

Officer's Report

Application Number	HGY/2022/4418
Type	Consent to display an advertisement
Location	Unit 2, 550 White Hart Lane, Tottenham, London, N17 7BF
Proposal	Application for advertisement consent to display an internally illuminated sign on the front elevation of the building.
Case Officer	Sabelle Adjagboni
Valid Date	14/12/2022
Applicant	Mr R Stuart
Agent	Mrs - Butler

RECOMMENDATION

Approve with Conditions

PROPOSED DEVELOPMENT AND LOCATION DETAILS

This is an application for the consent to display an advertisement for internally illuminated LED 6000K sign that reads 'VOLTA TRUCK' in box letters 60mm thick on the front elevation of a workshop building.

SITE AND SURROUNDINGS

The subject site is on top right corner of the front of a workshop building at 550 White Hart Lane. The site is not located within any conservation area and does not fall within the curtilage of a listed building. Most of the buildings around the site are also workshops similar to the application site.

RELEVANT PLANNING AND ENFORCEMENT HISTORY

The most recent planning history of the site is as follows:

HGY/2021/1204 | Non-material amendment following a grant of planning permission
HGY/2020/0100 involving alterations to the elevations of the building and the relocation of bike storage. | Granted

HGY/2021/0896 | Approval of details pursuant to condition 12 (Energy Strategy) & 13a (BREEAM Rating Assessment) attached to planning permission HGY/2020/0100. | Granted

HGY/2020/2818 | Non-material amendment following a grant to planning permission
HGY/2020/0100 for the installation of a concrete sprinkler tank base and pump house in yard. |
Granted

HGY/2020/0100 | Redevelopment of site involving new industrial/warehousing units (Use Class B1(C) and B8) with associated yard and parking area, following demolition of existing building. |
Granted

LOCAL REPRESENTATIONS

The Transport Planning Unit of the London Borough of Haringey was consulted for this application and they have no objection to the proposal.

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.

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 revised NPPF (July 2021) states in Paragraph 136 that “the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. 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 DM Policy DM3 ‘Public Realm’ states that proposals for all advertisements should be designed to a high standard and, in particular, should:

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

IMPACT ON AMENITY

Policy DM8 supports advert proposals as long as they are high quality and sensitive to their surroundings, do not contribute to visual clutter and do not cause visual intrusion by virtue of light pollution into adjoining residential properties.

The overall proposed height of the new sign is 2m, the width is 5.4m and the depth is 0.06m. Given that the building has an overall height of 10.3m, the proportions of the proposal are considered to be proportional to the host building. Additionally, the signage is located a good distance from the street and not directly facing any building or windows. Therefore, the impact on the neighbours is limited and the local character and visual amenity of the area will be protected.

The brightness of the sign during darkness hours will be limited to 300cd/m² to minimise impact on the amenity of nearby residents. Additionally, a condition will be added to ensure that there is no

intermittence to the image. Therefore, it is deemed that there will be no material loss of privacy to neighbouring properties. The proposal is acceptable in amenity terms.

PUBLIC SAFETY

Policy DM8 goes on to state that all adverts should be designed and sited so as not to cause a hazard to pedestrians or road users. The Council needs to be convinced that the proposal while attracting attention would not endanger vehicle users.

The proposed advertisement and lighting here do not represent a traffic hazard nor do any of the signs impede pedestrian flow/ affect safety. The size and location of signs are functional signage relating to the established use of this site.

CONCLUSION

Overall, it is considered that the signs as proposed would not be harmful to the amenity of the area and would not cause a public safety danger and are therefore in accordance with the relevant national policy guidance and there are no material considerations which would warrant a decision being taken at variance to this.

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.

GRANT PERMISSION subject to conditions

Conditions:

- 1 The development hereby permitted shall be carried out in complete accordance with the approved plans and drawings listed in this decision notice, other than where those details are altered pursuant to the conditions of this planning permission.

Reason: For the avoidance of doubt and in the interests of proper planning.

- 2
 - 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.

