

# Planning Service

## Pre-Application Response

### Site Address:

Various sites across the London Borough of Hackney

### Date:

18 March 2022

### Hackney Reference:

adverts PPA

### Planning Officer:

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### Proposal:

Proposed installation of freestanding double-sided digital information advertisement panels across 53 sites within the London Borough of Hackney

### Pre-Application Advice

#### Site Description, Site History and Policy Designations:

This pre-application report relates to a batch of 53 sites that currently contain freestanding double-sided advertisement panels. It appears that the existing panels have obtained advertisement consent since before digital records of Hackney's planning history began in 1995. These sites have been identified by Marketing & Commercial Services for potential to provide freestanding double-sided digital advertisement signs.

All sites currently contain existing similar signs; however, they are of the static variety, where the displays cannot be quickly changed. The proposal seeks to upgrade the signs to digital displays (where the displays can be changed instantaneously). The proposal indicates that vital information can be provided to the community at short notice (unlike static signs, which require the manual changing of displays). The size of the proposed digital panels are larger and different in appearance, such as the base of the panel (which is wider)..

The proposed signs are located across the borough, including Stoke Newington, Dalston, Homerton, Hackney Central, as well as in the city fringe. Thirty seven of these sites are positioned on TfL land. Eight of these signs were granted in 2017 on condition that they be removed 5 years from the date of the consent (1 February 2022).

## **General Planning History**

A search under the term “freestanding” advertisements on the Council’s system shows that a total of 273 advertisement consent applications have been submitted since 1995. Of these, 154 are shown as ‘approved’, 58 ‘refused’ and 61 ‘withdrawn’.

The main bulk of these applications were submitted in 1997 (111 applications), with 31 applications submitted in 2015, and 39 applications submitted in 2017.

The system does not show the location of these applications prior to 2001; applications submitted since 2001 indicate that the adverts were proposed across the borough.

It should be noted that, whilst 154 applications were approved, not all of these may have been implemented. Similarly, some of these may also be resubmitted applications (for either a renewal of previous consent or following a previous refusal).

Furthermore, some of these applications may not be the freestanding structures of the type relevant to this proposal. For example, consent was granted in 2010 and 2011 for freestanding signage at the Hackney Service Centre (HSC). These would appear to be the directional signs that are located outside the entrance of the HSC. Similarly, some of these historic applications relate to signage fixed to bus stops.

It is understood that a number of advertisement consent applications were submitted to the Council following an agreement between the Council and advertising companies. These would appear to have been submitted in 1997 where a total of 111 applications were submitted..

Whilst many of these historic consents cannot be accessed following the cyber attack on the Council in October 2020, previous enforcement investigations indicate that those consents were granted unconditionally or with no specific requirement for their removal.

It is understood that a batch of nine advertisement consent applications were submitted to the Council in 2017 following an agreement between the Council and advertising companies. These consents were granted on specific condition that the signs be removed within 5 years of the date of the consent. Those consents were granted on 1 February 2017 and, as such, must be removed by 1 February 2022.

## **Policy Context:**

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) set out that powers under those Regulations shall be exercised in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

The Planning Practice Guidance (PPG) sets out that in practice, ‘amenity’ is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement, and the local characteristics of the neighbourhood should always be considered. The National Planning Policy Framework sets out that the quality and character of places can suffer when advertisements are poorly sited and designed.

The following policies and guidelines are considered relevant in assessing the proposals.

Hackney Local Plan (adopted July 2020)

PP1 - Public Realm  
LP1 - Design Quality and Local Character  
LP2 - Development and Amenity  
LP3 - Designated Heritage Assets  
LP7 - Advertisements

Greater London Authority (GLA) London Plan (adopted 2021)

D4 - Delivering Good Design  
D8 - Public Realm  
HC1 - Heritage Conservation and Growth

Supplementary Planning Guidance/Documents (SPDs/SPGs)<sup>1</sup>:

London Borough of Hackney Public Realm SPD

National Planning Policies:

National Planning Policy Framework (NPPF)  
Planning Practice Guidance (NPPG)

Policy LP7 (Advertisements) of the Hackney Local Plan is the Council's specific planning policy in respect of advertisements. LP states:

***“A. New advertisements must be of the highest standard of design and respect local character and context.***

***B. Applications for advertisement consent will only be permitted where they meet all of the following criteria. The advertisement must not:***

***i. adversely affect the historic significance of buildings, and be sensitive to the character of an area through size and siting, especially those areas of historic significance; and***

***ii. contribute to an unsightly proliferation or clutter of signage in the local area and detract from the amenity of the street scene; cause a physical obstruction to the public realm; and cause visual intrusion by virtue of light pollution into adjoining residential properties, and avoid flashing internal or external illumination”.***

In addition to policy LP7, a number of other Hackney and London-wide policies (via the GLA's London Plan) are also relevant, which pay particular attention on the historic environment (where proposals are located in conservation areas or affect designated heritage assets) and the public realm (such as ensuring that proposals do not obstruct pedestrians or other highway users, and to ensure that proposals do not result in unnecessary street clutter). All of the above policies and guidelines will be taken into consideration when assessing proposals that are seeking advertisement consent.

## Assessment of proposal:

Pre-application advice has been sought for a total of 53 sites that currently house freestanding advertisement panels. These existing panels provide static displays. The existing panels will be replaced with similar panels, albeit larger, and are of the digital variety. Advice is provided in turn, in number and order as provided by the applicants.

### 1. Pavement outside 225 City Road



The existing sign is located on a pavement outside the development site at 225 City Road. TfL is the highway authority.

The site does not lie in a conservation area, although the Underwood Conservation Area lies to the east.

The sign is rotated so that one side of the panel appears to be directed at vehicular traffic and the other side at pedestrians. A waste bin is sited immediately adjacent to the sign, adding to the visual clutter. The pavement appears narrow, with the sign taking up approximately 50% of the pavement.

Advertisement consent (ref. 2017/0415) was granted on 1 February 2017 for the installation of a freestanding sign, conditional upon its removal within 5 years of the date of the consent.

