LIST OF RECOMMENDATIONS UNDER DELEGATED POWERS

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

1. APPLICATION DETAILS

Reference No: HGY/2016/0540 **Ward:** Tottenham Green

Date received: 19/02/2016

Last amended date: -

Drawing number of plans: NM-11-2015-21-2 Rev A, Design and Access Statement

Address: 84 West Green Road N15 5NS

Proposal: Display of 1 x internally illuminated fascia sign

Applicant: Ms Jan Clark NoteMachine UK Ltd

Ownership: Private

Officer contact: Duncan McKane

Site visit Date: 01.04.16

2. RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

3. PROPOSED DEVELOPMENT AND LOCATION DETAILS

3.1 Proposed development

This is an application for the display of 1 x internally illuminated fascia sign in conjunction with the retention of an ATM.

3.2 Site and Surroundings

The site is part of a two storey Victorian terrace with an active shop frontage (classified as a secondary frontage under Local Plan policy SP10). The ground floor is currently occupied by a retail unit. The site is located within the Clyde Circus conservation area.

3.3 Relevant Planning and Enforcement history

- HGY/2016/3666 - Retention of ATM to front elevation – REFUSED, 03/02/16
- HGY/2016/3667 - Display of 1 x internally illuminated fascia – REFUSED, 03/02/16
- HGY/2016/0539 - Retention of ATM to front elevation – PENDING

4. CONSULTATION RESPONSE

4.1 The following were consulted regarding the application:

The following responses were received :

Internal:

1) LBH Transportation Team: Application site is located within a highly accessible district shopping centre (PTAL rating of 6), indicating that majority of prospective users will be using sustainable transport and/or visiting site as part of a linked trip. Proposal drawings suggest adequate footway width exists to allow free flow of pedestrian movement. On street parking facilities currently operate in area. For these reasons the Transport Team does not wish to object to the application in question.

2) LBH Conservation Officer: Support for scheme in principal, providing illumination of ATM/fascia sign is kept to an absolute minimum so as not to detract from the visual quality or character of the conservation area.

5. LOCAL REPRESENTATIONS

5.1 The application was published by way of 45 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: 0
Objecting: 0
Supporting: 0

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 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.

Draft DM Policy DM3 'Public Realm' continues this approach.

6.1 Impact on Amenity

Although the site is within a conservation area (Clyde Circus) the proposed advert is considered to be acceptable providing the following condition is met: that the illumination of the ATM and corresponding fascia sign is kept to a minimum (max 100.00 cd/m) so that it does not adversely impact the appearance and character of the conservation area or affect local resident amenity in terms of light pollution.

6.2 Public safety

The positioning of the ATM will have no impact upon pedestrian movement and safety along the footway. Access considerations for wheelchair users have been taken in to account within the Design and Access statement. This view is supported by the Transport Team.

It is also noted that by ensuring that illumination of the fascia sign does not exceed 100.00 cd/m it will not create a highway safety issue in terms of glare affecting drivers.

6.3 Conclusion

The proposed advert is considered sensitive to the building itself and the conservation area. Therefore it is not considered that the proposal will have any adverse impacts upon either amenity or public safety, providing the conditions set out in this report are met. This accords with Regulation 3(1) of The Town and Country Planning (Control of Advertisement) Regulations 2007, Circular 03/2007, NPPF Paragraph 67, UDP Saved Policy UD10 and Draft DM Policy DM3.

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

GRANT ADVERTISEMENT CONSENT

Registered No. HGY/2016/0540

Applicant's drawing No.(s) NM-11-2015-21-2 Rev A, Design and Access Statement

Subject to the following condition(s)

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:
NM-11-2015-21-2 Rev A, Design and Access Statemen

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