Erection of 48 sheet externally illuminated, static, wall-mounted hoarding.

**Application Number:** P2015/3960/ADV

**Application Type:** Advertisement Consent

**Case Officer:** Emily Benedek

**Name of Applicant:** Islington Public Realm

**Recommendation:**

---

This page is intentionally left blank



## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 London N1 1YA

<b>PLANNING SUB COMMITTEE A</b>		
<b>Date:</b>	1 December 2015	<b>NON-EXEMPT</b>

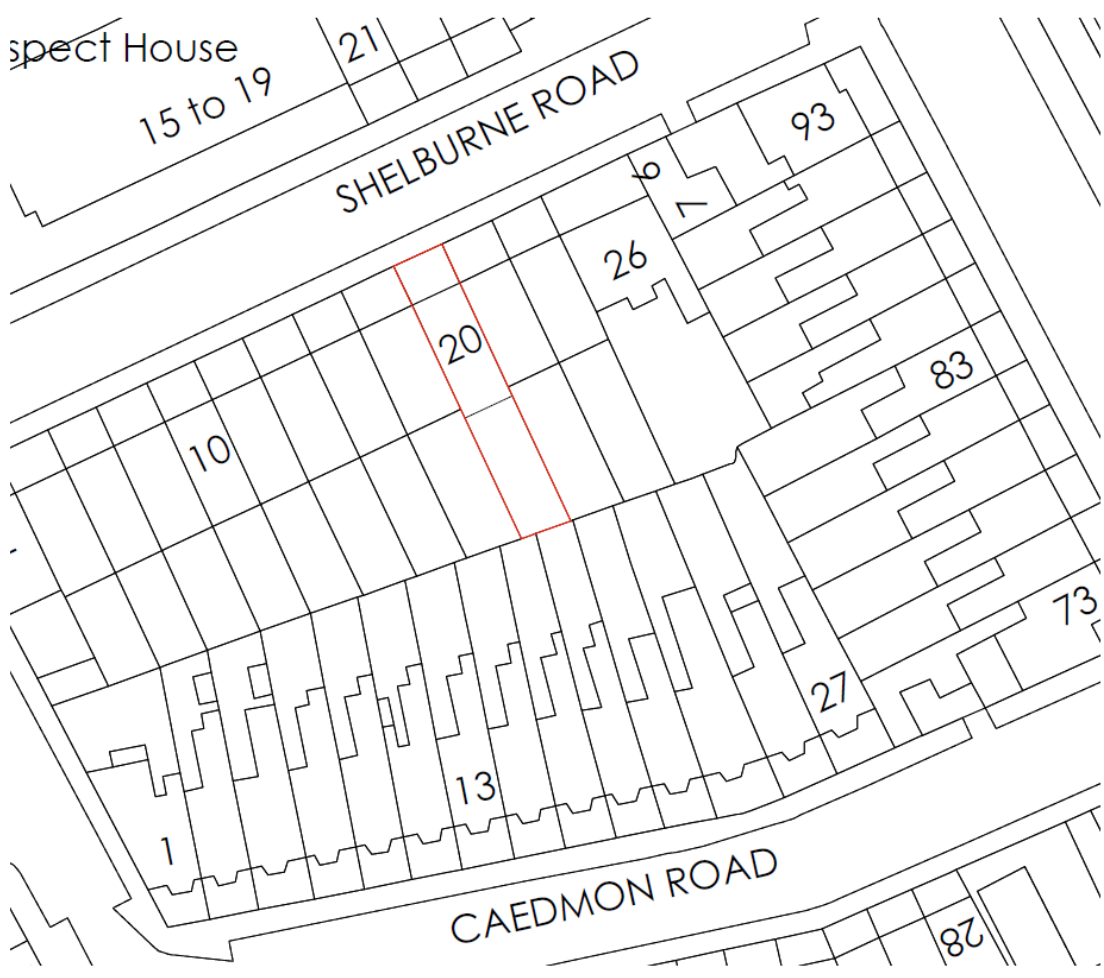
Application number	P2015/1525/FUL
Application type	Full Planning Application
Ward	Highbury West Ward
Listed building	Not Listed
Conservation area	Not located in a conservation area
Development Plan Context	- Local Flood Risk Zone - Site within 100m TLRN
Licensing Implications	None
Site Address	20 Shelburne Road London N7 6DL
Proposal	Conversion of a single family dwelling house (C3) into 2 self-contained flats (1no. three-bed unit and 1no. one-bed unit)

Case Officer	Sandra Chivero
Applicant	Ms Galatia Sotiriou
Agent	Wodu Architects

### 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: Front Elevation



Image 2; Rear elevation and rear garden

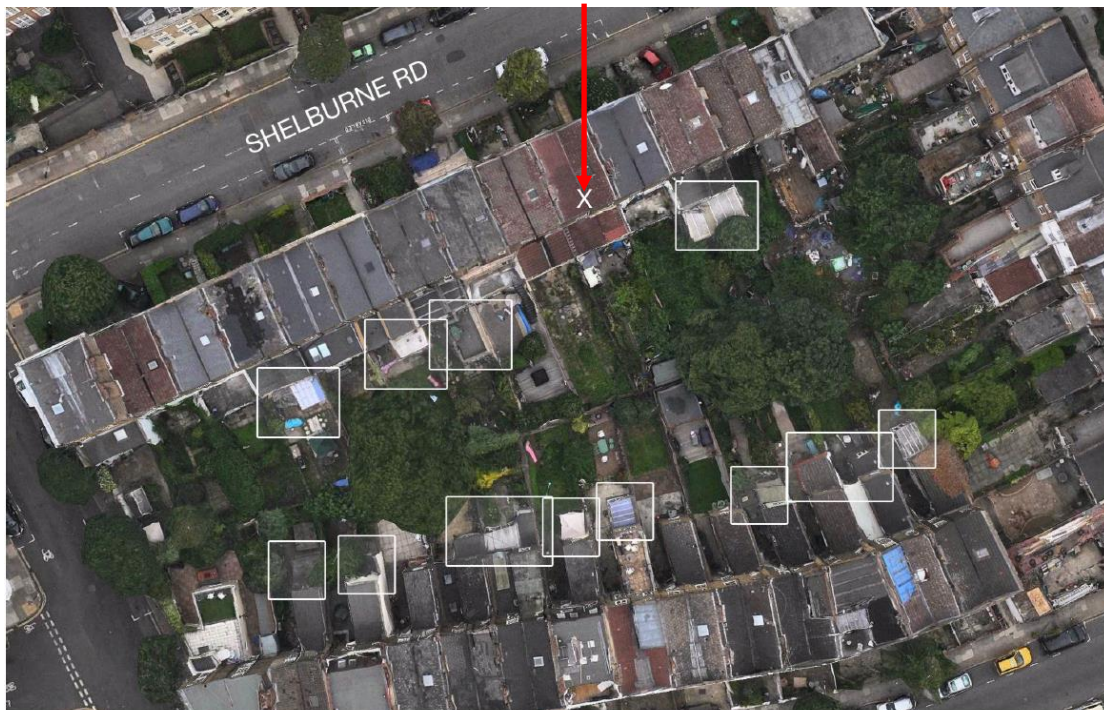


Image 3: Aerial View of site

**4. SUMMARY**

- 4.1 The proposal is for the conversion of a single family dwelling house (C3) into 2 self-contained flats and external alterations to the existing rear extension. The application is brought to committee because the applicant is a Council employee.
- 4.2 The intensification of residential use (C3) is considered acceptable in principle at this location which is in residential use and would be appropriate and compatible with the existing surrounding residential properties.
- 4.3 The property currently has a floor area 168.69sqm, excluding the recently approved single storey rear extension which is currently under construction. The proposal would therefore comply with policy DM3.3 which a total floor area is in excess of 125sqm (gross internal) for the conversion of residential units into a larger number of self-contained units.
- 4.4 The resulting quality of accommodation is considered acceptable and would meet the standards stipulated within policy DM3.4 of the Development Management Policies.
- 4.5 The proposed external changes comprise of refurbishment of roof; removal of render and replacement with brickwork; installation of timber frame casement windows and installation of a timber frame French window have already been approved under application reference P2015/1524/FUL.
- 4.6 A viability assessment was provided to demonstrate that the affordable housing small sites contributions would not be viable. The independent surveyor provided a report concluding that the scheme cannot support any affordable housing contribution which has been verified by the Council's Viability Officer.
- 4.7 The proposed development is not considered to have any material adverse impacts on adjoining residents' amenity levels.
- 4.8 The failure to provide private outdoor amenity space for the family sized unit is regrettable, however the nearest amenity space (Biddestone Park) is located 0.3km away. On balance it is considered that as the resulting residential accommodation is satisfactory in all other aspects the conversion overall is considered acceptable in principle.
- 4.9 Overall, the proposed development is considered acceptable, the conversion to 2 no. residential units is compliant with policy.

## **5. SITE AND SURROUNDING**

- 5.1 No. 20 is a three storey mid-terrace Victorian property located on the southern side of Shelburne Road. The building is not listed and it is not located within a conservation area. The surrounding area is predominantly residential in character.

## **6. PROPOSAL (IN DETAIL)**

- 6.1 The proposal comprises the conversion of a single family dwelling house (C3 use class) into 2 no. self –contained flats (1no. three-bed unit and 1no. one-bed unit). The one-bed unit would be located at rear ground floor level with access to the rear garden and the three bed unit will be located at first and second floor levels without access to the rear garden.

- 6.2 It is further proposed to carry out alterations to the existing rear extension comprising of refurbishment of roof in materials to match the existing; removal of render and replacement with brickwork to match the existing; installation of 2 no. timber frame casement windows at rear first floor level; and installation of a timber frame casement window and timber frame French door at rear ground floor level.

**Revisions:**

- 6.3 The plans have been amended since the initial submission:
- Removal of internal wall between kitchen diner and living room in ground floor flat.
  - applicant confirmed in writing that the rear extension approved in July 2015 under ref. P2015/1524/FUL was under construction and forms a part of the conversion. Amended drawings showing the approved extension as a part of the conversion were submitted.

**7. RELEVANT HISTORY:**

**PLANNING APPLICATIONS:**

- 7.1 July 2015: Planning permission (Ref. P2015/1524/FUL) Granted for the construction of single storey rear extension Refurbishment of existing first floor rear extension to include facing brickwork and new timber-framed windows, alteration to windows on first floor.

**ENFORCEMENT:**

- 7.2 None

**PRE-APPLICATION ADVICE**

- 7.3 None

**8. CONSULTATION**

**Public Consultation**

- 8.1 Letters were sent to occupants of 48 adjoining and nearby properties at Caedmon Road and Shelburne Road on 08 October 2015. The public consultation of the application expired on 05 November 2015, however it is the Council's practice to continue to consider representations made up until the date of a decision.
- 8.2 At the time of writing this report one 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):
- Parking Issues (10.20)

**Internal Consultees**

- 8.3 **LBI's Viability Officer** is in agreement with the independent surveyors findings that the appraisal demonstrates that the scheme cannot support the affordable housing contribution of £50 000.

#### **External Consultees**

- 8.4 **Adams Integra (Independent Viability Assessor)** stated that the appraisal of the scheme carried out produces a deficit of £384, 000. It is stated that this is due to the relatively high value of the existing dwelling. Even with zero profit the scheme would still be 'unviable' and therefore concluded that the appraisal demonstrates that the scheme cannot support the affordable housing small sites contribution of £50 000.

### **9. RELEVANT POLICIES**

- 9.1 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**

- 9.2 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.

- 9.3 Since March 2014 Planning Practice Guidance for England has been published online.

#### **Development Plan**

- 9.4 The Development Plan is comprised of the London Plan 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, 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**

- 9.5 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:
- Local Flood Risk Zone
  - Site within 100m TLRN

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

- 9.6 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:

- Conversion
- Design
- Neighbouring Amenity
- Quality of accommodation
- Affordable housing small sites

### **Conversion**

- 10.2 It is proposed to convert a single family dwelling house (C3 use class) into 2 no. self-contained flats 1no. three-bed unit and 1no. one-bed unit. The intensification of residential use (C3 use class) is considered acceptable in principle at this location which is in residential use C3 use class.
- 10.3 It is also considered that the increased number of residential units (C3 Use) would be appropriate and compatible with the existing surrounding residential properties. The provision of additional housing at this location would be supported by policy CS12 of the Core Strategy which seeks to meet and exceed the borough housing targets through provision of additional housing in suitable locations as in this instance.
- 10.4 The size of the property is 168.69sqm, excluding the recently approved single storey rear extension which is currently under construction. The proposal would therefore comply with policy DM3.3 which states that the conversion of residential units into a larger number of self-contained units will normally only be permitted where the total floor area is in excess of 125sqm (gross internal). The policy states that for properties with a floor area in excess of 140sqm at least one three bedroom and one two bedroom unit should be provided unless exceptional circumstances can be demonstrated. The supporting text to policy DM 3.4 does state it may be acceptable to provide a three bedroom unit and one bedroom unit which is what is proposed in this instance.

### **Design**

- 10.5 The proposed refurbishment works have already been approved under application reference P2015/1524/FUL, and comprise:
- refurbishment of the roof of the existing rear extension incorporating materials to match
  - installation of replacement timber framed casement windows to the rear elevation
  - timber frame French window at ground floor level on the rear elevation aligned with the windows

### **Neighbouring Amenity**

- 10.6 The proposal is considered not to result in harmful overlooking, loss of privacy or loss of light to neighbouring properties. In addition, the proposal for residential use is considered not to result in harmful noise disturbance to neighbouring properties.
- 10.7 The proposal is therefore considered to accord with policy DM2.1 which requires development to provide good level of amenity including consideration of noise,

overshadowing, overlooking, privacy, direct sunlight and daylight, over-dominance, sense of enclosure and outlook.

### **Quality of Resulting Residential Accommodation**

- 10.11 The resulting one-bed 2 person unit would have a gross internal area of 57sqm and the three-bed 4-person unit would have a gross internal area of 107sqm. This would exceed the requirements of policy DM3.4 which requires a minimum gross internal space of 50sqm for a one-bed 2 persons unit and 74sqm for a three-bed 4-person unit.
- 10.12 Although the one bed unit exceeds the minimum floorspace requirements, concerns were raised regarding the living room and the kitchen/ diner to the ground floor unit with no window or external doors failing to provide natural lighting and ventilation. This was contrary to policy DM3.4 which requires 23sqm for a living/kitchen/ dining room. In addition, the internal living room with no windows also failed to comply with policy DM3.4 paragraph 3.41 which requires natural lighting and ventilation to ensure that rooms function comfortably and efficiently for their intended purpose.
- 10.13 Amended drawings were received showing the internal wall between the kitchen diner and living area removed and the inclusion of the approved ground floor rear extension. This is considered to result in a 29sqm kitchen/ diner/ living space which is policy compliant and would have adequate outlook and daylight levels. The inclusion of the rear extension approved in July 2015 under ref. P2015/1524/FUL is also welcomed as the rooflights to the extension will improve the light levels to the living accommodation in the ground floor flat.
- 10.14 The resulting dual aspect accommodation would provide adequate outlook and light levels to the rooms.
- 10.15 The one-bed unit would have direct access to the rear garden. However, the three-bed family unit at first and second floor levels would not have access to private outdoor amenity space. This would be contrary to policy DM3.5 of the Development Management Policies which requires family units to have direct access to a minimum of 30sqm outdoor amenity space.
- 10.16 Paragraph 13 of the Design and Access Statement states the ground floor unit is designed as per the personal wishes and requirements of the elderly couple who will be living there after the conversion has taken place (as they are finding it harder and harder to use the stairs to the upper floor). During the course of the application, the applicant confirmed that they did not wish to reconfigure the residential units to have the family unit accessing the rear garden for this reason. Whilst the Council are sympathetic to the wishes and requirements of the elderly couple it should be noted that this is not a material planning consideration.
- 10.17 This is unfortunate, however the nearest amenity space (Biddestone Park) for the family size unit is located 0.3km away, on balance the failure to provide direct access to private outdoor amenity space does not justify a reason for refusal.

### **Affordable Housing and Financial Viability**

- 10.18 The Council's Affordable Housing Small Sites Contributions Supplementary Planning Document (SPD) together with Core Strategy policy CS12 Part G states that development proposals below a threshold of 10 residential units (gross) will be



required to provide a financial contribution towards affordable housing provision elsewhere in the borough.

- 10.19 A viability assessment was submitted to demonstrate that the full contribution is not viable. The independent surveyor provided a report concluding that the scheme cannot support any affordable housing small sites contribution. The Council's Viability Officer agreed with this assessment, the scheme cannot support the affordable housing small sites contribution of £50 000.

### **Highways and Transportation**

- 10.20 Concerns were raised regarding increase in the number of residential units impacting on parking in the area. The proposed additional residential unit would be car free, and a condition is recommended at condition 5. This would be in line with policy CS10 of the Core Strategy and policy DM8.5 of the Development Management Policies which expects all new developments to be 'car free'.

## **11. SUMMARY AND CONCLUSION**

### **Summary**

- 11.1 The resulting residential accommodation is considered satisfactory within this constrained context and would accord with relevant policies.
- 11.2 A viability assessment was provided to demonstrate that the full affordable housing small sites contribution would not be viable. The independent surveyor provided a report concluding that the scheme cannot support any affordable housing contribution. The Council's Viability Officer agreed with the independent surveyor's conclusions.
- 11.3 The proposed development is not considered to have any material adverse impacts on adjoining residents' amenity levels.
- 11.4 The failure to provide private outdoor amenity space for the family unit is regrettable. However, the resulting residential accommodation which is satisfactory in all other respects is considered acceptable in principle.

### **Conclusion**

- 11.5 It is recommended that planning permission be granted subject to conditions 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>Commencement</b>
	<p>3 YEAR CONSENT PERIOD: The development hereby permitted shall be begun not later than the expiration of three years from the date of this permission.</p> <p>REASON: To comply with the provisions of Section 91(1)(a) of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004 (Chapter 5)</p>
<b>2</b>	<b>Approved plans list</b>
	<p>DRAWING AND DOCUMENT NUMBERS: The development hereby approved shall be carried out in accordance with the following approved plans:</p> <p>Site Location Plan; Block Plan; CONV-DWG-1; CONV-DWG-2; CONV-DWG-3; CONV-DWG-4; CONV-DWG-5; CONV-DWG-6-REV.A; Planning Statement; Photo-Sheets.</p> <p>REASON: To comply with Section 70(1) (a) of the Town and Country Act 1990 as amended and the Reason for Grant and also for the avoidance of doubt and in the interest of proper planning.</p>
<b>4</b>	<b>Materials to Match (Compliance)</b>
	<p>CONDITION: The facing materials of the extension hereby approved shall match the existing building in terms of colour, texture, appearance and architectural detailing and shall be maintained as such thereafter.</p> <p>REASON: To ensure that the appearance of the building is acceptable.</p>
<b>5</b>	<b>Car free development restriction</b>
	<p>Car-Free Development: All future occupiers of the new 3 bedroom residential unit at upper floors hereby approved shall not be eligible to obtain an on street residents parking permit except:</p> <ul style="list-style-type: none"> <li>i) In the case of disabled persons;</li> <li>ii) In the case of units designated in this planning permission as non car free; or</li> <li>iii) In the case of the resident who is an existing holder of a residents' parking permit issued by the London Borough of Islington and has held the permit for a period of at least one year.</li> </ul>
<b>6</b>	<b>Category 1 Condition</b>
	<p>CONDITION: Notwithstanding the drawings hereby approved, all residential units shall be constructed to Category 1 of the National Standard for Housing Design as set out in the Approved Document M 2015 'Accessible and adaptable dwellings' M4 (2).</p>

	<p>Evidence, confirming that the appointed Building Control body has assessed and confirmed that these requirements will be achieved shall be submitted to and approved in writing by the LPA prior to any superstructure works beginning on site.</p> <p>The development shall be constructed strictly in accordance with the details so approved.</p> <p>REASON: To secure the provision of visitable and adaptable homes appropriate to meet diverse and changing needs, in accordance with LPP 3.8</p>
--	--

**List of Informatives:**

<b>1</b>	<p><b>Car free development</b></p> <p>You are advised that this permission has been granted subject to a condition securing that all new residents of the development shall not be eligible for parking permits in the area.</p>
<b>2</b>	<p><b>Community Infrastructure Levy (CIL) (Granting Consent)</b></p> <p>INFORMATIVE: Under the terms of the Planning Act 2008 (as amended) and Community Infrastructure Levy Regulations 2010 (as amended), this development is liable to pay the Mayor of London's Community Infrastructure Levy (CIL). This will be calculated in accordance with the Mayor of London's CIL Charging Schedule 2012. One of the development parties must now assume liability to pay CIL by submitting an Assumption of Liability Notice to the Council at <a href="mailto:cil@islington.gov.uk">cil@islington.gov.uk</a>. The Council will then issue a Liability Notice setting out the amount of CIL that is payable.</p> <p>Failure to submit a valid Assumption of Liability Notice and Commencement Notice prior to commencement of the development may result in surcharges being imposed. The above forms can be found on the planning portal at: <a href="http://www.planningportal.gov.uk/planning/applications/howtoapply/whattosubmit/cil">www.planningportal.gov.uk/planning/applications/howtoapply/whattosubmit/cil</a></p> <p><b>Pre-Commencement Conditions:</b></p> <p>These conditions are identified with an 'asterix' * in front of the short description. These conditions are important from a CIL liability perspective as a scheme will not become CIL liable until all of these unidentified pre-commencement conditions have been discharged.</p>
<b>3</b>	<p><b>Positive Statement</b></p> <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. Whilst this wasn't taken up by the applicant, and although the scheme did not comply with guidance on receipt, the LPA acted in a proactive manner offering suggested improvements to the scheme (during application processing) to secure compliance with policies and written guidance. These were incorporated into the scheme by the applicant.</p> <p>This resulted in a scheme that accords with policy and guidance as a result of positive, proactive and collaborative working between the applicant, and the LPA during the application stages, with the decision issued in a timely manner in accordance with 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.

Since March 2014 Planning Practice Guidance for England has been published online.

### **2. Development Plan**

The Development Plan is comprised of the London Plan 2015, 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 2015 - Spatial Development Strategy for Greater London, Consolidated with Alterations since 2011**

##### **3 London's people**

Policy 3.5 Quality and design of housing developments

##### **6 London's transport**

Policy 6.13 Parking

##### **7 London's living places and spaces**

Policy 7.4 Local character

Policy 7.6 Architecture

##### **8 Implementation, monitoring and review**

Policy 8.1 Implementation

Policy 8.2 Planning obligations

Policy 8.3 Community infrastructure levy

Policy 8.4 Monitoring and review for London

#### **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)

Policy CS10 (Sustainable Design)

Policy CS12 (Meeting the Housing Challenge)

## **C) Development Management Policies June 2013**

### **Design and Heritage**

**DM2.1** Design

**DM2.2** Inclusive Design

### **Housing**

**DM3.3** Residential conversions and extensions

**DM3.4** Housing standards

**DM3.5** Private outdoor space

### **Transport**

**DM8.5** Vehicle parking

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

The following SPGs and/or SPDs are relevant:

### **Islington Local Plan**

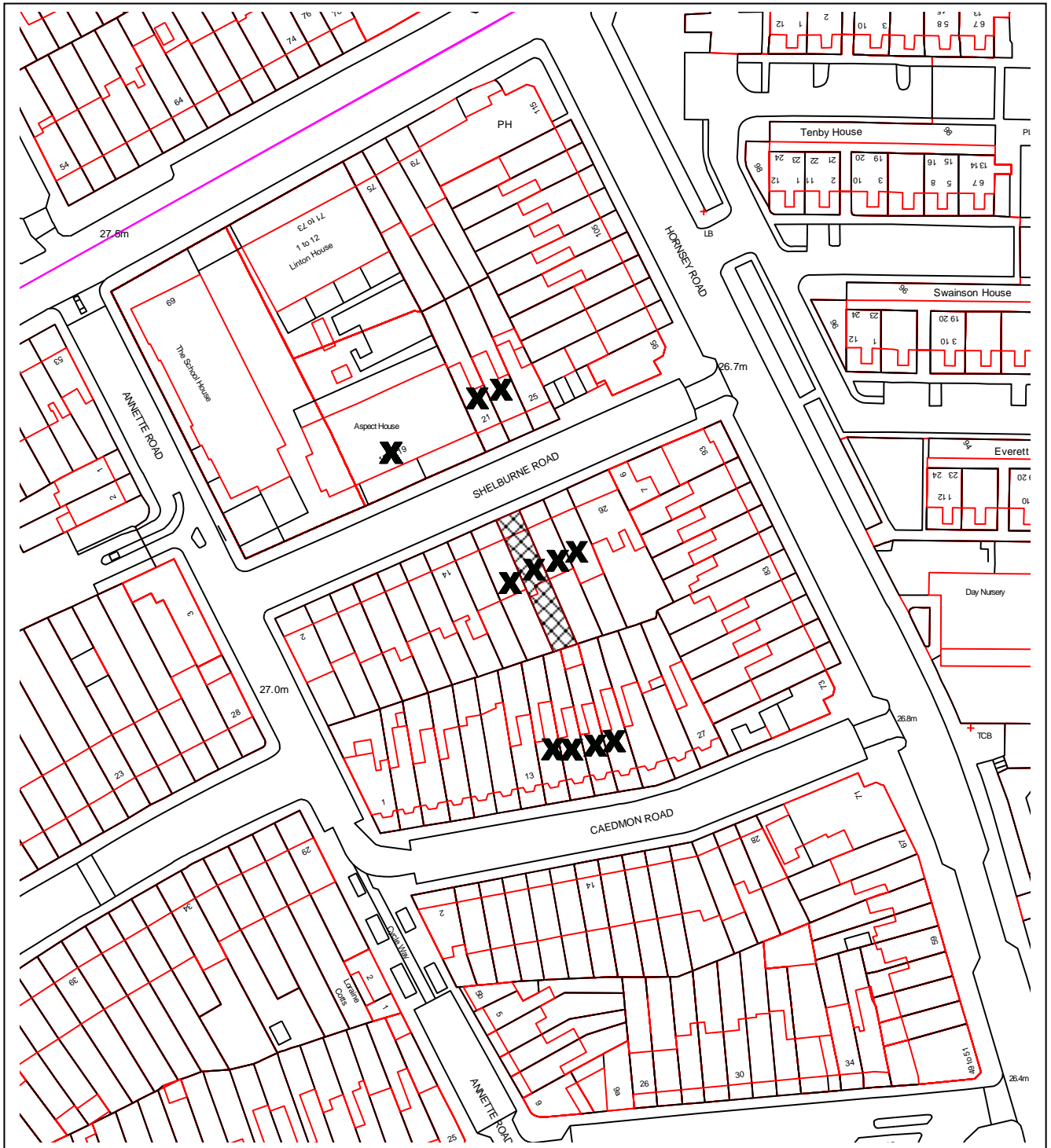
- Affordable Housing Small Sites Contribution
- Planning Obligations and S106
- Urban Design Guide

### **London Plan**

- Housing

This page is intentionally left blank

# ISLINGTON SE GIS Print Template



P2015/1525/FUL

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank



## 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>	1 December 2015	<b>NON-EXEMPT</b>

Application number	P2015/2620/FUL
Application type	Full Planning (Council's Own)
Ward	Canonbury
Listed building	Not listed
Conservation area	Not in a conservation area
Site Address	25-52 Rotherfield Court Rotherfield Street Islington London N1 3BN
Proposal	Installation of steel hand railings (1.1m high) at roof level of the building.

Case Officer	David Nip
Applicant	Breyer Group Plc - Ms Linda Harris
Agent	FES Group - Mr David Johnstone

### 1. RECOMMENDATION

1.1 The Committee is asked to resolve to **GRANT** planning permission:

- Subject to the conditions set out in Appendix 2.

### 2. SUMMARY

2.1 This application was previously discussed at Planning Sub Committee A on the 22<sup>nd</sup> October 2015. The application was deferred because the applicant, or the agent were not in attendance at the committee meeting to respond to members' enquiries.

2.2 No further letters of representation have been received. The proposed development remains unchanged, the report is attached at appendix 1 and is considered acceptable.

### **3. CONCLUSION**

3.1 It is recommended that planning permission be granted subject to the conditions as set out in Appendix 2 - RECOMMENDATIONS.

## APPENDIX 1: Original 22<sup>nd</sup> October 2015 Committee Report

### 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>	22 October 2015	<b>NON-EXEMPT</b>

Application number	P2015/2620/FUL
Application type	Full Planning (Council's Own)
Ward	Canonbury
Listed building	Not listed
Conservation area	Not in a conservation Area
Site Address	25-52 Rotherfield Court Rotherfield Street Islington London N1 3BN
Proposal	Installation of steel hand railings (1.1m high) at roof level of the building.

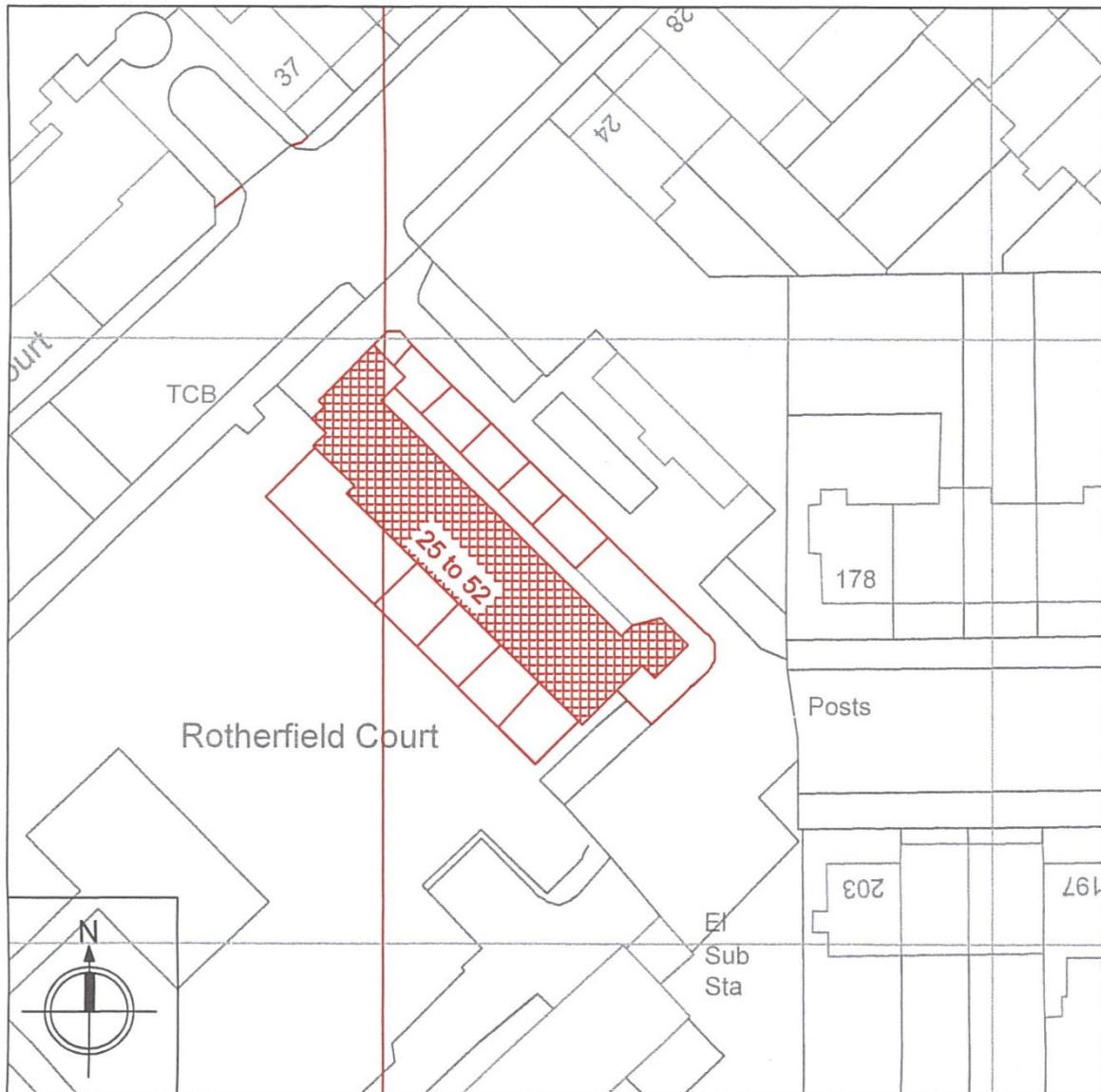
Case Officer	David Nip
Applicant	Breyer Group Plc - Ms Linda Harris
Agent	FES Group - Mr David Johnstone

#### 1. RECOMMENDATION

The Committee is asked to resolve to **GRANT** planning permission:

1. subject to the conditions set out in Appendix 2.

