



Appeal Decision

Site visit made on 24 November 2025

by **A. J. Boughton MA (IPSD) Dip.Arch. Dip.(Conservation) RIBA MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 08 December 2025

Appeal Ref: APP/V5570/Z/25/3374890

1 Navigator Square Islington London N19 3TD

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by King Media Ltd against the decision of The London Borough of Islington.
 - The application Ref is P2025/0946/ADV.
 - The advertisement proposed is Erection of a Landscape Digital LED display showing static images, of 7.7m (w) x 5.2m (h) on the north-western rear flank wall.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the display on the character and appearance of the St.Johns Grove Conservation Area (SJGCA) and upon the visual amenity of the surrounding area.

Reasons

3. The proposed display would be mounted on the upper parts of a blank wall surface at the rear¹ of 1 Navigator Square (No.1) which is also titled The Archway Tavern, a locally-listed three-storey, mid-nineteenth-century building positioned at the northern edge of the SJGCA. Navigator Square is a public space which overlays a previous street pattern and now enclosed by active frontages including the principal elevations of No.1. It is separated from the greater part of the SJGCA, which surrounds Junction Road which is itself populated by retail and service businesses. Junction Road sits within a wider conservation area which is dominated by mid-nineteenth-century housing having a calm residential character. Whilst the SJGCA includes areas of commercial activity, as is the case with Navigator Square, my observations note a variety of shopfront treatments and absence² of large illuminated display (or any 'paper and paste' equivalent).
4. In relation to signage, the SJGCA conservation area design guidelines (design guidelines) seek to resist internally illuminated signs³ on grounds of visual amenity and potential for harm to the character and appearance. Overall it is clear that despite a variety of form and colour, large colour displays such as that proposed

¹ 'rear' in the sense that it is not a principal elevation of the Archway Tavern (No.1)

² The examples provided by the appellant, other than a single display next to a rail overbridge within a different setting on the Holloway Road beyond the immediate area of consideration, are pavement based and small scale.

³ CA28 Conservation Area Design Guidelines (Feb 2022) ref: 28.22.

these are not apparent, signage being almost entirely limited to the shopfronts within these areas and to the ground storey of buildings such that they are within the scale of the street scene and not set at any significant height. Whilst the appellant points to change in the area, that is not of itself a justification for such change to be harmful.

5. The proposed display would be located above the recently constructed two storey north-west facing frontage of No.1 overlooking Tollhouse Way and would be widely visible in the area at the base of Highgate Hill and adjacent streets together with the largely open area around the junction with Archway Road. Although this area is active with traffic, buses and pedestrians in proximity a hospital and underground station, the surrounding setting of the SJGCA, including some parts from where the display would be visible, has an established residential character with significant tree planting.
6. The proposed display would, due to its size and elevated position, equivalent to three storeys, be prominent in the setting of the part of this northern section of the SJGCA and be widely visible to the north, particularly to users of Highgate Hill and Archway Road and the buildings surrounding which include a hotel and low-rise housing. Having regard to the duty set out in Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, I consider a large illuminated display such as that proposed would conflict with the character of Navigator Square and its by shopfront-related scale and scope of signage. Although the display would not be apparent to users within the SJGCA, the effect of the display with its internally-lit changing static image would be to change the experience and appreciation of the SJGCA by inappropriately heightening a perception of a greater scale of commercial activity in this part of the SJGCA than that found.
7. I therefore conclude that the proposed display would unacceptably detract from the visual amenity of the setting of the SJGCA to the detriment of its character and appearance and that of the area surrounding. Accordingly the appeal is dismissed.

Andrew Boughton

INSPECTOR