



Appeal Decision

Site visit made on 4 August 2020

by D. Szymanski, BSc (Hons) MA, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 24th August 2020

Appeal Ref: APP/V5570/Z/20/3247089

Travelodge Hotel, 185-187 Isledon Road, Islington, London, N7 7JR

- 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 Travelodge Hotels Ltd against the decision of the Council of the London Borough of Islington.
 - The application Ref: P2018/3317/ADV dated 5 October 2018, was refused by notice dated 4 February 2020.
 - The advertisement proposed is internally illuminated individual letters & logo rooftop advert.
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Decision

1. The appeal is allowed and express consent is granted for internally illuminated individual letters & logo rooftop advert as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the following additional condition: The intensity of the illumination of the advertisement permitted by this consent shall be no greater than 300 candelas per square metre.

Procedural Matter

2. During the determination of the advertisement, the appellant submitted plans to amend the original scheme to (amongst other things) reduce the size of the signage and reduce the height that it would be mounted on the building. It is clear from the Council's delegated report and decision notice that they have determined the appeal on the basis of the amended scheme, and so shall I.

Main Issue

3. The main issue is the effect of the illuminated sign on the amenity of the host building and the area.

Reasons

4. The appeal site comprises a part five and part six storey modern hotel building. It is taller than most of the surrounding traditional mostly residential and commercial buildings to the south. However, it lies immediately to the south and is viewed in the context of a modern taller larger vibrantly coloured student accommodation building and another taller hotel building. A short distance further north is the A503, Finsbury Park station, a busy centre of shops and services and a large tall modern development.

5. This mixed use area includes a considerable variety of advertisements mostly at street level. Whilst not all of these are illuminated, there is likely to be a significant amount of lighting in the area from the windows of buildings, streetlamps and traffic. In relation to the large modern buildings, the appeal site hotel is smaller and low key, particularly when viewed from Isledon Road and the Gillespie Park Local Nature Reserve Park.
6. The appellant previously obtained consent for a total four illuminated signs on the building (Ref: P2016/0078/ADV). Two fascia signs and a projecting sign are present on the Isledon Road elevation. However, the consented large blue fascia sign on the fifth floor of the eastern elevation has not been implemented due to health and safety concerns relating to the railway line. Due to the illumination and colour contrast with the main building the consented sign would have been a prominent feature of the building.
7. The proposed new signage would be positioned part above and part below the top of the flat roof set-in a substantial distance from each side. Whilst it is sizeable it would be seen in relation to a simple and uncluttered elevation. The white coloured lettering and coloured emblem being backlit against a part black and part white coloured background and the sky, is a modest addition to the building. Advertisements protruding above the roof line were not notable nearby on my visit. However, when viewed from the footpath and residential areas to the east, the advertisement would appear modest and well related to the sizeable uncomplicated elevation of the host building.
8. To the east the nearest residential properties on St. Thomas's Road and Quill Street are at least approximately 75m away and would view the signage in the context of the other larger modern buildings. Its position means it would have highly limited visibility from the nearest residential properties and student accommodation off Isledon Road and Parkside Crescent. The application specifies the illuminance levels at 300 candelas per square metre, which the Council considers should be conditioned as such. Subject to this requirement, it is not considered the signage would be harmful to amenity.
9. Due to its positioning, height, scale, colour and design the proposed signage is considered to be in keeping with and would not dominate the host building. When viewed in the context of the wider area including the larger, taller and more visually prominent buildings, the signage would not appear unduly prominent in the street scene, obtrusive or out of place.
10. For the reasons set out above having regard to amenity and the cumulative impacts, the advertisement would not be harmful to the amenity of the host building and the area. I have taken into account Policy CS9 of the Islington Core Strategy (2011) and Policies DM2.1 and DM2.6 of the Islington Development Management Policies (2013) insofar as they protect amenity and set out criteria against which advertisements shall be assessed. The proposal does not conflict with these policies. The advertisement would be compliant with the advice in 5.219, 5.222 and 5.225 of the Islington Urban Design Guide (2017) as it would be of an appropriate size and appearance that is proportionate to the host building.

Other Matters

11. A third party representation has questioned the necessity of the signage. However, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 require decisions are made only in the interests of amenity and, where applicable public safety.

Conditions

12. I have imposed the five standard conditions set out in Schedule 2 of the 2007 Regulations. I have considered the suggested conditions from the Council and had regard to Paragraph 55 of the Framework and the Planning Practice Guidance. In the interests of amenity and safety of the users of the highway, I have imposed a condition that limits the luminance. A condition requiring the advertisement to be carried out in accordance with the submitted details and maintained as such, is not necessary as this requirement is inherent in the granting of express consent and the five standard conditions in Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Conclusion

13. For the reasons set out above, the appeal is allowed.

Dan Szymanski

INSPECTOR