2. SITE PLAN (site outlined in black)



### 3. PHOTOS OF SITE/STREET



Image 1: View of the building from Rotherfield Street (Southwest elevation)



Image 2: Closer view of the building from Elizabeth Street (Southwest elevation)



Image 3: Northeast (rear) elevation of the building from Elizabeth Street



Image 4: Long view from junction of Halliford Street and Elizabeth Street



Image 5 : Further view of the rear elevation from Halliford Street

#### **4 SUMMARY**

- 4.1 This application seeks permission for the installation of freestanding 1.1m high railings to the edge of the roof of 25-52 Rotherfield Court.
- 4.2 The main considerations are the impact of the development on the character and appearance of the area and the impact of the development on the residential amenities of the neighbouring occupiers.
- 4.3 This proposed development is considered acceptable, the proposed railings provide an essential edge protection system to the occupiers of building. The development would be in keeping with the character of the area and would not unduly harm the amenities of the neighbouring occupiers.
- 4.4 The application is being presented to committee because it is a Council owned scheme.

#### **5. SITE AND SURROUNDING**

- 5.1 The site is the flat roof area of 25-52 Rotherfield Court, which is an eight storey Council block, fronting the junction of Rotherfield Street and Elizabeth Avenue. The surrounding area is predominately residential.

5.2 The site is not listed. It is not located within a conservation area but is located at proximity to the Canonbury East conservation area.

## **6.0 PROPOSAL (in Detail)**

6.1 The proposal comprises installation of freestanding galvanised steel railings around the edge of the roof to all four elevations. The height of the railings would be 1.1m, setting back by 1.2m from the edge of the roof. The proposed railings would provide edge protection for maintenance of the roof.

6.2 A revision to the proposal has been received during the application, the amended plan (PD002 rev B) shows repositioned railings, the set back has been increased from 600mm to 1200mm when measured from the roof edge.

## **7.0 RELEVANT HISTORY:**

### **Planning Applications**

7.1 No relevant planning application to the site.

### **Enforcement**

7.2 No relevant enforcement matters

### **Pre-application Advice:**

7.3 No formal pre application advice has been sought.

## **8.0 CONSULTATION**

### **Public Consultation**

8.1 Letters were sent to 120 occupants of adjoining and nearby properties on 28<sup>th</sup> August 2015. A site notice was also displayed. The public consultation of the application therefore expired on 18th September 2015, however it is the Council's practice to continue to consider representations made up until the date of a decision.

8.2 At the time of the writing of this report, no responses had been received from the public with regard to the application.

### **Internal Consultees**

8.3 **Design and Conservation** – The proposed development will be partially visible from some parts of the East Canonbury Conservation Area. The 1.1m tall railings would not unacceptably detract the character and appearance of the 8-storey



building, however, they should be set back from the edge of the roof to minimise the visual impact.

## **9.0 RELEVANT POLICIES**

Details of all relevant policies and guidance notes are attached in Appendix 3. 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.
- 9.2 The National Planning Practice Guidance is also a material consideration and has been taken into account as part of the assessment of these proposals.

### **Development Plan**

- 9.3 The Development Plan is comprised of the London Plan 2015, 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 3 to this report.

### **Designations**

- 9.4 The relevant designations under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013 are listed in Appendix 3.

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

- 9.5 The SPGs and/or SPDs which are considered relevant are listed in Appendix 3.

## **10 ASSESSMENT**

- 10.1 The main issues arising from this proposal relate to:

- The impact of the development on the character and appearance of the area
- The impact of the development on the on the residential amenities of the neighbouring occupiers

### **Impact of the development on the character and appearance of the area**

- 10.2 Policy 3.5 of the London Plan 2015 requires housing development to be of the highest quality; policies 7.1, 7.4, 7.5 and 7.6 state that development should make a positive contribution to the local character, public realm and streetscape. It should incorporate the highest quality materials and design appropriate to its context.

- 10.3 Development Management Policy DM2.1 requires all forms of development to be of high quality, incorporate inclusive design principles and make a positive contribution to the local character and distinctiveness of an area, based upon an understanding and evaluation of its defining characteristics.
- 10.4 The proposed railings would be located at the roof top level, they measure 1.1m high and would be set back from the edge by 1.2m, and it is not considered that the proposed railings would be visible from the immediate street scene. It is anticipated however that the proposed railings will be partially visible from longer views, including the surrounding East Canonbury Conservation Area.
- 10.5 Whilst the principle of development is acceptable and the proposed structure is minor in scale in relation to the host building, it was suggested that the railings should be set further away from the edge of the roof to mitigate the visual impact caused; and the set back has been increased from 600mm as originally submitted to 1200mm (1.2m).
- 10.6 The submitted drawings show that the height of the railings is “adjustable” to maximum 1.35m in height. There is no evidence submitted to demonstrate the need to increase the railings height. A condition is recommended (condition 4) to ensure that the maximum height of the railings is no greater than 1.1m. Furthermore, the railings shall be painted black to further reduce the visual impact and match with the existing railings on ground level.
- 10.7 Overall the proposals would have an acceptable impact on the appearance of the locality and the adjoining conservation area.

### **Impact of the development on the on the residential amenities of the neighbouring occupiers**

- 10.8 Policy 7.6 of the London Plan and Development Management Policy DM2.1 requires that development should have regard to the form and layout of existing and adjacent buildings; good level of amenity including consideration of noise and the impact of disturbance, hours of operation, vibration, pollution, fumes between and within developments, overshadowing, overlooking, privacy, direct sunlight and daylight, over-dominance, sense of enclosure and outlook
- 10.9 The proposed railings would be located at the roof level and would not have any material impact to the occupiers on site or within the locality. The proposed development is acceptable in residential amenity terms.

## **11 SUMMARY AND CONCLUSION**

### **Summary**

- 11.1 The proposed development is acceptable. It would cause no harm to the character and appearance of the area and there would be no undue loss of residential amenity to the neighbouring occupiers.

## **Conclusion**

- 11.2 It is recommended that planning permission be granted subject to conditions as set out in Appendix 1 - RECOMMENDATION.

## APPENDIX 2 – RECOMMENDATIONS

### RECOMMENDATION A

That the grant of planning permission be subject to conditions to secure the following:

#### List of Conditions:

<b>1</b>	<b>3 Year Consent Period</b>
	<p>CONDITION: The development hereby permitted shall be begun not later than the expiration of three years from the date of this permission.</p> <p>REASON: To comply with the provisions of Section 91(1)(a) of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004 (Chapter 5).</p>
<b>2</b>	<b>Approved plans list</b>
	<p>CONDITION: The development hereby permitted shall be retained in accordance with the following approved plans: PD001 dated 29/06/2015, Specification of railings “Height Safe System – Freestanding roof edge protection”, PD002 rev. B dated 30/09/2015.</p> <p>REASON: To comply with Section 70(1)(a) of the Town and Country Planning Act 1990 as amended and also for the avoidance of doubt and in the interest of proper planning.</p>
<b>3</b>	<b>Materials (COMPLIANCE):</b>
	<p>CONDITION: The development shall be constructed in accordance with the schedule of materials noted on the submitted specification “Height Safe Systems” and within the application form. The development shall be carried out strictly in accordance with the details so approved and shall be maintained as such thereafter.</p> <p>REASON: In the interest of securing sustainable development and to ensure that the resulting appearance and construction of the development is of a high standard.</p>
<b>4</b>	<b>Height and colour of railings (COMPLIANCE):</b>
	<p>CONDITION: Notwithstanding the approved materials schedule and plans, the proposed railings hereby approved shall be painted black, and shall be maximum 1.1m in height.</p> <p>REASON: To protect the character and appearance of the building and the surrounding area, in accordance to policy DM2.1.</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. Whilst this wasn't taken up by the applicant, and although the scheme did not comply with guidance on receipt, the LPA acted in a proactive manner offering suggested improvements to the scheme (during application processing) to secure compliance with policies and written guidance. These were incorporated into the scheme by the applicant.</p> <p>This resulted in a scheme that accords with policy and guidance as a result of positive, proactive and collaborative working between the applicant, and the LPA during the application stages, with the decision issued in a timely manner in accordance with the NPPF.</p>

## **APPENDIX 3: 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.

The National Planning Practice Guidance is also 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 2015, 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 2015 - Spatial Development Strategy for Greater London**

3 London's people

Policy 3.16 Protection and enhancement of social infrastructure

7 London's living places and spaces

Policy 7.4 Local character

Policy 7.5 Public realm

#### **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

DM2.3 Heritage

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

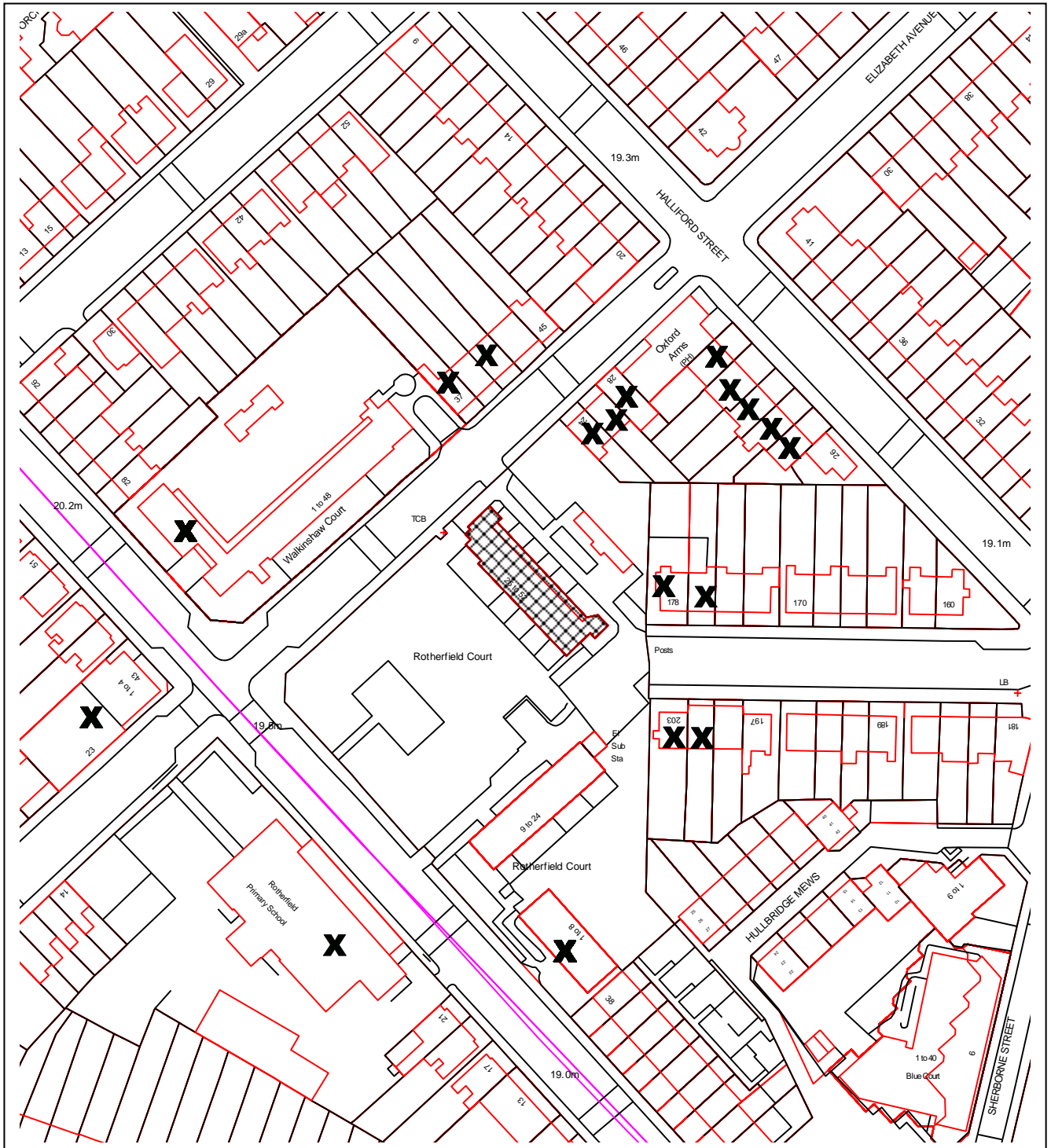
The following SPGs and/or SPDs are relevant:

- Urban Design Guide

This page is intentionally left blank



# ISLINGTON SE GIS Print Template



P2015/2620/FUL

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank

## PLANNING COMMITTEE REPORT

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

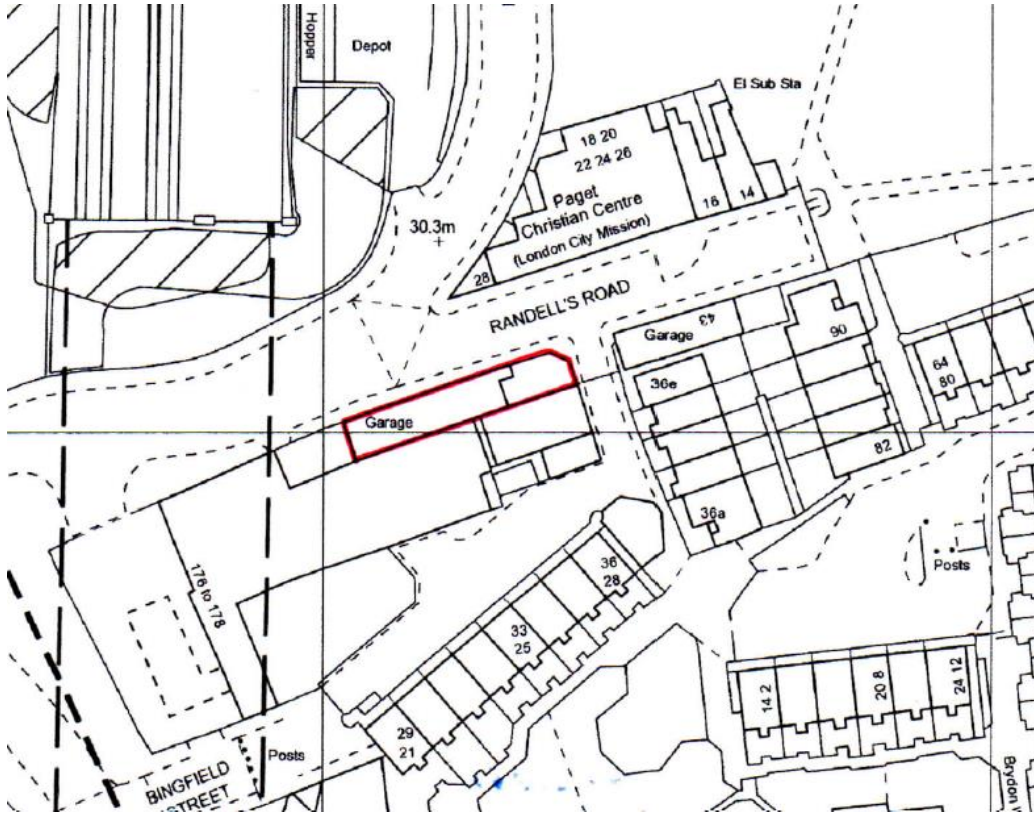
PLANNING SUB- COMMITTEE A		
<b>Date:</b>	1 <sup>st</sup> December 2015	<b>NON-EXEMPT</b>
Application number	P2015/2834/FUL	
Application type	Full Planning Application	
Ward	Barnsbury	
Listed building	Not listed	
Conservation area	Not in a conservation area	
Development Plan Context	Site Allocation KC4	
Licensing Implications	None	
Site Address	57-65 Randell's Road, London N1 0DH	
Proposal	Demolition of the existing garage/workshop and the erection of a four storey plus basement building to provide commercial (B1) space at ground floor and basement, and residential use (five x 2-bed flats and one x 1-bed flat) to the four upper floors, together with refuse bin stores and bicycle storage.	
Case Officer	Ashley Niman	
Applicant	Paul Newman	
Agent	Peter Brades	

### 1 RECOMMENDATION

The Committee is asked to resolve to **GRANT** planning permission:

- subject to the conditions set out in Appendix 1;
- conditional upon the prior completion of a Deed of Planning Obligation made under section 106 of the Town and Country Planning Act 1990 securing the heads of terms as set out in Appendix 1.

2. SITE PLAN (site outlined in black)



3. PHOTOS OF SITE AND STREET



Image 1: Aerial view of the site viewed from the north



Image 2: the site viewed from York Way



Image 3: a visualisation of the proposed building

#### **4. SUMMARY**

- 4.1 The erection of a four storey building to provide 228sqm of B1 floorspace over the ground floor and basement, and six flats (five x two-bedroom and one x one-bedroom) to the first, second and third floors, together with ancillary refuse and recycling storage and bicycle storage.
- 4.2 The mix of land uses accords with and is appropriate to the policy requirements of the site.
- 4.3 There will be no adverse impact on the amenity of surrounding residents and other occupiers.
- 4.4 The scale, height and form of the new building is appropriate to the street and to adjacent buildings, respects the setting of adjacent listed buildings, and is designed to allow for further adjoining development.
- 4.5 Overall, the scheme complies with adopted national and local land use, design and amenity planning policies.

#### **5. SITE AND SURROUNDING**

- 5.1 The site currently consists of a single storey plus shallow pitched roof structure, providing car repair facilities, and has been operating on site for at least 40 years. The site has a single access onto Randells Road and has an area of 212sqm.
- 5.2 The building is not listed nor in a conservation area, but faces the Grade II listed Paget Christian Centre at 18-26 Randells Road, and is close to but not adjoining the former York Way Underground Station.

- 5.3 The site is identified in the Councils Site Allocations as KC4, and allocates it for a residential-led mixed use development, and including the re-provision of business floorspace.
- 5.4 The surrounding area is a mix of land uses with industrial uses to north and south and residential use to the north east and east.

## **6. PROPOSAL (IN DETAIL)**

- 6.1 The application proposes the demolition of the existing garage/workshop and the erection of a four storey plus basement building to provide commercial (B1) space at ground floor and basement, and residential use (five x 2-bed flats and one x 1-bed flat) to the four upper floors, together with the incorporation of refuse bin stores and bicycle storage.

### **Revisions:**

- 6.2 Revisions to the scheme have been received since the initial submission including a bolder frontage and a more rational layout of the fenestration, together with improved internal amenity and an increase in the B1 office provision, full neighbour consultation has been carried out on these amendments.

## **7. RELEVANT HISTORY:**

- 7.1 There is no formal history to the car repair workshop. The site itself has operated as a car repair business for at least 40 years and employs two.

### **PLANNING APPLICATIONS:**

- 7.2 P120579 43 Randell's Road; Demolition of existing vacant warehouse/garage buildings and the erection of 2 x two storey 2 bed dwellings and associated alterations and landscaping. Approved 05/06/2014.
- 7.3 P2014/4553 43 Randell's Road: Section 73 application to vary condition 2 (drawings as approved plans Nos.) of P120579 granted in June 2014 in connection with amendments with the inclusion of a basement floor level within the footprint of both dwellings. Approved 03/02/2015.
- 7.4 P111380 At 176-178 York Way. External alterations to building and site layout including part demolition (to facilitate occupation as a builders' merchant). Approved 08/09/2011.
- 7.5 P110941 At 176-178 York Way. Temporary change of use (for a period of 5 years) from a garage for the display, sale, storage and repair of vehicles (sui generis) to a builders' merchant (sui generis) for the display, sales and storage of building, timber and plumbing supplies, plant and tool hire, including outside display and storage. Refused 24/11/2011.
- 7.6 P2013/3432 At 29-36 Outram Place. Provision of office space and parking for service vehicles for mechanised services provided to council estates. Approved 14/01/2014.
- 7.7 P2015/1973 At 176-178 York Way Temporary change of use of offices and part of the forecourt from a garage for the display, sale, storage and repair of vehicles (sui

generis) to a car hire office including ancillary parking (B1 use class). Not yet determined.

#### **ENFORCEMENT:**

7.8 None

#### **PRE-APPLICATION ADVICE:**

7.9 Q2014/1488 Pre-application advice for 57-65 Randells Road issued 10 October 2014. The submitted scheme accords with the general guidance given in the letter.

### **8. CONSULTATION**

#### **Public Consultation**

8.1 Letters were sent to occupants of 43 adjoining and nearby properties at Randells Road, Rufford Street and Bingfield Street. A site notice was displayed on 21<sup>st</sup> July 2015. The public consultation of the application therefore expired on 21<sup>st</sup> August 2015. However it is the Councils practice to accept letters of representation up until the date of decision.

8.2 One letter of comment was 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):

- No objection to the land use or building but a request that that the scheme be considered as part of the wider site, rather than being developed piecemeal

8.3 A second round of consultation was carried out on the 23<sup>rd</sup> October 2015, as a result of amendments to the elevations and alterations to the ground floor layout. This further round expired on 9<sup>th</sup> November 2015. However it is the Councils practice to accept letters of representation up until the date of decision.

8.4 A total of two responses were 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)

- One letter of support for the land uses and the overall development
- One objection against the smaller units and a request for family housing (10.7).

#### **Internal Consultees**

8.5 **Planning Policy Officer:** Objected to loss of B1 commercial space.

8.6 **Acoustics Officer:** Recommends conditions to protect residents from noise and contaminants.

8.7 **Design and Conservation Officer:** Has no objection to the proposal and requests conditions on material and screens. Would prefer a stepped profile at the western end for symmetry.



8.8 **Transport Planning Officer:** Requirement for car free housing adequate cycle provision.

## 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.
- 9.2 Since March 2014 Planning Practice Guidance for England has been published online.

### Development Plan

- 9.3 The Development Plan is comprised of the London Plan 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, 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

- 9.4 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:

Site Allocations: KC4

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

- 9.5 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:

- Land Use
- Design
- Accessibility
- Neighbouring Amenity
- Quality of Resulting Residential Accommodation
- Energy Efficiency, Renewable Energy and Sustainability
- Highways and Transportation
- Planning Obligations and CIL

### Land-use

- 10.2 The site was originally identified in the Regenerating King's Cross Neighbourhood Framework SPD. It was subsequently included as a Site Allocation for a residential-led mixed use redevelopment : KC4: 176-178 York Way and 57-65 Randell's Road. Both documents envisage the site being developed holistically with site assembly producing a better site for development, for example in urban design terms and layout.
- 10.3 The site allocation proposes a residential led mixed use redevelopment, including the re-provision of business floorspace. The proposal complies with the uses but only deals with about 10% of the site area. Should part of the site be developed as part of a more piecemeal approach it is important that it does not prejudice the future development of the wider site. The policy considerations for the site do not preclude piecemeal developments but require that the individual proposals for the constituent parts anticipate joined up development.
- 10.4 There is strong policy protection for business floorspace within the development plan. Policy CS13 looks to protect existing business floorspace, while CS6 is clear that business floorspace within the King's Cross area will be protected from change of use, with the King's Cross area expected to accommodate an increase in B-use class jobs. Following an earlier response from the Planning Policy team, the commercial floorspace provision has been increased and will provide a net gain of 28sqm over the present floor area.
- 10.5 The proposal would provide two small office units of 95m<sup>2</sup> and 133m<sup>2</sup> over the majority of the ground floor and basement. Due to the size of the units, they can be considered suitable for SMEs and therefore consistent with the policy objectives of CS6, CS13 and DM5.4.
- 10.6 The remainder of the ground provides the communal residential entrance, refuse and recycling store, bicycle store and mobility scooter dock for the upper residential units.
- 10.7 The introduction of residential use to the new upper floors is acceptable as part of the mixed use development in this location. The environment would not be appropriate for town houses in this location and the mix of flats is more appropriate. The dwelling mix of one x one bedroom flat and five x two bedroom flats is considered suitable for the location and accords with dwelling mix policy.

### **Design Considerations**

- 10.8 This is a prominent corner location which warrants a well-designed building to contribute to a high quality street environment that is welcoming to pedestrians and provides active. A modern approach to the design of the development is appropriate and there is little architectural context to draw on.
- 10.9 The height, scale and form is considered to be suitable for the site, and is within the context of existing buildings on Randells Road, and the approved scheme for 43 Randells Road (two storeys but this is in response to its immediate neighbours), and properties in Bingfield Street and Bingfield Park are four and five storeys
- 10.10 The mass and volume has been designed to allow for a continuous and active ground floor frontage and above this the two wings of the block have been designed to provide a central location for the staircase and lift core for the residential units. This serves a practical function but also provides a point of distinctiveness for the building, with the full length glazing providing a strong feature and focal point.

- 10.11 The site is not in or adjoining a conservation area. The development is not considered to harm the setting of the Grade II listed Paget Christian Centre, 18-26 Randell's Road, opposite the site, and although slightly further away, the former York Road Underground Station, 172-174 York Way, to the south. Indeed, the construction of a suitably scaled building that follows the building line will help in street reconstruction and complement the Paget Christian Centre. The Design and Conservation Officer has no objection to the design subject to details and samples of materials being conditioned.
- 10.12 The design anticipates and allows for future development to the west along Randell's Way and the solid flank wall will enable future development of appropriate scale to abut and continue the established building line towards York Way.

### **Accessibility**

- 10.13 On 1 October 2015 a new National Standard for Housing Design was introduced, as an enhancement of Part M of the Building Regulations, which will be enforced by Building Control or an Approved Inspector. This was brought in via
- Written Ministerial Statement issued 25th March 2015
  - Deregulation Bill (amendments to Building Act 1984) – to enable 'optional requirements'
  - Deregulation Bill received Royal Assent 26th March 2015
- 10.14 As a result of the changes introduced in the Deregulation Bill (Royal Assent 26th March 2015), Islington is no longer able to insist that developers meet its own SPD standards for accessible housing, therefore we can no longer apply our flexible housing standards nor local wheelchair housing standards
- 10.15 The new National Standard is broken down into 3 categories; Category 2 is similar but not the same as the Lifetime Homes standard and Category 3 is similar to our present wheelchair accessible housing standard. Planning must check compliance and condition the requirements. If they are not conditioned, Building Control will only enforce Category 1 standards which are far inferior to anything applied in Islington for 25 years.
- 10.16 Planners are only permitted to require (by Condition) that housing be built to Category 2 and or 3 if they can evidence a local need for such housing i.e. housing that is accessible and adaptable. The GLA by way of Minor Alterations to the London Plan 2015, has reframed LPP 3.8 Housing Choice to require that 90% of new housing be built to Category 2 and 10% to Category 3 and has produced evidence of that need across London. In this regard, as part of this assessment, these emerging revised London Plan policies are given weight and inform the approach below.
- 10.17 The proposed accommodation will be detailed to meet Category 2 of the National Standard for Housing Design as set out in the Approved Document M 'Accessible and adaptable dwellings' M4(2), and with Islington Flexible Homes and the Islington Inclusive Design SPD. The approach to all units will be step-free and the approach to the main entrance will be level.
- 10.18 Parking/drop-off is directly from the street for the B1 use. There is a mobility scooter store/re-charge dock and the cycle store is adjacent to the eastern B1 unit. Access to the upper floor flats will be via a level threshold and lift access to all units.

### **Neighbouring Amenity**

10.19 The overall height and design of the new building has been broken up into component parts to ensure there is no overwhelming mass that would materially affect light or sense of enclosure to neighbours.

### **Daylight and overshadowing**

10.20 A Daylight and Sunlight Analysis has been carried out by Hawkins Environmental on behalf of the applicant. The site adjoins commercial properties to the southern boundary and is adjacent to residential property to the east.

10.21 Assessing daylight first, the VSC requirement is that windows continue to receive the minimum 27% for adequate light, and where levels of light are below 27%, the reduction is no more than 20% from the existing level. The three closest buildings were tested. For 36e Bingfield Street and for 43-45 Randell's Road, all windows will continue to receive the minimum 27%. For 26a/26b Randell's Road (the Paget Centre), all windows except one will continue to receive the minimum 27%. This window, (located at first floor and facing south), would see the light value fall to 26% and the proposed level would be 0.71 of existing, so although it may be noticeable, within the context of all windows, the change will be negligible, .

10.22 Turning to sunlight, the same three properties tested above were analysed for the impact on their sunlight levels. For all three sites, any impact on sunlight loss would be considered to be negligible, according to the results of the Annual Probable Sunlight Hours calculations for the windows under consideration, within the BRE guidance.

### **Overlooking and privacy**

10.23 There will be no direct overlooking to habitable rooms. Moreover facing windows lie across public highways, and overlooking across a public highway does not constitute an unacceptable loss of privacy.

### **Sense of enclosure**

10.24 The alignment, height and scale of the proposal will ensure that no adjacent property will experience a sense of enclosure or material loss of outlook.

### **Quality of Resulting Residential Accommodation**

10.25 The development proposes six residential units: five x two-bedroom and one x one-bedroom. The scheme provides gross internal areas of between 75sqm and 77sqm for the two bedroom units and 67sqm for the one bedroom unit, therefore all comfortably complying with policy DM3.4 which requires two bedroom units to be 70sqm and one bedroom units to be 50sqm. All residential units have good levels of internal storage and all will have good levels of light, outlook and aspect, good circulation space and all are dual aspect.

10.26 All six units have outdoor terraces in accordance with policy for new private external space standards. Policy DM3.5 requires a minimum of 5sqm on upper floors, with an extra 1sqm for each additional occupant. The terraces each have between 8sqm and 9sqm.

### **Energy Efficiency, Renewable Energy and Sustainability**

- 10.27 The proposal is designed to be a low and passive consumer of energy with high insulation values, natural ventilation and appropriate sourcing of materials.
- 10.28 A green roof is proposed on part of the scheme, as required by DM6.5, although no details have been provided about the substrate depth. A condition will secure the provision and maintenance of the green roof.
- 10.29 The scheme provides 20 photovoltaic cells located on the roof which will contribute towards renewable energy.

### **Highways and Transportation**

- 10.30 The site lies within reasonable walking distance of train and underground stations at Kings Cross/St Pancras Station some 800 metres away, and regular 390 bus services along York Way. The site has a PTAL (Public Transport Accessibility Level) rating of 1b which is 'poor.'
- 10.31 The residential development will be car-free and this will be secured through a planning condition as required by policy CS10.
- 10.32 Secure and enclosed cycle parking provision together with re-charge docks, located to the ground floor, is provided in accordance with the requirements of the London Plan. There is one bicycle stand per bedroom with a total of eleven stands, and one for the office space. The policy requirement is for a total of 4 stands for the B1 use, on top of the 11 residential stands and this can be secured by condition

### **Planning Obligations, Community Infrastructure Levy**

- 10.33 The Council's Affordable Housing Small Sites Contributions Supplementary Planning Document (SPD) together with Core Strategy policy CS12 Part G states that development proposals below a threshold of 10 residential units (gross) will be required to provide a financial contribution towards affordable housing provision elsewhere in the borough.
- 10.34 The applicant has agreed to the Small Sites policy contribution in regard to both the commuted payment for affordable housing provision (£300,000) and for the carbon offset contribution (£6000) and the unilateral agreement has been signed to confirm the applicant's commitment to make this contribution.
- 10.35 The Community Infrastructure Levy (CIL) Regulations 2010, part 11 introduced the requirement that planning obligations under section 106 must meet three statutory tests, i.e. that they (i) necessary to make the development acceptable in planning terms, (ii) directly related to the development, and (iii) fairly and reasonably related in scale and kind to the development. Under the terms of the Planning Act 2008 (as amended) and Community Infrastructure Levy Regulations 2010 (as amended), the Mayor of London's and Islington's Community Infrastructure Levy (CIL) will be chargeable on this application on grant of planning permission. This will be calculated in accordance with the Mayor's adopted Community Infrastructure Levy Charging Schedule 2012 and the Islington adopted Community Infrastructure Levy Charging Schedule 2014. The payments would be chargeable on implementation of the private housing.

