LIST OF RECOMMENDATIONS UNDER DELEGATED POWERS

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

1. APPLICATION DETAILS

Reference No: HGY/2016/1326 **Ward:** Bruce Grove

Date received: 25/04/2016

Drawing number of plans: Ecolux II technical specificationsStratford Lanterns - Size B specificationsW0001149 (4 pages, unumbered)

Address: 503-505 The Elbow Room High Road N17 6QA

Proposal: Dispay of 1 x externally illuminated fascia sign, 1 x externally illuminated projecting sign, 2 x amenity baords and two brass Stratford Lanterns

Applicant: Stonegate

Ownership: Private

Officer contact: Duncan McKane

Site visit Date: 03/06/2016

2. RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

3. PROPOSED DEVELOPMENT AND LOCATION DETAILS

3.1 Proposed development

This is an application for the dispay of 1 x externally illuminated fascia sign, 1 x externally illuminated projecting sign, 2 x amenity baords and two brass Stratford Lanterns to teh front elevation of a pub.

3.2 Site and Surroundings

The site is a three storey mid-terrace building with a pub operating on the ground floor (to which this application directly relates) with residential units above on the western side of High Road Tottenham. It is a locally listed building and falls within the Bruce Grove and the Tottenham High Road Historic Corridor Conservation Areas.

3.3 Relevant Planning and Enforcement history

- OLD/1983/1049 REF 26-07-83 503-505 High Road 22/4/83 Display of illuminated projecting box sign.
- OLD/1985/1084 WDN 25-06-85 J D Wetherspoon Plc The Elbow Room 503-505 High Road London 23/1/85 Change of use of 1st floor to wine bar+2nd floor to offices.

- OLD/1986/0542 GTD 22-12-86 503-505 High Road London N17 6QA 23/10/86 Change of use from retail premises to licensed premises selling traditional Ale wine & food.

4. CONSULTATION RESPONSE

4.1 The following were consulted regarding the application:

- LBH Transportation Group
- LBH Conservation Officer
- Tottenham CAAC

The following responses were received :

None received.

5. LOCAL REPRESENTATIONS

5.1 The application was published by way of 8 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 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.
Draft DM Policy DM3 'Public Realm' continues this approach.

6.1 Impact on Amenity

The proposed installation and display of the 1 x externally illuminated fascia sign, 1 x externally illuminated projecting sign, 2 x amenity baords and two brass Stratford Lanterns is in keeping with the existing signage used on site and is suitable for the use type in question (A4 – public house).

The site is part of a locally listed row of nineteenth century buildings and is within 2 conservation areas: the Bruce Grove and the Tottenham High Road Historic Corridor Conservation Areas. In order that the proposed signage will be sensitive to the appearance and historic character of the building upon which it is to be displayed (and to the surrounding conservation area more generally) the LPA requests that the illumination of the sign is kept to a minimum and 'warm white colour' LEDs are fitted so that the potential for light pollution that might otherwise adversely impact the appearance of the area will be reduced to a minimum. Whilst the applicant has stated on the application form that the illumination will not exceed 500 cd/m2 the LPA has attached a condition to this decision stipulating that a maximum of 200cd/m2 should be applied for the above reason.

This accords with the policies outlined above and with guidance set out in SPG 2 – Conservation & Archaeology, SPG 6a 'Shopfronts, Signage and Security', SPG 6b Advertisements and the 'Tottenham High Road Shopfront Design Guide'.

6.2 Public safety

The proposed signage will have no impact upon pedestrian movement and/or safety along the footway.

It is noted that by ensuring that illumination of the 1 x fascia sign, the 1 x projecting sign and the 2 x Stratford Lanterns to a minimum these will not create a highway safety issue in terms of glare affecting drivers along the High Road.

6.3 Conclusion

It is considered the the proposed signage will be of a high quality and will not impact upon the amenity of neighbours and other users or public safety. 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 and with relevant guidance.

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/2016/1326

Applicant's drawing No.(s) Ecolux II technical specificationsStratford Lanterns - Size B specificationsW0001149 (4 pages, unumbered)

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 approved plans comprise drawings: Ecolux II technical specifications, Stratford Lanterns - Size B specifications and W0001149 (4 pages, unumbered). 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.

3. The proposed 1 x externally illuminated fascia sign and 1 x externally illuminated projecting sign will have a maximum illumination of 200 cd/m2.

Reason: To ensure that the signage does not detrimentally impact upon the character and appearance of the building or the surrounding conservation area by way of light pollution.