Following the expiry of the 2017 consent, the sign must be removed.

A replacement sign is not supported in this location.

## 2. Pavement outside 167 City Road



The existing sign is located on the pavement outside Eagle House, 167 City Road. TfL is the highway authority.

The site does not lie within a conservation area; Underwood Conservation Area lies to the north.

The sign is sited fairly centrally between the kerb (set in some 50cm) and the bollards denoting the forecourt of the building. Whilst the pavement is not considered to be narrow, the siting of the sign causes a pinch-point for pedestrians.

Advertisement consent (ref. 2017/0414) was granted on 1 February 2017 for the installation of a freestanding sign, conditional upon its removal within 5 years of the date of the consent.

Following the expiry of the 2017 consent, the sign must be removed.

A replacement sign is not supported in this location.



### 3. Pavement on Shoreditch High Street, at junction with Boundary Passage.



The existing sign is located on a pavement on Shoreditch High Street, near the junction with Boundary Passage. TfL is the highway authority.

The site does not lie within a conservation area, although South Shoreditch Conservation Area lies to the west.

Advertisement consent (ref. 2017/0380) was granted on 1 February 2017 for the installation of a freestanding sign, conditional upon its removal within 5 years of the date of the consent.

Following the expiry of the 2017 consent and the attached condition requiring its removal, the sign must be removed.

A replacement sign is not supported in this location.

#### 4. Pavement outside Shoreditch High Street car park, Shoreditch High Street car park



The existing sign is located on the pavement directly outside the entrance to Shoreditch High Street car park. TfL is the highway authority.

The site lies within the South Shoreditch Conservation Area.

The pavement is narrow, and the sign is positioned at an angle so as to face the road. As the pavement is narrow, the siting of the sign causes a pinch-point for pedestrians. It may also cause a visual obstruction to highways users, particularly with cars entering and leaving the car park.

Advertisement consent (ref. 2017/0416) was granted on 1 February 2017 for the installation of a freestanding sign, conditional upon its removal within 5 years of the date of the consent.

Following the expiry of the 2017 consent and the attached condition requiring its removal, the sign must be removed.

A replacement sign is not supported in this location.

## 5. Pavement outside 21-33 Great Eastern Street



The existing sign is located on the pavement outside 21-33 Great Eastern Street. TfL is the highway authority.

The site lies within the South Shoreditch conservation area.

Due to the position of the sign, much of the footway is obstructed.

Advertisement consent was granted on 1 February 2017 for the installation of a freestanding sign, conditional upon its removal within 5 years of the date of the consent.

Following the expiry of the 2017 consent and the attached condition requiring its removal, the sign must be removed.

A replacement sign is not supported in this location.



## 6. Pavement outside 20 Great Eastern Street



The existing sign is located on the pavement outside 20 Great Eastern Street. TfL is the highway authority.

The site lies within the South Shoreditch conservation area.

The existing sign is centrally located away from the kerb. A planter is sited immediately adjacent to the sign, adding to the visual clutter. Whilst the pavement is not narrow, the sign and the planter significantly obstructs pedestrian movement.

Advertisement consent (ref. 2017/0384) was granted on 1 February 2017 for the installation of a freestanding sign, conditional upon its removal within 5 years of the date of the consent.

Following the expiry of the 2017 consent and the attached condition requiring its removal, the sign must be removed.

A replacement sign is not supported in this location.

## 7. Pavement outside 209 Hackney Road



The existing sign is located on the pavement outside 209 Hackney Road. Hackney Council is the highway authority.

The site lies within the Hackney Road conservation area.

The pavement is wide. The existing sign is located adjoining a mature tree (amongst a group of mature trees) that contributes to some amenity value. In addition, the more recent designation of the conservation area means that any future application must consider the siting of the sign and its impact on the conservation area.

It is recommended that a new location be found for the sign so that the sign is positioned away from the trees.

## 8. Pavement outside 201 Mare Street



The existing sign is located outside Mare Street Studios, 201 Mare Street, and near the entrance to backland of Cyntra Place. TfL is the highway authority.

The site lies within the Mare Steet conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. If this was the case, the Mare Street conservation area was designated in 2000 and, as such, any new application would require the assessment of its impact on the Mare Street conservation area. Currently largely free of street furniture, any such proposal is likely to result in an adverse impact on the character and appearance of the conservation area. The pavement is narrow and the siting of the structure obstructs pedestrian movement.

A replacement sign is not supported in this location.



## 9. Pavement on Dalston Lane, near junction with Clarence Road



The existing sign is located by the traffic lights near the junction of Dalston Lane and Clarence Road. Hackney Council is the highway authority.

The site does not lie within a conservation area, although the Clapton Square conservation area lies in close proximity immediately to the south and east.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is wide, however, the sign creates a pinch-point due to its position at the pedestrian crossing area.

It is recommended that the sign be repositioned so as not to cause pedestrian obstruction.



## 10. Pavement outside 24-30 Dalston Lane



The existing sign is located outside 24-30 Dalston Lane, west of the junction with Woodland Street. Hackney Council is the highway authority.

The site lies within the Dalston Lane West Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. If this was the case, and as the Dalston Lane conservation area was designated in 2005, any new application would also require the assessment of its impact on the conservation area. The area is currently largely free of street furniture, although numerous large commercial waste bins are located adjacent to the sign. The pavement is sufficiently wide when taking into account the forecourt of the building.

No objection is likely to be raised for a replacement sign in this location.

## 11. Pavement outside 21 Mare Street



The existing sign is located outside 21 Mare Street, north of the junction with Andrews Road. Hackney Council is the highway authority.

The site lies within the Regents Canal Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. If this was the case, and as the Regents Canal Conservation Area was designated in 2007, any new application would also require the assessment of its impact on the conservation area. Currently largely free of street furniture, any such proposal may result in an adverse impact on the character and appearance of the conservation area. Some 50% of the width of the pavement is also occupied by the existing sign, despite the existing sign being rotated to face on-coming traffic.

It is recommended that a new site within the locality is explored.