### **Other Matters**

- 10.36 Refuse and recycling: Secure refuse and recycling for both the office use and residential use is provided at ground floor.
- 10.37 Contamination: The site is listed on the contaminated land database due to previous potentially polluting uses. It is recommended that a Contaminated Land condition is attached to any permission granted.

## **11. SUMMARY AND CONCLUSION**

### **Summary**

- 11.1 The proposal provides an appropriate mix of land uses without prejudicing or compromising further development of the wider site. The design sets a good standard of form, height and scale with good materials and elevation detail, and will not materially affect the amenity of adjacent occupiers.
- 11.2 Overall, the scheme complies with adopted national and local land use, design and amenity planning policies.

### **Conclusion**

- 11.3 It is recommended that planning permission be granted subject to conditions and s106 legal agreement heads of terms as set out in Appendix 1 - RECOMMENDATIONS.

## APPENDIX 1 – RECOMMENDATIONS

### RECOMMENDATION A

That planning permission be granted subject to the prior completion of a Deed of Planning Obligation made under section 106 of the Town and Country Planning Act 1990 between the Council and all persons with an interest in the land (including mortgagees) in order to secure the following planning obligations to the satisfaction of the Head of Law and Public Services and the Service Director, Planning and Development / Head of Service – Development Management or, in their absence, the Deputy Head of Service:

ALTERNATIVELY should this application be refused (including refusals on the direction of The Secretary of State or The Mayor) and appealed to the Secretary of State, the Service Director, Planning and Development / Head of Service – Development Management or, in their absence, the Deputy Head of Service be authorised to enter into a Deed of Planning Obligation under section 106 of the Town and Country Planning Act 1990 to secure to the heads of terms as set out in this report to Committee.

The Heads of Terms are:

- £300,000 contribution towards affordable housing
- £6,000 towards carbon off-set.

### RECOMMENDATION B

That the grant of planning permission be subject to **conditions** to secure the following:

#### List of Conditions:

1	<b>Commencement</b> 3 YEAR CONSENT PERIOD: The development hereby permitted shall be begun not later than the expiration of three years from the date of this permission. REASON: To comply with the provisions of Section 91(1)(a) of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004 (Chapter 5).
2	<b>Approved plans list</b> DRAWING AND DOCUMENT NUMBERS: The development hereby approved shall be carried out in accordance with the following approved plans,  1666/02, 1666/01, 1666/03, 1666/04, 1666/20B, 1666/21B, 1666/22B, 1666/23B, 1666/24B, 1666/25B, 1666/26B, 1666/27B, 1666/28B, 1666/29B, Planning, Design, Access, Sustainability and Heritage Statement (Peter Brades, July 2015), Daylight/Sunlight Assessment (Hawkins Environmental, 6th February 2015), Energy Statement (energy engineering, 19th February 2015).  REASON: To comply with Section 70(1)(a) of the Town and Country Act 1990 as amended and also for the avoidance of doubt and in the interest of proper planning
3	<b>Materials</b> CONDITION: Details and samples of all facing materials shall be submitted to and approved in writing by the Local Planning Authority prior to any superstructure work commencing on site. The details and samples shall include:

	<p>a) Details and samples of all facing brickwork  b) Samples of all facing render including colour  b) Details of window and door treatment (including sections and reveals);  c) Details and samples of screening</p> <p>The development shall be carried out strictly in accordance with the details so approved and shall be maintained as such thereafter.</p> <p>REASON: In the interest of securing sustainable development and to ensure that the resulting appearance and construction of the development is of a high standard</p>
4	<p><b>Construction Management Plan</b></p> <p>CONDITION: A Construction Management Plan and Impact Assessment Plan shall be submitted to and approved in writing by the Local Planning Authority prior to any works commencing on site. The report shall assess impacts during the construction phase of the development on nearby residents together with means of mitigating any identified impacts. The development shall be carried out strictly in accordance with the details so approved and no change therefrom shall take place without the prior written consent of the Local Planning Authority.</p> <p>REASON: In order to mitigate the impact of the development to nearby residents.</p>
5	<p><b>Sustainable Design</b></p> <p>A Sustainable Design and Construction Statement shall be submitted to and approved in writing by the Local Planning Authority. The statement shall detail how the dwellings hereby permitted achieve best practice sustainability standards with regard to water, materials, energy, ecology and adaptation to climate change. The statement must demonstrate how the dwellings will achieve a 25% reduction in Regulated CO2 emissions when compared with a building compliant with Part L of the Building Regulations 2010, and not exceed water use targets of 95L/person/day.</p> <p>REASON: In the interest of sustainable development.</p>
6	<p><b>Construction Controls</b></p> <p>CONDITION: During the clearance and construction on site, the developer shall comply with Islington Council's Code of Construction Practice and the GLA's Best Practice Guidance for the control of dust and emissions from construction and demolition. The developer shall ensure that:</p> <ol style="list-style-type: none"> <li>1 The best practical means available in accordance with British Standard Code of Practice B.S. 5228: 1997 shall be employed at all times to minimise the emission of noise from the site.</li> <li>2 The operation of the site equipment generating noise and other nuisance causing activities, audible at the site boundaries or in nearby residential properties shall only be carried out between the hours of 08.00-18.00 Monday- Fridays, 08.00- 13.00 Saturdays and at no time during Sundays or public holidays.</li> <li>3 All vehicles, plant and machinery associated with such works shall be stood and operated within the curtilage of the site only. A barrier shall be constructed around the site, to be erected prior to demolition.</li> </ol> <p>REASON: In order to safeguard the amenity levels of adjoining occupiers during the construction process.</p>



7	<b>Accessible Housing</b>
	<p>CONDITION: The accommodation be detailed to meet Category 2 of the National Standard for Housing Design as set out in the Approved Document M 'Accessible and adaptable dwellings' M4(2)</p> <p>REASON: To ensure the proposal is accessible to all.</p>
8	<b>Car Free Housing</b>
	<p>CONDITION: All future occupiers of the residential units hereby approved shall not be eligible to obtain an on street residents' parking permit except:</p> <ul style="list-style-type: none"> <li>i) In the case of disabled persons;</li> <li>ii) In the case of units designated in this planning permission as "non car free";</li> <li>or</li> <li>iii) In the case of the resident who is an existing holder of a residents' parking permit issued by the London Borough of Islington and has held the permit for a period of at least one year.</li> </ul> <p>REASON: To ensure that the development remains car free.</p>
9	<b>Refuse/Recycling Provided (Compliance)</b>
	<p>CONDITION: The dedicated refuse / recycling enclosure shown on drawing no. 1666/21B shall be provided prior to the first occupation of the development hereby approved and shall be maintained as such thereafter.</p> <p>REASON: To secure the necessary physical waste enclosures to support the development and to ensure that responsible waste management practices are adhered to.</p>
10	<b>Green/Brown Biodiversity Roofs (Compliance)</b>
	<p>CONDITION: The biodiversity (green/brown) roof(s) shall be:</p> <ul style="list-style-type: none"> <li>a) biodiversity based with extensive substrate base (depth 80-150mm);</li> <li>b) laid out in accordance with plan no. 1666/22B hereby approved; and</li> <li>c) planted/seeded with a mix of species within the first planting season following the practical completion of the building works (the seed mix shall be focused on wildflower planting, and shall contain no more than a maximum of 25% sedum).</li> </ul> <p>The biodiversity (green/brown) roof shall not be used as an amenity or sitting out space of any kind whatsoever and shall only be used in the case of essential maintenance or repair, or escape in case of emergency.</p> <p>The biodiversity roof(s) shall be carried out strictly in accordance with the details so approved and shall be maintained as such thereafter.</p> <p>REASON: To ensure the development provides the maximum possible provision towards creation of habitats and valuable areas for biodiversity.</p>
11	<b>Noise</b>
	<p>CONDITION: A noise assessment following the guidelines of PPG24 and a scheme for sound insulation and noise control measures shall be submitted to and approved in writing by; and implemented to the satisfaction of the Local Planning Authority prior to the first occupation of the rooms hereby approved. The sound insulation and noise control measures shall achieve the following internal noise targets:</p> <p>Bedrooms (23.00-07.00 hrs) 30 dB LAeq, and 45 dB Lmax (fast) Living Rooms (07.00-</p>

	<p>23.00 hrs) 35 dB LAeq, Kitchens, bathrooms, WC compartments and utility rooms (07.00 –23.00 hrs) 45 dB LAeq</p> <p>The sound insulation and noise control measures shall be carried out strictly in accordance with the details so approved, shall be maintained as such thereafter and no change therefrom shall take place without the prior written consent of the Local Planning Authority.</p> <p>REASON: To protect the amenity of future occupiers of the site.</p>
12	<p><b>Cycle Parking</b></p> <p>The bicycle storage area(s) hereby approved, which shall be covered, secure and provide for no less than 15 bicycle spaces shall be provided prior to the first occupation of the development hereby approved and maintained as such thereafter.</p> <p>REASON: To ensure adequate cycle parking is available and easily accessible on site and to promote sustainable modes of transport</p>
13	<p><b>Contamination</b></p> <p>CONDITION: Prior to the commencement of development the following assessment in response to the NPPF and in accordance with CLR11 and BS10175:2011 shall be submitted to and approved in writing by the Local Planning Authority</p> <p>a) A land contamination investigation.</p> <p>Following the agreement to details relating to point a); details of the following works shall be submitted to and approved in writing by the Local Planning Authority prior to any superstructure works commencing on site:</p> <p>b) A programme of any necessary remedial land contamination remediation works arising from the land contamination investigation.</p> <p>The development shall be carried out strictly in accordance with the investigation and any scheme of remedial works so approved and no change therefrom shall take place without the prior written approval of the Local Planning Authority.</p> <p>c) Following completion of measures identified in the approved remediation scheme a verification report, that demonstrates the effectiveness of the remediation carried out, must be produced which is subject to the approval in writing of the Local Planning Authority in accordance with part b).</p> <p>REASON: To protect the amenity of future occupiers of the site.</p>

**List of Informatives:**

1	<p><b>S106</b></p> <p>SECTION 106 AGREEMENT</p> <p>You are advised that this permission has been granted subject to a legal agreement under Section 106 of the Town and Country Planning Act 1990.</p>
2	<p><b>Superstructure</b></p> <p>DEFINITION OF 'SUPERSTRUCTURE' AND 'PRACTICAL COMPLETION'</p> <p>A number of conditions attached to this permission have the time restrictions 'prior to</p>

	<p>superstructure works commencing on site' and/or 'following practical completion'. The council considers the definition of 'superstructure' as having its normal or dictionary meaning, which is: the part of a building above its foundations. The council considers the definition of 'practical completion' to be: when the work reaches a state of readiness for use or occupation even though there may be outstanding works/matters to be carried out.</p>
3	<p><b>Community Infrastructure Levy (CIL) (Granting Consent)</b></p> <p>INFORMATIVE: Under the terms of the Planning Act 2008 (as amended) and Community Infrastructure Levy Regulations 2010 (as amended), this development is liable to pay the Mayor of London's Community Infrastructure Levy (CIL). This will be calculated in accordance with the Mayor of London's CIL Charging Schedule 2012. One of the development parties must now assume liability to pay CIL by submitting an Assumption of Liability Notice to the Council at <a href="mailto:cil@islington.gov.uk">cil@islington.gov.uk</a>. The Council will then issue a Liability Notice setting out the amount of CIL that is payable.</p> <p>Failure to submit a valid Assumption of Liability Notice and Commencement Notice prior to commencement of the development may result in surcharges being imposed. The above forms can be found on the planning portal at: <a href="http://www.planningportal.gov.uk/planning/applications/howtoapply/whattosubmit/cil">www.planningportal.gov.uk/planning/applications/howtoapply/whattosubmit/cil</a></p>
4	<p><b>Positive Statement</b></p> <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. Pre-application discussions were entered into and 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>
5	<p><b>Access</b></p> <p>Access requirements: There is a (min.) 300mm clear space to entrance, living room and bedroom doors; bathroom doors are shown to open outwards and space is shown dotted for a possible shower to replace the bath. There is no need for pumped drainage; the main bedrooms have a 750 clear zone around the bed and 1500 turning circle; and all thresholds will be level/flush and wheelchair accessible.</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.

Since March 2014 Planning Practice Guidance for England has been published online.

### **2. Development Plan**

The Development Plan is comprised of the London Plan 2015, 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 2015 - Spatial Development Strategy for Greater London, Consolidated with Alterations since 2011**

##### **1 Context and strategy**

Policy 1.1 Delivering the strategic vision and objectives for London

##### **2 London's places**

Policy 2.13 Opportunity areas and intensification areas

##### **3 London's people**

Policy 3.1 Ensuring equal life chances for all

Policy 3.3 Increasing housing supply

Policy 3.4 Optimising housing potential

Policy 3.5 Quality and design of housing developments

Policy 3.8 Housing choice

Policy 3.15 Coordination of housing development and investment

##### **4 London's economy**

Policy 4.1 Developing London's economy

Policy 4.2 Offices

Policy 4.3 Mixed use development and offices

Policy 4.4 Managing industrial land and premises

##### **5 London's response to climate change**

Policy 5.2 Minimising carbon dioxide emissions

Policy 5.3 Sustainable design and construction

Policy 5.9 Overheating and cooling

Policy 5.11 Green roofs and development site environs

Policy 5.13 Sustainable drainage

##### **6 London's transport**

Policy 6.9 Cycling

Policy 6.13 Parking

##### **7 London's living places and spaces**

Policy 7.2 An inclusive environment

Policy 7.3 Designing out crime

Policy 7.4 Local character

Policy 7.6 Architecture

##### **8 Implementation, monitoring and review**

Policy 8.2 Planning obligations

Policy 8.3 Community infrastructure levy

## B) Islington Core Strategy 2011

### Spatial Strategy

Policy CS8 (Enhancing Islington's Character)  
Policy CS6 (King's Cross)

**Infrastructure and Implementation**  
Policy CS18 (Delivery and Infrastructure)

### Strategic Policies

Policy CS9 (Protecting and Enhancing Islington's Built and Historic Environment)  
Policy CS10 (Sustainable Design)  
Policy CS12 (Meeting the Housing Challenge)

## C) Development Management Policies June 2013

### Design and Heritage

**DM2.1** Design  
**DM2.2** Inclusive Design

### Housing

**DM3.1** Mix of housing sizes  
**DM3.4** Housing standards  
**DM3.5** Private outdoor space

### Employment

**DM5.1** New business floorspace  
**DM5.2** Loss of existing business floorspace

### Energy and Environmental Standards

**DM7.1** Sustainable design and construction statements  
**DM7.2** Energy efficiency and carbon reduction in minor schemes  
**DM7.4** Sustainable design standards  
**DM7.5** Heating and cooling

### Transport

**DM8.4** Walking and cycling  
**DM8.5** Vehicle parking

### Infrastructure

**DM9.1** Infrastructure  
**DM9.2** Planning obligations  
**DM9.3** Implementation

## D) Site Allocations June 2013: KC4, 176-178 York Way

### 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:

- Site Allocation KC4 -

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

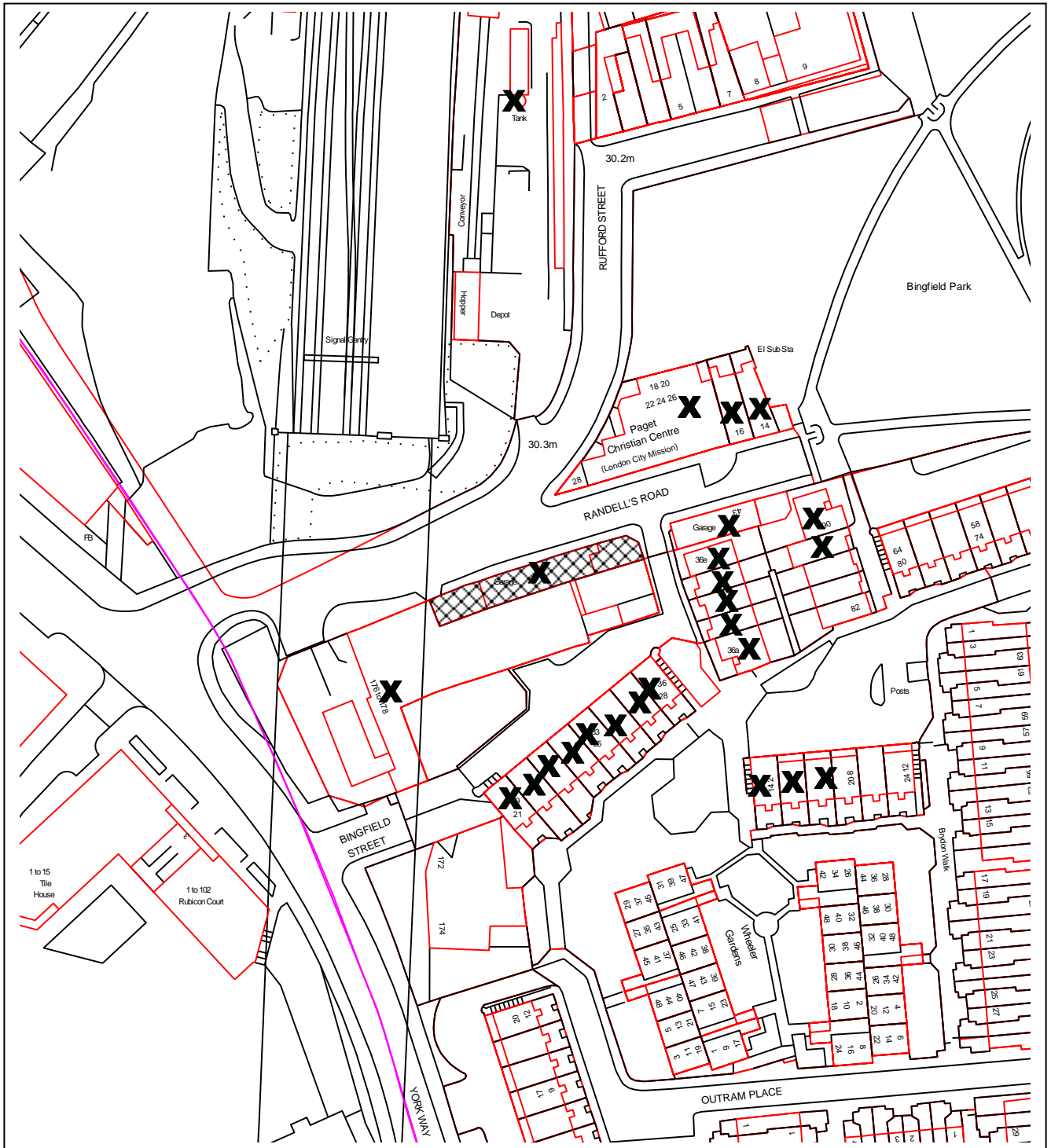
The following SPGs and/or SPDs are relevant:

- |                             |  |
|-----------------------------|--|
| <b>Islington Local Plan</b> | <b>London Plan</b>                           |
| - Environmental Design      | - Accessible London: Achieving and Inclusive |

- Small Sites Contribution
- Accessible Housing in Islington
- Urban Design Guide

- Environment
- Housing
- Sustainable Design & Construction

# ISLINGTON SE GIS Print Template



P2015/2834/FUL

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank



## 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- A COMMITTEE</b>	
<b>Date:</b> 1 <sup>st</sup> December 2015	NON-EXEMPT

Application number	P2015/0386/FUL
Application type	FULL Planning Application
Ward	Highbury East
Listed building	Unlisted, but sited adjacent to Grade II listed Highbury Fields (open space)
Conservation area	Highbury Fields
Development Plan Context	Adjoining Metropolitan Open Space, adjoining Grade II listed, adjoining Site of Importance for Nature Conservation. Sited within designated open space.
Licensing Implications	none
Site Address	Highbury Pool, Highbury Crescent, Islington N5 1RR
Proposal	Single storey extension with pitched roof. Flat roof draught lobby box to the front. Double height extension sitting above the existing gym, spa and plant areas on Eastern side elevation.

Case Officer	Emily Benedek
Applicant	GLL - Mrs Lucy Murray-Robertson
Agent	Arkon Associates Ltd - Mr Ian Connew

### 1. RECOMMENDATION

1.1 The Committee is asked to resolve to **GRANT** planning permission:

- subject to the conditions set out in Appendix 3.

## **2. REASON FOR DEFERRAL**

- 2.1 This application was previously discussed at Planning Sub Committee B on the 29<sup>th</sup> June 2015. The application received a number of objections and particular concern was raised at committee regarding the design of the eastern side double height extension, and its visual impact upon the designated open space, Conservation Area and grade II listed Highbury Fields.
- 2.2 Whilst the principle of the extension and refurbishment of the leisure centre was supported, the application was deferred in order for the design and height of this extension to be considered further for improvements and for further consultation and discussions to take place.
- 2.3 Feedback and advice was given by planning officers and conservation officers to the applicants (GLL) regarding the committee meeting and the consensus of opinion on the design. It was considered that if the design is of sufficient high quality then the visual impact of the massing and height of the extension would be reduced.

## **3. MEETINGS WITH OBJECTORS, STAKEHOLDERS, PLANNING OFFICERS AND THE APPLICANT**

- 3.1 A meeting with the Highbury Fields Association (HFA) was held on the 18<sup>th</sup> August 2015 (attended by GLL and planning and conservation officers) where the HFA presented suggestions and plans regarding the design of the eastern elevation to the applicant for their consideration.
- 3.2 A 'pavilion style' design was put forward, retaining the brick base and introducing a lightweight first floor. A larger expanse of glazing was suggested, with column features, a horizontal emphasis, balustrade detailing and column features at first floor level to express the frame structure. The use of lightweight cladding materials such as zinc was proposed for the first floor.
- 3.3 A landscaping bund was also suggested, in order to reduce the visual impact and overall massing of the building. It was also suggested that the first floor slab level was lowered in order to match the height of the floor level with the fenestration level. It was explained at the meeting by the applicants architect that it was not possible to reduce the height of the slab level due to the physical and engineering constraints of the site.
- 3.4 A meeting was then held on the 17<sup>th</sup> September 2015 where GLL presented the amended designs and drawings to the HFA and the planning and conservation officers.

## **4. AMENDMENTS TO THE SCHEME**

- 4.1 The following key design elements amendments were adopted:
  - Adoption of a 'pavilion style' design reminiscent of park and golf course buildings.
  - A strong horizontally projected roof fascia which together with a strongly stated lower fascia line at a level corresponding to the current fascia line creates a horizontal emphasis.
  - Column features at first floor level expressing the frame structure.

- Increased obscure glazing to the façade at first floor level creating a more open building to introduce movement, light and activity.
  - Glazing provided to create a rhythm to the elevation which continues onto the southern elevation to maintain aesthetic to approach the Highbury Fields from the station.
  - Additional detail to the façade added in the form of a horizontal balustrade.
  - Use of a contrasting brick, lighter in colour than the existing and of a geometric form to contrast to the current stock brickwork.
- 4.2 A 600mm high bund has also been introduced to the eastern boundary with planting to reduce the visual impact of the extension.

## 5. PUBLIC CONSULTATION

5.1 Letters were sent to 108 neighbours on 9<sup>th</sup> October 2015. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 15<sup>th</sup> October 2015. The public consultation of the application therefore expired on 5<sup>th</sup> November 2015, however it is the Council's practice to consider representations made up until the date of decision.

5.2 At the time of writing the report two additional objections had been received. The issues raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets):

- Object to the use of materials, should be lightweight such as zinc cladding (6.1)
- Would the work be noisy? What's the schedule for carrying out work (in terms of working days/hours?) (6.4)

5.3 One letter of support has also been received stating that the proposal is more in keeping with the character of the area.

## 6. ASSESSMENT OF THE AMENDMENTS

6.1 In terms of materials, as stated previously, the use of cladding materials such as zinc is not considered to be appropriate, as it would introduce a further material (and not retain the simple existing palette of materials), the grey colour would be viewed in the context of the grey roof which would make the scheme appear top heavy, and there are also practical concerns of the use of cladding in this verdant location. The use of lighter coloured brick on the first floor is considered to give a lighter visual appearance to the first floor. Several brick samples were shown to planning and conservation officers on site and it is considered that the Ibstock New Diana brick (5143) would be most appropriate for the scheme in terms of their colour, texture and integration with the existing bricks. As such, the use of brick was supported by planners.

6.2 The amended plans were considered to be a significant improvement by HFA and the planning and conservation officers in terms of the quality of the design. The design is considered to be of sufficient high quality that the visual impact of the massing and height of the extension has been reduced.

6.3 It is recommended that

- condition 2 is amended to reflect the revisions received to plans;
- condition 3 is deleted and an additional condition is added to reflect the sample of brick work that has been approved by planning and conservation officers;
- an additional condition is proposed relating to the provision of a construction method statement prior to the commencement of works starting on site.

6.4 The construction management plan will ensure the proposal would not have an adverse impact on neighbouring amenity. When submitted, the construction method statement will be assessed by the Council's Pollution team to ensure construction hours and noise levels are kept to an acceptable level.

## **7. SUMMARY AND CONCLUSION**

### **Summary**

- 7.1 It is considered that the proposed development, on balance, will not have detrimental impact upon the character and appearance of the existing building and will preserve the setting of the Highbury Fields Conservation Area and Grade II listed Highbury Fields Metropolitan Open Space in accordance with Policy DM2.3 and DM6.3.
- 7.2 The proposal is also considered to have no detrimental impact upon the amenities of any neighbours, or upon the amenity and ecological value of the public open space.

### **Conclusion**

- 7.3 It is recommended that planning permission be granted subject to conditions as set out in Appendix 3 – RECOMMENDATIONS and the additional conditions and informatives set out below.

### **Revised Condition 2**

CONDITION: The development hereby approved shall be carried out in accordance with the following approved plans:

P001 A, P002 B, P003, P100 B, P101 B, P102 B, P103 A, P104 B, P105 B, P106 A, P107 B, P108 C, P109, P110 C, P111 D, P120 , P125 A, P126, P127 A, Design & Access Statement revision B dated 6<sup>th</sup> October 2015 (Arkon Associates), Aboricultural Report (Andrew Day 5<sup>th</sup> Feb), 1634 01 C.

REASON: To comply with Section 70(1)(a) of the Town and Country Act 1990 as amended and also for the avoidance of doubt and in the interest of proper planning.

### **Revised Condition 3**

CONDITION: A sample panel of brickwork showing the proposed facebond and pointing shall be provided on site and approved in writing by the Local Planning Authority prior to the commencement of works on the relevant part of the development.

The approved sample panel shall be retained on site until the works have been completed.

The facing bricks shall be Istock New Diana (5143); stretcher bond; pointing shall be flush or slightly recessed with a natural colour lime based mortar.

REASON: In order to safeguard the special architectural or historic interest of the heritage asset.

Additional Condition 6

CONDITION: No construction works shall take place unless and until a Construction Management Plan (CMP) has been submitted to and approved in writing by the Local Planning Authority.

The reports shall detail the impacts during the construction phase of the development on surrounding streets, along with nearby residential amenity and other occupiers together with means of mitigating any identified impacts.

The development shall be carried out strictly in accordance with the approved CMP throughout the construction period.

REASON: In the interests of residential amenity, highway safety and the free flow of traffic on streets, and to mitigate the impacts of the development

Additional Informative 4

The applicant is advised that the accepted working hours for development within the borough are:

8:00am-5:00pm on Mondays to Fridays, 9:00am-1:00pm on Saturdays and not at all on Sundays, Bank or Public Holidays.

## APPENDIX 2: Original June 2015 Committee Report

### PLANNING COMMITTEE REPORT

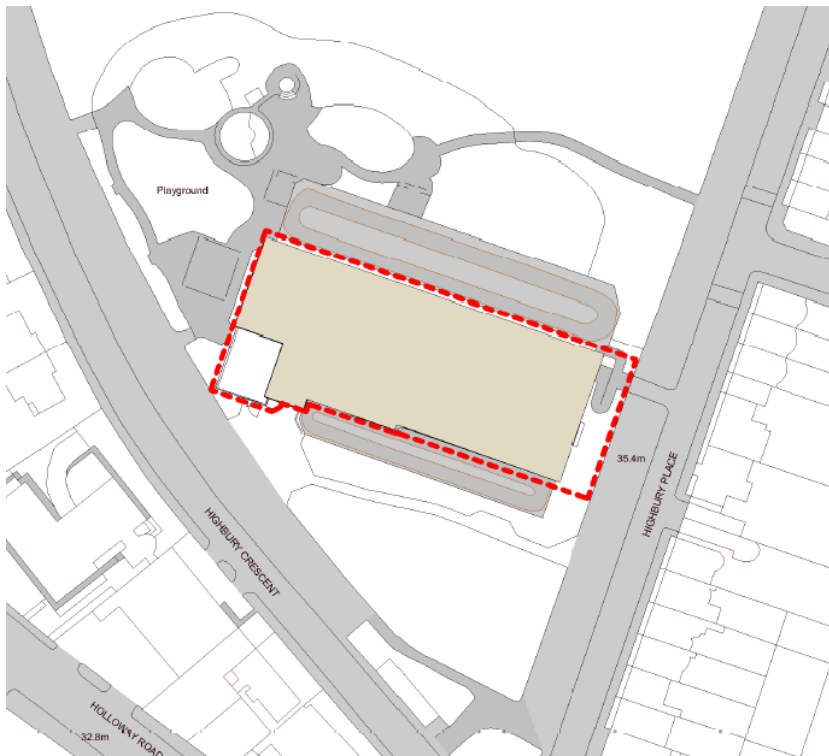
Development Management Service  
Planning and Development Division  
Environment and Regeneration Department  
PO Box 3333  
222 Upper Street  
London  
N1 1YA

<b>PLANNING SUB- B COMMITTEE</b>		
<b>Date:</b>	29 <sup>th</sup> June 2015	NON-EXEMPT
Application number	P2015/0386/FUL	
Application type	FULL Planning Application	
Ward	Highbury East	
Listed building	Unlisted, but sited adjacent to Grade II listed Highbury Fields (open space)	
Conservation area	Highbury Fields	
Development Plan Context	Adjoining Metropolitan Open Space, adjoining Grade II listed, adjoining Site of Importance for Nature Conservation. Sited within designated open space.	
Licensing Implications	none	
Site Address	Highbury Pool, Highbury Crescent, Islington N5 1RR	
Proposal	Single storey extension with pitched roof. Flat roof draught lobby box to the front. Double height extension sitting above the existing gym, spa and plant areas on Eastern side elevation.	
Case Officer	Ben Phillips	
Applicant	GLL - Mrs Lucy Murray-Robertson	
Agent	Arkon Associates Ltd - Mr Ian Connew	

#### 1. RECOMMENDATION

The Committee is asked to resolve to **GRANT** planning permission subject to the conditions set out in Appendix 3;

## 2. SITE PLAN (site outlined in black)



## 3. PHOTOGRAPHS



Image 1: View of Eastern side elevation



Image 2: View of front (south) elevation

#### **4. SUMMARY**

- 4.1 It is considered that the proposed scheme, as amended, provides a good quality design that preserves the setting of the adjoining grade II listed Highbury Fields Open Space (and nearby listed properties on Highbury Crescent) and adjoining site of importance for nature conservation and preserves the character and appearance of the Conservation Area, whilst providing improved access and facilities to the sports centre.
- 4.2 The extensions to the existing building will not harm the ecology or amenity value of the metropolitan open space and will not have a detrimental impact upon the amenities of neighbouring properties.

