LIST OF RECOMMENDATIONS UNDER DELEGATED POWERS 10/07/2015

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

1. APPLICATION DETAILS

Reference No: HGY/2015/1483 **Ward:** Tottenham Green

Date received: 18/05/2015

Last amended date:

Drawing number of plans: 000-PE-XX-FF-DR-A-1000 rev A and 1001 rev A

Address: Tottenham Green Leisure Centre 1 Philip Lane N15 4JA

Proposal: Display of 7 x non-illuminated hanging signs

Applicant: MrAnthony CawleyFusion Lifestyle

Ownership: Private

Officer contact: Eoin Concannon

Site visit Date: 13/07/2015

2. RECOMMENDATION

REFUSE ADVERTISEMENT CONSENT

3. PROPOSED DEVELOPMENT AND LOCATION DETAILS

3.1 Proposed development

This is an application for display of 7 x non-illuminated hanging signs. The signage would consist of 7 flag posts and the details are as follows;;

- 6m in height
- 800mm long twister arm brackets
- 2000mm x 750mm double sided digital printed flats
- 6000mm tall 89mm dia PPC white aluminium pole

3.2 Site and Surroundings

The application site is located on the western side of Philip Lane and has a large forecourt to the front. The site is occupied by a leisure centre

The site is located within the Tottenham Green Conservation Area.

3.3 Relevant Planning and Enforcement history

No relevant planning history

4. CONSULTATION RESPONSE

4.1 The following were consulted regarding the application:

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1) *LBH Conservation Officer*
2) *LBH Transportation Officer*

The following responses were received :

Internal:
1) The transportation team have no objection

5. LOCAL REPRESENTATIONS

5.1 The application was published by way of 47 letters to neighbouring properties.

5.2 The number of representations received from neighbours, local groups etc in response to notification and publicity of the application were as follows:

No of individual responses:1
Objecting:0
Supporting:1

6. MATERIAL PLANNING CONSIDERATIONS

Regulation 3(1) of The Town and Country Planning (Control of Advertisement) Regulations 2007 states that a local planning authority shall exercise its powers under these Regulations 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.

Circular 03/2007 clarifies how amenity and public safety should be interpreted. Specifically, it advises that the definition of “amenity” includes both visual and aural amenity. Therefore as well as visual amenity, the noise generated by advertisements should be considered. “Public safety” is not confined to road safety. Crime prevention and detection are relevant; the obstruction of highway surveillance cameras, speed cameras and security cameras by advertisements is now included.

The NPPF states in Paragraph 67 that “Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The main considerations in the assessment of this application are therefore amenity and public safety. In this respect Saved UDP (2006) Policy UD10 states that advertisements will be granted consent provided they do not cause a public safety hazard or a loss of amenity. Schemes should meet of the following criteria:
a) being 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, especially in the case of listed buildings and conservation areas;
b) not contributing to an unsightly proliferation or clutter of signage in the vicinity;
c) being sited so as not to cause a hazard to pedestrians or road users;
d) being sited so as not to cause visual intrusion by virtue of light pollution into adjoining residential properties; and
e) where appropriate, be constructed of materials and finishes which discourage both graffiti and flyposting.

6.1 Impact on Amenity

The proposed signage is considered to be on balance unacceptable due to the proliferation of flag posts proposed, that would result in visual clutter in the forcourt of the building. The proposal would therefore fail to preserve the character and appearance of the Conservation Area.

6.2 Public safety

In terms of highway safety, the proposed signage would not pose a hazard to pedestrian and highway safety.

6.3 Conclusion

Overall it is considered that the proposed advertisement would result in loss of amenity contrary with Saved Policy UD10 and it would have an adverse affect on the character and appearance of the conservation area.

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

7.0 RECOMMENDATION

REFUSE ADVERTISEMENT CONSENT

Registered No. HGY/2015/1483

Applicant's drawing No.(s) 000-PE-XX-FF-DR-A-1000 rev A and 1001 rev A

For the following reasons

The proposed flog pole style advertisements, by reason of their prominent siting and amount proposed would result in over proliferation and a clutter of signage which would have an adverse impact on the visual amenity of the street scene and the locality generally and would fail to preserve or enhance the character and appearance of Conservation Area. As such, the proposal is contrary to Policy SP12 of the Haringey Local Plan 2013 and Saved Policies CSV1 and UD10 of the Haringey Unitary Development Plan 2006 and Policy 7.8 of the London Plan.