

Application ref: 2023/2896/P
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London Borough of Islington Council
Development Management Service
Planning and Development
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Request for Observations to Adjoining Borough - Objection

Address:
260-266 York Way
London
N7 9PQ

Proposal: Installation of 8 x fascia signs.

Drawing Nos: See Islington Council planning application ref.P2023/1833/ADV

The Council, as a neighbouring planning authority, has considered your request for observations on the application referred to above and hereby raises objection for the following reason(s):

Reason(s) for Objection

- 1 The application seeks advertisement consent for the installation of eight fascia signs on a self-storage warehouse. Five of the eight signs will be internally illuminated. The development also appears to include new fenestration and cladding but there does not appear to be a separate planning permission for this to view on Islington's planning website. However, as this is an advert consent this will be the only element assessed. The site is adjacent to the Camden Square Conservation Area.

It is noted that the existing building is cluttered with signage and it is observed that the proposed advertising will be extending across the remaining parts of the building fronting York Way. The adverts would be similar in detailed design

and scale to the existing signage and while it is acknowledged that this is an existing commercial part of the street, given its scale, illumination and coverage of a building with a large frontage it would add additional clutter and create a proliferation of signage on the building. LB Camden raise an objection and consider it to cause harm to the setting of the Camden Square Conservation Area.

The majority of the larger signs will be internally illuminated. The adverts will face onto residential properties within Camden with illumination levels between 400- 600cd/m². The institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements document sets out that this would exceed the maximum permitted luminance for night time viewing given their scale and Camden's CPG Adverts sets out that illuminated signs should not disturb adjoining residents at night.

Camden's supplementary planning document 'CPG Adverts' also sets out that adverts including illuminated adverts should not appear unduly dominant in the street scene and that illuminated signs may not be appropriate within a conservation area. It is considered that given the scale of the individual adverts with the larger ones occupying more than 10m², the extent of the adverts combined and its close proximity to Camden's residents across the street facing onto the adverts that it would likely result in light disturbance and harm Camden's residential occupiers. LB Camden therefore raise an objection.

In conclusion LB Camden raises an objection to the advertisement consent, as it is considered to harm the residential properties of Camden residents opposite and to harm to setting of neighbouring Camden Square Conservation Area given their location, scale and level of illumination. It is not considered to have transport implications.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', written in a cursive style.

Daniel Pope
Chief Planning Officer