#### **5. SITE AND SURROUNDING**

- 5.1 The application relates to Highbury Pool, located within a designated open space and the Highbury Fields Conservation Area. It is sited adjacent to the grade II listed Highbury Fields open space and nearby nos 10 & 11 Highbury Place and 7 & 8 Highbury Crescent which sit opposite the site to the south west and east respectively. The whole of Highbury Fields, including the leisure centre, is designated as public open space and the land to the north of the leisure centre is designated as a metropolitan open space and a site of importance for nature conservation.

#### **6. PROPOSAL (IN DETAIL)**

- 6.1 The proposal is for an extension to the leisure centre. There are two separate extensions, one single storey addition on the western side of the building, infilling the existing staff car park and providing a new entrance and reception area. On the western side of the building a first floor extension is proposed providing 2 new studios.



6.2 Minor alterations to the roof plant works are also proposed to facilitate the first floor extension.

## 7. RELEVANT HISTORY:

- 7.1 **820020** Redevelopment of the Highbury Fields swimming pool site to provide new swimming pool paddling pool sunbathing terrace and landscaped surrounding. Granted 26/05/1982
- 7.2 **951181** Construction of a single storey gymnasium extension. Granted 16/10/1995
- 7.3 **P022168** Erection of extension to provide gymnasium and changing room at ground floor level and, at a mezzanine level, an aerobics studio. Granted 27/05/2003
- 7.4 **P052649** Erection of extension to existing gym, to provide new gym with associated offices, two new aerobic studios, a health suite and associated changing rooms and a rest area. Granted 23/02/2006

## PRE-APPLICATION ADVICE:

- 7.5 Q2014/4097/MIN (03/03/2015 )Extensions to the existing pool building/sports centre. Extension acceptable in principle, subject to improvements to the eastern side elevation and detailed landscaping information being submitted.

## 8. CONSULTATION

### Public Consultation

- 8.1 Letters were sent to occupants of 109 adjoining and nearby properties on the 25<sup>th</sup> of February and then, following the submission of amended drawings, on the 12<sup>th</sup> of May 2015. A site notice and press advert were displayed on 14<sup>th</sup> of May 2015. The public consultation of the application therefore expired on 28<sup>th</sup> of May 2015, however it is the Council's practice to continue to consider representations made up until the date of a decision.
- 8.2 At the time of the writing of this report a total of 11 objections 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):
- Poor design (para 10.5-10.18)
  - We require details of the proposed landscaping plan (10.22)
  - The submitted D&A statement and submission as a whole is inadequate (10.27)
  - The existing internal layout is not acceptable (10.27)
  - The proposal is very prominent and ignores the context of the conservation area (10.5-10.18)
  - The new windows on the eastern side will overlook my property (10.24)
  - Is the signage necessary (10.28)
  - How will the loss of the front car park affect the running of the centre? (10.17)

### **Internal Consultees**

- 8.3 Design and Conservation Officer : *The proposed new lobby extension will only infill a gap within the pool site and is in keeping with the existing style and materials of the building. No objection.*

*The proposed extension above the existing gym is considered unacceptable in principle due to its siting on the most prominent corner of the building. We do not support any additional height as this will impact on the views across Highbury Fields and the appreciation of the open space as well as the setting of the numerous listed building that surround Highbury Fields.*

- 8.4 Following amended plans: *The amended eastern elevation is an improvement. However I do retain concerns regarding the height of the building at this point.*
- 8.5 Tree Preservation / Landscape Officer: *No objection, subject to condition relating to further details of protection of existing trees during the construction process.*

### **External Consultees**

- 8.6 None

## **9. RELEVANT POLICIES**

Details of all relevant policies and guidance notes are attached in Appendix 4. 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.
- 9.2 Since March 2014 Planning Practice Guidance for England has been published online.

### **Development Plan**

- 9.3 The Development Plan is comprised of the London Plan 2015 (Consolidated with Alterations since 2011), Islington Core Strategy 2011, Development Management Policies 2013, 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 4 to this report.

### **Designations**

- 9.4 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:
- Highbury Fields Conservation Area
  - Public Open Space
  - Adjacent to Metropolitan Open Space
  - Adjacent to Grade II listed space
  - Adjacent to site for importance of nature conservation

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

9.5 The SPGs and/or SPDs which are considered relevant are listed in Appendix 4.

### **10. ASSESSMENT**

10.1 The main issues arising from this proposal relate to:

- Land use
- Design, conservation and heritage considerations
- Landscaping and Trees
- Neighbouring Amenity

#### **Land Use**

- 10.2 The supporting text of Policy DM6.4 states that indoor and outdoor sport and recreation facilities within Islington are important assets for public health and enjoyment, and for engendering a sense of community.
- 10.3 Core Strategy policy CS17 states that existing sports facilities should be safeguarded and improved in quality, accessibility and capacity (where possible) so that the maximum use of all existing facilities can be made.
- 10.4 The proposed development is an extension to an existing building and does not introduce a new use. It does however intensify the existing use and improve the existing sport facility in accordance with the above policy. In principal therefore it is considered that the development in land use terms is acceptable. The enlargement of the building and its impact on the designated open space is considered below.

#### **Design, Heritage and Conservation Issues**

- 10.5 The Highbury Fields Conservation Area appraisal states that the area derives its special character and appearance from the consistently high architectural and historic quality of its buildings, combined with a spacious scale of development. Planning permission will not be granted to change, expand or intensify uses which would harm the character of the conservation area.
- 10.6 In addition, Policy DM2.3 of Islington's Development Management Policies state that new development within Islington's conservation areas and their setting are required to be of a high quality contextual design so they conserve or enhance a conservation areas significance. New developments within the setting of a listed building are required to be of a good quality contextual design.
- 10.7 Given the isolated siting of the building within the southern end of the park and not within the established historic pattern of development around Highbury Fields, it is viewed in the context of the open park setting and is highly prominent. The existing building is single storey (with internal mezzanine) and is surrounded by extensive landscaping and mature trees. It is obscured in a number of views by the landscaping and its visual impact upon the surroundings is limited. This is in part due to its simple design and single storey nature.

#### **First floor extension**

- 10.8 The proposed first floor extension is sited in a visible position next to Highbury Place and the adjacent walkway. This is the most prominent side of the building.

- 10.9 Policy DM6.3 states that *development proposals within the immediate vicinity of public open space must not impact upon the amenity, ecological value and functionality of the space.*
- 10.10 Whilst the fact that this part of the development does not extend the footprint of the building, and therefore reduce the surrounding open space is clearly supported, given the prominence of this elevation, the visual impact of the massing of the side elevation is considered to be of key importance.
- 10.11 The original submission proposed a combination of obscure glazing panels, white through colour recessed render panels and an offset brick panel, in addition to a white rendered panel for signage, in order to break up the massing of this side elevation.
- 10.12 It was considered that this proposal did not reduce the visual impact of the eastern side elevation sufficiently, and was not of sufficient design quality.
- 10.13 The elevation retains the simple pitched roof but has been amended to introduce a number of full height slot windows (and some dummy recessed openings) which introduces a rhythm and vertical emphasis that successfully breaks up the massing and echoes the grade II listed properties opposite on Highbury Place. In addition, the rendered panel for signage is replaced with stainless steel pinned off lettering (although this will be the subject of a separate advertisement consent application).
- 10.14 The Design and Conservation Officer has stated that the amended design is an improvement to the original submission, but do retain concerns about the scale and massing of this elevation.
- 10.15 On balance however, it is considered that amended design successfully reduces the visual impact of the additional massing and, in addition to the improved landscaping on this elevation, (to be agreed via a condition) will not harm the character of the Conservation Area, nor visually harm the designated open space or setting of the adjoining metropolitan open space.

### **Single storey extension**

- 10.16 With regards to the single storey extension to the front (south) of the building, extending into the existing staff car park, is considered to be in keeping with the existing building and will have a limited impact upon the surroundings. The extension will sit within the fenced off existing car park which is not part of the open space to the north of the building.
- 10.17 The loss of car park spaces will comply generally with policy with regards to car free development (the staff will not be provided with additional parking spaces through any extended hard standing).
- 10.18 It is therefore considered that the proposed extensions will not harm the setting of the grade II listed Highbury Fields or the adjacent grade II listed properties.

### **Landscaping and Trees**

- 10.19 The existing building is surrounded by trees and vegetation which help to obscure the building from view and reduce its visual impact.
- 10.20 A detailed arboricultural report has been submitted and set out methods for safeguarding the future of existing trees and setting out a landscape proposal for additional planting on the eastern side elevation. No trees (with a diameter of over 75mm) will be removed as part of the proposals.

- 10.21 The Tree Officer has no objection to the proposal, subject to further detail being submitted regarding protection of the retained trees and the appropriate working methods. Conditions to this effect are recommended.
- 10.22 In addition, new landscaping is shown on the eastern elevation. Further details of this scheme is also required by condition to ensure that it is appropriate to this location.
- 10.23 It is not therefore considered that the proposal will have a detrimental impact upon the amenity and ecological value of the public open space.

### **Neighbouring Amenity**

- 10.24 The Highbury Pool building is sited some 30m from the front elevation of the properties on the eastern side of Highbury Place. As such, the impact of the additional massing on the eastern side of the building, both in terms of outlook and overbearance, will be limited and not sufficient to warrant a recommendation of refusal. Neither does it result in a loss of daylight/sunlight to these properties, given the separation distance of over the 18m face to face minimum.
- 10.25 The proposal does include new first floor fenestration (full height slot windows), however given the distance (policy DM2.1 states that 18m is an appropriate distance between habitable room windows and furthermore states that overlooking across a public highway does not constitute an unacceptable loss of privacy) and the use of the building it is not considered that these windows will have an unacceptable overlooking impact.
- 10.26 It is also not considered that the limited intensification of the site will have a detrimental impact in terms of noise, given the separation distances. In terms of light pollution, the windows are clear, however given the closing time for the leisure centre of 10pm, it is not considered that this would have a detrimental impact upon neighbouring amenity.

### **Other Matters**

- 10.27 Notwithstanding the above, 14 letters of objection have been received, the relevant issues pertaining to which have been addressed above. It is considered that the submitted documents and drawings are sufficient for full consideration and determination of this proposal. The internal arrangements of the existing building is not a material planning consideration.
- 10.28 As stated above, advertisement consent will be required for the signage outlined on the eastern elevation, however as annotated, the signage will be good quality stainless steel pinned off lettering. In terms of whether it is necessary, should the design and impact on public safety be considered acceptable then this would not be a material planning consideration.

## **11. SUMMARY AND CONCLUSION**

### **Summary**

- 11.1 It is considered that the proposed development, on balance, will not have detrimental impact upon the character and appearance of the existing building and will preserve the setting of the Highbury Fields Conservation Area and Grade II listed Highbury Fields Metropolitan Open Space in accordance with Policy DM2.3 and DM6.3.
- 11.2 The proposal is also considered to have no detrimental impact upon the amenities of any neighbours, or upon the amenity and ecological value of the public open space.

## **Conclusion**

- 11.3 It is recommended that planning permission be granted subject to conditions as set out in Appendix 1 - RECOMMENDATIONS.

## APPENDIX 3 – RECOMMENDATIONS

### RECOMMENDATION

That the grant of planning permission be subject to **conditions** to secure the following:

#### List of Conditions:

1	Commencement
	<p>The development hereby permitted shall be begun not later than the expiration of three years from the date of this permission.</p> <p>REASON: To comply with the provisions of Section 91(1)(a) of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004 (Chapter 5).</p>
2	Approved plans list
	<p>The development hereby approved shall be carried out in accordance with the following approved plans:</p> <p>P001A, P002A, P100A, P101A, P102A, P103, P104A, P105A, P106A, P107A, P108B, P109, P110B, P120, FS231. Design &amp; Access Statement revision A (Arkon Associates), Aboricultural Report (Andrew Day 5<sup>th</sup> Feb).</p> <p>REASON: To comply with Section 70(1)(a) of the Town and Country Act 1990 as amended and the Reason for Grant and also for the avoidance of doubt and in the interest of proper planning.</p>
3	Materials
	<p>The facing materials of the extension hereby approved shall match the existing building in terms of colour, texture, appearance and architectural detailing and shall be maintained as such thereafter.</p> <p>REASON: To ensure that the appearance of the building is acceptable.</p>
4	Landscaping
	<p>A landscaping scheme shall be submitted to and approved in writing by the Local Planning Authority prior to any superstructure works commencing on site. The landscaping scheme shall include the following details:</p> <ul style="list-style-type: none"> <li>a) an updated Access Statement detailing routes through the landscape and the facilities it provides;</li> <li>b) a biodiversity statement detailing how the landscaping scheme maximises biodiversity;</li> <li>c) existing and proposed underground services and their relationship to both hard and soft landscaping;</li> <li>d) proposed trees: their location, species and size;</li> <li>e) soft plantings: including grass and turf areas, shrub and herbaceous areas;</li> <li>f) topographical survey: including earthworks, ground finishes, top soiling with both conserved and imported topsoil(s), levels, drainage and fall in drain types;</li> <li>g) enclosures: including types, dimensions and treatments of walls, fences, screen walls, barriers, rails, retaining walls and hedges;</li> <li>h) hard landscaping: including ground surfaces, kerbs, edges, ridge and flexible pavings, unit paving, furniture, steps and if applicable synthetic surfaces; and</li> <li>i) any other landscaping feature(s) forming part of the scheme.</li> </ul>

	<p>All landscaping in accordance with the approved scheme shall be completed / planted during the first planting season following practical completion of the development hereby approved. The landscaping and tree planting shall have a two year maintenance / watering provision following planting and any existing tree shown to be retained or trees or shrubs to be planted as part of the approved landscaping scheme which are removed, die, become severely damaged or diseased within five years of completion of the development shall be replaced with the same species or an approved alternative to the satisfaction of the Local Planning Authority within the next planting season.</p> <p>The development shall be carried out strictly in accordance with the details so approved and shall be maintained as such.</p>
5	<p><b>Tree protection</b></p> <p>Notwithstanding the arboricultural detail provided , no site clearance, preparatory work or development shall take place until the following further detail for the protection of the retained trees and the appropriate working methods in accordance with BS 5837:2012 -Trees in Relation to Demolition, Design and Construction has been submitted to and approved in writing by the local planning authority.</p> <p>Specific issues to be dealt within the arboricultural method statement (AMS):</p> <ol style="list-style-type: none"> <li>a. The methods of ground protection should the existing hard surfaces be removed.</li> <li>b. Methods for delineating the RPA on site so ambiguity to its extent can be clearly seen on site</li> <li>c. Methods of removal of current surfacing within the within the root protection area (RPA as defined in BS 5837: 2012) of the retained trees</li> <li>d. Tree protection during construction indicated on a tree protection plan ( TPP), including the method of identifying where construction and construction activities are prohibited and the position of material storage, welfare units and any associated construction activities.</li> <li>e. The pavement is not to be obstructed during demolition or construction and the RPA of retained trees not to be used for storage, welfare units or the mixing of materials.</li> <li>f. The method of protection for the retained trees</li> </ol> <p>REASON: To ensure that the development does not prejudice the life, health and stability of trees to be retained on and adjacent to the site, in accordance with policy 7.21 of the London Plan 2011, policy CS15 of Islington's Core Strategy 2011 and policy DM6.5 of Islington's Development Management Policies 2013.</p>

**List of Informatives:**

1	<p><b>Superstructure</b></p> <p>DEFINITION OF 'SUPERSTRUCTURE' AND 'PRACTICAL COMPLETION'</p> <p>A number of conditions attached to this permission have the time restrictions 'prior to superstructure works commencing on site' and/or 'following practical completion'. The council considers the definition of 'superstructure' as having its normal or dictionary meaning, which is: the part of a building above its foundations. The council considers the definition of 'practical completion' to be: when the work reaches a state of</p>
---	--



	readiness for use or occupation even though there may be outstanding works/matters to be carried out.
2	<p><b>Community Infrastructure Levy (CIL) (Granting Consent)</b></p> <p>INFORMATIVE: Under the terms of the Planning Act 2008 (as amended) and Community Infrastructure Levy Regulations 2010 (as amended), this development is liable to pay the Mayor of London's Community Infrastructure Levy (CIL). This will be calculated in accordance with the Mayor of London's CIL Charging Schedule 2012. One of the development parties must now assume liability to pay CIL by submitting an Assumption of Liability Notice to the Council at <a href="mailto:cil@islington.gov.uk">cil@islington.gov.uk</a>. The Council will then issue a Liability Notice setting out the amount of CIL that is payable.</p> <p>Failure to submit a valid Assumption of Liability Notice and Commencement Notice prior to commencement of the development may result in surcharges being imposed. The above forms can be found on the planning portal at: <a href="http://www.planningportal.gov.uk/planning/applications/howtoapply/whattosubmit/cil">www.planningportal.gov.uk/planning/applications/howtoapply/whattosubmit/cil</a></p> <p><b>Pre-Commencement Conditions:</b> These conditions are identified with an 'asterix' * in front of the short description. These conditions are important from a CIL liability perspective as a scheme will not become CIL liable until all of these unidentified pre-commencement conditions have been discharged.</p>
3	<p><b>Positive Statement</b></p> <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. Although the scheme did not comply with guidance on receipt, the LPA acted in a proactive manner offering suggested improvements to the scheme (during application processing) to secure compliance with policies and written guidance. These were incorporated into the scheme by the applicant.</p> <p>This resulted in a scheme that accords with policy and guidance as a result of positive, proactive and collaborative working between the applicant, and the LPA during the application stages, with the decision issued in a timely manner in accordance with the NPPF.</p>

## APPENDIX 4: 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.

Since March 2014 Planning Practice Guidance for England has been published online.

### 2. Development Plan

The Development Plan is comprised of the London Plan 2015, 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 2015 - Spatial Development Strategy for Greater London, Consolidated with Alterations since 2011**

##### **1 Context and strategy**

Policy 1.1 Delivering the strategic vision and objectives for London

##### **3 London's people**

Policy 3.1 Ensuring equal life chances for all

Policy 3.2 Improving health and addressing health inequalities

##### **4 London's economy**

Policy 4.6 Support for and enhancement of arts, culture, sport and entertainment provision

##### **7 London's living places and spaces**

Policy 7.6 Architecture

Policy 7.8 Heritage assets and archaeology

Policy 7.17 Metropolitan Open Land

Policy 7.18 Protecting local open space and addressing local deficiency

Policy 7.19 Biodiversity and access to nature

Policy 7.20 Geological conservation

Policy 7.21 Trees and woodlands

#### **B) Islington Core Strategy 2011**

##### **Strategic Policies**

Policy CS9 (Protecting and Enhancing Islington's Built and Historic Environment)

Policy CS15 (Open Space and Green Infrastructure)

Policy CS16 (Play Space)

Policy CS17 (Sports and recreation provision)

#### **C) Development Management Policies June 2013**

##### **Design and Heritage**

**DM2.1** Design

**DM2.2** Inclusive Design

##### **Health and open space**

**DM6.2** New and improved public open space

**DM6.3** Protecting open space

**DM2.3** Heritage

**DM6.4** Sport and recreation

**DM6.5** Landscaping, trees and biodiversity

### **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:

Highbury Fields Conservation Area  
Adjacent to Metropolitan Open Space  
Public Open Space  
Adjacent to Grade II listed space  
Adjacent to site for importance of nature conservation

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

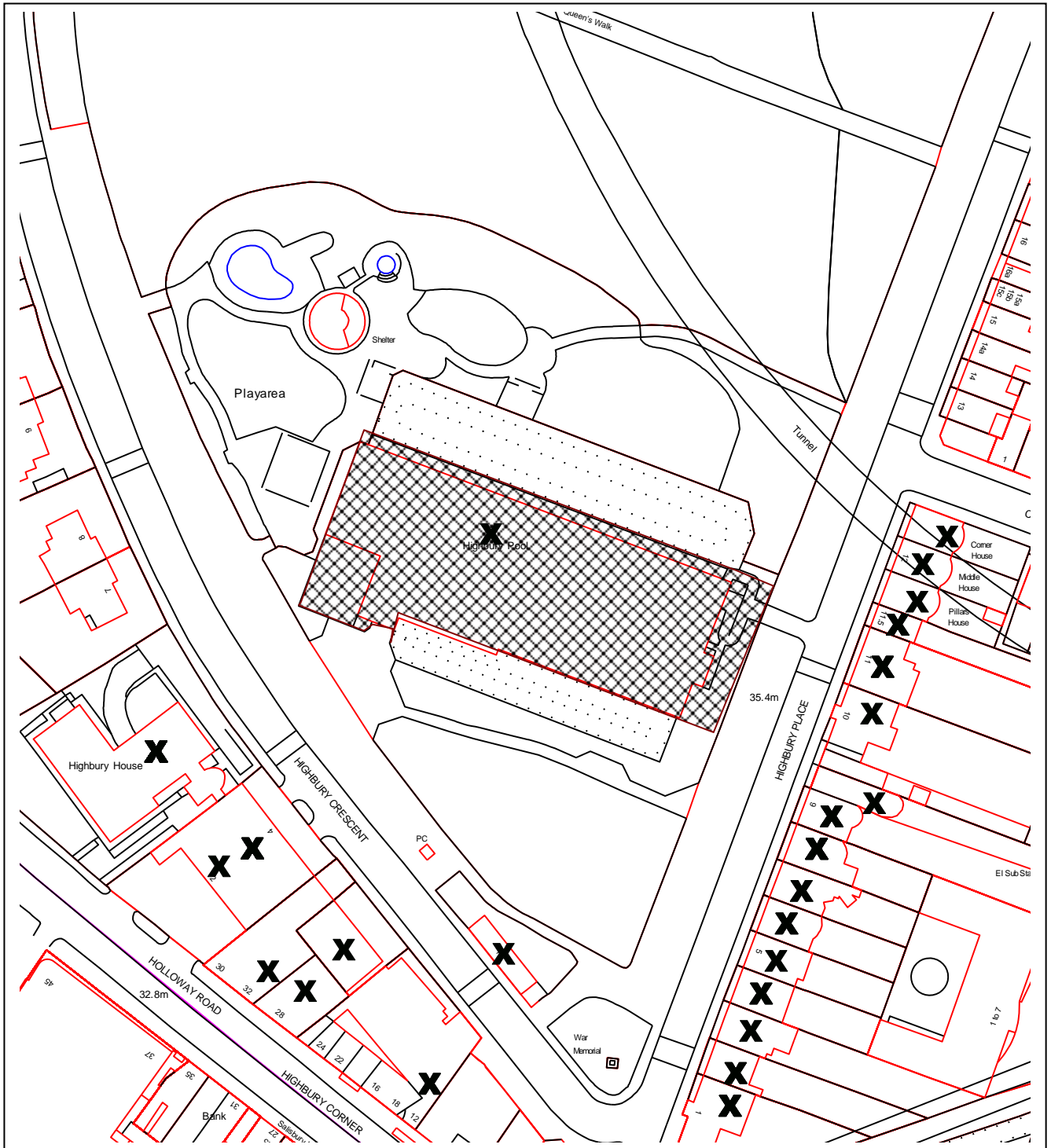
The following SPGs and/or SPDs are relevant:

#### **Islington Local Plan**

- Conservation Area Design Guidelines

This page is intentionally left blank

# ISLINGTON SE GIS Print Template



P2015/0386/FUL

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank

## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 London N1 1YA

<b>PLANNING SUB-COMMITTEE A</b>		
Date:	1 December 2015	<b>NON-EXEMPT</b>

Application number	P2015/3954/ADV
Application type	Advertisement Consent (Council's own)
Ward	Caledonian
Listed building	Not Listed
Conservation area	N/A
Development Plan Context	Kings Cross and Pentonville Road Core Strategy Key Area Local Cycle Route Employment Growth Area Local Flood Risk Zone All Saints Open Space Within 100m of Strategic Road Network Road Within 50m of Keystone Crescent Conservation Area
Licensing Implications	None
Site Address	Land at corner of Killick Street and Caledonian Road, N1
Proposal	Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement at the corner of Killick Street and Caledonian Road

Case Officer	Emily Benedek
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 at the corner of Killick Street and Caledonian Road.

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 pavement area in front of the All Saints Church at the junction of Killick Street and Caledonian Road. To the west of the site is a Santander cycle docking station. The immediate area is characterised by a mix of residential and commercial buildings ranging from one to four storeys in height.

5.2 The building adjacent to the site is not listed however the site is not located in a conservation area. The surrounding area is of mixed character.

## **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 Killick Street and Caledonian Road.

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 The plans have been amended to internally illuminate the sign and locate it closer to the All Saints Church building by 12 metres, 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 16 occupants of adjoining and nearby properties at Killick Street, Caledonian Road and Wharfdale Road on the 05/10/15. A site notice was placed outside the site on 8/10/15. Therefore the public consultation expired on 29/10/15. Neighbours were re-consulted on amended plans on 05/11/15. The consultation period therefore expired on 19/11/15.
- 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):
- Health and Safety hazard for visually impaired pedestrians (10.8)
  - Distraction for traffic racing round the corner from Wharfdale Road (10.8)
  - Unnecessary visual clutter (10.5)

### Internal Consultees

- 8.3 **Design and Conservation Officer:** Objects to the proposal. The location is opposite the Keystone Crescent Conservation Area boundary and, the buildings opposite are also Grade II listed. The advert would have a detrimental impact on street scene, pedestrian experience, townscape and the setting of heritage assets.
- 8.4 **Highways:** No objection.

### External Consultees

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

## 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:

- Kings Cross and Pentonville Road Core Strategy Key Area
- Local Cycle Route
- Employment Growth Area
- Local Flood Risk Zone
- All Saints Open Space
- Within 100m of Strategic Road Network Road
- Within 50m of Keystone Crescent 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, and is located on a main thoroughfare through the borough. Whilst the buildings surrounding the application site itself are of varying design, it is important to ensure that any new signage would not have a detrimental impact on amenity, or the heritage assets opposite the site.

10.4 The proposed advertisement sign will be positioned on the pavement. It was originally proposed that the sign would be located in the middle of the pavement however, following discussions with planning officers the plans were amended to move the sign closer to the neighbouring All Saints Church building as it was considered to be a more acceptable location for the sign and would have less impact on the free flow of pedestrian traffic, The sign will be seen against the backdrop of the

single storey red brick building which measures 7 metres in height and will barely be visible when viewed from Caledonian Road, looking south towards Kings Cross.

- 10.5 The proposed sign will measure 2.695 metres in height and will be set back from the edge of the public highway. It is considered that when viewed against the back drop of the neighbouring properties, the proposed advertisement sign will not create an overly dominant feature that would have a detrimental impact on amenity. Immediately adjacent to the site to the west is a Santander Cycle Docking Station as well as cycle storage facilities. It is therefore considered that the proposal will not result in unnecessary and additional clutter to the detriment of the existing landscape. The size of the proposed sign is also relatively small in relation to the land on which it will be located and especially within the context of the neighbouring building. 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.
- 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 the pavement set back from the main pedestrian route and against the neighbouring building 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.

## **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 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>	<p><b>Standard advertisement conditions</b></p> <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>	<p><b>Luminance</b></p> <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>	<p><b>Display time</b></p> <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>	<p><b>Special effects</b></p> <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>	<p><b>Display functions</b></p> <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. 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:

- Kings Cross and Pentonville Road Core Strategy Key Area
- Local Cycle Route

- Employment Growth Area
- Local Flood Risk Zone
- All Saints Open Space
- Within 100m of Strategic Road Network Road
- Within 50m of Keystone Crescent Conservation Area

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

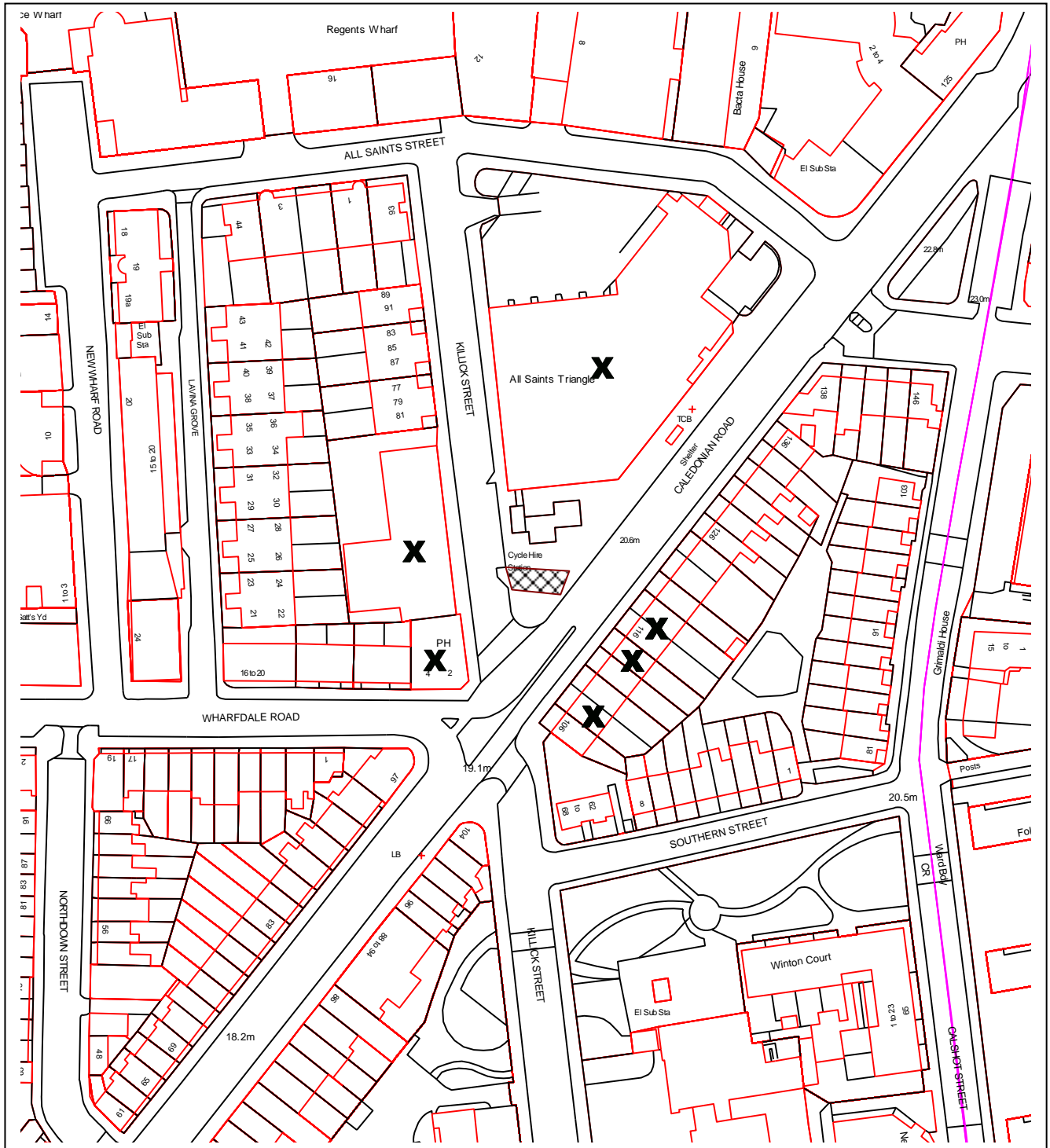
The following SPGs and/or SPDs are relevant:

**Islington Local Development Plan**

**London Plan**

**Urban Design Guide (2006)**

# ISLINGTON SE GIS Print Template



P2015/3954/ADV

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank

## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 LONDON N1 1YA

<b>PLANNING SUB- COMMITTEE A</b>		
<b>Date:</b>	1 <sup>st</sup> December 2015	<b>NON-EXEMPT</b>

Application number	P2015/2290/FUL
Application type	Full Application
Ward	St Peters
Listed Building	Not Listed
Conservation Area	East Canonbury
Development Plan Context	East Canonbury Conservation Area, Employment Growth Area
Licensing Implications Proposal	None
Site Address	New North House, Canonbury Business Centre, 202 new North Road, London, N1 7BJ
Proposal	Demolition of existing rooftop structures and erection of additional storey on new north house to form 396 square metres of additional business (B1) floor space

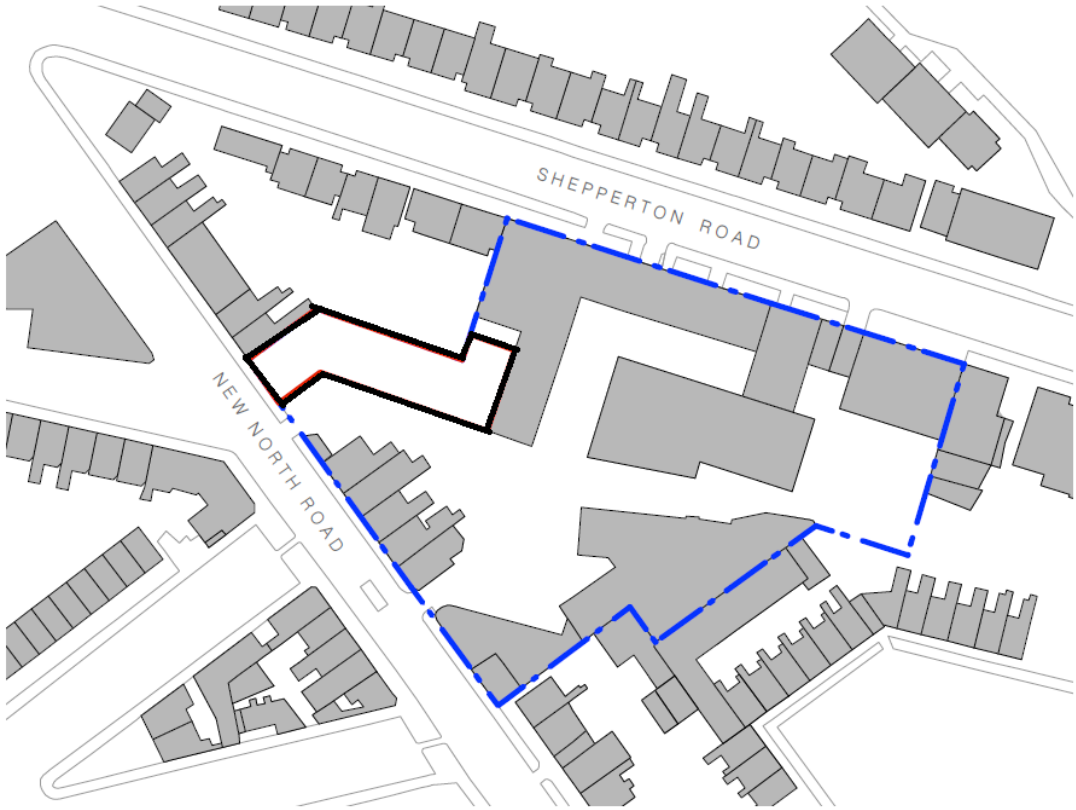
Case Officer	Duncan Ayles
Applicant	John Hedderson
Agent	Clive Small-Smok Ltd

### 1. RECOMMENDATION

The Committee is asked to resolve to **GRANT** planning permission:

1. subject to the conditions set out in Appendix 1.

