



## PLANNING COMMITTEE REPORT

<b>PLANNING SUB COMMITTEE B</b>		
<b>Date:</b>	Tuesday, 29 November 2016	<b>NON-EXEMPT</b>

Application number	P2016/3426/ADV
Application type	Advertisement Consent
Ward	Mildmay
Listed building	Not listed building
Conservation area	Newington Green
Development Plan Context	Local Shopping Area- Newington Green
Licensing Implications	N/A
Site Address	Bus shelter outside 46 Newington Green, Islington, LONDON, N16 9PX
Proposal	Double-sided freestanding forum structure, featuring 2 x Digital 84" advertisement screens positioned back to back.

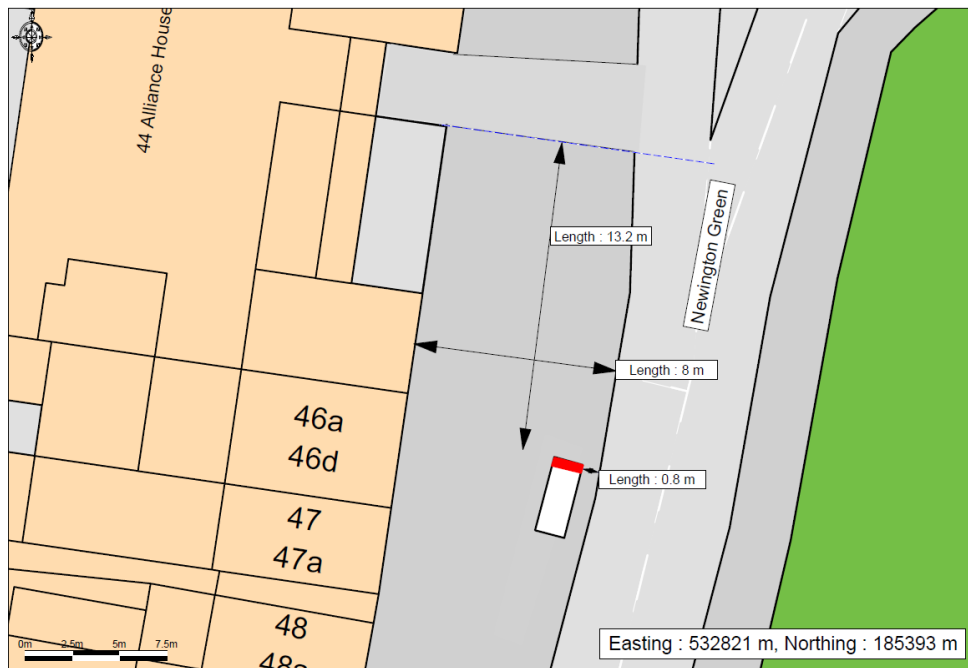
Case Officer	Daniel Power
Applicant	JD Decaux Ltd – Mr Mohamed Ahmed
Agent	None.

### 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



Image 1: Street View of the Site

## 4. SUMMARY

- 4.1 This application seeks advertisement consent for the installation of a double-sided freestanding forum structure, featuring 2 x Digital 84" advertisement screens positioned back to back, replacing an existing advertisement incorporated within an existing bus stop.

- 4.2 The application is brought to committee because of members' request (Cllr Kay and Cllr Caluori).
- 4.3 The proposed advertisement display panel will neither harm the character or appearance of the adjacent buildings nor the special character of the conservation area, nor will it materially affect the amenity of adjacent residents or have a detrimental impact on pedestrian and highways safety.
- 4.4 It is recommended that advertisement consent be granted subject to conditions.

## **5. SITE AND SURROUNDING**

- 5.1 The application site relates to an existing bus stop on the western side of Newington Green, which is located within the Newington Green Conservation Area. The buildings of no. 46 and 47 are both locally listed with buildings of no. 52 and 53 Grade I listed. The existing bus stop is located on a wide section of pavement fronting 46 and 47 Newington Green, with a set of bins located to the south of the bus stop with the pavement tree lined. To the east of the site and on the other side of Newington Green is Newington Green Gardens, which is allocated as Open Space. The bus stop is in front of three storey shops with projecting single storey elements to the front.

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

- 6.1 Advertisement is sought for a double-sided freestanding forum structure, featuring 2 x Digital 84" advertisement screens positioned back to back. The proposed sign will measure a maximum of 2.37 metres in height, 1.34 metres in width and 0.35 metres in depth. The visible area of the digital screen display will measure 1 metre in width and 1.9 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.

## **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 61 occupants of adjoining and nearby properties at Newington Green on the 8/09/16. A site notice was placed outside the site on 15/09/16 with a notice in the local press on the 15/09/16. The consultation therefore expires on 06/10/16.
- 8.2 At the time of the writing of this report one 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):

- Inappropriate design and illumination (para. 10.2 and 10.8)
- Unnecessary piece of street furniture and create additional unwanted visual urban clutter (para. 10.2 and 10.8)
- Create a distraction to passing drivers (para. 10.9 and 10.10)

### **Internal Consultees**

- 8.3 **Design and Conservation Officer:** – Object. The officer commented that they appreciated that the existing bus stop already has one solid end with an advert, however the proposed advert is a lot bulkier. The officer considered that this is the core of the conservation area and such bulky structures detract from the character and appearance of the conservation area.
- 8.4 **Highways:** No Comments received.

