LIST OF RECOMMENDATIONS UNDER DELEGATED POWERS 27/04/2015

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

1. APPLICATION DETAILS

Reference No: HGY/2015/0479 **Ward:** Tottenham Green

Date received: 03/03/2015

Drawing number of plans: SP_AD & TKM_TTM_C50ad rev 1

Amended drawings: 24/02/2015. The applicant amended the drawings to add a fascia sign to the rear elevation that would face the railway line adjacent.

Address: Tottenham Hale Retail Park Broad Lane N15 4QD

Proposal: Display of 2 x internally illuminated fascia signs and 1 x non-illuminated fascia sign.

Applicant: Mr Paul Snelling TJX Europe

Ownership: Private

Site Visit: 07/04/2015

Officer contact: Anthony Traub

2. SUMMARY OF RECOMMENDATION

GRANT PERMISSION subject to conditions

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

3. PROPOSED DEVELOPMENT AND LOCATION DETAILS

3.1 Proposed development

Display of 2 x internally illuminated fascia signs and 1 x non-illuminated fascia sign.

3.2 Site and Surroundings

The subject site relates to Unit 5 within the Tottenham Retail Park. It is located in the eastern portion of the site and backs onto the railway line to the east and faces the internal car park of the Retail Park to the west. It is well set back from any highway.

The building is not listed, nor is it located within a conservation area.

3.3 Relevant Planning

The site has extensive planning history dating back to 1992 pertaining to retail uses and advertisements on the site.

4. CONSULTATION RESPONSE

4.1 The following were consulted regarding the application:

- Adjoining neighbours;
- Ward Councillors;
- LBH Transportation.

5. LOCAL REPRESENTATIONS

5.1 None received.

5 MATERIAL PLANNING CONSIDERATIONS

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

1. Design and appearance
1. The impact on the amenity of adjoining occupiers
2. Traffic safety

6.1 Design and appearance

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 retail frontages of outlets within the retail park. The two larger fascia signs would have internally illuminated fascia signs, which are not uncommon for signs on the site, and is considered to fit well with the appearance of the building on site and is not considered to harm the visual amenity and appearance of the retail park or wider area generally.

As a summary, the proposed adverts would comply with saved UDP Policy UD10, London Plan Policies 7.4, 7.5 and 7.6, Policies SP10, SP11 of the Local Plan and SPG 6b 'Advertisements'.

6.2 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 well within the large retail park and is not directly adjoining any sensitive properties, with the illuminated signs facing either internally onto the car parking area, or to the east, onto the railway line. The proposed illuminated adverts thereby would not cause any significant degree of glare or light spillage to nearby residential properties.

6.3 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 its location in relation to the road is unlikely to cause distraction to road users using the adjacent highway.

6.4 Conclusions

All other relevant policies and considerations, including equalities, have been taken into account. Planning permission should be granted for the reasons set out above. The details of the decision are set out in the RECOMMENDATION

7. CIL APPLICABLE

The proposal would not result in the increase of any floor area on site 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/2015/0479

Applicant's drawing No.(s) SP_AD & TKM_TTM_C50ad rev 1

Subject to the following conditions:

1. A. That the display of the advertisement (s) shall be permitted for a period of five years from the
date of this decision
B. Any advertisements displayed, and any site used for the display of advertisements, shall be
maintained in a clean and tidy condition.
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 site shall
be left in a condition that does not endanger the public.
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—
(a)endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil
or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: The conditions are imposed by virtue of the Regulation 2(1) of the Town and Country
Planning (Control of Advertisements) (England) Regulations 2007.
2. The development hereby authorised shall be carried out in accordance with the following approved plans and specifications:

SP_AD & TKM_TTM_C50ad rev 1

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