2 SITE PLAN (SITE OUTLINED IN BLACK)



3 PHOTOS OF SITE/STREET



Image 1: Aerial View of the Site from the south



Image 2: Aerial View of the site from the north.



**Image 3:** view of the properties at Shepperton Road with view of Canonbury Business Centre



**Image 4:** View of New North House from New North Road

#### **4. SUMMARY**

- 4.1 The application relates to an office building, New North House, which is part of the Canonbury Business Centre. The building dates from the Victorian period, and has been heavily altered since its construction, including through the alteration of its roof and possible removal of a storey from the roof. The building is located within the East Canonbury Conservation Area, and is within the setting of a number of listed buildings on Shepperton Road to the north.



- 4.2 The application seeks approval for the erection of an additional storey to form 396 square metres of additional B1 office space. The proposed extension contains a pitched roof, aligned with the adjoining roof at Shepperton House to the east. The proposed roof extension covers only part of New North House, and does not extend onto the part of the building fronting New North Road. The design of the extension is considered to be acceptable, and the Design and Conservation team have raised no objection to the proposal.
- 4.3 Ten objections have been received from neighbouring properties, largely in respect of the impact of the additional storey on the amenity in respect of the loss of daylight, sunlight, outlook and increased sense of enclosure.
- 4.4 The applicant has provided a daylight/sunlight report which assesses the impact of the works on 200-194 New North Road and on 95-101 Shepperton Road. The report demonstrates that the proposal is in accordance with the Building Research Establish Guidance Document: Site Planning for Daylight and Sunlight. In addition, due to the length of the rear gardens to the properties at Shepperton Road, and the oblique angle of the properties at Shepperton Road relative to the application site, the impact on the outlook and sense of enclosure from properties is considered to be acceptable.
- 4.5 Concerns have been raised by the Council's inclusive design officer in respect of some elements of the internal layout and the access into the new floor. As the proposal uses the existing access and stairs in New North House, the failure to accord with all of the standards within the Inclusive Design SPD is considered to be acceptable in this instance, given the constraints to the site.
- 4.6 The proposal is identified as an employment growth area under the Development Plan Policies Map and therefore an increase in B1 office space is considered acceptable. The proposed design is considered to be acceptable in terms of its impact on the character and appearance of the Conservation Area, and therefore the scheme is in accordance with policies DM 2.1 and 2.3 of the Development Management Policies. The amenity impact is also considered to be acceptable and in accordance with policy DM 2.1. The internal layout is also considered to be acceptable in terms of inclusive design, given the constraints to the site, and therefore the proposal is in accordance with policy DM 2.2.

## **5. SITE AND SURROUNDING**

- 5.1 The application relates to a B1 office building know as New North House, located within the Canonbury Business Centre. The building is Victorian and has been heavily altered since its construction, including following bomb damage, where the top floor is believed to have been lost. The building contains a three storey element that fronts New North Road, with the building rising to four storeys toward the center of Canonbury Business Centre. The building currently contains a flat roof and its facing materials comprise London Stock Brick, white render and crittall windows. New North House is directly adjacent to Shepperton House, which is a four storey commercial building incorporating a pitched roof. The existing building is occupied by a range of small and medium sized business, including start up and creative enterprises.
- 5.2 New North House forms part of the northern boundary to the Canonbury Business Centre, and the building directly abbutts the rear gardens of the properties at 95 to 97

Shepperton Road, and the side of 210 Shepperton Road. The terrace to the south of the application site, 192-200 New North Road, contains café and retail uses at ground floor with residential uses above. The buildings to the south-east and east of the application site are office buildings and car parking areas used in connection with the remainder of the Canonbury Business Centre.

- 5.3 New North House is situated within the East Canonbury Conservation Area, and is surrounded late Georgian and early Victorian development, including listed Georgian buildings at Shepperton Road. These buildings are generally three storey, or two storeys over a basement. However, the area also contains much larger commercial development within the remainder of the Canonbury Business Centre, such as the 5 Storey Shepperton House building on Shepperton Road. Peninsula Court, a recently constructed four-storey residential building stands on the opposite side of New North Road.

## **6. PROPOSAL (in detail)**

- 6.1 Planning permission is sought for the removal of existing rooftop structure, the staircase enclosure, and the erection of an additional storey to form 396 square metres of additional B1 office space. The proposed roof extension will incorporate an asymmetric pitched roof, which will align with the roof of Shepperton House, the adjacent commercial building. The proposed roof form will contain a longer roof slope facing toward the properties at Shepperton Road than facing toward New North Road. The proposal requires an increase in eaves height on the existing north-east elevation by 2.6 metres, and the south-west elevation by 3.7 metres. The total height of the ridge will be 5.9 metres higher than the existing. The roof pitch facing toward Shepperton Road will be approximately 25 degrees, while the pitch on the south-western side will be approximately 29 degrees.
- 6.2 The proposed extension is designed to be in keeping with the existing building, and therefore is detailed with matching London Stock Brick, render and crissall windows. The roof will be formed from slate, and will contain rooflights and solar panels. The access into the new office space will be as existing, through the existing courtyard entrance and stairwells. The proposed extension covers only part of New North House, and will not extend across the part of New North House that fronts New North Road. This part will remain unaltered.

### **Revisions:**

- 6.3 The application has been amended in response to concerns raised by design and conservation officers. The elevational treatment of the south-eastern elevation has been altered to replace areas of render with additional areas of brickwork. Additional sunlighting/daylighting testing has also been provided to address concerns raised by officers.

## **7. RELEVANT HISTORY**

### **PLANNING APPLICATIONS**

- 7.1 **P060012:** Erection of a new four storey building to accommodate a covered area for 5 car parking spaces (not associated with the residential units) on the ground floor,

and three x 2 bedroom flats on the first , second and third floors. Refused on design grounds.

#### **PRE-APPLICATION:**

- 7.3 **Q2015/1103/MIN:** Erection of Two Additional Storeys Onto Existing Office Building to Form Enlarged Business Space:

This pre-application enquiry proposed the erection of two additional, contemporary floors onto New North House, including to the frontage onto New North Road. The applicant was informed that the scheme would not be considered acceptable on design and amenity grounds. It was recommended that the proposal be amended to include only one additional storey to the parts of New North House closes to Shepperton House, away from New North House.

#### **ENFORCEMENT**

- 7.4 None.

### **8 CONSULTATION**

#### **Public Consultation**

- 8.1 Letters were sent to occupants of 152 adjoining and nearby properties on the 17<sup>th</sup> June 2015. A site and press notice was also displayed on 16<sup>th</sup> July 2015. Reconsultations were undertaken following the receipt of additional daylight information and amended plans on the 23<sup>rd</sup> July 2015 and 23<sup>rd</sup> September 2015. The public consultation therefore expired on the 7<sup>th</sup> October 2015. However, it is the Council's practice to continue to consider representations made up until the date of the decision.
- 8.2 At the time of the writing of this report, 10 objections had been received from 6 objectors. The objections can be summarised as follows (with the relevant paragraph numbers that provide responses to those issues indicated in brackets):

- Loss of direct sunlight and daylight to habitable rooms and amenity areas (10.11-10.16)
- Impact on Outlook and Increased Sense of Enclosure (10.19-10.23)
- Construction Noise (10.35)
- Loss of T.V. signal (10.33)
- Overlooking (10.17-10.18)
- Impact on Parking and Highway (10.33-10.35)
- Impact on the Character and Appearance of the Area (10.4-10.9)

#### **Internal Consultees**

- 8.3 **Design & Conservation:** No objections raised. The proposed extension reinstates the original height and bulk of the building. The additional floor is well detailed and will reconcile the fractured nature of the Canonbury Yard elevation to provide a more complete and cohesive elevation. The building to the east is considerably higher than the existing building and terminates abruptly with a gable end. The additional storey would cover this flank elevation. The roof level will only be partially visible from Long

views and will not harm the character and appearance of the building or the East Canonbury Conservation Area.

- 8.4 **Inclusive Design:** Raise concerns. The proposed scheme utilises the existing access into the property, but the existing lift is undersized and does not meet the relevant standard for it to be used by a person in a wheelchair. The application does not provide details of an inclusive toilet or details of the evacuation plan for disabled persons.

#### **External Consultees**

- 8.5 **Angel Society:** No comments received.
- 8.6 **Duncan Terrace Association:** No comments received.
- 8.7 **Canonbury Society:** No comments received.

### **9. REVELANT 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.
- 9.2 The National Planning Practice Guidance is a material consideration and has been taken into account as part of the assessment of these proposals.

#### **Development Plan**

- 9.3 The Development Plan is comprised of the London Plan 2015, 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.

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

- 9.4 The relevant SPGs and/or SPDs are listed in Appendix 2.

### **10. ASSESSMENT**

- 10.1 The main issues arising from this proposal relate to:
- Principle of Development
  - Design and Impact on the Character and Appearance of the Conservation Area
  - Impact on the Amenity of Neighbouring Properties
  - Inclusive Design and Accessibility

- Highways and Transportation

### **Principle of Development**

- 10.2 The Canonbury Business Centre contains an established B1 office use, and the site is identified within the Development Plan policies map as an employment growth area. Policy DM 5.1 states that the Council will encourage the intensification, renewal and modernisation of existing business floorspace within Employment Growth Areas. Policy DM 5.1 also requires new business floorspace to be flexible, to allow for the future subdivision and amalgamation of business accommodation. This is to ensure that new floorspace will be suitable for small and medium sized enterprises.
- 10.3 The proposal will provide approximately 396 square metres of additional business floorspace and therefore intensify the use of the site. Consequently the proposal is considered to be in general conformity with the requirements of policy DM 5.1. Although the floor plans submitted are indicative only, the open plan layout of the space could provide flexibility in accordance with policy DM 5.1. The existing business space within New North House is occupied by small and medium enterprises, and the applicants have stated that it is envisaged that the new floorspace will be similarly utilised.

### **Impact of the Development on the Character and Appearance of the Existing Building and the Conservation Area.**

- 10.4 The host building is not listed but is located within East Canonbury Conservation Area. The building is Victorian, and has been significantly altered since it was constructed. Evidence provided by the applicant suggests that the building may have contained an additional storey and would have also contained a pitched roof of some kind. This has been confirmed as likely by the Council's Design and Conservation team. The existing building reads as containing two separate parts, a frontage onto New North Road which contains a decorative, formal façade with stucco detailing, and a less decorative part further to the rear which has a somewhat disjointed appearance owing to changes in levels, different materials and the use of a flat roof adjacent to a gable on Shepperton House.
- 10.5 The existing development within the vicinity of the application site displays a notable variation in terms of the height and scale of development. While the development on New North Road and Shepperton Road does not exceed three storeys, the development to the north-east is far greater, with Shepperton House being formed of four storeys including a pitched roof. The proposed additional storey is situated away from the New North Road frontage of New North House, and therefore it is considered that the new development will be primarily read in context with the existing larger scale development within the Canonbury Business Centre. Section 2.2.2 of the Islington Urban Design Guide states that areas where there is a variety of building height, as in this instance, provide scope for increases in height without harming the character of the area.
- 10.6 The proposal will be obscured from most parts of New North Road by the existing development on New North Road. Similarly, the gaps between the properties at 95 to 107 Shepperton Road are relatively narrow, and therefore only afford limited views of New North House behind the properties at Shepperton Road.
- 10.7 It is acknowledged that section 23.7 of the East Canonbury Conservation Area design guidelines states that roof extensions will not be permitted where they are

visible from the street or other public areas. However, the extension proposed within this application will not read as a roof extension and will instead reinstate the original height and bulk of the building.

- 10.8 The detailed design of the proposed extension is considered to be acceptable. The design proposal seeks to reconcile the existing fragmented nature of the building, by inserting a pitched roof to align with the existing roof ridge of Shepperton House to the south east. The use of matching materials and detailing will ensure that the extension will read as in keeping with the property. A condition is suggested to require the submission of samples of facing materials, to ensure the final treatment is acceptable. The proposed addition of solar panels and rooflights to the property are considered acceptable. Due to the relatively low pitch to the extension, these features will only be visible from long views from New North Road.
- 10.9 As such, the proposal would not materially harm the overall appearance of the building and the surrounding townscape or the adjacent East Canonbury Conservation Area. Therefore, the proposal is considered to accord with policies 7.4 (Local character), 7.6 (Architecture) of the London Plan 2015, policy CS8 (Enhancing Islington's character) of the Islington Core Strategy 2011, and policy DM2.1 (Design) of the Islington Development Management Policies 2013.

#### **Impact on the Amenity of Neighbouring Properties**

- 10.10 Policy DM2.1 of the Development Management Policies states that 'developments are required to provide a good level of amenity including consideration of overshadowing, overlooking, privacy, direct sunlight and daylight, over-dominance, sense of enclosure and outlook.' Objections have been received from neighbouring properties in relation to the impact of the proposal on neighbouring properties, specifically in relation to the possible loss of outlook and loss of light.

#### **Loss of Daylight and Sun Light**

- 10.11 The applicant has provided a Daylight and Sunlight Report in support of the application, which assesses the impact of the proposed extension on the properties at 95-101 Shepperton Road and 194-200 New North Road. The report tested 41 windows for the loss of daylight, and one window failed, which equates to 2.4% of all windows tested.
- 10.12 The only window within 95-101 Shepperton Road that fails the Vertical Skylight Component Test, which relates to daylight, is a second floor window at no. 95 Shepperton Road. Based on the floor plans approved for a recent application, this window serves a bedroom. The window experiences a reduction to 0.52 times its previous figure VSC, which is significantly greater than the 0.2 allowed by the BRE guidance. Furthermore, the report also includes an assessment of daylight distribution (ADF – Average Daylight Factor), which looks at the amount of daylight received by a room, using a known or assumed layout. The Second Floor Window R1 at 95 Shepperton Road passed this test, demonstrating that the room will continue to benefit from an acceptable level of daylighting.
- 10.13 The report also considered the loss of direct sunlight to the properties directly to the north of the application site. While the report found that the impact on available sunlight hours was generally acceptable, five of the windows out of the 21 tested failed the test with respect to winter daylight, in addition to one marginal window, but still passed. The most significantly affected property, no. 95 Shepperton Road,

currently benefits from a relatively small amount of winter daylight, and is also within the applicant's ownership. Properties at 97 and 99 contain one window that fails the winter daylight test.

- 10.14 The resultant loss of direct sunlight is considered to be acceptable, as the report confirms that the loss of sunlight will be during the winter only. Furthermore, apart from no. 95 Shepperton Road, only one window within each property fails the winter sunlight test, indicating that the loss of winter sunlight to the properties as a whole is acceptable. The BRE guidance is designed to be applied with some degree of flexibility, and the failure to accord with one specific test within the guidance does not necessarily justify the refusal of the application, provided that other elements are accorded with.
- 10.15 The report also tested the daylight impact of the properties at 194-200 New North Road. The report found that all of the windows tested passed the VSC test. Furthermore, all of the windows test on the rear of the properties at New North Road passed the daylight distribution test. These properties were not tested with respect to the loss of sunlight, as they are to the south of the proposed extension.
- 10.16 Objections have also been received with regard to the loss of light to other properties other than those tested. However, as these properties are located further away from development site than those tested (103-107 Shepperton Road), or because the rear face away from the development site (210-22 New North Road) the impact on the daylight and sunlight received is considered to be acceptable.
- 10.17 Taken together the daylight and sunlight impact of the proposed development is considered to be acceptable, and in general conformity with the BRE guidance. The harm caused is not, therefore, sufficient to justify the refusal of the application.

#### Overlooking and Loss of Privacy

- 10.18 New North House contains extensive clear glazing on its northern elevation, which provides a view directly into the rear gardens of the properties at Shepperton Road. Objections have been received from these properties in respect of the loss of privacy and increased overlooking. While it is accepted that the proposal would allow direct views into the rear gardens of 99-99 Shepperton Road, given the extent of current overlooking, it is not considered that any further harm to amenity would result from the proposed extension. Furthermore, it should also be noted that the separation gap between the windows on New North House and those on Shepperton Road would exceed the 18 metre distance stated within the supporting text to policy DM 2.1, limiting views into habitable rooms.
- 10.19 The proposal is also not considered to lead to any significant increase in overlooking toward the properties at New North Road. New North House contains extensive clear glazing on its south-eastern elevation, which provides a view toward the rear gardens of these properties. The addition of a further floor onto the properties will increase views toward the rear gardens of these properties, but due to the oblique angle, not into habitable rooms themselves.

#### Loss of Outlook and Increased Sense of Enclosure

- 10.20 The rear gardens to the properties at 95 to 99 Shepperton Road are relatively deep, with a depth of approximately 19 metres. The existing building at New North House has a height of approximately 11 metres including a flat roof.

- 10.21 The applicant has proposed an asymmetric pitched roof with a lower eaves height facing toward Shepperton Road, and shallow pitched roof. This has the effect of ensuring that the increased height of the Shepperton Road elevation is relatively limited, at only 2.6 metres greater than the existing arrangement. Given the length of the gardens to these properties, it is not considered that the proposal would significantly increase the sense of enclosure to the properties at Shepperton Road
- 10.22 The property most significantly affected in terms of the loss of outlook and increased sense of enclosure is no. 95 Shepperton Road, as the side elevation of Shepperton House runs directly along the eastern side elevation of the property, enclosing the garden on two sides.
- 10.23 It is recognised that the proposal will significantly increase the sense of enclosure to the rear gardens of Shepperton Road, especially where a garden has been partitioned to provide garden space for two separate flats within a property. However, policy DM 2.1 primarily seeks to protect the amenity of existing properties, rather than gardens or amenity areas. Consequently the loss of outlook to an amenity area is not considered to be in conflict with policy DM 2.1.
- 10.24 The impact on the amenity of properties at 192-200 New North is considered to be acceptable. While the increased eaves height on the south-eastern elevation is slightly greater than on the Shepperton Road elevation, at 3.8 metres, the buildings are set at an oblique angle to New North House, which means that the distance to New North House increases for windows to the further to the south. In addition, the shortest separation distance, between no. 200 and New North house, is 13 metres from the first floor windows of this property. This distance is considered to be sufficiently large to ensure that the properties would continue to benefit from a reasonably open outlook at the rear.
- 10.25 Taken together the impacts of the proposed roof extension in terms of loss of daylight, sunlight, privacy and loss of outlook is considered to be acceptable on neighbouring properties. The proposal is therefore considered to be in accordance with policy DM 2.1 of the Development Management Policies 2013.

### **Inclusive Design and Accessibility**

- 10.26 Policy DM 2.2 requires all new development to be inclusive, by demonstrating that they would provide for ease and versatility in use, deliver safe, legible and logical environments and produce spaces that are convenient and enjoyable for everyone. In addition to this, the Council have adopted an Inclusive Design SPD, which provides guidance in respect of the design of new buildings, and provides standards to assess proposals.
- 10.27 The existing building is not in compliance with many of the standards within the Inclusive Design SPD and current building regulations, as its' construction predated the adoption of these standards. While the building does contain a level threshold, the lift within the building is smaller than is required by the Inclusive Design SPD.
- 10.28 The applicant proposes to use the existing access, staircase and lift into the building, but to extend this an additional floor. An objection has been received from the Council's Inclusive Design Officer in respect to the size of lift, as its size (1150 mm x 1050mm) does not accord with the minimum standard within the Inclusive Design SPD (1100mm x 1400mm). Although the applicant proposes to replace the existing liftcar and mechanism, they are unable to increase the size of the lift car without also increasing the size of the lift shaft itself.



- 10.29 Consequently, the proposed business floorspace is not in accordance with the Inclusive Design SPD and policy DM 2.2 in terms of its access. However, in this instance the alterations required to increase the size of the lift to the required size would be disruptive to the existing tenants at lower level and would require a significant alteration to the building. Given the scale of development proposed, it is considered that it would be unreasonable to require the existing lift shaft to be altered to support a larger lift car, or to install a new lift shaft.
- 10.30 The Inclusive Design Officer has also raised some concerns in respect of the lack of details provided regarding accessible toilets and evacuation of disabled persons. It is considered that these issues can be adequately addressed by the imposition of appropriately worded conditions.
- 10.31 Provided these conditions are imposed, the proposal is considered to address issues of inclusive design as is possible within the constraints to the existing site. The proposal is therefore considered to be in general conformity with policy DM 2.2 and the Inclusive Design SPD.

### **Highways and Transportation Issues**

- 10.32 The application site is situated within close proximity to the Essex Road Railway Station, and is served by a number of bus routes. The site has a ptal rating of 5, which indicates that the site benefits from a high level of public transport accessibility. Therefore, it is likely that the majority of journeys to the office space will be via public transport.
- 10.33 An objection has been received from a neighbour, stating that the works will harm highway safety and will increase the amount of car trips within the area. However, due to location of the proposal, and its public transport accessibility, it is considered that the majority of trips to the office will be by public transport.
- 10.34 The Canonbury Business Centre currently contains some car parking within the existing courtyard, and the application does not propose to alter the existing provision. The application does not propose any alteration to the existing servicing to the building, which will continue to be from New North Road into the existing car park. While it is noted that conditions are sometimes imposed on new office development, to ensure that business occupants are not able to access on street business car parking permits, in this instance the existing occupants of New North House are not subject to such restrictions. The imposition of a condition to the top floor only would therefore be unreasonable.

### **Other Matters**

- 10.35 An objection has been received from a neighbour stating that the proposal will lead to the loss of television signals to properties at Shepperton Road. Given the scale of development proposed, the loss of television and radio signals is not considered to be a material planning consideration under these circumstances.
- 10.36 An objection has also been received stating the applicant owns enough offices in the area, and that the money for the scheme should be invested elsewhere. The ownership of the building is not a material planning consideration, and the Development Management Policies supports employment growth at Canonbury Business Centre.

10.37 Objections have also been received in respect of the disruption that the proposal will cause during construction. However, the proposal is considered to be a relatively small scale development, and therefore the level of disruption is considered to be minimal. Any impacts can be controlled through the imposition of a construction management condition.

## **11. SUMMARY AND CONCLUSION**

### **Summary**

11.1 The proposed additional storey is considered to be acceptable on design and amenity grounds and will not lead to an adverse impact on the character and appearance of the East Canonbury Conservation Area. The proposal is also considered to be acceptable on the grounds of inclusive design and highways.

11.2 The proposed intensification of the B1 use is considered to be acceptable in this location, as the site is identified as an employment growth area within the Development Plan Policies map.

### **Conclusion**

11.3 It is recommended that planning permission be granted subject to conditions as set out in Appendix 1 – RECOMMENDATION A.

## APPENDIX 1 - RECOMMENDATIONS

### RECOMMENDATION A

That the grant of planning permission be subject to **conditions** to secure the following:

#### List of Conditions:

1	<p><b>Commencement (Compliance)</b></p> <p>3 YEAR CONSENT PERIOD: The development hereby permitted shall be begun not later than the expiration of three years from the date of this permission.</p> <p>REASON: To comply with the provisions of Section 91(1) (a) of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004 (Chapter 5).</p>
2	<p><b>Approved Plans List: (Compliance)</b></p> <p>DRAWING AND DOCUMENT NUMBERS: The development hereby approved shall be carried out in accordance with the following approved plans:</p> <p>[180_PL_001 rev A3, 180_PL002 rev A3, 180_PL_004 rev A3, 180_PL_004 rev A2, 180_PL_005 rev A3, 180_PL_006 rev A2, 180_PL_007_ rev A3, 180_PL_011 rev A3, 180_PL_012 rev A2, 180_PL_013 rev P1, 180_PL_014 rev A1,180_PL_014 rev A1, 180_PL_015 rev A4, 180_PL_016 rev A1, 180_PL_017 rev A1, 180_PL_018 rev A2, 180_019_ rev A2, 180_PL_020 rev A1, 180_PL_022 rev A1, 180_PL_040 rev A1, 180_PL_041 rev A1, 180_PL_042 rev A1, 180_PL_045 rev P1, 180_PL)046 rev P1, 180_PL_047 rev P1, 180_PL_048 rev P1, 180_PL_049 rev P1, Design and Access Statement Parts 1, 2 and 3, Daylight Report, Covering Letter ]</p> <p>REASON: To comply with Section 70(1) (a) of the Town and Country Act 1990 as amended and also for the avoidance of doubt and in the interest of proper planning.</p>
	<p><b>Materials</b></p>
3	<p>MATERIALS (DETAILS): Details and samples of all facing materials shall be submitted to and approved in writing by the Local Planning Authority prior to any superstructure work commencing on site. The details and samples shall include:</p> <ul style="list-style-type: none"> <li>a) solid brickwork (including brick panels and mortar courses)</li> <li>b) render (including colour, texture and method of application);</li> <li>c) window treatment (including sections and reveals);</li> <li>d) roofing materials;</li> </ul> <p>The development shall be carried out strictly in accordance with the details so approved and shall be maintained as such thereafter.</p> <p>REASON: In the interest of securing sustainable development and to ensure that the resulting appearance and construction of the development is of a high standard.</p>
	<p><b>Inclusive Design</b></p>
4	<p>Prior to the commencement of development the application shall submitted details for the provision of a fully accessible toilet to the Local Planning Authority. The toilet shall be installed prior to the first use of the office space hereby approved and shall be retained as such in perpetuity.</p> <p>REASON: In order to deliver inclusive design.</p>

	<b>Inclusive Design</b>
4	<p>Prior to the commencement of development details of safe refuges and an evacuation plan for disabled persons shall be submitted to the Local Planning Authority for approval. The development shall be carried out in strict accordance with the approved details.</p> <p>REASON: In order to delivery inclusive design.</p>
	<b>Construction Method Statement</b>
5	<p>No development shall take place, including any works of demolition, until a Construction Method Statement has been submitted to, and approved in writing by, the local planning authority. The approved Statement shall be adhered to throughout the construction period. The Statement shall provide for:</p> <ul style="list-style-type: none"> <li>i. the parking of vehicles of site operatives and visitors</li> <li>ii. loading and unloading of plant and materials</li> <li>iii. storage of plant and materials used in constructing the development</li> <li>iv. the erection and maintenance of security hoarding including decorative displays and facilities for public viewing, where appropriate</li> <li>v. wheel washing facilities</li> <li>vi. measures to control the emission of dust and dirt during construction</li> <li>vii. a scheme for recycling/disposing of waste resulting from demolition and construction works</li> </ul> <p>REASON: In the interests of highway safety and neighbour amenity.</p>

**List of Informatives:**

1.	<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. Whilst this wasn't taken up by the applicant, and although the scheme did not comply with guidance on receipt, the LPA acted in a proactive manner offering suggested improvements to the scheme (during application processing) to secure compliance with policies and written guidance. These were incorporated into the scheme by the applicant.</p> <p>This resulted in a scheme that accords with policy and guidance as a result of positive, proactive and collaborative working between the applicant, and the LPA during the application stages, with the decision issued in a timely manner in accordance with the NPPF.</p>
2.	<b>Other legislation</b>
	<p>You are reminded of the need to comply with other regulations/legislation outside the realms of the planning system - Building Regulations &amp; Equalities Act</p>
3.	<b>Part M Compliance</b>
	<p>You are advised that the scheme is required to comply with -</p> <ul style="list-style-type: none"> <li>• The Building Regulations 2000 Approved Document Part M 'Access to and use of buildings',</li> </ul> <p>For this proposal, this may include</p> <ul style="list-style-type: none"> <li>- colour contrast nosing to the external steps;</li> <li>- improvements to the handrail profile</li> <li>- glass marking manifestations</li> </ul> <p>For more information, you may wish to contact Islington Council's Building Control (0207 527 5999).</p>

<b>4</b>	<b>Construction hours</b>
.	<p>You are reminded of the need to comply with other regulations/legislation outside the realms of the planning system - Building Regulations as well as Environment Health Regulations.</p> <p>Any construction works should take place within normal working day. The Pollution Control department lists the normal operating times below.</p> <div style="border: 1px solid black; padding: 5px;"> <p>Delivery and operating times - the usual arrangements for noisy works are</p> <ul style="list-style-type: none"> <li>○ 8am –6pm Monday to Friday,</li> <li>○ 8am – 1pm Saturdays;</li> <li>○ no noisy work on Sundays or Public Holidays (unless by prior agreement in special circumstances)</li> </ul> </div>

## **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, 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 2015 - Spatial Development Strategy for Greater London**

##### **1 Context and strategy**

Policy 1.1 (Delivering the strategic vision and objectives for London)

Policy 7.4 (Local character)

Policy 7.6 (Architecture)

Policy 7.8 (Heritage Assets and archaeology)

#### **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)  
Policy CS13 (Employment Space)

#### **C) Development Management Policies June 2013**

##### **Design and Heritage**

Policy DM2.1 (Design)

Policy DM 2.2 (Inclusive Design)

Policy DM2.3 (Heritage)

Policy DM 5.1 (New Business Floorspace)

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

The following SPGs and/or SPDs are relevant:

