

Officer's Report

Application Number	HGY/2023/0332
Type	Consent to display an advertisement
Location	Bank, 577-579 Green Lanes, Hornsey, London, N8 0RG
Proposal	Proposed replacement of existing signage to a bank with similar signage with updated logo and colours.
Case Officer	Oskar Gregersen
Valid Date	01/02/2023
Applicant	Mr. Can Bakay
Agent	

RECOMMENDATION

Approve with Conditions

1. REPRESENTATIONS

1.1 No representations were received in response to notification and publicity of the application.

1.2 The following issues were raised by neighbours, local groups and Councillors:

- No responses

2. REASONS FOR GRANTING PERMISSION

2.1 The subject site is a bank on Green Lanes at the top of the Harringay Ladder. The site is not located within any conservation area and does not fall within the curtilage of a listed building.

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

2.3 The proposal is for a the replacement of existing signage to the front of the bank with one of an updated colour scheme to match new branding. Submitted documents show that the signage would be similar to the existing but would have an updated logo.

2.4 In an effort to protect neighbouring amenity, a condition will be added to ensure that the cd/m2 of the proposed sign would be no more than 300cd/m2.

2.5 The proposed development is in general accordance with Policies DM1, and DM12 of the Development Management, Development Plan Document 2017, and policies SP11 and SP12 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.

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

GRANT PERMISSION 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.
 - 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 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.

- 3 The maximum steady brightness of the illumination of the advertisement(s) shall not exceed 300 candelas per square metre during hours of darkness in accordance with Institute of Lighting Professionals best practice guidance.

Reason - To accord with Policy DM3: Public Realm and DM23: Environmental Protection of the Development Management DPD 2017 as an advertisement of greater brightness would be unduly obtrusive and would be detrimental to the amenity of the area.