LIST OF RECOMMENDATIONS UNDER DELEGATED POWERS

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

1. APPLICATION DETAILS

Reference No: HGY/2016/1303 **Ward:** Noel Park

Date received: 20/04/2016

Last amended date: -

Drawing number of plans: Elevation Drawings

Address: Management Suite The Mall - Wood Green Shoppin City High Road N22 6YD

Proposal: Display of 1 x internally illuminated double-sided advertisement on bus stop structure

Applicant: Mr Mohamed Ahmed JCDecaux UK LTD

Ownership: Private

Site Visit Date: 27/04/2016

Officer contact: Neil Collins

2. SUMMARY OF RECOMMENDATION

GRANT CONSENT subject to the following conditions

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

3. PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

3.1 This application seeks permission for an illuminated advertisement on the side panel of the street side bus shelter. It would be double sided and internally illuminated.

Site and Surroundings

3.2 This application relates to the bus shelter on the High Road in Wood Green. The site is not located within any designated conservation area.

Relevant Planning and Enforcement history

3.3 No relevant planning history in relation to the application site.

4. CONSULTATION RESPONSE

4.1 The following were consulted regarding the application:

Transportation: No objection

5 LOCAL REPRESENTATIONS

5.1 The application has not been publicised, in accordance with the Council's adopted Statement of Community Involvement, as the proposed advert would not have any impact upon neighbouring residents.

5 MATERIAL PLANNING CONSIDERATIONS

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

1. The impact upon amenity (including visual and aural); and
2. The impact upon public safety.

Impact upon amenity

6.2 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that amenity should be taken into account in assessing the impact of proposed advertisements, including visual and aural. Adverts should be of a high quality and sensitive to visual appearance of 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.

6.3 It is not considered that the proposed illumination would have any significant impact upon neighbouring amenity.

6.4 In terms of visual amenity, the proposed advert would be in keeping with the character of the area and would have not detrimental impact upon its appearance.

Impact upon public safety

6.5 All adverts should 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, despite attracting attention, the proposed advert would not prejudice public safety.

6.6 The proposed advertisement would comprise low level lighting commensurate with other street lighting, it is not considered that there would be any significant impact upon public or highway safety.

Conclusions

6.7 The proposal would neither have a significant impact upon neighbour and visual amenity or public safety and, as such, is considered to be acceptable.

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

7. CIL APPLICABLE

7.1 There would be no increase in floor area and, as such, the proposal is not liable for the Major or Haringey's CIL charge.

8. RECOMMENDATION

8.1 GRANT CONSENT subject to conditions

Registered No. HGY/2016/1303

Applicant's drawing No.(s) Elevation Drawings

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 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).

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

2. The approved plans comprise drawing nos (Elevation Drawings). The development shall be completed in accordance with the approved plans except where conditions attached to this planning permission indicate otherwise or where alternative details have been subsequently approved following an application for a non-material amendment.

Reason: In order to ensure the development is carried out in accordance with the approved details and in the interests of amenity.