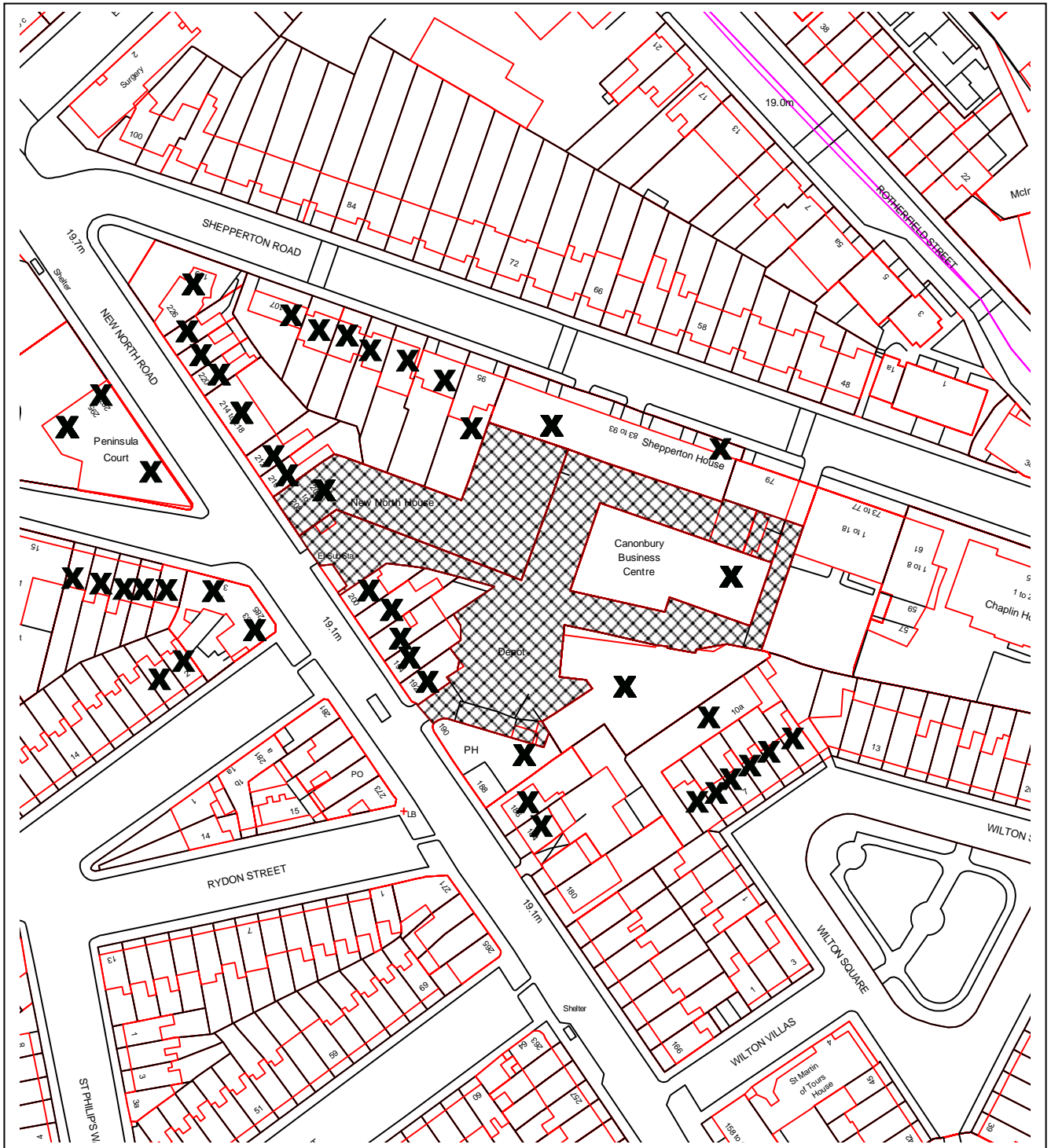
-Urban Design Guide



This page is intentionally left blank



# ISLINGTON SE GIS Print Template



P2015/2290/FUL

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank

## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 London N1 1YA

<b>PLANNING SUB-COMMITTEE A</b>		
Date:	1 December 2015	<b>NON-EXEMPT</b>

Application number	P2015/3957/ADV
Application type	Advertisement Consent (Council's own)
Ward	Highbury East
Listed building	Grade II (Islington Central Library)
Conservation area	St Mary Magdalene
Development Plan Context	Article 4.2 Conservation Area Highbury Corner and Holloway Road Core Strategy Key Area Local Cycle Route Major Cycle Route Strategic Cycle Route Employment Growthy Area Within 100m of Transport for London Road Network
Licensing Implications	None
Site Address	Pavement area outside Islington Central Library, London, N5
Proposal	Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement outside Islington Central Library

Case Officer	Emily Benedek
Applicant	Islington Council
Agent	Jeremy Foster

### 1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason 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

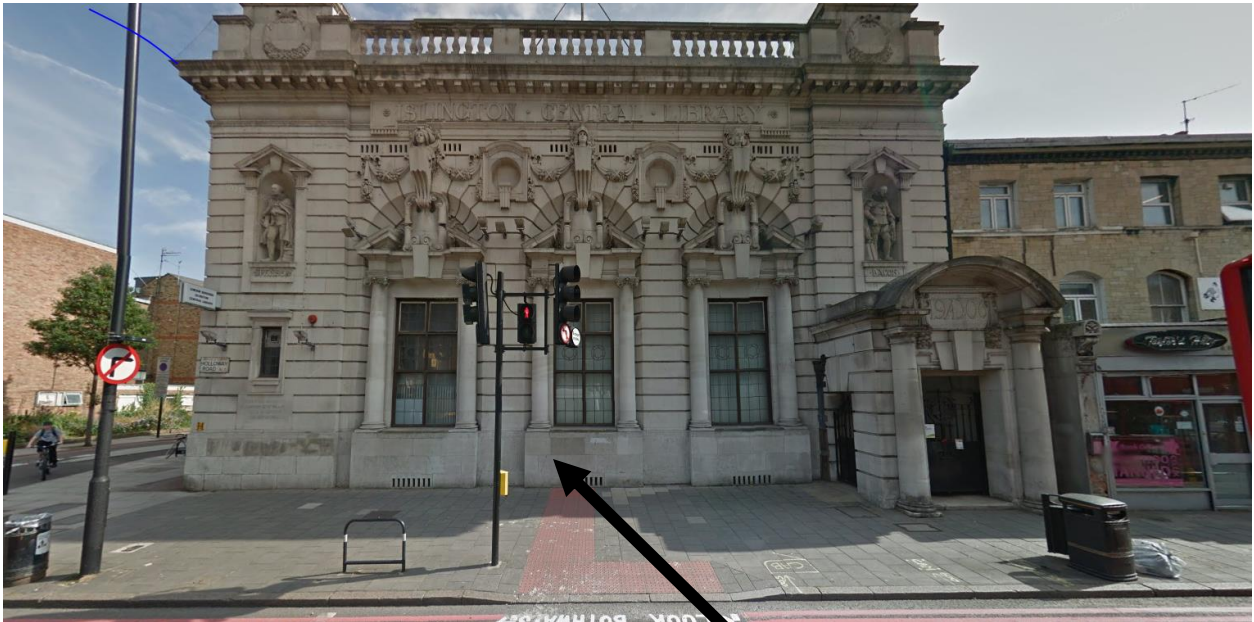


Image 2: Street View of the Site

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 outside Islington Central Library.
- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will cause harm to the setting of the adjacent Grade II Listed Building (namely the Islington Central Library), would fail to preserve and enhance the character and appearance of the St Mary Magdalene Conservation Area and would cause unnecessary street clutter.
- 4.4 It is recommended that advertisement consent be refused.

#### **5. SITE AND SURROUNDING**

- 5.1 The application site relates to the pavement fronting Holloway Road outside Islington Central Library. Islington Central Library is a Grade II Listed Building which sits prominently on the Holloway Road. The site is also located immediately opposite the Grade II\* Listed St Mary Magdalene Church and gardens. The immediate area is characterised by a mix of commercial buildings and non-residential institutions varying between two and five storeys in height.
- 5.2 The site is located in the St Mary Magdalene 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 outside Islington Central Library.
- 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 consultation 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 54 occupants of adjoining and nearby properties at Holloway Road, Fieldway Crescent and Morgan Road on the 02/10/15. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 8/10/15. Therefore the public consultation expired on 29/10/15. Neighbours were re-consulted on amended plans on 19/10/15. The consultation period therefore expired on 12/11/15.

8.2 At the time of the writing of this report no responses had been received from the public with regard to the application.

**Internal Consultees**

8.3 **Design and Conservation Officer:** Objects to the proposal. It is within the St Mary Magdalene CA and just outside the Grade II listed Central Library. It would be extremely harmful to character and appearance of the conservation area and the setting of the Grade II listed building. Such large advertisement detracts from the special significance of these heritage assets, adds clutter to the streetscene, compromises pedestrian experience

8.4 **Highways:** No objection to the proposal.

**External Consultees**

8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

**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:

- Article 4.2 Conservation Area
- Highbury Corner and Holloway Road Core Strategy Key Area
- Local Cycle Route
- Major Cycle Route
- Strategic Cycle Route
- Employment Growth Area
- Within 100m of Transport for London Road Network

### **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. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area's significance. 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 located within the setting of the Grade II listed library building which has great stature along this section of Holloway Road. The proposed advert will also be located opposite the Grade II\* Listed St Mary Magdalene Church and Gardens and the proposal is therefore considered to be in a highly sensitive location by reason of its heritage assets.

10.4 The Conservation Area Design Guidelines (2002) for the St Mary Magdalene Conservation states (paragraph 6.36) that "internally illuminated signs will not



normally be permitted. Other signs should be of appropriate scale and design and conform to the Council's standards."

- 10.5 The proposed advertisement sign will be positioned on the pavement immediately outside the Islington Central Library and it is against the backdrop of this historic building that the sign will be at its most prominent. The proposed sign will measure 2.695 metres in height and will be internally illuminated. It is considered that when viewed against the back drop of the historic buildings, the proposed sign by reason of its size and siting will appear unduly dominant and out of character within the setting of the listed building. Furthermore, the proposed illumination will only exacerbate these points and create a strong contrast between the sign and the heritage assets. It is also noted that the pavement along this section of Holloway Road is fairly narrow and there is existing street furniture fronting the highway. The proposal would therefore add unnecessary street clutter to the detriment of the conservation area.
- 10.6 Given the above, the proposal is considered to be contrary to 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.

### **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 the back edge of the pavement and has been positioned 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.

## **11.0 SUMMARY AND CONCLUSION**

### **Summary**

- 11.1 The proposed advertisement display panel is considered to be unacceptable in amenity terms and would have a detrimental impact on the setting of the adjacent Grade II Listed Building. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of the St Mary Magdalene Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

### **Conclusion**

11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

**APPENDIX 1 – RECOMMENDATIONS**

**RECOMMENDATION A**

That advertisement consent is refused for the following reason:

1	Reason
	<p>The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting in front of the Grade II Listed Buildings. The proposal would fail to preserve and enhance the character and appearance of the St Mary Magdalene Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002).</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.</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

**DM2.3** Heritage

**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:

- Article 4.2 Conservation Area

- Highbury Corner and Holloway Road Core Strategy Key Area
- Local Cycle Route
- Major Cycle Route
- Strategic Cycle Route
- Employment Growthy Area
- Within 100m of Transport for London Road Network

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

The following SPGs and/or SPDs are relevant:

**Islington Local Development Plan**

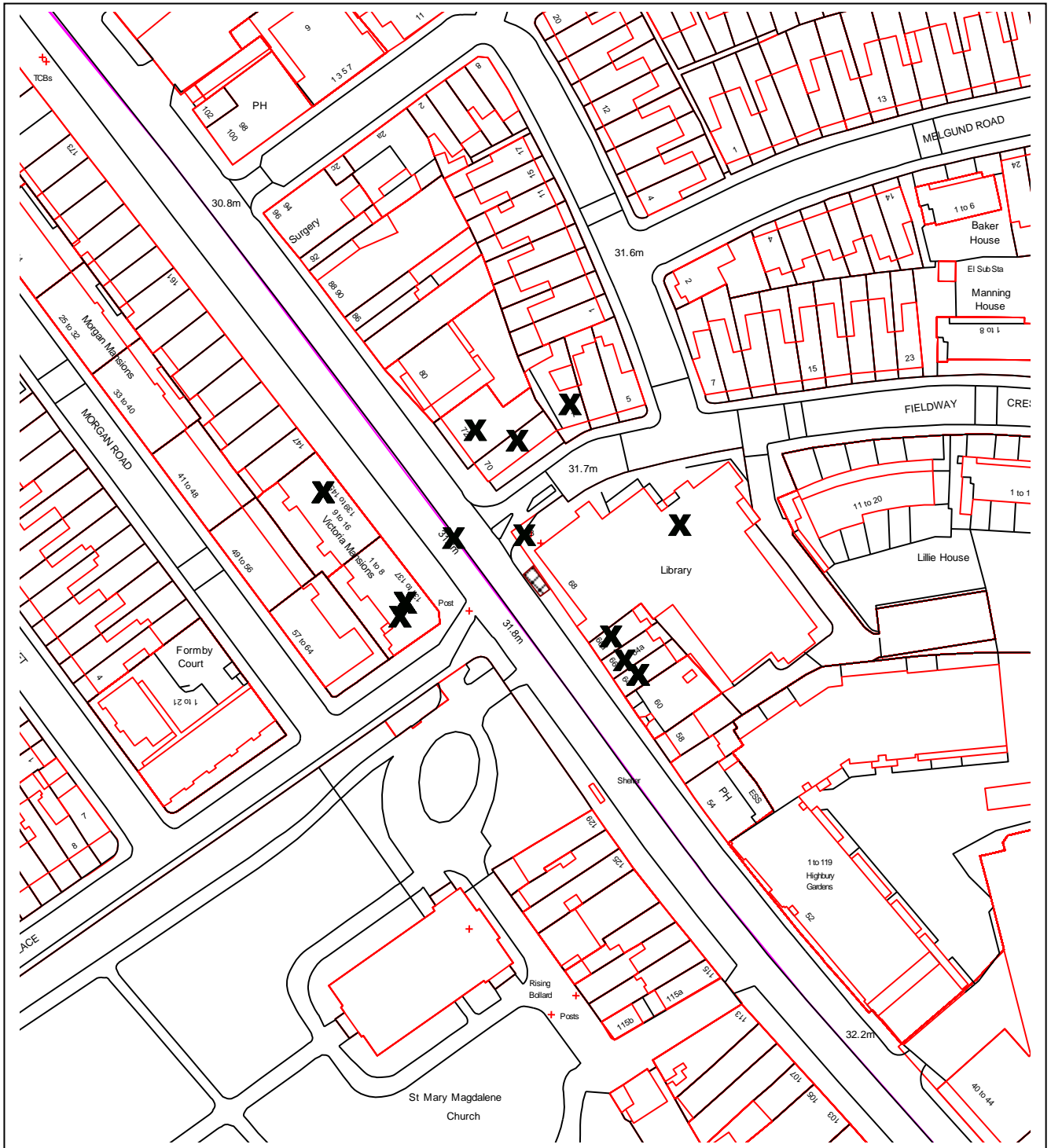
**London Plan**

**Urban Design Guide (2006)**

**Conservation Area Design Guidelines (2002)**

This page is intentionally left blank

# ISLINGTON SE GIS Print Template



P2015/3957/ADV

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank



## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 London N1 1YA

<b>PLANNING SUB-COMMITTEE A</b>		
Date:	1 December 2015	<b>NON-EXEMPT</b>

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	Emily Benedek
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

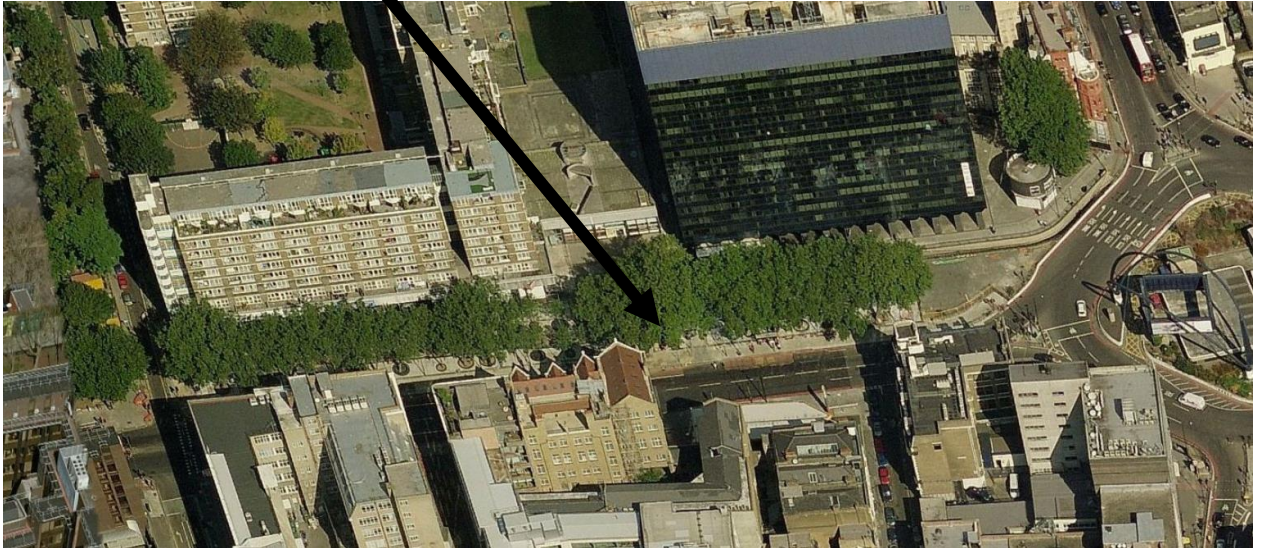


Image 1: Aerial Photo of the Front of the Site

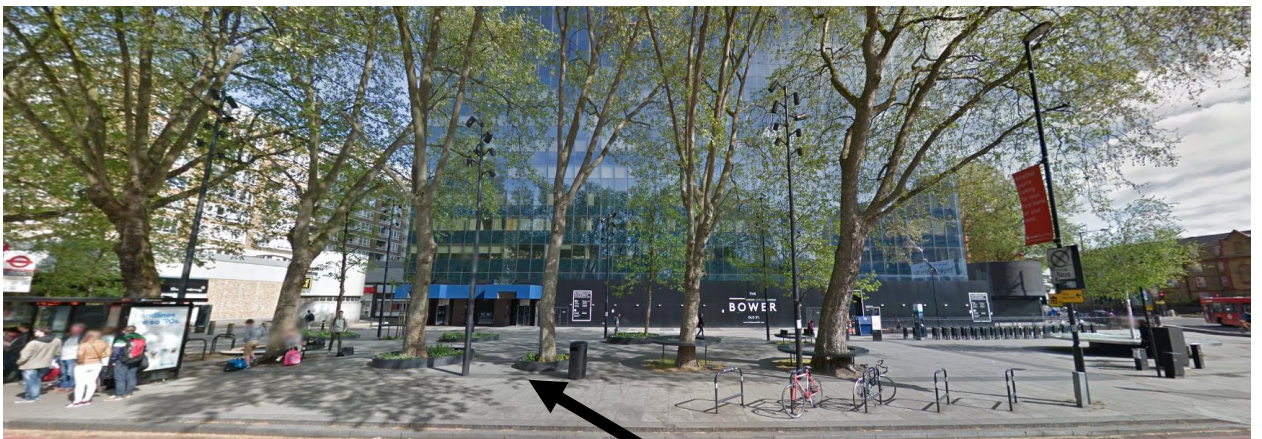


Image 2: Street View of the Site

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 used for mixed use purposes. The immediate area is characterised primarily by commercial purposes.

5.2 The building is not listed however 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. Therefore the public consultation expired on 29/10/15. Neighbours were re-consulted on amended plans on 19/10/15. The consultation period therefore expired on 12/11/15. An additional 5 neighbours were consulted on 09/11/15. The consultation therefore expires on 30/11/15. Any representations received will be reported at the meeting.
- 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 (10.5)
  - The proposal would not be part of parade of retail stores but will be advertising on the other side of Old Street (10.5)
  - Visual clutter (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:** No objection to the principle of development subject to the inclusion of conditions.

### **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. Given the large amount of street furniture it is considered that the proposal would not be harmful to the character and appearance of the locality or

result in unacceptable levels of visual clutter. 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 public 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 signs, by reason of their 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 and each application is considered on its own merits. Given the size and siting of the sign, especially in relation to the properties to the rear, it is not considered that the proposal would 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 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.

## **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

<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 (0.1 seconds or less), the complete screen shall change, there shall be no visual</p>

	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. 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:

- 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)**

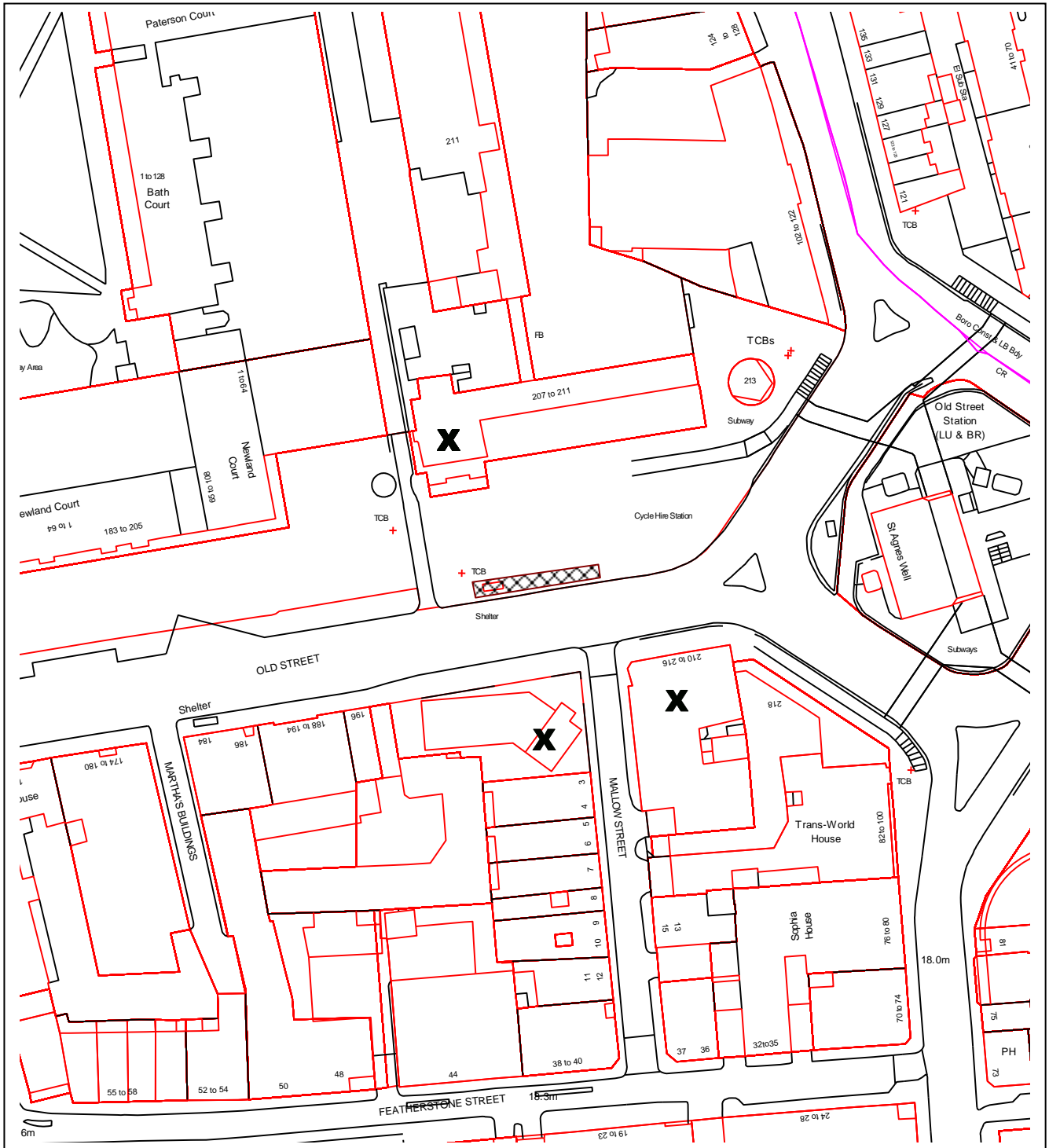
The following SPGs and/or SPDs are relevant:

**Islington Local Development Plan**

**London Plan**

**Urban Design Guide (2006)**

# ISLINGTON SE GIS Print Template



P2015/3961/ADV

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank

## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 London N1 1YA

<b>PLANNING SUB-COMMITTEE A</b>		
Date:	1 December 2015	<b>NON-EXEMPT</b>

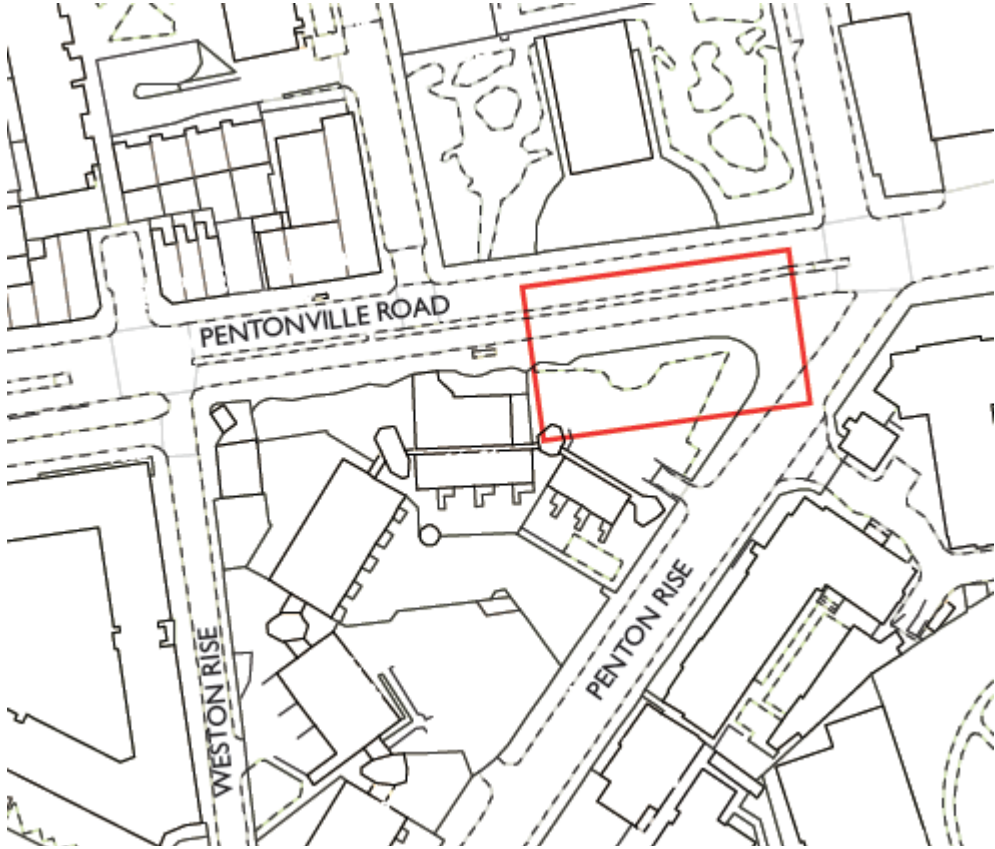
Application number	P2015/3962/ADV
Application type	Advertisement Consent (Council's own)
Ward	Clerkenwell
Listed building	Not Listed
Conservation area	N/A
Development Plan Context	Kings Cross and Pentonville Road Core Strategy Key Area Central Activities Zone Employment Growth Area Local View from Dartmouth Park Hill Crossrail 2 Rail Safeguarding Site Within 100m of TLRN Road
Licensing Implications	None
Site Address	Pavement area on Pentonville Road (south side) west of Penton Rise, Pentonville Road, London, N1 9JL
Proposal	Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement on the south side of Pentonville Road, west of Penton Rise

Case Officer	Emily Benedek
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 south side of Pentonville Road, west of Penton Rise.
- 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 advertisement is proposed to be sited on the wide pavement fronting Pentonville Road, between Penton Rise and Weston Rise. The site benefits from railings to the rear separating the pavement from the grass verge to the rear. The site is located in front of four residential buildings measuring 7 storeys in height and opposite the community centre on Pentonville Road. The immediate area is characterised by high rise residential and commercial buildings fronting Pentonville Road.

5.2 The building is not listed however the site is not located in a conservation area. The surrounding area is of mixed character.

## **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 opposite 541/543 Caledonian Road.

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 consultation 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 92 occupants of adjoining and nearby properties at Pentonville Road and Penton Rise on the 05/10/15. A site notice was placed outside the site on

8/10/15. Therefore the public consultation expired on 29/10/15. Neighbours were re-consulted on amended plans on 19/10/15. The consultation period therefore expired on 12/11/15.

- 8.2 At the time of the writing of this report no responses had been received from the public with regard to the application.

### **Internal Consultees**

- 8.3 **Design and Conservation Officer:** Objects to the proposal. Although not in a conservation area, there are heritage assets nearby (Conservation Areas, locally listed buildings and listed buildings), the site is very prominent and the advert would add clutter to the street scene

- 8.4 **Highways:** No objection.

### **External Consultees**

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

## **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:
- Kings Cross and Pentonville Road Core Strategy Key Area
  - Central Activities Zone
  - Employment Growth Area
  - Local View from Dartmouth Park Hill
  - Crossrail 2 Rail Safeguarding Area
  - Within 100m of TLRN Road

### **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, or within the setting of any heritage assets. Whilst the buildings surrounding the site are of mixed character, 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 against the existing railings which act as a separation between the grass verge and the pedestrian highway. Several large trees line the grass verge which partially obscures the residential units behind. To the rear of the grass verge is a series of seven storey residential dwellings and the height and scale of these buildings form a dominant presence and setting along the south side of Pentonville Road, against which the setting of the advertisements should be assessed.
- 10.5 The proposed sign will measure 2.695 metres in height and will be set back from the edge of the public highway. It is considered that when viewed against the back drop of the neighbouring residential properties and verdant landscape, as well as being located between an existing bus stop and public telephone booth, 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 residential windows, it is not considered that the signs, by reason of their illumination, would have a detrimental impact on residential amenity.
- 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 0.5 metres from the railings 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.

