



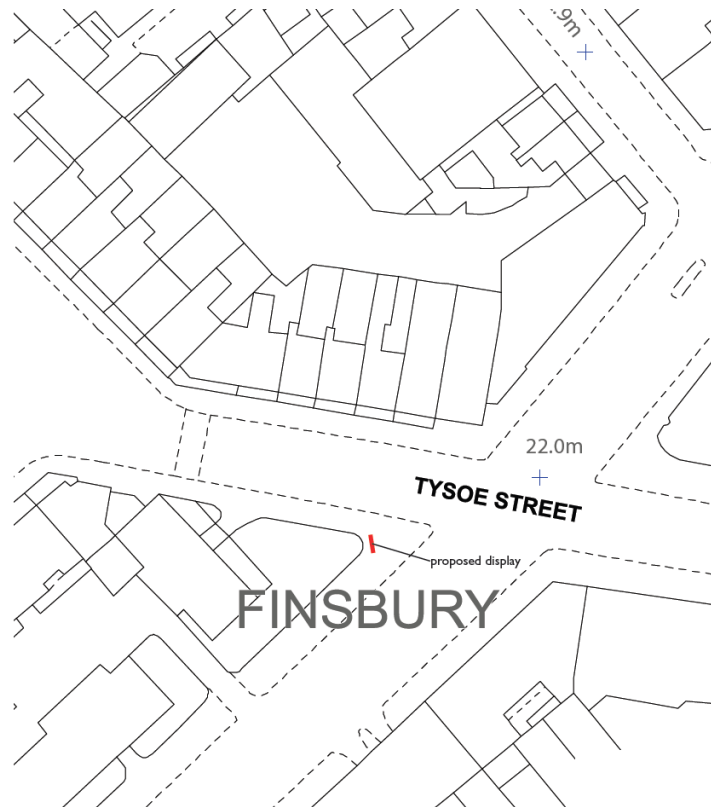
PLANNING COMMITTEE REPORT

PLANNING SUB COMMITTEE A		
Date:	Tuesday, 01 November 2016	NON-EXEMPT
Application number	P2016/0102/ADV	
Application type	Advertisement Consent	
Ward	Clerkenwell	
Listed building	Unlisted	
Conservation area	Within Rosebery Avenue Conservation Area	
Development Plan Context	Core Strategy Key Areas- Bunhill & Clerkenwell Conservation Area- Rosebery Avenue Central Activities Zone Cycle Routes – Local Cycle Routes- Major Finsbury Local Plan Area- Bunhill & Clerkenwell Local View- Archway Bridge Local View- Archway Road Local View Dartmouth Park Hill Within 100 metres SRN	
Licensing Implications	N/A	
Site Address	Pavement opposite 10 Tysoe Street at the junction between Rosebery Avenue and Tysoe Street, London, EC1R 4RQ	
Proposal	Installation of a single panel - 6 Sheet Advertisement Display Freestanding internally Illuminated Panel on the pavement opposite 10 Tysoe Street at the junction between Rosebery Avenue and Tysoe Street	
Case Officer	Daniel Power	
Applicant	Islington Council	
Agent	J. Foster Architects, Mr J. 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