## 12. Pavement outside 19-23 Kingsland Road



The existing sign is located outside 19-23 Kingsland Road, south of the junction with Basing Place. TfL is the highway authority.

The site lies within the Kingsland Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The Kingsland Road Conservation Area was designated in 1995 and so it is not known whether any grant of consent considered the impact of the proposal on the conservation area. However, the pavement is narrow, and the sign is positioned at an angle so as to face the road. As the pavement is narrow, the siting of the sign causes a pinch-point for pedestrians. It may also cause a visual obstruction to highway users.

A replacement sign is not supported in this location.



### 13. Pavement outside 372 Kingsland Road



The existing sign is located outside the former Fox public house, 372 Kingsland Road, south of the junction with Middleton Road. TfL is the highway authority.

The site lies within the Kingsland Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The Kingsland Road Conservation Area was designated in 1995 and so it is not known whether any grant of consent considered the impact of the proposal on the conservation area. The pavement appears to be sufficiently wide, however, there appears to be excess visual clutter due to the siting of the existing sign alongside cycle racks, lamppost and telephone box.

It is recommended that the sign be repositioned so as not to cause pedestrian obstruction.



#### 14. Pavement under railway bridge, Kingsland Road



The existing sign is located under the railway bridge, north of the junction with Drysdale Street. TfL is the highway authority.

The site lies within the Kingsland Conservation Area.

The pavement is narrow and the siting of the panel centrally creates an obstruction for pedestrians. Advertisement consent (ref. 2017/0413) was granted on 1 February 2017 for the installation of a freestanding sign, conditional upon its removal within 5 years of the date of the consent.

Following the expiry of the 2017 consent and the attached condition requiring its removal, the sign must be removed.

A replacement sign is not supported in this location.

## 15. Pavement outside 230-240 Stoke Newington High Street



The existing sign is positioned outside 230-240 Stoke Newington High Street, north of the junction with Cazenove Road. TfL is the highway authority.

The site does not lie within a conservation area, although the Stoke Newington Conservation Area lies to the west.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement appears to be sufficiently wide, however, the existing sign is positioned centrally on the pavement, obstructing pedestrian movement.

It is recommended that a new sign be repositioned in order to create sufficient footway width for pedestrians.

## 16. Pavement outside 40 Stoke Newington Road.



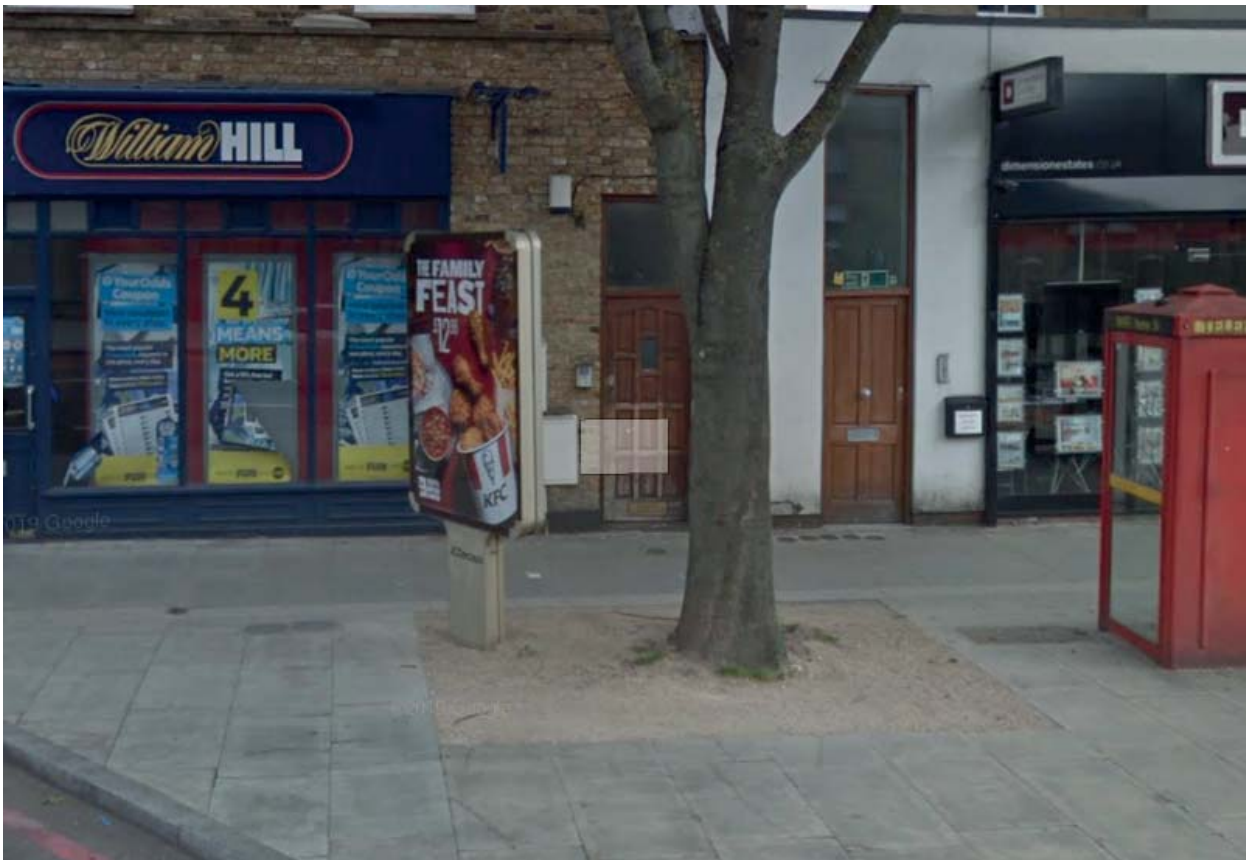
The existing sign is positioned on the pavement outside 40 Stoke Newington Road, south of the junction with Arcola Street. TfL is the highway authority.

The site lies within the Dalston Conservation Area.

