LIST OF RECOMMENDATIONS UNDER DELEGATED POWERS 19/01/2015

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

1. APPLICATION DETAILS

Reference No: HGY/2014/3380 **Ward:** Bruce Grove

Date received: 27/11/2014

Drawing number of plans: FINAL/W/RF/074950/501 Rev A

Address: 276 Philip Lane N15 4AD

Proposal: Display of 1x externally illuminated fascia sign and 1x externally illuminated projecting sign

Applicant: William Hill Organisation

Ownership: Private

Site Visit Date: 22/01/2015

Officer contact: Anthony Traub

2. SUMMARY OF RECOMMENDATION

GRANT PERMISSION subject to conditions

Conditions
1) In accordance with approved plans
2) Advertisement Conditions

3. PROPOSED DEVELOPMENT AND LOCATION DETAILS

3.1 Proposed development

Display of 1x externally illuminated fascia sign and 1x externally illuminated projecting sign

3.2 Site and Surroundings

The subject building is a mid-terraced, three storey building located on the northern side of Philip Lane. The ground floor is occupied by a betting shop whilst the upper floors are residential.

The building is not listed but is located within the Clyde Circus Conservation Area.

3.3 Relevant Planning and Enforcement history

HGY/2014/2288 REF 10-11-14 Installation of shop front and single storey extension at ground floor level

HGY/2014/2289 REF 13-10-14 Display 1 x illuminated backlit LED facia sign and 1 x illuminated internal LED projecting sign

4. CONSULTATION RESPONSE

4.1 The following were consulted regarding the application:

- Adjoining neighbours;
- Tottenham CAAC;
- Ward Councillors.

5. LOCAL REPRESENTATIONS

5.1 No representations received.

6 MATERIAL PLANNING CONSIDERATIONS

6.1 The main planning issues raised by the proposed development are:

1. The impact of the proposed development on the character and appearance of the conservation area
2. The impact on the amenity of adjoining occupiers
3. Traffic Safety

6.2 Character and appearance of the conservation area

Adverts should be of a high quality and sensitive to its visual appearance on the building on which it is to be sited and the surrounding street scene as set out under Part a) of saved UDP Policy UD10. Part b) and SPG 6b 'Advertisements' goes on to say that adverts should not contribute to an unsightly proliferation or clutter of signage in the vicinity.

The proposed signage will be proportionate and has been sensitively designed to fit within the existing street scene. The proposed fascia sign has been raised and would be thinner than what is currently existing on site and this alteration is seen as an improvement from the previously refused application. The proposed adverts are considered to be an improvement to what is currently existing on site and of a higher quality to elsewhere within the terrace.

The proposed advert would comply with saved UDP Policy UD10, London Plan Policies 7.4, 7.5 and 7.6, Policy SP10 of the Local Plan and SPG 6b 'Advertisements'.

6.3 Impact on the amenity of adjoining occupiers

Part d) of saved UDP Policy UD10 supports advert proposals as long as they do not cause visual intrusion by virtue of light pollution into adjoining residential properties.

The site is located within a parade of commercial units. The proposed advert will be located away from any residential units with any level of illumination considered to be expected and acceptable for a high street, and thereby not causing any significant degree of glare or light spillage to nearby properties.

6.4 Traffic Safety

All adverts to be designed and sited so as not to cause a hazard to pedestrians or road users under Part c) of saved UDP Policy UD10. The Council needs to be convinced that the proposal while attracting attention would not endanger vehicle users. The new signage by reason of its scale and location in relation to the road is unlikely to cause distraction to road users using the adjacent highway on High Road.

6.5 Conclusions

The proposed adverts would not give rise to any adverse effects upon the character and visual amenities of the locality and would preserve the Cylde Circus Conservation Area generally, and would not cause any detrimental impact on residential amenities in terms of glare or present a significant distraction to passing car users of the adjacent highway.

7. CIL APPLICABLE

The increase in internal floor area would not exceed 100 sq.m. and therefore the proposal is not liable for the Major or Haringey's CIL charge.

8. RECOMMENDATION

GRANT PERMISSION subject to conditions

Registered No. HGY/2014/3380

Applicant's drawing No.: FINAL/W/RF/074950/501 Rev A

Subject to the following conditions:

1. The development hereby authorised shall be carried out in accordance with the following approved plans and specifications:

FINAL/W/RF/074950/501 Rev A

Reason: In order to avoid doubt and in the interests of good planning.

2. A. That the display of the advertisement (s) shall be permitted for a period of five years expiring on the 13/08/2018.

B. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

C. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

D. Where any advertisement is required under these regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

E. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

F. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

STANDARD ADVERT COND A - E

Reason: The conditions are imposed by virtue of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.