

PLANNING COMMITTEE REPORT

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

PLANNING SUB-COMMITTEE B	AGENDA ITEM NO:
Date: 17 th December 2015	NON-EXEMPT

Application number	P2015/3487/ADV
Application type	Advertisement Consent
Ward	Caledonian
Listed building	No
Conservation area	Barnsbury
Development Plan Context	Core Strategy Key Area Local Shopping Area Conservation Area Local views Within 100m SRN
Site Address	325 Caledonian Road London N1 1DR
Proposal	Installation of an externally illuminated fascia sign and an externally illuminated projecting sign.

Case Officer	Joe Aggar
Applicant	Power Leisure Bookmakers Ltd
Agent	Katie Turvey

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: Aerial photograph showing the front of 325 Caledonian Road.



Image 2: View looking west at 325 Caledonian Road.

4. Summary

- 4.1 Advertisement consent is sought for the installation of an illuminated fascia sign and externally illuminated projecting sign.
- 4.2 The application is brought to committee because this application is linked to a related change of use application before members on this agenda which has attracted a large number of objections. (P2015/3360)
- 4.3 The proposed advertisements will neither harm the character or appearance of the adjacent building, the wider street scene, nor the character and appearance of the conservation area, nor will it materially affect the amenity of adjacent residents or have a detrimental impact on pedestrian and highways safety.
- 4.2 In summary, the proposal is considered to be acceptable and is broadly in accordance with the Development Plan policies. It is recommended that planning permission be granted subject to conditions.

5. SITE AND SURROUNDING

- 5.1 The site is located on the west of Caledonian Road on the junction with Lyon Street. No. 325 Caledonian Road is an end of terrace, three storey property with a projecting shopfront. The ground floor level is commercial and previously was occupied by a solicitor's office (A2). The ground floor shop unit is currently vacant. The upper floors are currently in residential use.

- 5.2 The surrounding area is characterised by three storey terraced buildings and the ground floor premises are predominantly shops. The existing building at the site is not statutorily listed, nor is it locally listed. The site is also located within the Barnsbury conservation area.

6. PROPOSAL (IN DETAIL)

- 6.1 The existing signage is proposed to be removed and one fascia sign installed. The fascia is proposed to be made from marine plywood panels and decorated in opal green with stripes. The letters are proposed to be individually raised opal acrylic with external illumination via trough lighting. One projecting sign is proposed with external illumination via trough lighting.
- 6.2 Separate applications have been submitted for the change of use (P2015/3360) and the installation of a new shopfront (P2015/3487) which are before members for consideration on this agenda. There have been no amendments throughout the life of the application.
- 6.3 The application has been referred to the planning sub-committee due to the level of objections received.

7. RELEVANT HISTORY:

PLANNING APPLICATIONS:

- 7.1 The following is the application history is considered relevant:
- 7.2 325 Caledonian Road, planning application re: P2015/4280/FUL for the '*Installation of 2 No. satellite dishes to 2nd floor rear wall and installation of 2 No. air conditioning units to ground floor flat roof at rear of 325 Caledonian Road*' is pending decision.
- 7.3 325 Caledonian Road, planning application re: P2015/3487/ADV for the '*Installation of a new shopfront including blocking up of existing side elevation windows and associated advertisements. Advertisement application P2015/348 also submitted*' is pending decision.
- 7.4 325 Caledonian Road, planning application re: P2015/3360/FUL for the '*Change of use from solicitors (A2) to a betting shop (Sui Generis)*' is pending decision.
- 7.5 325 Caledonian Road, planning application re: 940409 for the '*Installation of hand painted timber shopfront*' was GRANTED on the 28/06/1994.
- 7.6 325 Caledonian Road, planning application re: 841848 for the '*The change of use of the ground floor from general industry to a licensed betting office entailing the formation of a new shopfront (as amended by revised shop front proposal received 21.01.85)*' was GRANTED on the 08/03/1985.

