



PLANNING COMMITTEE REPORT

PLANNING SUB COMMITTEE B		
Date:	Tuesday, 29 November 2016	NON-EXEMPT

Application number	P2016/0451/ADV
Application type	Advertisement Consent
Ward	St. Marys
Listed building	Not Listed
Conservation area	Upper Street (North)
Development Plan Context	Core Strategy Key Areas- Angel and Upper Street Conservation Area- Upper Street (North) Cycle Routes- Strategic Employment Shopping Areas- Upper Street
Licensing Implications	None
Site Address	(Land located opposite Islington Municipal Council Offices) Upper Street London N1
Proposal	Single panel - 6 Sheet Advertisement Display Freestanding internally Illuminated Panel

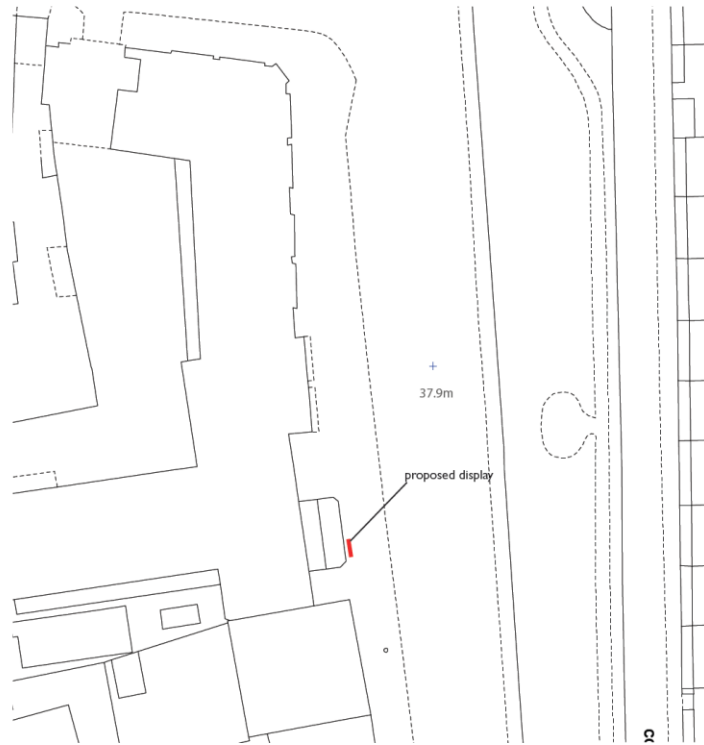
Case Officer	Daniel Power
Applicant	J Foster Architects - Mr Jeremy Foster on behalf of Islington Council
Agent	J Foster Architects

1. RECOMMENDATION

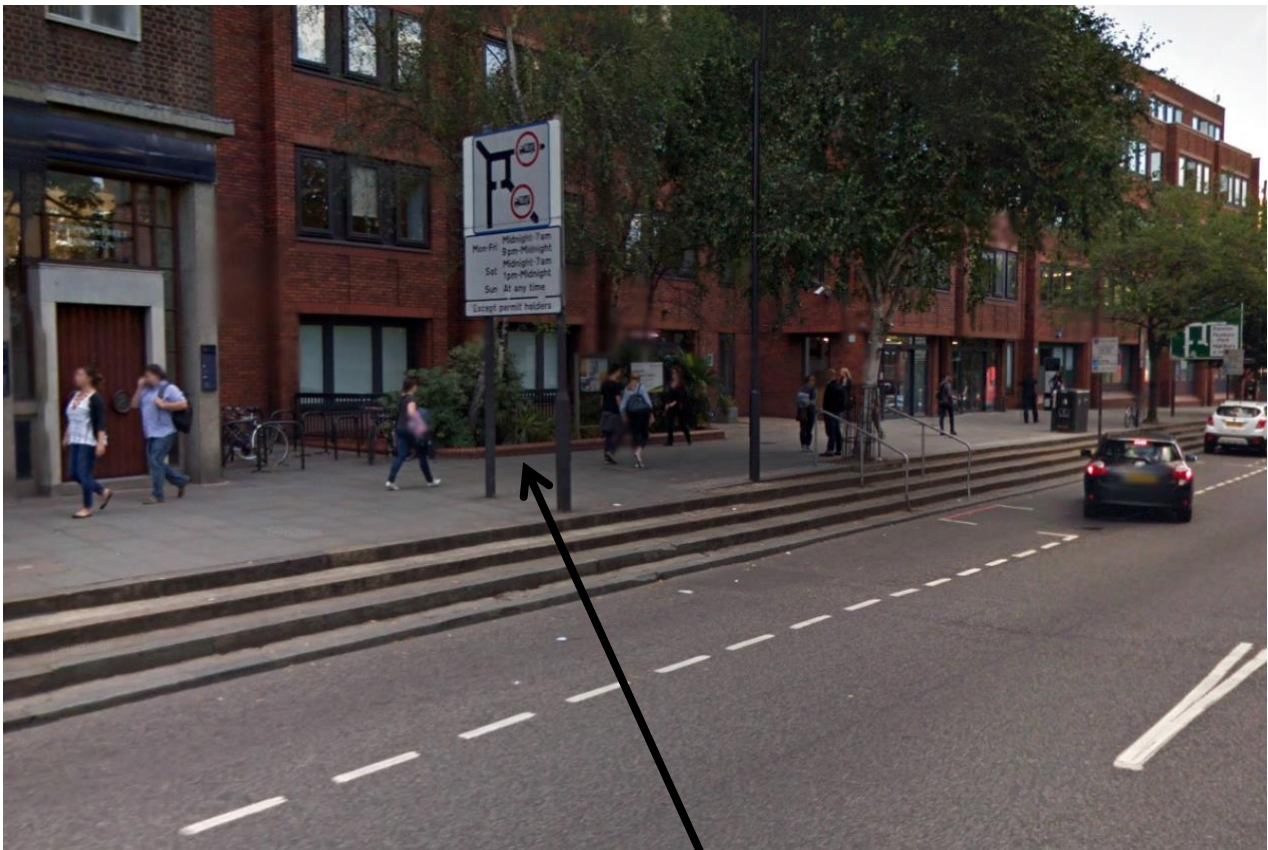
The Committee is asked to resolve to **GRANT** advertisement consent:

1. subject to the conditions set out in Appendix 1

2. SITE PLAN (site indicated in black)



3. PHOTOS OF SITE/STREET



Location of sign

Image 1: Street View of the Site

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 of Islington Council Offices on Upper 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 street scene or the wider conservation area, 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 Islington Council Offices on 222 Upper Street. The sign would be sited on a wide pavement, in front of a planted area to the north of existing cycle racks and south of existing signage. The Council's offices are a five storey modern building, with a set back to the south where it adjoining the Natwest building. The proposal would be located within this set back, in front of a planted area. The footpath is tree lined with steps down to the road with a lamp post and traffic sign located opposite the application site. On the opposite side of the road is Compton Terrace, with Compton Terrace Gardens in front. The row of dwellings of Compton Terrace are Grade II listed with the Compton Terrace Garden to the front allocated as open space. The application site is located on the edge of Upper Street (north) 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 of Islington Council Offices on Upper Street.
- 6.2 The proposed sign will measure a maximum of 2.7 metres in height, 1.4 metres in width and 0.3 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.
- 6.3 Since the submission of the application, amended plans have been submitted which move the proposed advertisement further away from the steps down to the road and against a planted area in front of the Council Offices.

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 2 occupants of adjoining and nearby properties at Upper Street, on the 10/02/16 and following the submission of amended plans on the 10/03/16. A site notice was placed outside the site on 4/02/16 with a notice in the local press on the 4/02/16. The consultation therefore expires on 25/10/16.
- 8.2 At the time of the writing of this report two objections have 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):
- Obscure views of Compton Terrace Gardens (para. 10.6)
 - Harm Compton Terrace Gardens (para. 10.6)

Internal Consultees

- 8.3 **Design and Conservation Officer:** Objection: The officer considered this an inappropriate location for a large internally illuminated sign. There are significant heritage assets on the opposite side of the road and the officer considers this would harm their setting and add visual clutter.
- 8.4 **Highways:** No objections.

External Consultees

- 8.5 **Transport for London:** No objections subject to 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, 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.

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 proposal would be located within the frontage set back, in front of a planted area. The footpath is tree lined with steps down to the road with a lamp post and traffic sign located opposite the application site. On the opposite side of the road is Compton Terrace, with Compton Terrace Gardens in front. The row of dwellings along Compton Terrace are Grade II listed with the Compton Terrace Garden to the front allocated as open space. The application site is located on the edge of Upper Street (north) Conservation Area.
- 10.4 The western side of Upper Street is mainly commercial with the eastern side residential and the open space of Compton Terrace Gardens. Given the distance of the proposal from the dwelling of Compton Terrace, the road and gardens located between these dwellings and the application site and the proposed conditions, it is considered not have a detrimental impact on the amenity of neighbouring properties.
- 10.5 The signage would be seen within the context of predominantly commercial development on the western side of Upper Street and against a back drop of four and five storey buildings with existing street furniture. In particular the signage will be set against a planted area and the more modern Council building, which itself has existing adverts and signage. Having special regard to the character of the conservation area, given the existing amount of street furniture, the proposal would not be out of character or detract from its setting.
- 10.6 Objections have been received in relation to the proposed development impact on Compton Terrace Gardens. Since these objections were received the amended plans have been received re-siting the proposed advertisement further to the west against a planted area in front of the Council Offices. The proposed sign will measure 2.6 metres in height would be located against the Council building. Given its location it is considered that the sign would not be seen within the context of Compton Terrace Garden and would therefore not have a detrimental impact on its setting.
- 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 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 Council's Highways Officer has no objections, nor does Transport for London subject to conditions. Given the existing lights and street furniture, it is considered that the advert would not

have a detrimental impact on highways safety. The proposal is therefore considered not to cause a hazard to pedestrians or road users in line with policy DM2.6 of the Islington Development Management Policies 2013.

11. SUMMARY AND CONCLUSION

Summary

- 11.1 The proposed advertisement display panel is considered to be acceptable with regards to amenity and highways safety.
- 11.2 In accordance with the above assessment, it is considered that the proposed development is consistent with the policies of the London Plan, the Islington Core Strategy, 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 planning permission be subject to conditions to secure the following:

List of Conditions

1	Standard advertisement conditions
	<p>CONDITION: Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.</p> <p>Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.</p> <p>Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.</p> <p>No advertisement is to be displayed without permission of the owner of the site or any other people with an interest in the site entitled to grant permission.</p> <p>No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).</p> <p>REASON: In the interests of visual amenity and safety.</p>
2	Luminance
	<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>
3	Display time
	<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>
4	Special effects
	<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>
5	Display functions
	<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>

	<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.</p> <p>REASON: In the interests of highway safety.</p>
6	Installation and maintenance
	<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:

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. 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

- 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:

- Core Strategy Key Areas- Angel and Upper Street
- Conservation Area- Upper Street (North)
- Cycle Routes- Strategic
- Employment Shopping Areas- Upper Street

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

Urban Design Guide (2006)