3. PHOTOS OF SITE/STREET

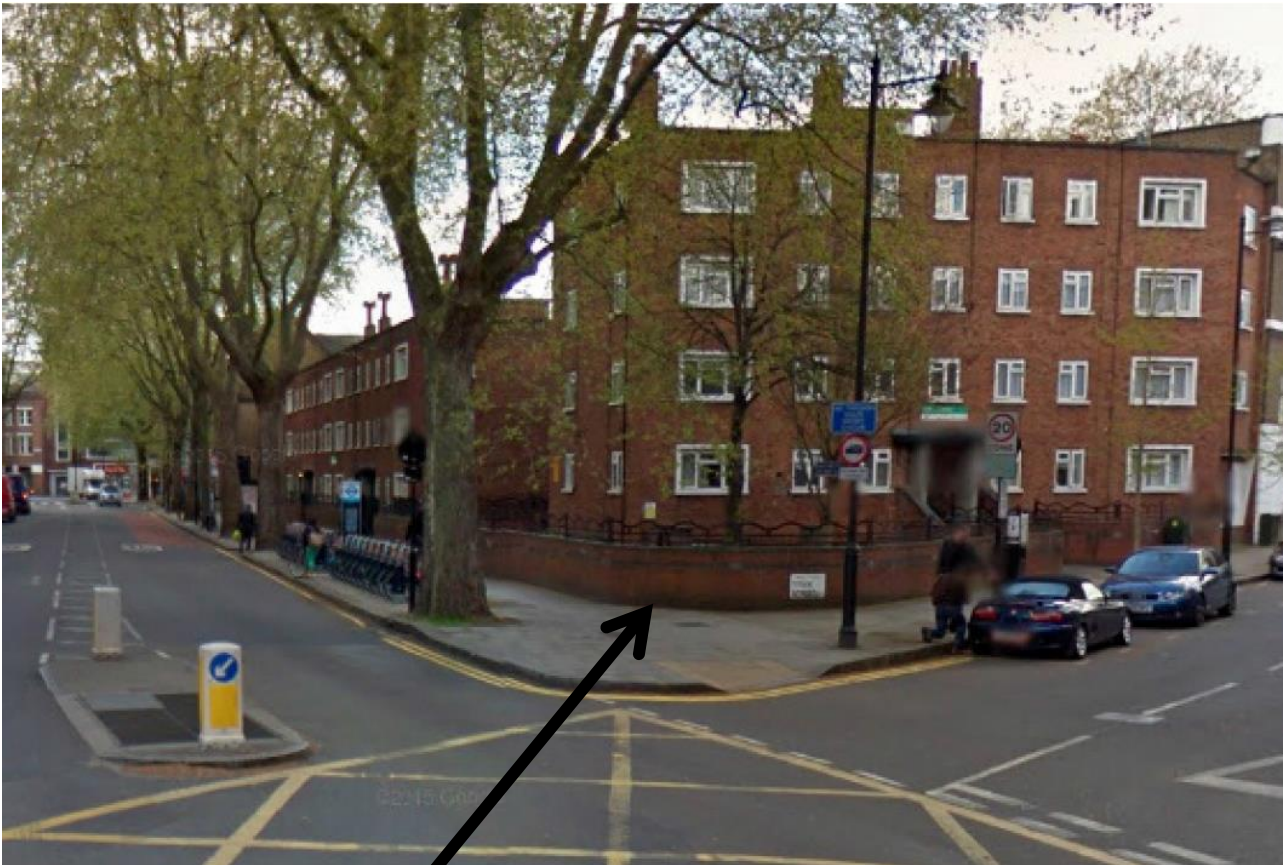


Image 1: Location of sign

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 junctions between Rosebery Avenue and Tysoe Street.
- 4.2 The application is brought to committee because it is a Council-own development and because of the public interest.
- 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 at the junction between Tysoe Street and Rosebery Avenue. The sign would be located on a wide section of pavement where the two roads meet against the boundary wall of the adjacent residential block. To the south west of the allocation site are a row of city bikes with a number of trees and lamp posts nearby.
- 5.2 The terrace of dwellings to the north of the site on the opposite side of Tysoe Street are listed and the site is located within the Conservation Area Rosebery Avenue and adjacent to New River 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 at the junction between Rosebery Avenue and Tysoe 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.

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 77 occupants of adjoining and nearby properties on the 20/01/16. A site notice was placed outside the site on 28/01/16 with a notice in the local press on the 28/01/16. The consultation therefore expires on 18/02/16.
- 8.2 At the time of the writing of this report five objections 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 sign are visually intrusive (para. 10.2 to 10.6)
 - The sign would increase road traffic accidents (para. 10.7 to 10.8)
 - The sign would block the pavement (para 10.7 to 10.8)
 - The sign would impact on neighbouring amenity (para 10.2 to 10.6)

Internal Consultees

- 8.3 **Design and Conservation Officer:** Raised objections due to its prominent location in the conservation area. It would affect the setting of Wilmington Square (Grade II). In addition it is considered that this is an important and harmonious historic setting and the proposed advert would be alien, add visual clutter and compromise the character and appearance of the Rosebery Avenue Conservation Area.
- 8.4 **Highways:** No Comments received.

External Consultees

- 8.5 **Transport for London:** 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

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 a conservation area and therefore special consideration must be given to the impact of the development on the conservation area. The application site relates to the pavement at the junction between Tysoe Street and Rosebery Avenue. The sign would be located on a wide section of pavement where the two roads meet against the boundary wall of the adjacent residential block. To the south west of the allocation site are a row of city bikes with a number of trees and lamp posts nearby. The terrace of dwellings to the north of the site on the opposite side of Tysoe Street are listed and the site is located within the Conservation Area Rosebery Avenue and adjacent to New River Conservation Area.
- 10.4 The signs location against the wall and at the pavement widest point would result in the pavement remaining clear and still allow pedestrians, push chair and wheel chair to use the pavement. The area has existing street furniture such as city bikes, lamp post and parking machines. It is therefore considered that proposal would not be out of character or detract from the area given the existing street furniture and surrounding uses. Neither is the addition of a single advertisement considered to create additional adverse visual clutter within this context.
- 10.5 The proposed sign will measure 2.695 metres in height and will be set back from the edge of the highway against the boundary wall of Greenwood House. It is considered that when viewed against the back drop of the 4 storey building to the rear, the proposed advertisement sign will not create an overly dominant feature that would have a detrimental impact on amenity. Objections have been received in relation to the light from the advert impacting on the amenity of neighbouring properties. Given the suggested conditions with regard to night time illumination and the position and orientation of the sign, facing away from the residential properties at the rear it is considered that the proposal would not have a detrimental impact on amenity of neighbouring properties.
- 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. 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 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

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>
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 effects (including fading, swiping or other animated transition methods) between</p>

	<p>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- Bunhill & Clerkenwell
- Conservation Area- Rosebery Avenue
- Central Activities Zone
- Cycle Routes – Local
- Cycle Routes- Major
- Finsbury Local Plan Area- Bunhill & Clerkenwell
- Local View- Archway Bridge
- Local View- Archway Road
- Local View Dartmouth Park Hill
- Within 100 metres SRN

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

The following SPGs and/or SPDs are relevant:

Islington Local Development Plan

Urban Design Guide (2006)