Due to its position, the existing sign creates some obstruction to the pedestrian highway. No advertisement consent was found and, as such, this may be a pre-2000 consent. The Dalston Conservation Area was designated in 2016 and so any new application must also consider the impact of the proposal on the conservation area.

A proposed sign is not supported in this location.

## 17. Pavement outside 150 Lower Clapton Road



The existing sign is located outside 150 Lower Clapton Road, south of the junction with Millfield Road. TfL is the highway authority.

The site lies within the Clapton Pond Conservation Area.

The pavement appears to be sufficiently wide although the siting in close proximity to the tree raises concerns over the impact of the structure on the health of the tree. No advertisement consent was found and, as such, this may be a pre-2000 consent. The Clapton Pond Conservation Area was designated in 1971 and so any application might have considered the impact of the proposal on the conservation area.

It is recommended that a new location be explored, or the site to be assessed, in order to protect the health of the tree.



## 18. Pavement outside Wentworth House, Upper Clapton Road



The existing sign is located on the pavement outside Wentwood House, Upper Clapton Road, between the junctions with Rossendale Street to the south and Cazenove Road to the north. TfL is the highway authority.

The site does not lie within a conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The pavement is wide, however, the sign creates a pinch-point due to its centrally-located position away from the kerb.

It is recommended that a new position be explored to ensure that any new sign will not obstruct pedestrian movement.

## 19. Pavement on the north east junction of the Lea Bridge roundabout, Upper Clapton Road



The existing sign is located on the pavement on Upper Clapton Road, on the north east junction (with Lea Bridge Road) of the Lea Bridge roundabout. TfL is the highway authority.

The site does not lie within a conservation area, although the Clapton Pond Conservation Area lies to the south, and the Lea Bridge conservation area lies to the east.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is wide and the existing sign is set in away from the footway.

No objection is likely to be raised for a replacement sign in this location.

## 20. Pavement outside 2 Woodberry Down, Seven Sisters Road



The existing sign is located on the pavement outside 2 Woodberry Down, at the junction with Seven Sisters Road. TfL is the highway authority.

The site does not lie within a conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is wide and the existing sign and sufficient width remains for the free flow of pedestrian movement.

No objection is likely to be raised for a replacement sign in this location.



## 21. Pavement outside 274 Green Lane



The existing sign is located on a pavement outside 274 Green Lane. Hackney Council is the highway authority.

The site does not lie within a conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is wide and the existing sign and sufficient width remains for the free flow of pedestrian movement.

No objection is likely to be raised for a replacement sign in this location.

## 22. Pavement at the junction of Dalston Lane and Martell Place



The existing sign is located on a pavement at the junction of Dalston Lane and Martell Place. Hackney Council is the highway authority.

The site does not lie within a conservation area, although the Graham Road & Mapledene Conservation Area lies to the east.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is wide and the existing sign and sufficient width remains for the free flow of pedestrian movement.

No objection is likely to be raised for a replacement sign in this location.

### 23. Pavement on the north west junction of the Lea Bridge roundabout, Upper Clapton Road



The existing sign is located on a pavement on the Lea Bridge roundabout, Upper Clapton Road, on the north west junction with Kenninghall Road. TfL is the highway authority.

The site does not lie within a conservation area, although the Clapton Pond Conservation Area lies to the south, and the Lea Bridge Conservation Area lies to the east.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is wide and the existing sign is set in away from the footway.

No objection is likely to be raised for a replacement sign in this location.



## 24. Pavement outside 15 Chatsworth Road



The existing sign is located on the pavement outside 15 Chatsworth Road, north of the junction with Clifden Road. Hackney Council is the highway authority.

The site does not lie within a conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The sign is positioned near a newspaper storage box as well as outdoor seating serving the adjoining cafe premises. As a result, the sign would create an obstruction of the pedestrian highway.

It is recommended that any new sign be positioned elsewhere in the locality in order to avoid an obstruction to the highway.

## 25. Pavement outside 118 Lower Clapton Road, after Laurel Place



The existing sign is located on the pavement outside 118 Lower Clapton Road, south of the junction with Lauren Place. TfL is the highway authority.

The site does not lie within a conservation area, although the Clapton Pond Conservation Area lies to the north, and the Clapton Square Conservation Area lies to the south.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The pavement is wide and the existing sign is set in away from the footway.

No objection is likely to be raised for a replacement sign in this location.

## 26. Pavement outside 243 Lower Clapton Road



The sign is located outside 243 Lower Clapton Road, on the south west junction (with Kenninghall Road) of the Lea Bridge roundabout. TfL is the highway authority.