## **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 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 (0.1 seconds or less), the complete screen shall change, there shall be no visual</p>

	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. 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:

- Kings Cross and Pentonville Road Core Strategy Key Area
- Central Activities Zone



- Employment Growth Area
- Local View from Dartmouth Park Hill
- Crossrail 2 Rail Safeguarding Area
- Within 100m of TLRN Road

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

The following SPGs and/or SPDs are relevant:

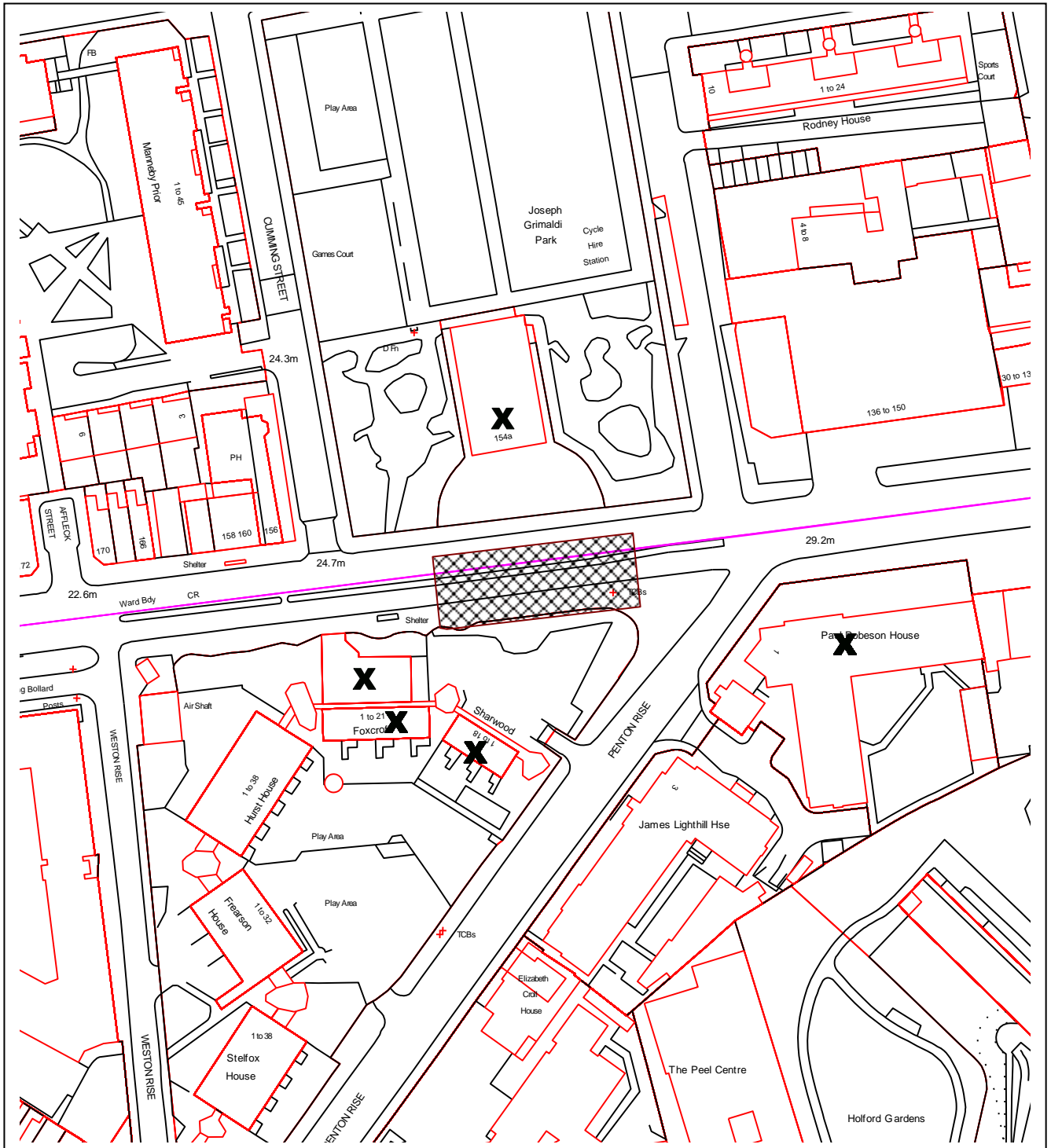
**Islington Local Development Plan**

**London Plan**

**Urban Design Guide (2006)**

This page is intentionally left blank

# ISLINGTON SE GIS Print Template



P2015/3962/ADV

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank

## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 London N1 1YA

<b>PLANNING SUB-COMMITTEE A</b>		
Date:	1 December 2015	<b>NON-EXEMPT</b>

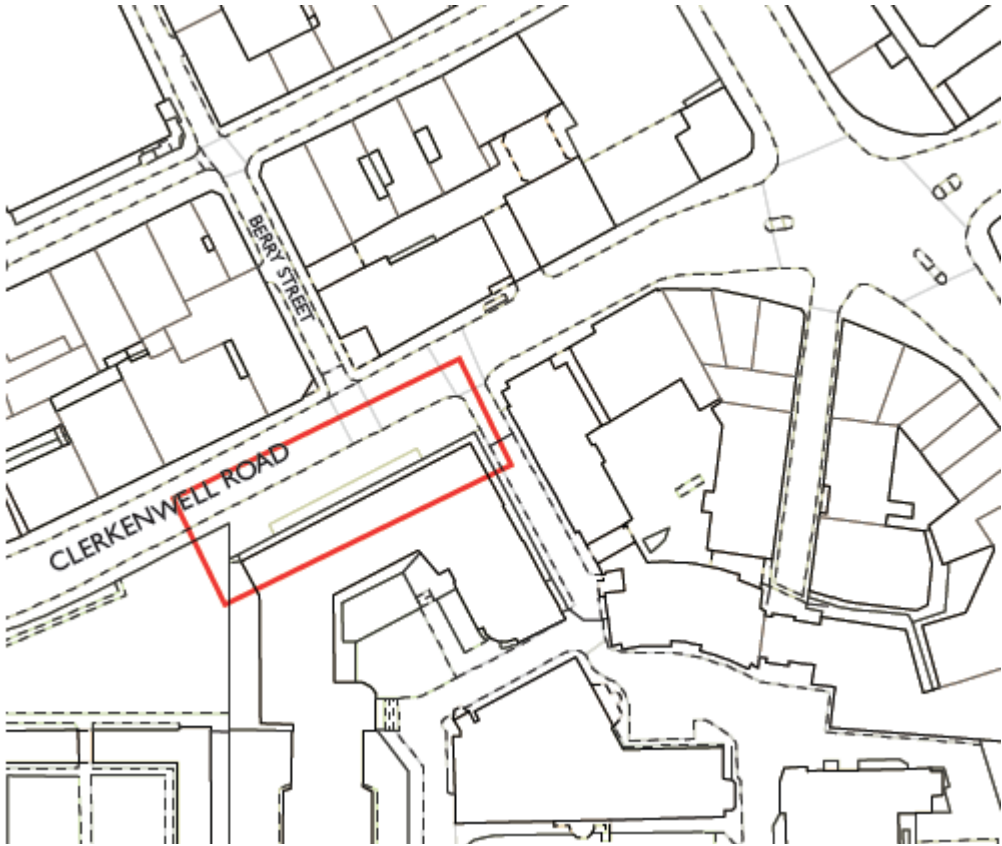
Application number	P2015/3959/ADV
Application type	Advertisement Consent (Council's own)
Ward	Bunhill
Listed building	Not Listed
Conservation area	N/A
Development Plan Context	Clerkenwell Archaeological Priority Area Bunhill and Clerkenwell Core Strategy Key Area Finsbury Local Plan Area – Bunhill and Clerkenwell Mayors Protected Vista Alexandra Palace to St Paul's Cathedral Within 50m of Charterhouse Square Conservation Area Within 50m of Clerkenwell Green Conservation Area Within 50m of Hat and Feathers Conservation Area
Licensing Implications	None
Site Address	Pavement opposite Bryles House, 32-34 Clerkenwell Road, London, EC1
Proposal	Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement opposite 32-34 Clerkenwell Road

Case Officer	Emily Benedek
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 opposite 32-34 Clerkenwell Road.
- 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 advertisement is proposed to be sited on the wide pavement fronting Clerkenwell Road opposite 32-34 Clerkenwell Road. The site is located outside a four storey building used for commercial purposes. The immediate area is characterised by a mix of residential and commercial units varying between four and six storeys in height.

5.2 The building is not listed however the site is not located in a conservation area. The surrounding area is of mixed character.

## **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 opposite 32-34 Clerkenwell Road.

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 105 occupants of adjoining and nearby properties at Clerkenwell Road and Great Sutton Street on the 02/10/15. A site notice was placed outside the site on 8/10/15. Therefore the public consultation expired on 29/10/15. Neighbours were re-consulted on amended plans on 19/10/15. The consultation period therefore expired on 12/11/15.
- 8.2 At the time of the writing of this report two (2) objections 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):
- Proposal will be an eyesore (10.5)
  - Proposal will affect the character and appearance of a conservation area and setting of a Grade I listed building (10.5)
  - Detrimental to visual amenity (10.5)
  - Neighbours were not consulted (8.3)
- 8.3 Neighbouring properties immediately adjacent to and opposite the site were consulted as part of the application process. In addition, a site notice was displayed outside the site and the application was advertised in the Islington Gazette. Therefore the Council has fulfilled its consultation requirements.

### Internal Consultees

- 8.4 **Design and Conservation Officer:** Objects to the proposal: There are three nearby conservation areas Clerkenwell Green, Hat and Feathers, Charterhouse Square. It would add clutter to the streetscene. It would detract from the building adjacent.
- 8.5 **Highways:** No objection.

### External Consultees

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

## 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:
- Clerkenwell Archaeological Priority Area
  - Bunhill and Clerkenwell Core Strategy Key Area
  - Finsbury Local Plan Area – Bunhill and Clerkenwell
  - Mayors Protected Vista Alexandra Palace to St Paul's Cathedral
  - Within 50m of Charterhouse Square Conservation Area
  - Within 50m of Clerkenwell Green Conservation Area
  - Within 50m of Hat and Feathers 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 of Charterhouse Square Conservation Area, Clerkenwell Green Conservation Area and Hat and Feathers Conservation Area. The building to the rear of the application site itself is not of the same high quality design as other buildings within the locality, 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 the pavement against the back drop of a large four-storey building. Immediately in front of the building is a Santander London bike docking station which runs the length of the building. In addition, there is a public telephone box outside the building. The height and scale of the building to the rear forms a dominant presence and setting along the south side of Clerkenwell Road, against which the setting of the advertisements should be assessed. Furthermore, the proliferation of existing street furniture adds to the clutter at street level.
- 10.5 The proposed sign will measure 2.695 metres in height by 1.37 metres in width and will be set back from the edge of the public highway. It is considered that when viewed against the back drop of the neighbouring properties and existing street furniture, the proposed advertisement sign will not create an overly dominant feature that would have a detrimental impact on amenity. Given that the sign is located in close proximity, but not immediately adjacent to the neighbouring conservation areas and is not viewed against the setting of the heritage assets, the proposal is not considered to have a harmful impact on the character and appearance of the conservation areas. It is also noted that the property is not located within the setting of any listed buildings. Furthermore, as the sign is not located in close proximity 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.
- 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 has been positioned 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.

## **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 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 (0.1 seconds or less), the complete screen shall change, there shall be no visual</p>

	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. 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:

- Clerkenwell Archaeological Priority Area
- Bunhill and Clerkenwell Core Strategy Key Area

- Finsbury Local Plan Area – Bunhill and Clerkenwell
- Mayors Protected Vista Alexandra Palace to St Paul’s Cathedral
- Within 50m of Charterhouse Square Conservation Area
- Within 50m of Clerkenwell Green Conservation Area
- Within 50m of Hat and Feathers Conservation Area

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

The following SPGs and/or SPDs are relevant:

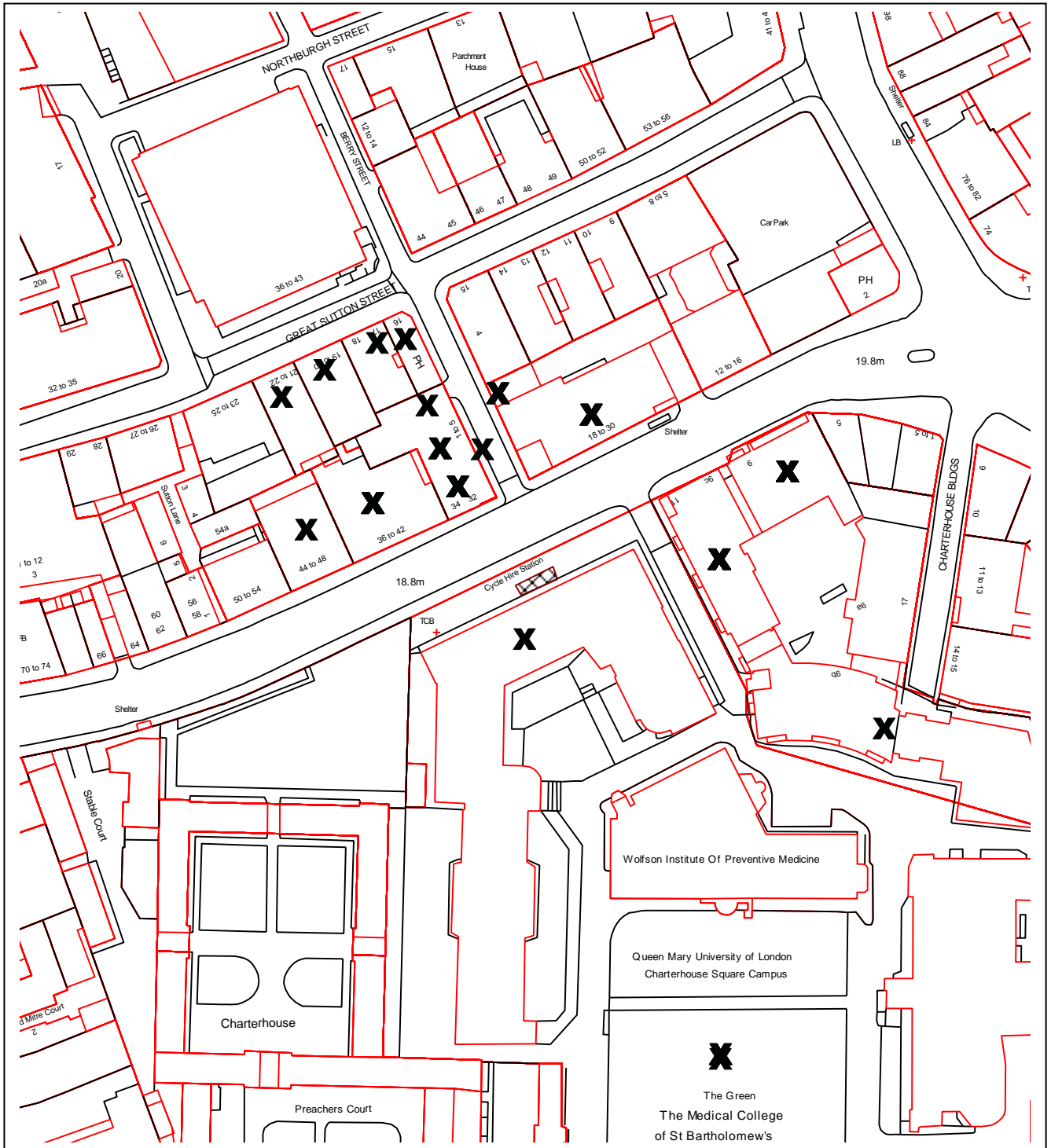
**Islington Local Development Plan**

**London Plan**

**Urban Design Guide (2006)**



# ISLINGTON SE GIS Print Template



P2015/3959/ADV

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank

## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 London N1 1YA

<b>PLANNING SUB-COMMITTEE A</b>		
Date:	1 December 2015	<b>NON-EXEMPT</b>

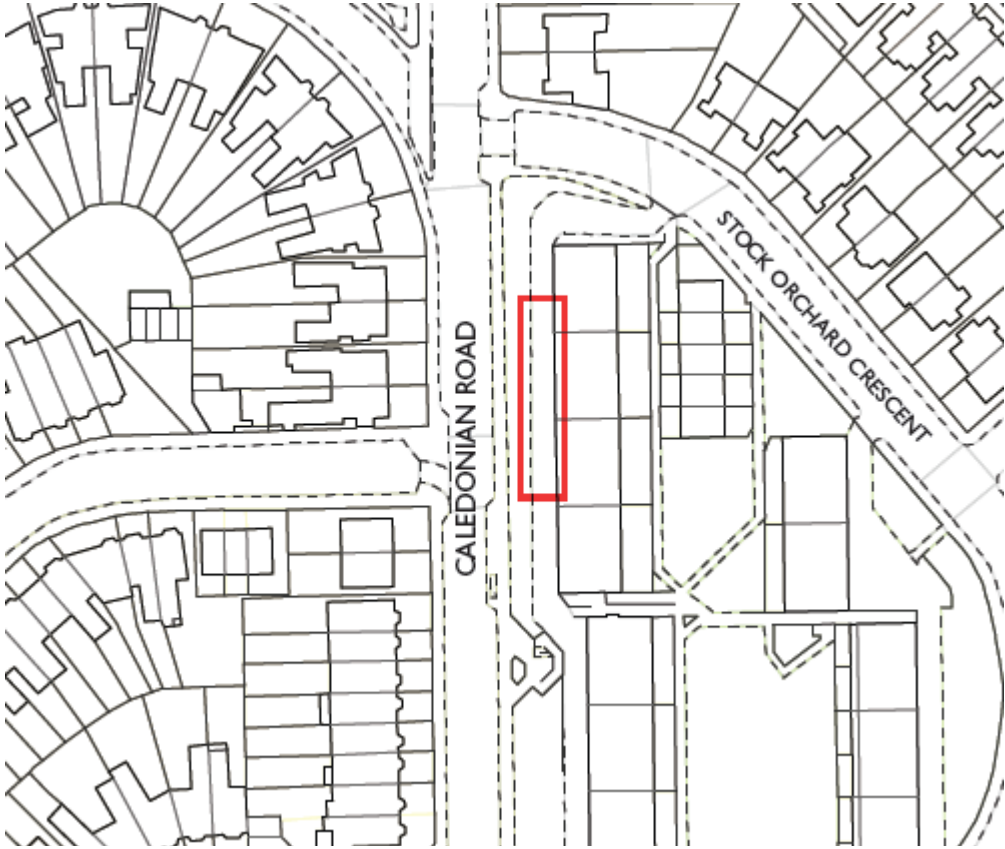
Application number	P2015/3953/ADV
Application type	Advertisement Consent (Council's own)
Ward	Holloway
Listed building	Not Listed
Conservation area	N/A
Development Plan Context	Within 100m of Strategic Road Network Road Within 50m of Hillmarton Conservation Area
Licensing Implications	None
Site Address	Pavement opposite 541/543 Caledonian Road, London, N7
Proposal	Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement opposite 541/543 Caledonian Road

Case Officer	Emily Benedek
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 opposite 541/543 Caledonian Road.
- 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 advertisement is proposed to be sited on the wide pavement fronting Caledonian Road, with railings separating the pavement from the grass verge to the rear. The site is located opposite 541-543 Caledonian Road and outside the residential units in Sturmer Way. The immediate area is characterised by residential units varying between three and four storeys in height.

5.2 The building is not listed however the site is not located in a conservation area. The surrounding area is predominantly residential in character.

## **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 opposite 541/543 Caledonian Road.

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 51 occupants of adjoining and nearby properties at Sturmer Way, Russet Crescent and Caledonian Road on the 02/10/15. A site notice was placed outside the site on 8/10/15. Therefore the public consultation expired on 29/10/15. Neighbours were re-consulted on amended plans on 19/10/15. The consultation period therefore expired on 12/11/15.
- 8.2 At the time of the writing of this report five (5) objections 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):
- Proposal will be an eyesore (10.5)
  - Proposal intrusive (10.5)
  - Advertisement displays should be placed outside Council buildings and not in residential areas (8.3)
  - Opposite side of road is a Conservation Area so putting advertisement hoarding opposite is hypocritical (10.5)
  - Location dangerous adjacent to a bus stop (10.8)
  - People drive down this road at speeds in excess of speed limit. More appropriate to look into this problem rather than place distractions on the roadside. (8.2)
  - Loss of light to the flats (10.6)
  - Inappropriate location for advertisements signs (10.3)
  - Visual clutter (10.5)
  - Public consultation insufficient (8.3)
  - Impact on Nos 541 and 543 Caledonian Road (10.6)
- 8.3 Concerns relating to speed limits of existing road users is not a material planning consideration that can be taken into account when assessing an application. Each application must be considered on its own merits in terms of size and location. The Council carried out a full public consultation to all properties immediately adjoining the site and a site notice was placed outside the location of the proposed sign.

### Internal Consultees

- 8.4 **Design and Conservation Officer:** Objects to the proposal. The panels would not constitute a positive addition to the streetscene, and they would be very prominent. The proposal could result in oppressive structures and would harm the setting of the Hillmarton Conservation Area on the opposite side of the road.
- 8.5 **Highways:** No objection to the proposal.

### External Consultees

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

## 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
  - Within 50m of Hillmarton 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 properties on the opposite side of the road form part of the Hillmarton Conservation Area. Whilst the buildings to the rear of the application site itself are not of the same high quality design as other buildings within the locality, 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 against the existing railings which act as a separation between the grass verge and the pedestrian highway. Several large trees line the grass verge which partially obscures the residential units behind. To the rear of the grass verge is a terrace of four storey residential dwellings measuring 12 metres in height and the height and scale of these buildings form a dominant presence and setting along the east side of Caledonian Road, against which the setting of the advertisements should be assessed.
- 10.5 The proposed sign will measure 2.695 metres in height and will be set back from the edge of the public highway. It is considered that when viewed against the back drop of the neighbouring residential properties and verdant landscape, the proposed advertisement sign will not create an overly dominant feature that would have a detrimental impact on amenity or would result in unacceptable levels of visual clutter. Given that the sign is located on the opposite side of the road to the residential properties in the Hillmarton Conservation Area and is not viewed against the setting of the heritage assets from either the north or south elevations along Caledonian Road, the proposal is not considered to have a harmful impact on the character and appearance of the conservation area. Furthermore, as the sign is not located in close proximity 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.
- 10.6 Concerns have been raised regarding the proposal and the proposed impact on Nos 541 and 543 Holloway Road. The proposed sign will be located 25 metres away from the front windows of these neighbouring properties on the opposite side of Caledonian Road which is a busy thoroughfare through the borough. Given the separation distances between these properties and the proposed sign, the proposal is not considered to have a harmful impact on the occupiers of these neighbouring properties. In addition, the proposed signs will only measure a maximum of 2.695 metres in height and will face away from the residential flats to the rear. The signs will be located 5 metres away from these residential units and it is noted that these properties benefit from garages at the ground floor level. As such, it is not considered that the proposed sign would result in loss of light to the occupiers of these neighbouring residential units.
- 10.7 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 0.5 metres from the railings 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.

## **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 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 (0.1 seconds or less), the complete screen shall change, there shall be no visual</p>

	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. 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:

- Within 100m of Strategic Road Network Road
- Within 50m of Hillmarton Conservation Area

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

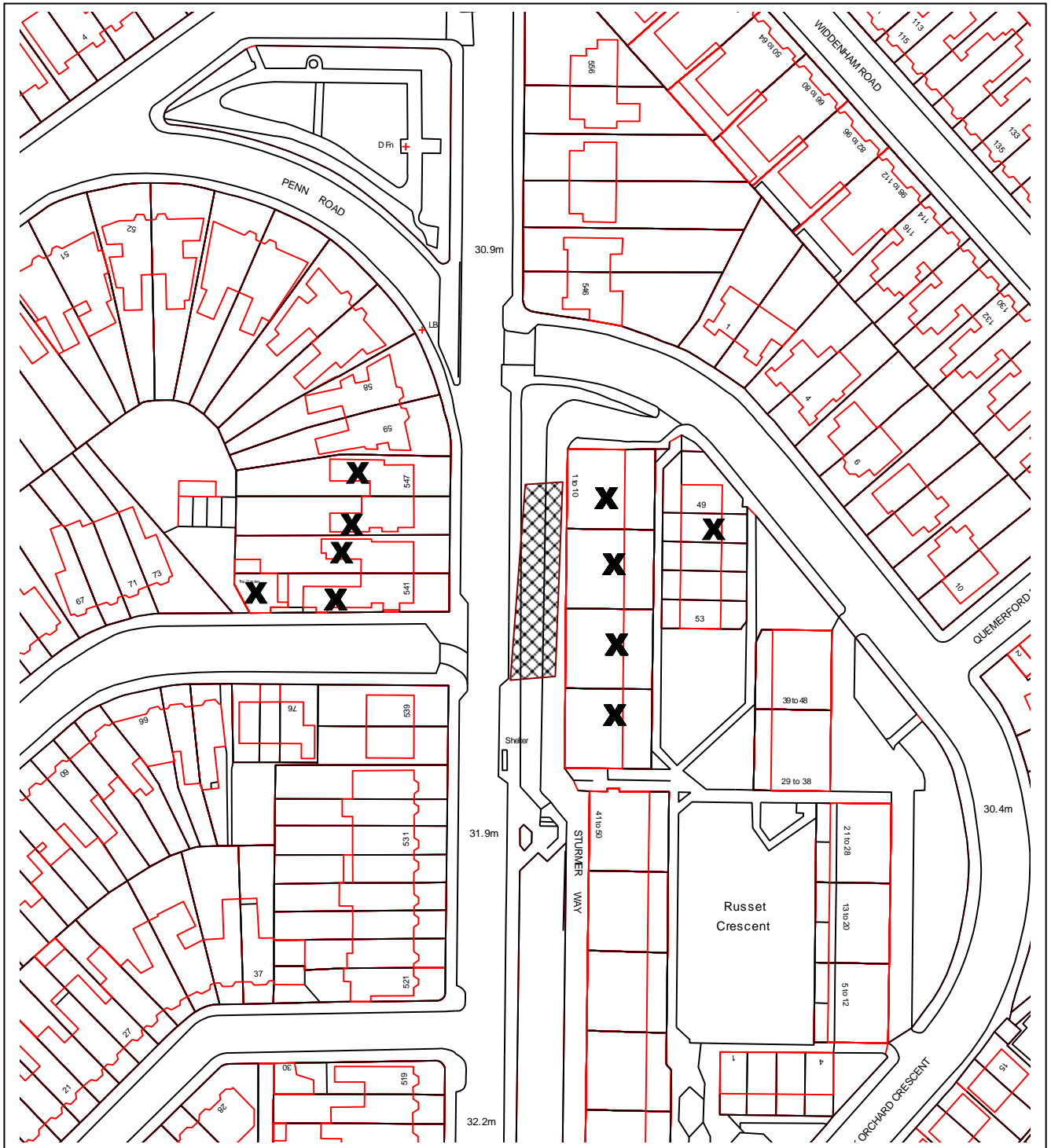
The following SPGs and/or SPDs are relevant:

**Islington Local Development Plan**

**London Plan**

**Urban Design Guide (2006)**

# ISLINGTON SE GIS Print Template



P2015/3953/ADV  
This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank



## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 London N1 1YA

<b>PLANNING SUB-COMMITTEE A</b>		
Date:	1 December 2015	<b>NON-EXEMPT</b>

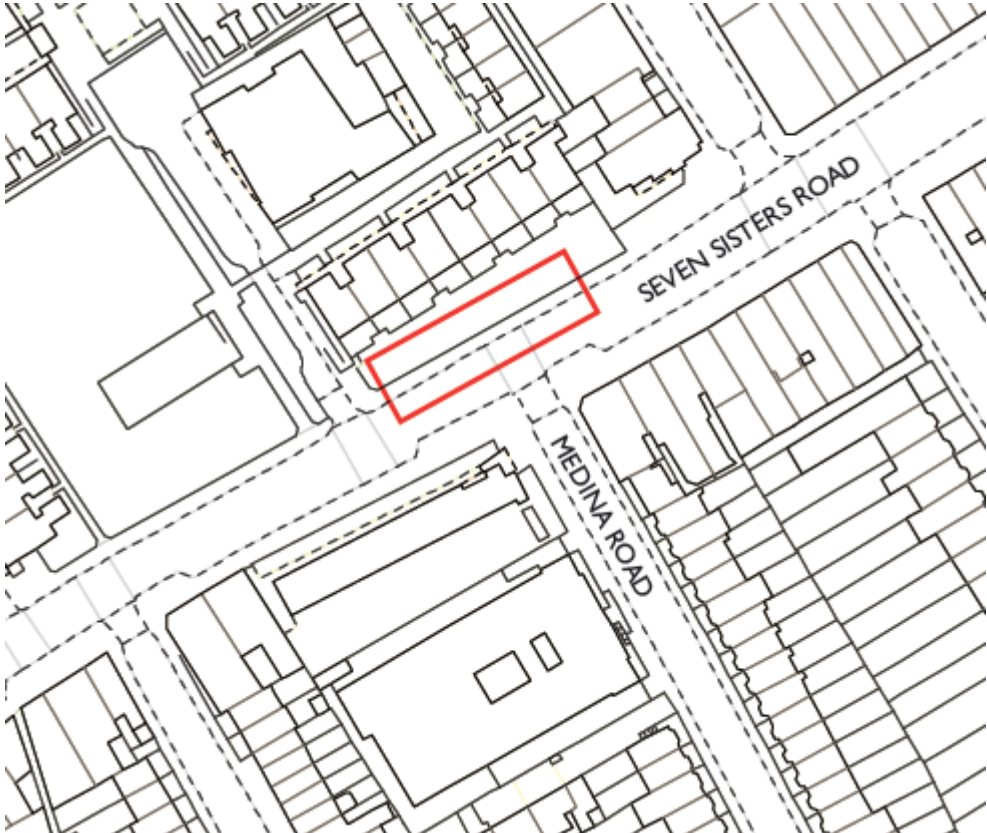
Application number	P2015/3963/ADV
Application type	Advertisement Consent (Council's own)
Ward	Finsbury Park
Listed building	Not Listed
Conservation area	N/A
Development Plan Context	Finsbury Park Core Strategy Key Area Major Cycle Route Within 100m of Transport for London Road Network Road
Licensing Implications	None
Site Address	Grass verge outside Seven Sisters Road (north side), opposite Medina Road, Seven Sisters Road, London, N7 7PU
Proposal	Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the grass verge outside Seven Sisters Road, opposite Medina Road

Case Officer	Emily Benedek
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 grass verge on the north side of Seven Sisters Road, opposite Medina Road.
- 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 grass verge fronting Seven Sisters Road, with fencing separating the site from the five storey block of residential units to the rear. These residential units to the rear form part of the Andover Estate. The site is located opposite the junction with Medina Road. The immediate area is characterised by a mix of residential and commercial units varying between three and five storeys in height.

5.2 The building is not listed however the site is not located in a conservation area. The surrounding area is of mixed character.

## **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 grass verge on the north side of Seven Sisters Road, opposite Medina Road.

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 47 occupants of adjoining and nearby properties at Seven Sisters Road, Medina Road and Roth Walk on the 06/10/15. A site notice was placed outside the site on 8/10/15. Therefore the public consultation expired on 29/10/15. Neighbours were re-consulted on amended plans on 19/10/15, the consultation period therefore expired on 12/11/15.

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):

- Addition of visual and street clutter (10.5)
  - No need for advertising in this location (8.2)
  - Loss of green space (10.4)
  - Proposal will set precedent for other advertisement signs (8.2)
- 8.2 Each application is considered on its own merits, for advertisement applications the only issues that can be assessed are impact on amenity and highway safety, 'need' is not something that can be considered. If Members are minded to approve this application, it would not set a precedent for allowing other advertisements in this location.

### Internal Consultees

- 8.3 **Design and Conservation Officer:** Objects to the proposal. Very prominent location, clutter to the streetscene and not particularly attractive addition to pedestrian experience along Seven Sisters Road.
- 8.4 **Highways:** No objection.

### External Consultees

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

## 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:
- Finsbury Park Core Strategy Key Area
  - Major Cycle Route
  - Within 100m of Transport for London Road Network Road

### **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, and is located on a TfL red route, a main thoroughfare through the Borough. Whilst the buildings to the rear of the application site itself are not of the same high quality design as other buildings within the locality, 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 the grass verge close to the railings which separate the verge from the existing pavement, not on designated open space. Several large trees line the grass verge which partially obscures the residential units behind. To the rear of the grass verge is a terrace of five storey residential dwellings which are part of the Andover Estate and the height and scale of these buildings form a dominant presence and setting along the north side of Seven Sisters Road, against which the setting of the advertisements should be assessed.

- 10.5 The proposed sign will measure 2.695 metres in height and will be set back from the edge of the public highway. It is considered that when viewed against the back drop of the neighbouring residential properties and verdant landscape, 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 a public telephone box and the proposed advertisement will be located close to the existing traffic lights. It is therefore considered that the proposal will not result in unnecessary and additional clutter to the detriment of the existing landscape. The size of the proposed sign is also relatively small in relation to the grass verge on which it will be located. Furthermore, as the sign is not located in close proximity 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.
- 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 the grass verge which is protected by the railings 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.

