

Officer's Report

Application Number	HGY/2023/0657
Type	Consent to display an advertisement
Location	Shop, 74-75 Grand Parade, Tottenham, London, N4 1DX
Proposal	Advertisement consent for installation of ATM and associated signage (accompanying planning application under HGY/2023/0378)
Case Officer	Laina Levassor
Valid Date	07/02/2023
Applicant	N/A
Agent	Ms Natalie Gaunt

RECOMMENDATION

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Approve with Conditions

Proposal and Site

This application seeks advertisement consent for advertisement consent for installation of ATM and associated signage (accompanying planning application under HGY/2023/0378 granted 29.04.2023).

The subject site is a ground floor, double fronted commercial unit on the eastern side of Grand Parade. The site does not fall within any Conservation Area and is not within the curtilage of any listed building.

Planning Policy, Legislation and Guidance

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National legislation stipulates that applications for advertisement consent should be determined in the interests of two factors - amenity and public safety – taking account of cumulative impacts. Unless the nature of the advert is in itself harmful to amenity or public safety, the Local Planning Authority cannot consider the content of the sign.

National Planning Policy Framework (NPPF)

NPPF Paragraph 67 sets out national planning policy relating to advertisements. It states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment, but adds that only advertisements which will clearly have an appreciable impact on a building or their surroundings should be subject to the Local Planning Authority's detailed assessment.

Local Plan Policy

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.

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

Consultation/Representations

LBH Transportation – Raise no objection.

Public Notification – No objections received.

Assessment

National legislation dictates that applications for advertisement consent should be determined in the interests of amenity and public safety, taking account of cumulative impacts. The key considerations to be taken into account in the assessment of this application are therefore:

Impact on Amenity

The site is located within a largely commercial area which features several established shop frontages. As per the accompanying planning application submitted it is considered that the addition of an ATM to this double fronted unit would appear modest and not harmful to the appearance of this shop. The ATM signage is considered acceptable in terms of design and impact on the character and appearance of the local area.

Impact on Public Safety (Highway Safety)

The proposal will not cause distraction to road users using the adjacent highway.

Conclusion

The proposed sign would not be harmful to the visual amenity or lead concerns in respect of highway safety.

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.

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 - 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.