



Appeal Decision

Site visit made on 12 October 2020 by Ifeanyi Chukwujekwu BSc MSc MIEMA
CEnv AssocRTPI

Decision by Chris Preston BA (Hons) BPI MRTPI

an Inspector appointed by the Secretary of State

Decision date: 26 November 2020

Appeal Ref: APP/V5570/Z/20/3254864

13 Stroud Green Road j/w Wells Terrace, Islington, London N4 2AL

- 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 Ms Anna McAree on behalf of Build Hollywood Ltd against the decision of the Council of London Borough of Islington.
 - The application Ref P2020/0177/ADV, dated 21 January 2020, was refused by notice dated 12 May 2020.
 - The advertisement is retrospective application for the retention of 5 non-illuminated 4-sheet size billboards.
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Decision

1. The appeal is allowed, and express consent is granted for the retention of 5 non-illuminated 4-sheet size billboards 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.

Appeal Procedure

2. The site visit was undertaken by an Appeal Planning Officer whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Preliminary Matters

3. The advertisements have already been installed and I shall deal with the appeal on that basis.

Main Issue

4. The Regulations seek to control advertisements in the interests of amenity and public safety. The main issue is the effect of the advertisement on the visual amenity of the area.

Reasons for the Recommendation

5. The billboards are displayed on a group of properties which comprise a car wash, fruit and vegetable stall and cafe located on the southern side of Stroud Green Road and the western side of Wells Terrace located near to Finsbury Park Station and the Wells Terrace bus station within the Finsbury Park Town Centre in North London.

6. One billboard is displayed at the rear of some outdoor seating at El Mono Turkish Kebab near the bus station on Wells Terrace. Three of the billboards of varying sizes are displayed along the frontage of boarded up shops on Wells Terrace and the largest of the advertisements is displayed along the wall of the Big Yellow hand car wash on Stroud Green Road.
7. The surrounding area is commercial as well as a transportation hub and is characterised at street level by shop frontages with signage and poster billboards of various sizes. These include large billboards on the opposite side of the Big Yellow hand car wash on Stroud Green Road running up to and beyond Capital Cars minicab service and a large billboard on neighbouring Morris Place. There are also poster signs along the walls of the bus station on Wells terrace which display bus timing information. There are also smaller poster advert displays on shelters for the bus terminal on Wells Terrace. As such, poster advertisements of various sizes are an established feature which contribute to the character of the area.
8. Given the busy commercial nature of the surrounding area, advertising billboards are not out of place. In terms of size none of the advertisements are excessively large when compared to the larger and more prominent billboards in the area. I do not consider that they add harmful visual clutter to the street scene as there is a proliferation of advertising billboards in the vicinity and that forms part of the established character of the area. Each billboard is of a scale relative to the size of the building/ frontage to which it is attached. That on the car wash is set below the existing commercial sign and the adverts on the boarded-up frontage bring a degree of visual interest onto what would be an otherwise blank façade. The sign adjacent to the café is set back slightly from the main thoroughfare and does not look out of place in relation to other signs in and around the busy bus interchange.
9. Consequently, either individually or cumulatively I am satisfied that the advertisements do not cause harm to visual amenity, given their size, location, and the established character of the area.
10. The Regulations seek to control advertisements in the interests of amenity and public safety. The Council has drawn attention to policies as material considerations. These have not been decisive, but the billboards do not conflict with the objectives of the National Planning Policy Framework, in relation to advertisements DM2.6 of Islington's Local Plan: Development Management Policies 2013, Policies CS9 of Islington's Core Strategy 2011 in relation to preserving local character, and DM2.1 of Islington's Local Plan: Development Management Policies 2013 in relation to design considerations.

Conclusion and Recommendation

11. For the reasons given above and having had regard to all other matters raised, I recommend that the appeal should be allowed.

Ifeanyi Chukwujekwu

APPEALS PLANNING OFFICER

Inspector's Decision

12. I have considered all the submitted evidence and the Appeal Planning Officer's report, and on that basis, I agree that the appeal should be allowed.

Chris Preston

INSPECTOR