## **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

<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 (0.1 seconds or less), the complete screen shall change, there shall be no visual</p>



	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. 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

### **5. 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:

- Finsbury Park Core Strategy Key Area
- Major Cycle Route
- Within 100m of Transport for London Road

Network Road

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

The following SPGs and/or SPDs are relevant:

**Islington Local Development Plan**

**London Plan**

**Urban Design Guide (2006)**

This page is intentionally left blank

# ISLINGTON SE GIS Print Template



P2015/3963/ADV

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank

## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 London N1 1YA

<b>PLANNING SUB-COMMITTEE A</b>		
Date:	1 December 2015	<b>NON-EXEMPT</b>

Application number	P2015/3955/ADV
Application type	Advertisement Consent (Council's own)
Ward	Clerkenwell
Listed building	None
Conservation area	Clerkenwell Green
Development Plan Context	Clerkenwell Archaeological Priority Area Bunhill and Clerkenwell Core Strategy Key Area Central Activities Zone Local Cycle Route Farringdon/Smithfield Intensification Area Within 100m of Transport for London Road Network Bunhill and Clerkenwell Finsbury Local Plan Area Local Flood Risk Zone Local view from Farringdon Road/Clerkenwell Road, from Dartmouth Park Hill, from Archway Bridge & from Archway Road Mayor's Protected Vista Kenwood viewing gazebo to St Paul's Cathedral
Licensing Implications	None
Site Address	Pavement on Clerkenwell Road (Bridge between Farringdon Road and Farringdon Lane), Clerkenwell Road, London, EC1M 3LN
Proposal	Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on the pavement on the bridge between Farringdon Road and Turnmill Street

Case Officer	Emily Benedek
Applicant	Islington Council
Agent	Jeremy Foster

### 1. RECOMMENDATION

The Committee is asked to resolve to **REFUSE** advertisement consent for the reason set out in Appendix 1.

2. SITE PLAN (site outlined in black)





### 3. PHOTOS OF SITE/STREET

Location of sign

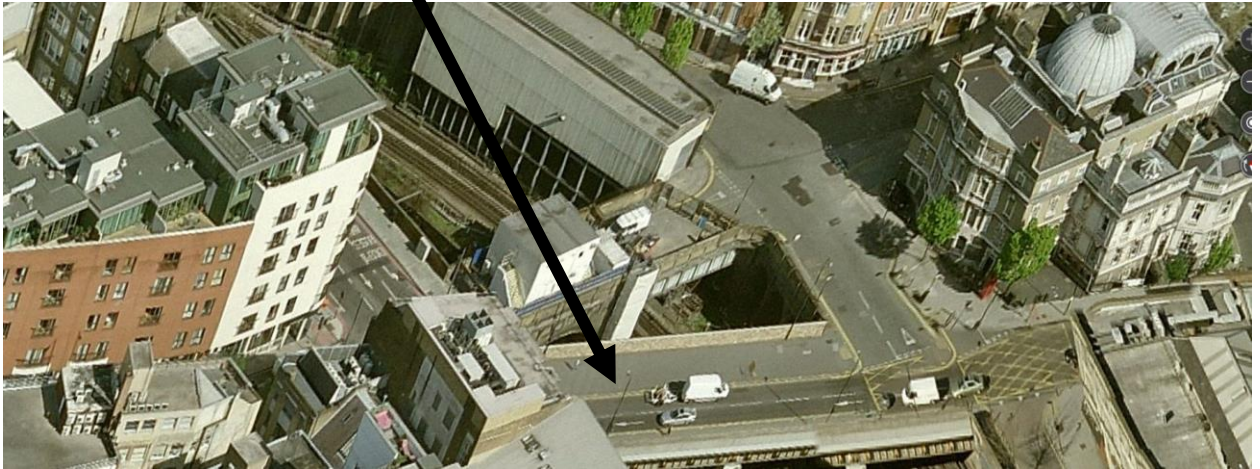


Image 1: Aerial Photo of the Front of the Site



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 bridge between Farringdon Road and Turnmill Street.
- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed advertisement display panel will cause harm to the setting of the adjacent Grade II\* Listed Building (namely the Sessions House building) and would fail to preserve and enhance the character and appearance of the Clerkenwell Green Conservation Area.

4.4 It is recommended that advertisement consent be refused.

## **5. SITE AND SURROUNDING**

5.1 The advertisement is proposed on the pavement on the north side of Clerkenwell Bridge, located between Farringdon Road and Turnmill Street. To the north-east of the site is The Old Sessions House, a Grade II\* listed building which sits prominently behind the bridge and forms an important part of the existing landscape. The immediate area is characterised by a mix of commercial buildings and residential buildings varying between four and six storeys in height and the street scape remains largely unaltered with advertisements not featuring prominently in this location.

5.2 The site is located in the Clerkenwell Green 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 the bridge between Farringdon Road and Turnmill 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 15 occupants of adjoining and nearby properties Clerkenwell Road and Farringdon Road on the 06/10/15. A site notice was placed outside the site and the application was advertised in the Islington Gazette on 15/10/15. Therefore the public consultation expired on 29/10/15. Neighbours were re-consulted on amended plans on 19/10/15. The consultation period therefore expired on 12/11/15.
- 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 issue raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets):
- an advertisement display in this location would damage the character of this part of London (10.5)

### **Internal Consultees**

- 8.3 **Design and Conservation Officer:** Objects to the proposal and recommends refusal. It would harm the character and appearance of the Clerkenwell Green conservation area. It would also be harmful to the setting of the Grade II\* Sessions House. This is an extremely prominent location, however, this is a very important historic setting within the Borough and the proposed advertisement is harmful, unacceptable and unjustifiable.
- 8.4 **Highways:** No in principle objection to the proposal.

### **External Consultees**

- 8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.
- 8.6 **Network Rail:** No objection
- 8.7 **Clerkenwell Green Preservation Society:** Objections to the proposal for the following reasons:
- The site is the entrance to the historic Clerkenwell Green, which was the first conservation area to be designated by Islington Council and is of historic importance
  - No advertising is allowed in the vicinity of the Clerkenwell Green Conservation Area
  - The advertisement by reason of its size, illumination and impact would present a precedent which would damage the historic public open space of Clerkenwell Green and its adjacent Grade I and Grade II Listed buildings
  - The designated site for these panels would cause driver distraction and would be a hazardous prospect for injury
  - Increased pedestrian traffic as a result of CrossRail at Farringdon Station and rail service and Underground lines would not allow space for the advertisement to be freestanding on the pavement and would be obtrusive and obstructive to the free flow of pedestrian traffic
  - This planning application presents safety, hazard, visual and obstruction issues

## **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:
- Clerkenwell Green Conservation Area
  - Clerkenwell Archaeological Priority Area
  - Bunhill and Clerkenwell Core Strategy Key Area
  - Central Activities Zone
  - Local Cycle Route
  - Farringdon/Smithfield Intensification Area
  - Within 100m of Transport for London Road Network
  - Bunhill and Clerkenwell Finsbury Local Plan Area
  - Local Flood Risk Zone
  - Local view from Farringdon Road/Clerkenwell Road
  - Local view from Dartmouth Park Hill
  - Local view from Archway Bridge
  - Local view from Archway Road
  - Mayor's Protected Vista Kenwood viewing gazebo to St Paul's Cathedral

### **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. Development Management Policy DM2.3 seeks to ensure all developments within conservation areas and their settings are of high quality contextual design to ensure they conserve or enhance the conservation area's significance. 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 located within the setting of the Grade II\* listed Old Sessions House building which has great stature along this section of Farringdon Road and is an important feature in the local landscape. The site is also at the entrance to the Clerkenwell Green Conservation Area which extends to the north with many other listed buildings and church spires visible over the bridge to the north of the site. The proposal is therefore considered to be in a highly sensitive location by reason of its heritage assets.
- 10.4 The Conservation Area Design Guidelines (2002) for the Clerkenwell Green Conservation states (paragraph 1.38) that "internally illuminated signs will not normally be permitted. Other signs should be of appropriate scale and design and conform to the Council's standards." Furthermore, in paragraph 1.39 the guidelines state "advertisements and signs can often detract from the visual amenity of the area...Illuminated box signs detract from the overall appearance of the street and the historical and architectural quality of the buildings."
- 10.5 The proposed advertisement sign will be positioned on the pavement on the north side of the bridge between Farringdon Road and Clerkenwell Road and it is against the backdrop of the historic buildings and heritage assets that the sign will be at its most prominent. The proposed sign will measure 2.695 metres in height and will be internally illuminated. It is considered that when viewed against the back drop of the historic buildings, the proposed sign by reason of its size and siting will appear unduly dominant and out of character within the setting of the listed building. Furthermore, the proposed illumination will only exacerbate these points and create a strong contrast between the sign and the heritage assets. It is also noted that there are no advertisement signs in the immediate locality and the sign would therefore be out of keeping with, and detrimental to, the character and appearance of the Clerkenwell Green Conservation Area.
- 10.6 Given the above, the proposal is considered to be contrary to 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.

## **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 the back edge of the pavement and has been positioned 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.

## **11.0 SUMMARY AND CONCLUSION**

### **Summary**

- 11.1 The proposed advertisement display panel is considered to be unacceptable with regards to amenity and would have a detrimental impact on the setting of the nearby Grade II\* Listed Building. The proposed sign would add street clutter and would fail to conserve or enhance the character and appearance of the Clerkenwell Green Conservation Area.
- 11.2 It is not considered that the proposal would have an adverse impact on pedestrian or highways safety by reason of its size, siting or method of illumination.

### **Conclusion**

- 11.3 It is recommended that advertisement consent be refused for the reason set out in Appendix 1 – RECOMMENDATIONS.

## APPENDIX 1 – RECOMMENDATIONS

### RECOMMENDATION A

That advertisement consent is refused for the following reason:

1	Reason
	The proposed advertisement sign by reason of its size, siting and method of illumination would result in additional street clutter and would have a harmful impact on the setting of the nearby Grade II* Listed Building. The proposal would fail to preserve and enhance the character and appearance of the Clerkenwell Green Conservation Area and as such, would be harmful to local amenity contrary to policies CS8 and CS9 of the Adopted Islington Core Strategy (2011), policies DM2.3 and DM2.6 of the Adopted Islington Development Management Policies (2013) and the Conservation Area Design Guidelines (2002).

### 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 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

**DM2.3** Heritage

**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:

- Clerkenwell Green Conservation Area



- Clerkenwell Archaeological Priority Area
- Bunhill and Clerkenwell Core Strategy Key Area
- Central Activities Zone
- Local Cycle Route
- Farringdon/Smithfield Intensification Area
- Within 100m of Transport for London Road Network
- Bunhill and Clerkenwell Finsbury Local Plan Area
- Local Flood Risk Zone
- Local view from Farringdon Road/Clerkenwell Road
- Local view from Dartmouth Park Hill
- Local view from Archway Bridge
- Local view from Archway Road
- Mayor's Protected Vista Kenwood viewing gazebo to St Paul's Cathedral

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

The following SPGs and/or SPDs are relevant:

**Islington Local Development Plan**

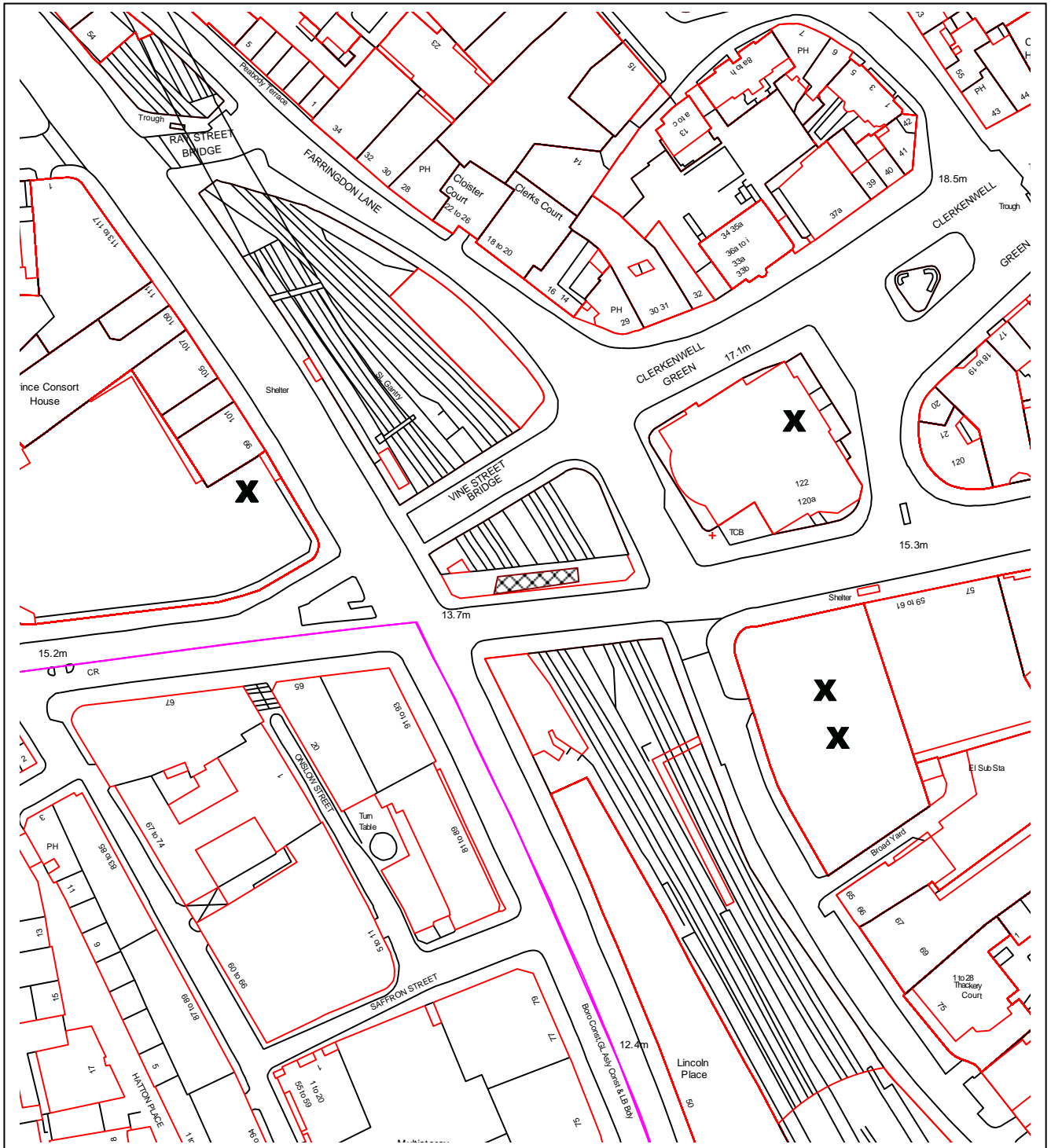
**London Plan**

**Urban Design Guide (2006)**

**Conservation Area Design Guidelines (2002)**

This page is intentionally left blank

# ISLINGTON SE GIS Print Template



P2015/3955/ADV

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank

## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 London N1 1YA

<b>PLANNING SUB-COMMITTEE A</b>		
Date:	1 December 2015	<b>NON-EXEMPT</b>

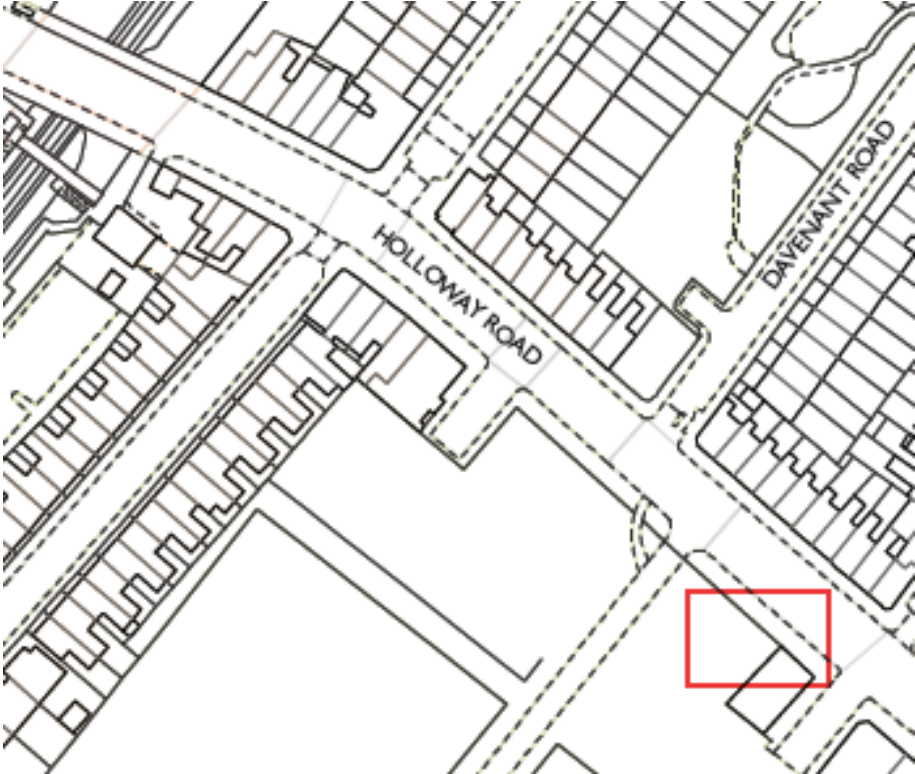
Application number	P2015/3952/ADV
Application type	Advertisement Consent (Council's own)
Ward	Junction
Listed building	Not Listed
Conservation area	N/A
Development Plan Context	Nags Head and Upper Holloway Road Core Strategy Key Area Major Cycle Route Strategic Cycle Route Upper Holloway Local Shopping Area Whittington Park Open Space Whittington Park Site of Importance for Nature Conservation Within 100m of Transport for London Road Network Road
Licensing Implications	None
Site Address	Site outside Whittington Park (adjacent to 563 Holloway Way), Holloway Road, London, N19 4DQ
Proposal	Installation of a freestanding internally illuminated advertisement display panel (6 sheet) on green area adjacent to Holloway Road

Case Officer	Emily Benedek
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 self-illuminated advertisement display panel (6 sheet) on the green area adjacent to 563 Holloway Road.
- 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 grass area adjacent to the footway fronting No 563 Holloway Road, fronting Holloway Road. The site forms part of northern boundary of Whittington Park. The immediate area is characterised by three storey retail buildings with residential and commercial units on the upper floors and the site is located adjacent to a local shopping area.
- 5.2 The building adjacent to the site is not listed however the site is not located in a conservation area. The surrounding area is of mixed character.

#### **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 grass adjacent to 563 Holloway Road.
- 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 The plans have been amended to move the sign 7 metres south of its original position, closer to the neighbouring building at 563 Holloway Road but still located on the grass immediately adjacent to the existing pavement. The sign was also 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 34 occupants of adjoining and nearby properties at Holloway Road on the 05/10/15. A site notice was placed outside the site on 8/10/15. Therefore the public consultation expired on 29/10/15. Neighbours were re-consulted on amended plans on 05/11/15. The consultation period therefore expired on 19/11/15.

8.2 At the time of the writing of this report three (3) objections 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):

- Impact of light pollution will have on residential properties surrounding the display (10.5)
- Commercialisation of green open space (10.6)
- Proposal will create an eyesore (10.5)
- Advertising damages the character and appearance of the area (10.4-10.5)
- Increased visual clutter (10.5)

**Internal Consultees**

8.3 **Design and Conservation Officer:** Objects to the proposal. It would impact on the appearance of the park and streetscene.

8.4 **Highways:** No objection.

**External Consultees**

8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

**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:
- Nags Head and Upper Holloway Road Core Strategy Key Area
  - Major Cycle Route
  - Strategic Cycle Route
  - Upper Holloway Local Shopping Area
  - Whittington Park Open Space
  - Whittington Park Site of Importance for Nature Conservation
  - Within 100m of Transport for London Road Network Road

### **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, and is located on a TfL red route, a main thoroughfare through the borough. Whilst the buildings surrounding the application site itself are of varying design, 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 the grass immediately adjacent to the existing pavement. It was originally proposed that the sign would be located mid-way between the adjacent building at No 563 Holloway Road and the entrance to the park however, following discussions with planning officers the plans were amended to move the sign closer to the neighbouring building as it was considered to be a more acceptable location for the sign. Whilst the sign will be located on the northern boundary of Whittington Park immediately adjacent to the pavement, it will be seen against the backdrop of the three storey building with large red brick wall when looking south along Holloway Road.
- 10.5 The proposed sign will measure 2.695 metres in height and 1.37 metres in width and will be set on the grass immediately adjacent to the existing pavement. It is considered that when viewed against the back drop of the neighbouring property 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 a public telephone box. It is therefore considered that the proposal will not result in unnecessary and additional clutter to the detriment of the existing landscape. The size of the proposed sign is also relatively small in relation to the verge on which it will be located and especially within the context of the neighbouring building. 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.
- 10.6 It should also be noted that each application is considered on its own merits and if Members are minded to approve this application, it would not set a precedent for allowing other advertisements in this location and would not result in the commercialisation of the existing green open space.
- 10.7 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 on the grass 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.

## **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 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 (0.1 seconds or less), the complete screen shall change, there shall be no visual</p>

	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. 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:

- Nags Head and Upper Holloway Road Core Strategy Key Area
- Major Cycle Route

- Strategic Cycle Route
- Upper Holloway Local Shopping Area
- Whittington Park Open Space
- Whittington Park Site of Importance for Nature Conservation
- Within 100m of Transport for London Road Network Road

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)**





This page is intentionally left blank

## PLANNING COMMITTEE REPORT

Development Management Service  
 Planning and Development Division  
 Environment and Regeneration Department  
 PO Box 333  
 222 Upper Street  
 London N1 1YA

<b>PLANNING SUB-COMMITTEE A</b>		
Date:	1 December 2015	<b>NON-EXEMPT</b>

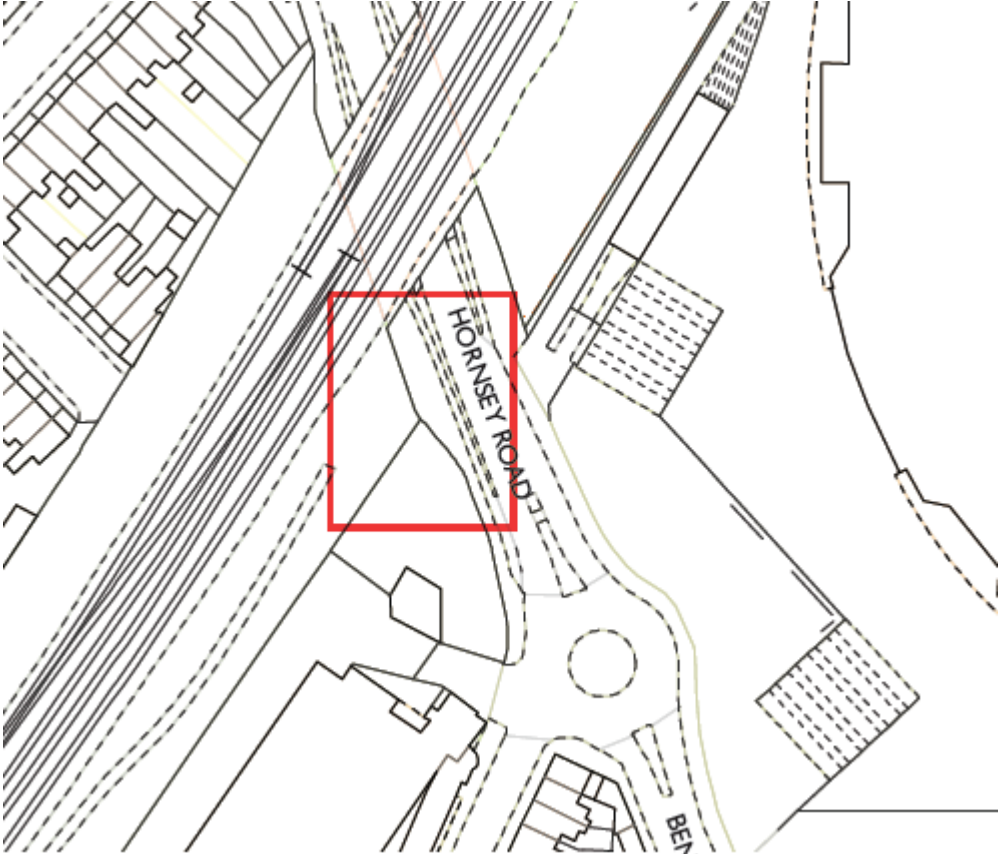
Application number	P2015/3960/ADV
Application type	Advertisement Consent (Council's own)
Ward	Highbury West
Listed building	Not Listed
Conservation area	Not in a conservation area
Development Plan Context	Local Cycle Route
Licensing Implications	None
Site Address	South of Railway Bridge, opposite Emirates, Hornsey Road, London, N7 8DB
Proposal	Erection of 48-sheet externally illuminated, wall-mounted hoarding

Case Officer	Emily Benedek
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 erection of an externally illuminated 48-sheet static, wall-mounted hoarding.
- 4.2 The application is brought to committee because it is a Council-own development.
- 4.3 The proposed hoarding will neither harm the appearance or character 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 pavement on the east side of Hornsey Road, south of the Railway Bridge and opposite the Emirates Stadium. The immediate area is characterised by a mix of commercial and residential units varying between two and six storeys in height.

5.2 The application site does not form part of a listed building and the site is not located in a conservation area.

## **6. PROPOSAL (IN DETAIL)**

6.1 Advertisement consent is sought for the erection of an externally illuminated 48-sheet static, wall-mounted hoarding fronting Hornsey Road.

6.2 The proposed hoarding will measure a maximum of 3.455 metres in height, 6.6 metres in width and 0.78 metres in depth. The visible area of the digital screen display will measure 6.16 metres in width and 3.01 metres in height. The proposed display will be internally illuminated with a static display and will not have any flashing internal or external illumination.

### **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 consultation 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 3 occupants of adjoining and nearby properties at Benwell Road and Hornsey Road on the 16/10/15. A site notice was placed outside the site on 22/10/15. Therefore the public consultation expired on 12/11/15. Neighbours were re-consulted on amended plans on 19/10/15. The consultation period therefore expired on 12/11/15.

8.2 At the time of the writing of this report no responses had been received from the public with regard to the application.

### **Internal Consultees**

8.3 **Design and Conservation Officer:** Objects to the proposal. The advert is too large and would have a detrimental impact on the streetscene.

8.4 **Highways:** No objection.

### **External Consultees**

8.5 **Transport for London:** No objection to the principle of development subject to the inclusion of conditions.

8.6 **Network Rail.** No objection

## **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:

- Local Cycle Route

### **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, or adjacent to any heritage assets. Whilst the buildings surrounding the site vary in style and quality, it is important to ensure that any new signage would not have a detrimental impact on amenity.
- 10.4 The proposed advertisement hoarding will be positioned in front of a wall which is adjacent to the south side of the railway bridge crossing Hornsey Road. Four hoarding signs are already positioned around the site, opposite the Emirates Stadium and along the bridge, thereby forming part of the character of the area. To the rear of the site is the railway bridge and a six storey building forming part of the London Metropolitan University. It is against the height and scale of these buildings and adjacent signs which form a dominant presence and setting along the west side of Hornsey Road, against which the setting of the advertisement hoarding should be assessed.
- 10.5 The proposed sign will measure 3.455 metres in height and will be set back from the edge of the public highway against the existing wall bounding the railway bridge. It is considered that when viewed against the back drop of the existing large advertisement signs, the proposal will not create an overly dominant feature that would have a detrimental impact on amenity or would look out of character within the existing street scape. Furthermore, as the proposed hoarding is not located in close proximity to any neighbouring residential windows, it is not considered that the signs, by reason of their illumination, would have a detrimental impact on neighbouring amenity.
- 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 hoarding will be externally illuminated, will not have any flashing illumination. The sign will be located adjacent to the existing wall 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.

## **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 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 (0.1 seconds or less), the complete screen shall change, there shall be no visual</p>

	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. 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:

- Local Cycle Route

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

The following SPGs and/or SPDs are relevant:

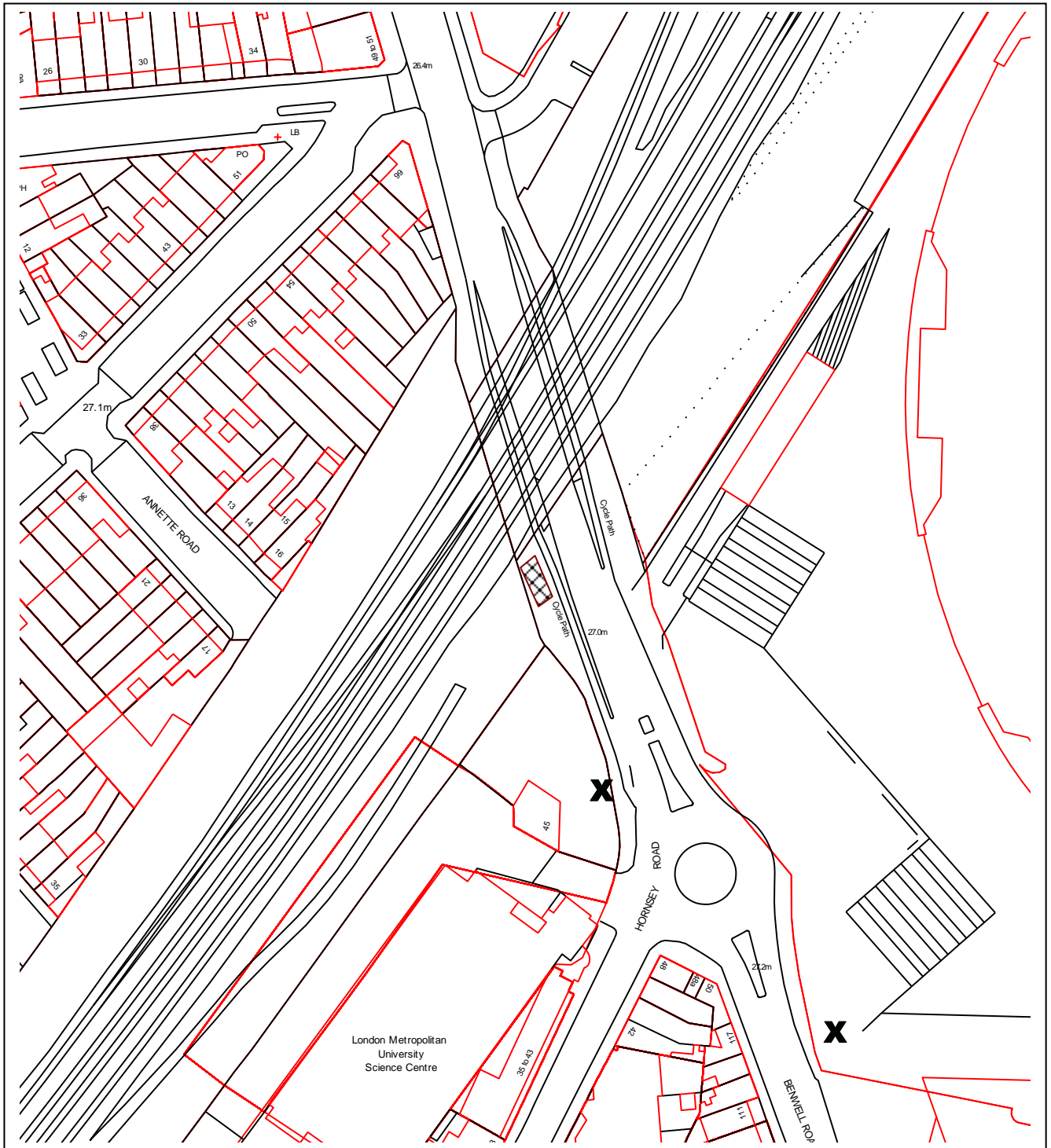
**Islington Local Development Plan**

**London Plan**

**Urban Design Guide (2006)**

This page is intentionally left blank

# ISLINGTON SE GIS Print Template



P2015/3960/ADV

This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

This page is intentionally left blank