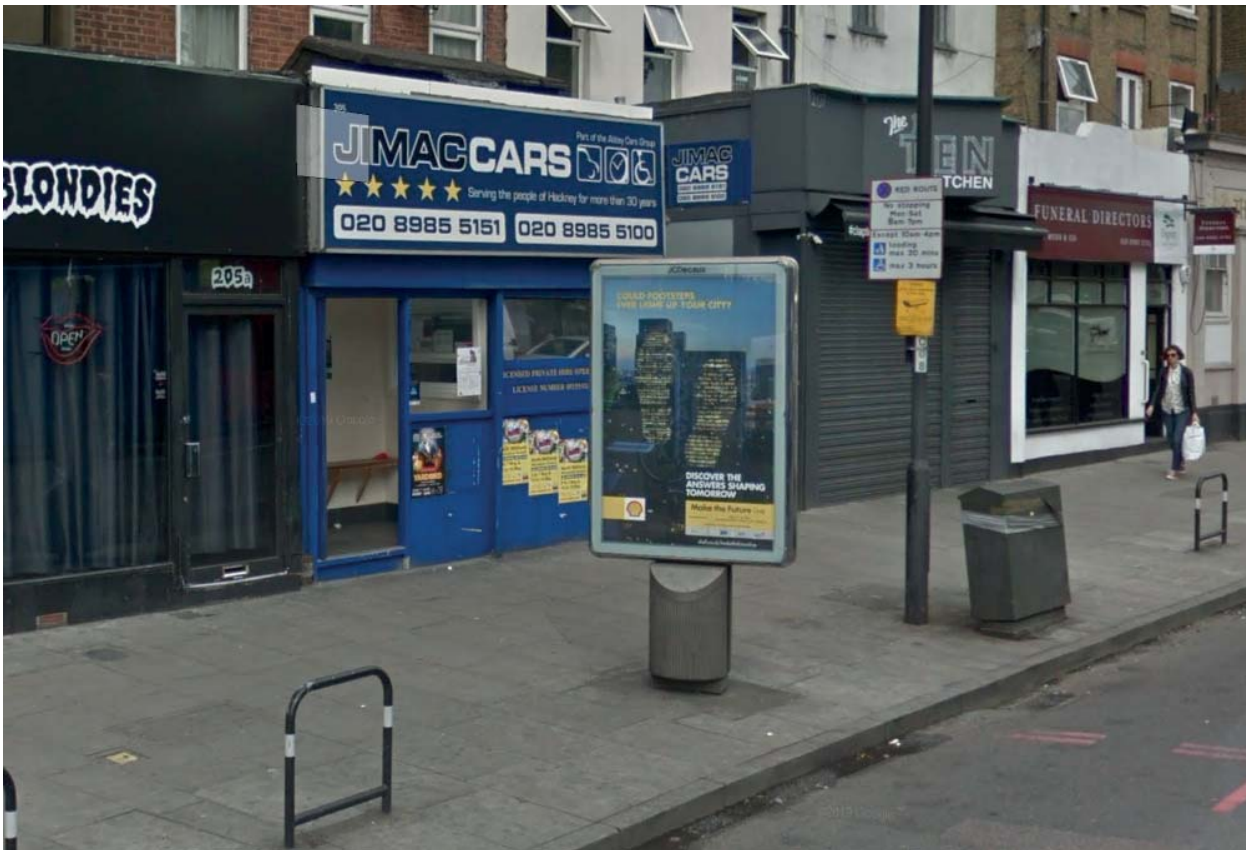
The site does not lie within a conservation area, although the Clapton Pond Conservation Area lies to the south.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The pavement is wide and the existing sign is set in away from the footway.

No objection is likely to be raised for a replacement sign in this location.



## 27. Pavement outside 205 Lower Clapton Road



The existing sign is located on the pavement outside 205 Lower Clapton Road, north of the junction with Cricketfield Road. TfL is the highway authority.

The site lies within the Clapton Pond Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The Clapton Pond conservation area was designated in 1971 and so any application might have considered the impact of the proposal on the conservation area. The pavement appears to be sufficiently wide although the presence of bins, signage, and bike stands introduce clutter on this part of the street.

It is recommended that a new position be explored for any new sign in order to reduce the visual clutter in this part of the Conservation Area.

## 28. Pavement outside 143-145 Clapton Common



The existing sign is located on a pavement outside 143-145 Clapton Common, west of the junction with Leweston Place. TfL is the highway authority.

The site does not lie within a conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is wide and the existing sign is set in away from the footway.

No objection is likely to be raised for a replacement sign in this location.

## 29. Pavement outside 174 Clapton Common



The existing sign is located outside 174 Clapton Common, east of the junction with Stamford Hill. TfL is the highway authority.

The site does not lie within a conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The pavement is wide, however, the sign is set into the pedestrian footway, which reduces the space available for users.

It is recommended that any new sign is positioned less centrally in order to avoid the obstruction of the pavement.



### 30. Pavement outside 331 Mare Street



The existing sign is located on the pavement outside 331 Mare Street, north of the junction with Graham Road. Hackney Council is the highway authority.

The site lies within the Town Hall Square Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The Town Hall Square Conservation Area was designated in 1995 and so any application might have considered the impact of the proposal on the conservation area.

The existing sign is incorporated into a seating structure. The pavement appears to be sufficiently wide although the structure is tall and prominent. The presence of bins, posts and signage contribute to clutter on this part of the street.

It is recommended that any new panel be reduced in size in attempt to address the proliferation of advertisements.

### 31. pavement outside 359-363 Mare Street



The existing sign is located on the pavement outside McDonalds, 359-363 331 Mare Street, on the “Narrow Way”. Hackney Council is the highway authority.

The site lies within the Clapton Square Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The Clapton Square Conservation Area was designated in 1969 and so any application might have considered the impact of the proposal on the conservation area.

The existing sign is incorporated into a seating structure, The pavement is sufficiently wide although the structure is tall and prominent. The presence of bins, posts and signage contribute to clutter on this part of the street. In particular, the Clapton Square conservation area appraisal (in paragraph 7.2. “Weaknesses”) lists a number of negative impacts on the conservation area, including street furniture: “*Multiplicity of street furniture – bins, signage, bus shelters etc. – all providing a very cluttered visual appearance*” .

It is recommended that any new panel be reduced in size in attempt to address the proliferation of advertisements.

## 32. Pavement outside 1 Kingsland High Street



The existing sign is displayed on a public convenience structure on the pavement in Kingsland Passage, outside 1 Kingsland High Street. Hackney Council is the highway authority.

The site lies within the Dalston Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The Dalston Conservation Area was designated in 2016 and so any new application must also consider the impact of the proposal on the conservation area.

The existing sign is incorporated into a public convenience structure. Due to the size and position of the structure, some highway obstruction is created. The structure appears at odds with the prevailing streetscene, particularly given its siting outside a locally listed building (1 Kingsland High Street) and opposite a Building of Townscape Merit. The Dalston Conservation Area appraisal (in paragraph 6.2. "Weaknesses") lists "the most negative features of the Conservation Area", and includes: "*the visual clutter of street furniture all along Kingsland High Street*". However, it is acknowledged that the public convenience structure is likely to be lawful.

No objection is likely to be raised for a replacement sign in this location.



### 33. Pavement outside 25 Kingsland Road



The existing sign is located on the pavement outside 19-25 Kingsland Road, north of the railway bridge, and the junction with Drysdale Street. TfL is the highway authority.

