

LIST OF RECOMMENDATIONS UNDER DELEGATED POWERS

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

1. APPLICATION DETAILS

Reference No: HGY/2022/2783

Ward: Bruce Castle

Date received: 04/10/2022

Drawing number of plans: 13664-P02-380; 13664-380-BPA; 1364-380-CTA & 13664-380-LP.

Address: Atm Site 311 The Roundway N17 7AB

Proposal: Installation of 5m pole sign

Applicant: Motor Fuel Group

Ownership: Private

Officer contact: Kwaku Bossman-Gyamera

2. SUMMARY OF RECOMMENDATION

GRANT PERMISSION subject to conditions

3. PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

- 3.1 This application seeks advertisement consent for the display of a single 5m totem pole sign within the forecourt of the petrol station.

Site and Surroundings

- 3.2 The application site is Shell petrol filling station situated on the eastern side of the Roundway, close to the junction with All Hallows Road and immediately adjacent to a car repair/garage.
- 3.3 The site is not located within any conservation area and does not fall within the curtilage of a listed building.

Relevant Planning and Enforcement history

- 3.4 The most recent planning history in relation to the site is as follows.
- HGY/2021/2448 GTD 29/09/2021 Installation of new substation, EV canopy and associated EV chargers.

- HGY/2018/2669 GTD 31/01/2020 Removal of the existing 17.5 metre monopole and its replacement with an 18-metre-high monopole supporting 6 no. antennas and ancillary works thereto.
- HGY/2017/1446 GTD 22/06/2017 Knock down rebuild of existing shop and car wash. 2No new jet wash bays are to be provided, bin store, permanent parking to be provided, larger shop to be built.
- HGY/2016/1469 GTD 30/06/2016 Variation of Condition 4 (hours of operation) following a grant of planning permission HGY/39099 to extend the hours of operation to 0600-2300hrs every day.

3.5 There is enforcement planning history in relation to the site.

- COU/2021/00607 Enforcement investigation into the authorised change of use of the forecourt to hand car wash dated 29.09.2021. 9 The use as a car wash has ceased.

4. CONSULTATION RESPONSE

4.1 The responses below were received following consultation on the application:

Internal:

- 1) LBH Transportation Team: No objection

5 MATERIAL PLANNING CONSIDERATIONS

5.1 The main planning considerations raised by the proposed development are:

1. Visual impact;
2. Public safety

Visual impact

5.2 Policy DM3 states that proposal for all advertisements should be design to a high standard and, in particular, should

- a. Contribute to a safe and attractive environment;
- b. 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, especially in the case of listed buildings and conservation areas;
- c. Avoid unsightly proliferation or clutter of signage in the vicinity;
- d. Not cause a hazard to pedestrians or road users, including by siting and design;
- e. Be sited to avoid visual intrusion of light pollution into adjoining residential properties; and
- f. Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

- 5.3 The totem sign would be placed at the entrance of the site. It would be installed on the northern side of the access and would not be in direct view of the properties on the southern side of All Hallows Road.
- 5.4 The details of the signage is considered well related to the location of the petrol filling station and the entrance of the site and in addition the signage is well related to the visitor's car park.
- 5.5 The proposed signage is considered acceptable in siting, design and appearance providing a necessary functional means of advertisement for a business of this type at this location. The height of the sign would be 5m lower than the adjacent petrol station on exit access. It would be internally illuminated and considered that the proposed installation would not have a material impact on public visual amenity.
- 5.6 Overall it is considered the sign at the entrance would have a positive impact, giving the site identity and making it easy to locate for visitors.

Public Safety

- 5.7 London Plan Policy T1 requires all development to make the most effective use of land, reflecting its connectivity and accessibility by existing and future public transport, walking and cycling routes, and to ensure that any impacts on London's transport networks and supporting infrastructure are mitigated. Policies T4, T5 and T6 set out key principles for the assessment of development impacts on the highway network in terms of trip generation, parking demand and cycling provision.
- 5.8 Local Plan Policy SP7 'Transport' states that the Council aims to tackle climate change, improve local place shaping and public realm, and environmental and transport quality and safety by promoting public transport, walking and cycling and seeking to locate major trip generating developments in locations with good access to public transport. This is supported by DPD Policy DM31 'Sustainable Transport'.
- 5.9 When considering the impact of an advertisement on public safety the primary consideration is highway safety. It is considered that the proposal will not affect the safety of highway users. It is normal for such marketing facilities and advertisement to be present whilst new facilities are available. It is considered the sign is located in such manner that they will not adversely impact upon the safe movement of traffic and visitor to the site. The Highway Officer have no objection to the proposal.
- 5.10 It is concluded that the advertisement will not impact upon highway safety in compliance with current planning policy.

Conclusion

- 5.11 The proposal is considered acceptable and as such the sign at the entrance would have a positive impact, giving the site identity and making it easy to locate for visitors.

5.12 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. RECOMMENDATION

GRANT CONSENT subject to 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 approved plans comprise drawing nos: 13664-P02-380; 13664-380-BPA; 1364-380-CTA & 13664-380-LP.. 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. A. The advertisements displayed shall conform to the standards set by the Institute of Lighting Professionals PLG 05: Brightness of Illuminated Advertisements.

B. The advertisements displayed shall show still images only, for no less than seconds before transitioning to the next advertisement, and shall not show video.

Reason: So that the signage does not prejudice the safety of vehicular or pedestrian traffic consistent with Policy DM3 of The Development Management DPD 2017.