
Appeal Decision

Site visit made on 17 October 2017

by Roger Catchpole DipHort BSc(hons) PhD MCIEEM

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 7th November 2017

Appeal Ref: APP/V5570/Z/17/3179478

134A Holloway Road, Islington, London N7 8DD

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Miss Anna McAree (Built Hollywood Ltd) against the decision of the Council of the London Borough of Islington.
 - The application Ref: P2017/1220/ADV, dated 22 March 2017, was refused by notice dated 17 May 2017.
 - The advertisement proposed is described as a display of small, non-illuminated advertising panels measuring: 1740 mm x 6200 mm and 1740 mm x 4200 mm.
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Decision

1. The appeal is dismissed

Preliminary Matters

2. As the proposal is in a Conservation Area I have had special regard to section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act).
3. Both parties have referred to a number of development plan policies. Whilst I have taken them into account as material considerations, the powers to control Advertisements under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 may be exercised only in the interests of amenity and public safety. Consequently, these policies have not been decisive in my determination of this appeal.

Main Issue

4. The main issue is the effect of the advertising panels on the character and appearance of the local area, bearing in mind the special attention that should be paid to the desirability of preserving or enhancing the character or appearance of the St Mary Magdalene Conservation Area.

Reasons

5. The advertising panels have already been installed and are situated on a building elevation parallel to Drayton Park road, near the junction of Holloway Road. Holloway Road is characterised by a vibrant retail environment with shop frontages extending either side of the Drayton Park road junction. Whilst two digital bus shelter displays and a 48 sheet panel hoarding are situated some distance to the north, in and around Holloway Road, the predominant form of advertising in the immediate vicinity is confined to moderately-sized

shop front fascias and wall-painted signage. Drayton Park road is predominantly residential in character despite the presence of a small number of commercial premises near the junction. The advertising comprises two street level, rectangular panels either side of entrances to residential dwellings. The panels are not enclosed and are not illuminated.

6. The St Mary Magdalene Conservation Area (CA) is characterised by early Victorian, residential housing constructed from solid brick and stucco, with slate roofs. Many of the houses to the east of Liverpool Road comprise semi-detached villas whilst those to the west are mainly terraces. The spacious churchyard gardens around the 19th century St Mary Magdalene church and Arundel Square are important open spaces, with fine mature trees. Although the streets vary in terms of their individual character, the quality of architecture and townscape is generally high, with residential housing predominating. Given the above, I find the significance of the CA, insofar as it relates to this appeal, to be primarily associated with its historic, residential character.
7. I observed that the panels have been erected on the side elevation of a building that fronts onto Holloway Road and the main elevation of a building that fronts onto Drayton Park road. Whilst these elevations are lacking in architectural detail, they are predominantly residential in character given the pattern of fenestration and the two domestic entrances that are present. Despite the presence of an adjoining commercial property, I find the location wholly inappropriate for advertising purposes because the panels have eroded a building with an established, albeit plain, residential character. The combined extent of the panels is visually intrusive and not comparable with nearby fascias or other signage. As such, the panels add to an already cluttered, incongruent street scene and have led to cumulative, advertising excess. This has detracted from the character and appearance of Drayton Park road, to the detriment of the CA.
8. The appellant is of the opinion that the Council has approved similar advertising, as set out above. Whilst I accept there are some similarities, I am not aware of the full circumstances of these advertisements and, in any event, each case must be judged on its individual merits.
9. Given the above, I conclude that the advertising panels have caused significant harm to the character and appearance of the immediate area, thus failing to preserve the character and appearance of the St Mary Magdalene Conservation Area. As such, the advertising has been detrimental to visual amenity and has failed to satisfy the requirements of the Act.

Conclusion

10. For the above reasons and having regard to all other matters raised, I conclude that the advertising is unacceptable on amenity grounds and that the appeal should therefore be dismissed.

Roger Catchpole

INSPECTOR