The site lies within the Kingsland Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The Kingsland Conservation Area was designated in 1998 and so it is not known whether any consent took into account the impact of the sign on the conservation area. Any new application must therefore also consider the impact of the proposal on the conservation area. The pavement is narrow and the siting of the panel creates an obstruction for pedestrians. The sign is positioned up against an existing lamp post, creating visual clutter.

A replacement sign in this location is not likely to be supported.

#### 34. Pavement outside 32-44 Dalston Lane



The existing sign is located on the pavement outside Dalston Local Store, 32-44 Dalston Lane, west of the junction with Laurel Street. Hackney Council is the highway authority.

The site does not lie within a conservation area, although it is surrounded by the Dalston Conservation Area to the north, east and west.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is wide and the existing sign is set in away from the footway.

No objection is likely to be raised for a replacement sign in this location.



### 35. Pavement outside 125-127 Mare Street



The existing sign is located on the pavement outside 125-127 Mare Street, at the junction with Westgate Street. Hackney Council is the highway authority.

The site lies within the Mare Street Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. If this was the case, the Mare Street conservation area was designated in 2000 and, as such, any new application would require the assessment of its impact on the Mare Street Conservation Area.

The pavement is sufficiently wide for the sign not to cause obstruction. However, the area consists of various street furniture, including planters, traffic signs, trees and bike stands. Any such proposal will take into account whether a new sign will be likely to result in an adverse impact on the character and appearance of the conservation area, particularly amongst other existing street furniture.

No objection is likely to be raised for a replacement sign in this location.



### 36. Pavement outside 257 Mare Street



The existing sign is located on the pavement outside 257 Mare Street, north of the junction with Ellingfort Road. Hackney Council is the highway authority.

The site lies within the Mare Street conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The Mare Street Conservation Area was designated in 2000 and so any consent granted (pre-2000) would not have considered the impact of the proposal on the Conservation Area. Any new application would therefore require the assessment of its impact on the Mare Street Conservation Area.

The pavement is sufficiently wide for the existing sign not to cause obstruction. However, the sign is positioned between a tree and a lamppost, with bollards nearby. A new application must take into account whether a new sign will be likely to result in an adverse impact on the character and appearance of the conservation area, particularly amongst other existing street furniture.

It is recommended that any new application explores a new position in the locality in order to address visual clutter, however, it should be mindful that any alternative location does not in turn result in other negative impacts given its location.

### 37. Pavement outside St Thomas' Square, Mare Street



The sign is located on the pavement outside St Thomas' Square, south of the junction with the St Thomas' Square road. Hackney Council is the highway authority.

The site lies within the Mare Street Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The Mare Street Conservation Area was designated in 2000 and so any consent granted (pre-2000) would not have considered the impact of the proposal on a conservation area. Any new application would therefore require the assessment of its impact on the Mare Street Conservation Area.

The pavement is sufficiently wide for the existing sign not to cause significant obstruction. A new application must take into account whether a new sign will be likely to result in an adverse impact on the character and appearance of the conservation area; in this respect, the sign's position in front of St Thomas' Square is likely to adversely impact the character and appearance of the conservation area

A proposed replacement sign is unlikely to be supported in this location.







### 39. Pavement outside 398 Kingsland Road



The existing sign is located on a public convenience outside 19-23 Kingsland Road, south of the junction with Basing Place. Hackney Council is the highway authority.

The site lies within the Kingsland Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The Kingsland Road Conservation Area was designated in 1995 and so it is not known whether any grant of consent considered the impact of the proposal on the conservation area.

No objection is likely to be raised for any new proposal on this site.

#### 40. Pavement outside 250-256 Kingsland Road



The existing sign is located outside Congress House, 250-256 Kingsland Road, south of the junction with Lee Street. TfL is the highway authority.

The site lies within the Kingsland Conservation Area.

Advertisement consent (ref. 2010/2292) was granted on 12 November 2010.

No objection is likely to be raised for any new proposal on this site.

#### 41. Pavement outside Homerton Library, Homerton High Street



The existing sign is located on the pavement outside Homerton library, Homerton High Street, east of the junction with Brooksby's Walk. TfL is the highway authority.

The site does not lie within a conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is sufficiently wide, however, the position at the junction may result in some visibility issues for highway users.

No objection is likely to be raised to a new proposal on this site.



## 42. Pavement outside Cardinal Pole School, Morning Lane



The existing sign is located on the pavement outside Cardinal Pole School, Morning Lane, east of the junction with Ponsford Street. Hackney Council is the highway authority.

The site does not lie within a conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is sufficiently wide and is generally free of clutter.

No objection is likely to be raised to a new proposal on this site.

### 43. Pavement outside 61 Mare Street



The existing sign is located on the pavement outside 61 Mare Street, north of the junction with Ash Grove. Hackney Council is the highway authority.

The site does not lie within a conservation area, although the Beck Street Conservation Area lies to the north and the Regents Canal Conservation Area lies to the south.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is sufficiently wide and is generally free of clutter.

No objection is likely to be raised to a new proposal on this site.

#### 44. Pavement outside 239 Old Street



The existing sign is located on the pavement outside 239 Old Street. TfL is the highway authority.

The site does not lie in a conservation area, although it lies adjacent to the South Shoreditch Conservation Area.

Advertisement consent was granted on 1 February 2017 for the installation of a freestanding sign, conditional upon its removal within 5 years of the date of the consent.

Following the expiry of the 2017 consent and the attached condition requiring its removal, the sign must be removed.

A replacement sign is not supported in this location.



## 45. Pavement outside 436 Kingsland Road



The existing sign is located on the pavement outside 436 Kingsland Road, south of the junction with Richmond Road. Hackney Council is the highway authority.

The site lies within the Kingsland Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The Kingsland Road conservation area was designated in 1995 and so it is not known whether any grant of consent considered the impact of the proposal on the conservation area.

The existing sign is positioned on an 'island', which also serves as a parking area, and houses various street furniture such as cycle stands, bins, bollards, traffic signs, lampposts and also trees. It also serves as a pedestrian crossing. The existing sign is positioned adjacent to the crossing, and may affect the free flow of pedestrians. Similarly, the number of items on the island contributes to the unnecessary clutter of the site with street furniture. Any new proposal should be relocated in order to address concerns of street clutter, the impact on the conservation area, and pedestrian obstruction.