ENFORCEMENT:

- 7.3 None

PRE-APPLICATION ADVICE:

- 7.4 None

8. CONSULTATION

Public Consultation

- 8.1 Letters were sent to occupants of 56 adjoining and nearby properties at Lyon Street and Caledonian Road.
- 8.2 A site notice and press advert was also displayed. Consultation expired on the 01st October 2015 however it is the Council's practice to continue to consider representations made up until the date of a decision. Any further representations received will be reported to Committee.
- 8.3 At the time of writing this report 1 objection have been received from the public with regard to the application. The issues raised can be summarised as follows (with the paragraph that provides responses to each issue indicated within brackets).
- Objection to betting shop (10.10)

Internal Consultees

- 8.4 **Design and Conservation Officer:** No Objection

External Consultees

- 8.9 None

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. 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 is designated as a Core Strategy Key Area, Local Shopping Area and a Conservation Area, under the London Plan 2015, Islington Core Strategy 2011, Development Management Policies 2013, and Site Allocations 2013:

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:

- Amenity
- Public Safety

The Advertisement Regulations require that decisions be made only in the interests of amenity, and, where applicable, public safety. Therefore the Council's policy alone cannot be decisive. However, planning policy is a material consideration in the assessment of these proposals.

Amenity

- 10.2 Islington's Planning Policies and Guidance encourage high quality design which complements the character of an area. In particular, policy DM2.1 and DM2.3 of Islington's adopted Development Management Policies requires all forms of development to be high quality, incorporating inclusive design principles while making a positive contribution to the local character and distinctiveness of an area based upon an understanding and evaluation of its defining characteristics. Furthermore, Development Management Policy DM2.6 requires all advertisements to be of a high standard and contribute to a safe and attractive environment. Any new sign should not cause a public safety hazard or contribute to a loss of amenity and should be appropriate to the building.
- 10.3 The Islington Shopfront Design Guide and Conservation Area Design Guidelines sets out the Council's approach to the control of advertisements within the borough and specifically within conservation areas. This policy and guidance seeks to ensure that advertisements respect the character and scale of the host building and surrounding townscape.
- 10.4 The proposed externally illuminated fascia sign with applied lettering and externally illuminated projecting sign is considered to be acceptable and of an appropriate size, siting and height to fit well with the front façade of the building, street scene and Conservation Area generally.
- 10.5 The proposed fascia signage would be located appropriately between the corbel brackets and would be 5122mm in width and would be acceptable in terms of size and proportion. The lettering would be individual raised with opal acrylic letters in white. The lettering would be externally illuminated via a trough light. The lettering to the fascia panel would be internally illuminated. The proposed hanging sign is appropriately located at fascia level and is externally illuminated.
- 10.6 The proposed advertisements are not considered to cause visual clutter or harm the visual amenity of the building or streetscape. Given the above, the proposal is considered to be consistent with the aims of Council objectives on design and in accordance with policies 7.4 (Character) of the London Plan 2015, CS8 (Enhancing Islington's character) of the Core Strategy 2011 and Development Management Policies DM2.1, DM2.3 and DM2.6.

Public Safety

- 10.7 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 signage will be internally illuminated, through the lettering only and via a trough lighting and will not have flashing illumination. The troughs point directly down to the pavement and as such there would be no public safety hazards and maintain the free flow of pedestrian traffic. No objections to the proposal in terms of the signage's size, siting or method of illumination and does 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.

Other Matters

- 10.9 It is important to remember that although the local authority licensing regime includes consideration of similar issues to planning, it is a distinct and separate regime.
- 10.10 The planning merits of planning application P2015/3360/FUL assessing the change of use from A2 to Sui Generis is considered separately within this committee agenda and not here.

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, and 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 advertisement consent 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>

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. A pre-application advice service is also offered and encouraged. Whilst no pre-application discussions were entered into, the policy advice and guidance available on the website was followed by the applicant. The applicant therefore worked in a proactive manner taking into consideration the policies and guidance available to them, and therefore the LPA delivered a positive decision in accordance with the requirements of the NPPF.</p>

APPENDIX 2: RELEVANT POLICIES

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

1 National Guidance

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

2. Development Plan

The Development Plan is comprised of the London Plan 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:

- Core Strategy Key Area
- Local Shopping Area
- Conservation Area

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

London Plan

Conservation Area Design Guidelines
Urban Design Guide (2006)