

Officer's Report

Application Number	HGY/2023/0165
Type	Consent to display an advertisement
Location	4 Salisbury Promenade, Green Lanes, Hornsey, London, N8 0RX
Proposal	Advertisement consent for the installation of internally illuminated fascia sign.
Case Officer	James Mead
Valid Date	27/12/2022
Applicant	Mr. Saban Cevik
Agent	ADA GROUP

RECOMMENDATION

Approve with Conditions

1. SUMMARY OF RECOMMENDATION

GRANT ADVERTISEMENT CONSENT, subject to conditions.

2. CONSULTATION RESPONSES

- LBH Transportation: No objections.

3. REPRESENTATIONS

3.1 0 representations were received in response to notification and publicity of the application.

4. REASONS FOR GRANTING ADVERTISEMENT CONSENT

4.1 The application site is occupied by a two storey, terraced building, which appears to be in retail and commercial use. This building sits on the eastern side of Green Lanes (A105), in a line of retail/commercial premises. The site is situated within the Green Lanes District Town Centre and the setting is typical of such an area, being made up of a mixture of retail, commercial, community and residential uses.

4.2 The planning history of the site has been taken into account when coming to this decision.

- HGY/2022/4549: Erection of single storey front extension and installation of internally illuminated fascia sign. Under Consideration.
- HGY/1999/0995: Erection of canopy to front of shop. Refused.

4.3 This application seeks advertisement consent for the installation one internally illuminated fascia sign.

4.4 Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations (2007) outlines that a Local Planning Authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account (a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors. Similarly, Paragraph 136 of the National Planning Policy Framework (NPPF) explains that advertisements should be subject to control only in the interests of amenity and public safety.

4.5 The Planning Practice Guidance (PPG) advises that factors relevant to 'amenity' include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. The effect on the visual and aural amenity in the immediate neighbourhood should also be considered.

4.6 The PPG notes that 'public safety' is not confined to road safety and includes all considerations which are relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians).

4.7 The main planning considerations raised by the proposal are:

- Amenity; and
- Public Safety.

Amenity

4.8 This fascia sign would be installed on a proposed front extension, which is currently being considered under: HGY/2022/4549. The lettering and the overall dimensions of the sign would be limited, and as such this advert would not appear as an unduly bulky addition to the building. The use of simple grey and white colours for the signage is appropriate, with the advert not appearing alien or incongruous in this retail/commercial setting. Metal materials would be utilised and given the variety of signage types in the area, there is no objection to this. The internal illumination incorporated would not be of such a high level of luminance to result in the sign appearing dominant or intrusive. The signage would be of acceptable design, with the character, appearance and visual amenity of the host building and the surrounding street scene not adversely impacted.

Public Safety

4.9 The sign would not project over the adjacent footway, and as such would not be an obstruction to pedestrians. The illumination incorporated would not be of such high level that it would distract those using adjacent roads. The proposed signage would not compromise public safety.

Conclusion

4.10 The proposed new fascia signage is in general accordance with Policies DM1, DM3 & DM8 of the Development Management, Development Plan Document 2017, and Policies SP7 & SP11 of Haringey's Local Plan Strategic Policies 2017. The proposed development also accords with the relevant policies of the London Plan 2021 and the NPPF.

4.11 All other relevant policies and considerations, including equalities, have been taken into account. Advertisement consent should be granted for the reasons set out above.

GRANT ADVERTISEMENT CONSENT, subject to conditions.

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 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.

- 3 The internal illumination of the fascia signage shall not exceed the illuminance specified on the submitted application form.

Reason: In order to safeguard the character and appearance of the surrounding area and to ensure that highway safety is not compromised, in accordance with Policy D8 of the London Plan (2021), Policy SP7 & SP11 of the Haringey Local Plan (2017) and Policies DM3 & DM8 of the Development Management, Development Plan Document (2017).