A new proposal in this location is unlikely to be supported.

## 46. Pavement outside 231 Kingsland Road



The existing sign is located on the pavement outside 231 Kingsland Road, north of the junction with Nuttall Street. TfL is the highway authority.

The site lies within the Kingsland Conservation Area.

No advertisement consent was found and, as such, this may be a pre-2000 consent. The Kingsland Road Conservation Area was designated in 1995 and so it is not known whether any grant of consent considered the impact of the proposal on the conservation area.

The existing sign is positioned on the pavement which is sufficiently wide. There are various cycle stands, bins and telephone kiosks in close proximity, which creates street clutter. A new location should be explored in order to address concerns regarding the proliferation of street clutter and its impact on the conservation area.

It is recommended that any new application explores a new position in the locality in order to address visual clutter, however, it should be mindful that any alternative location does not in turn result in other negative impacts given its location in a conservation area.

#### 47. Pavement outside 151 Stamford Hill



The existing sign is located on a pavement outside 151 Stamford Hill, opposite the junction with Egerton Road. TfL is the highway authority.

The site does not lie within a conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is sufficiently wide.

No objection is likely to be raised for a new proposal on this site.



#### 48. Pavement outside 47-49 Stamford Hill



The sign is located on a pavement outside Morrisons, 49-51 Stamford Hill, north of the junction with Windus Road. TfL is the highway authority.

The site does not lie within a conservation area, although the Stoke Newington Conservation Area lies to the south.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is sufficiently wide.

No objection is likely to be raised for a new proposal on this site.

#### 49. Pavement outside 182 Stoke Newington Road



The sign is located outside 182 Stoke Newington Road , at the southern corner of the junction with Amhurst Road. TfL is the highway authority.

The site does not lie within a conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is sufficiently wide.

No objection is likely to be raised for a new proposal on this site.



## 50. Pavement outside 67 Stoke Newington Road



The existing sign is located on the pavement outside 2 Princess May Road and Alexandra Court, 67 Stoke Newington Road. TfL is the highway authority.

The site does not lie within a conservation area, although the Dalston Conservation Area lies in close proximity immediately to the south and east.

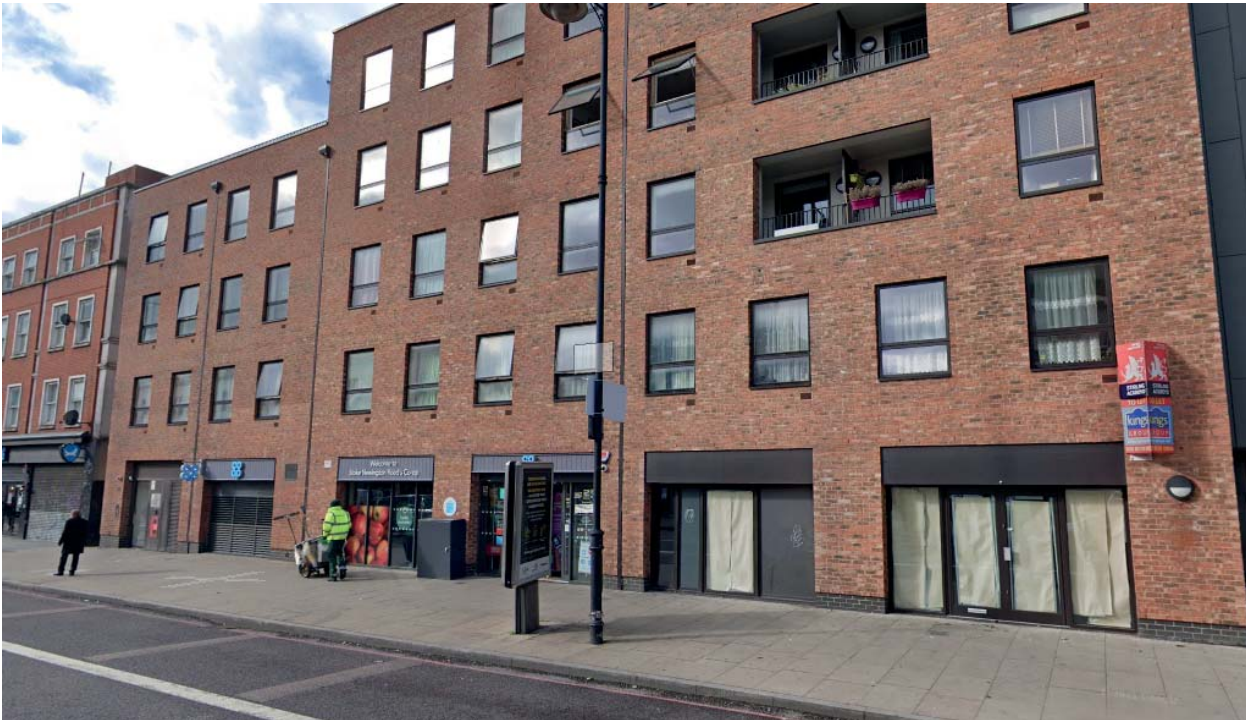
No advertisement consent was found and, as such, this may be a pre-2000 consent.

The sign is positioned alongside bollards on one side, waste storage bins on the other, as well as cycle stands and a telephone box. The general street clutter in the immediate locality may result in some pavement obstruction.

It is recommended that an alternative site be explored in order to address issues of street clutter.



51. Pavement outside 37-47 Stoke Newington Road



The existing sign is positioned on the pavement outside Stoke Newington Co-Op, 37-47 Stoke Newington Road, opposite the junction with Arcola Street. TfL is the highway authority.

The site lies within the Dalston conservation area.

Advertisement consent (ref. 2010/1120) was granted on 12 July 2010.

No objection is likely to be raised for a new application for this site.

## 52. Pavement outside 143 Stoke Newington Road



The existing sign is located outside 143 Stoke Newington Road, north of the junction with Beatty Road. TfL is the highway authority.