### **External Consultees**

- 8.5 N/A

## **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.

### **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 located in Newington Green Conservation Area, and adjacent to locally listed buildings at Nos. 46 and 47 Newington Green. The sign would replace an existing advertisement that forms part of a bus stop. The existing sign is a double sided paper advertisement, located on the northern end of the bus stop. The sign would be located on a wide pavement and project no further than the existing sign, in line with existing street furniture.
- 10.4 The proposed advertisement sign will be positioned in the same location as the existing and very similar in scale and size to the existing. The proposal would sit within the context of and align with existing street furniture. Given the wide pavement and size and scale of the proposal it is considered that the proposal would not obstruct the pavement.
- 10.5 The application is located within the Newington Green Conservation Area and opposite two locally listed buildings. The signage would replace an existing advert that forms part of a bus stop, to the rear is a terrace of three storey shops with projecting single storey elements to the front. The bus stop structure would also be replaced with the sign being incorporated within its structure, but remaining freestanding. The proposed sign would result in a small increase in the depth of the sign to 0.3 metres and is a standard design across London for bus stops.
- 10.6 The application will replace an existing advertisement and would be seen against the back drop of shops existing street furniture. The proposal would result in an increase in the depth of the advertisement panel, but it is considered that the increase is not harmful to the character of the conservation area. The proposed sign would feature 2 x digital 84" advertisement screens positioned back to back and would therefore be illuminated. Newington Green has a number of existing street lights surrounding the area and it is recommended to control the illumination intensity by condition to 2,500 candelas per square metre during the day and 300 candelas per square metre during the hours of darkness. Given the existing signage, method of illumination and the recommended condition, while having special regard to the conservation area, it is considered that the proposal would not be out of character or detract from the Newington Green Conservation Area.
- 10.7 The proposed sign will measure a maximum of 2.37 metres in height, 1.34 metres in width and 0.35 metres in depth. The visible area of the digital screen display will measure 1 metre in width and 1.9 metres in height. It is considered that when viewed against the back drop of the existing shop fronts, the proposed advertisement sign will not create an overly dominant feature that would have a detrimental impact on amenity. Furthermore, as the sign is not located in close proximity to any neighbouring windows, it is not considered that the sign, by reason of its illumination, would have a detrimental impact on amenity.
- 10.8 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 2016, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1 and DM2.6.

### **Highways Safety**

- 10.9 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.
- 10.10 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. 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 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 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> <p>REASON: In the interests of visual amenity and highway safety.</p>
<b>2</b>	<b>Luminance</b>
	<p>ADVERTISEMENT ILLUMINATION INTENSITY (COMPLIANCE): The advertisement display(s) shall be statically illuminated and the illumination shall not exceed a maximum steady brightness of 2,500 candelas per square metre during the day and 300 candelas per square metre during the hours of darkness.</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: No special visual effects of any kind are permitted during the time that any message is displayed. The displayed image must not include animated, flashing, scrolling, intermittent or video elements. No visual effects of any kind to be permitted to accompany the transition between any two successive messages. The replacement image must not incorporate any fading, swiping or other animated transitional method. The minimum time between successive displayed images shall be 10 seconds and the display will include a mechanism to freeze the image in the event of a malfunction. The sequencing of messages relating to the same product is prohibited.</p> <p>REASON: In the interests of visual amenity and highway safety.</p>
<b>4</b>	<b>Highways</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>

	REASON: In the interests of highway safety.
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**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.</p> <p>The LPA and the applicant have worked positively and proactively in a collaborative manner through both the pre-application and the application stages to deliver an acceptable development in accordance with the requirements of the NPPF.</p> <p>The LPA delivered the decision in a timely manner in accordance with the requirements of the NPPF.</p>

**APPENDIX 2: RELEVANT POLICIES**

This appendix lists all relevant development plan polices and guidance notes pertinent to the determination of this planning application.

**1 National Guidance**

The National Planning Policy Framework 2012 seeks to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The NPPF is a material consideration and has been taken into account as part of the assessment of these proposals.

**2. Development Plan**

The Development Plan is comprised of the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013 and the Finsbury Local Plan 2013. The following policies of the Development Plan are considered relevant to this application:

**A) The London Plan 2015 - Spatial Development Strategy for Greater London**

- 7 London's living places and spaces
- Policy 7.4 Local character
- Policy 7.6 Architecture

**B) Islington Core Strategy 2011**

**Spatial Strategy**

Policy CS8 (Enhancing Islington's Character)

**Strategic Policies**

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

**C) Development Management Policies June 2013**

**Design and Heritage**

**DM2.1 Design**



## **DM2.6 Advertisements**

### **3. Designations**

The site has the following designations under the London Plan 2016, Islington Core Strategy 2011, Development Management Policies 2013, Finsbury Local Plan 2013 and Site Allocations 2013:

- Local Shopping Area- Newington Green
- Conservation Area- Newington Green

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

The following SPGs and/or SPDs are relevant:

**Islington Local Development Plan**

**Urban Design Guide (2006)**