The site does not lie within a conservation area.

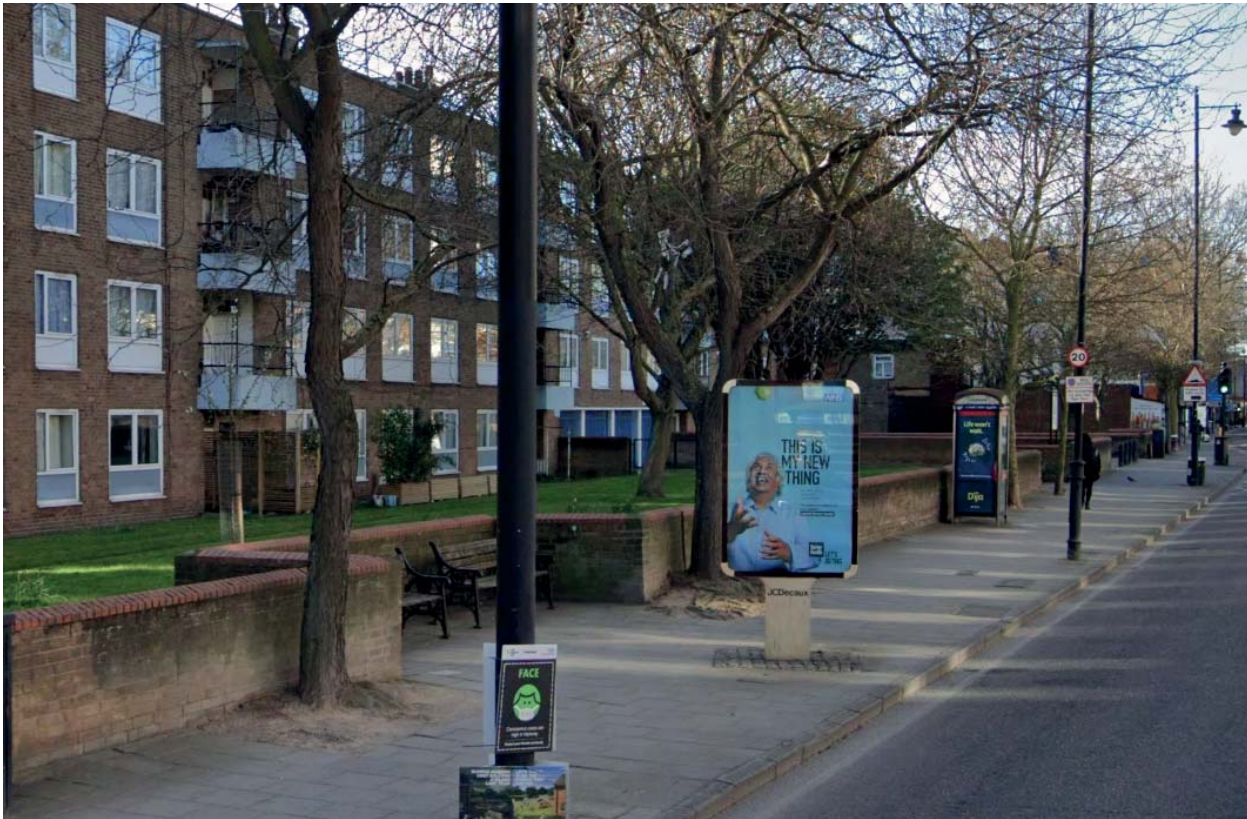
No advertisement consent was found and, as such, this may be a pre-2000 consent.

The pavement is sufficiently wide.

No objection is likely to be raised for a new application for this site.



### 53. Pavement outside Somerford Estate, Stoke Newington Road



The existing sign is located on the pavement outside the Somerford Estate, between the junctions of Farleigh Road (to the north) and Somerford Grove (to the south).

The site does not lie within a conservation area.

No advertisement consent was found and, as such, this may be a pre-2000 consent.

Whilst the pavement is sufficiently wide, the existing sign is large and set in centrally away from the kerb. The recessed seating area creates additional space for pedestrians.

No objection is likely to be raised for a new application for this site.



## Conclusion

The above assessment identifies that a number of sites would not be supported if a new application is to be submitted for the replacement of the existing signs with new digital signs. There are also sites that are likely to be supported, plus sites that may be supported subject to amendments. Where proposals are not supported, these are as a result of material planning considerations. These range from a number of factors including impact on amenity, such as on the proliferation of street clutter and the visual impact on the character and appearance of conservation areas, as well as potential harm caused to highways users. Where these concerns are highlighted, the proposal would be contrary to policy LP7 of the Hackney Local Plan, which seeks to prevent advertisements that contribute to the proliferation or clutter of signage in the local area, and which detract from the amenity of the streetscene. There would be conflicts with policy LP1 which seeks to ensure development responds to the local character and context and policy LP3 which seeks to ensure that development affecting conservation areas preserves or enhances the character and appearance of the area. The proposal would also be contrary to the Mayor of London's London Plan, specifically policy D8 which seeks to ensure the public realm is well-designed and related to local context and Policy HC1 which seeks to ensure development proposals affecting heritage assets conserve their significance.

## Supporting Statement and other information required for a valid application

To submit a valid advertisement consent application you will need to provide the following documents, showing how far your proposal meets Hackney's policies and guidelines:

- The completed application form;
- Site Location Plan;
- Application Drawings (existing and proposed)
- Application Fee

## What else needs to be done before submission?

- Engage in further discussions with officers to discuss the phasing of the submissions and timeframes.

## Consultation

No public consultation is required as part of an application for advertisement consent. However, you may wish to publicise the proposal given the number of proposals involved.

## Further guidance for the submission of an application

This document represents the Council's initial view of your proposals based on the information available to us at this stage. It should not be interpreted as formal confirmation that your application will be acceptable nor can it be held to prejudice formal determination of any planning application we receive from you on this proposal.

If you have any queries in relation to the above matters do not hesitate to contact me.

Name: Danny Huber / John Tsang

Date of Report: 18/03/2022