

Officer's Report

Application Number	HGY/2023/0711
Type	Consent to display an advertisement
Location	552 High Road, Tottenham, London, N17 9SY
Proposal	Replace existing signage with a new non- Internally illuminated fascia and projection box signage.
Case Officer	Kwaku Bossman-Gyamera
Valid Date	09/02/2023
Applicant	Mr Mohamed Hussein
Agent	Mr Mike Harry

RECOMMENDATION

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Approve with Conditions

REPRESENTATIONS

No representation was received in response to notification and publicity of the application.

REASONS FOR GRANTING PERMISSION

The application site is three storey mid-terrace property situated on the along the western side of the High Road, on the corner with Reform Row. The buildings within this conservation area are primarily terraced three and four –storey structures of Edwardian period. The ground floor units comprise a mix of uses typical of a local shopping area.

The site is located within THRHCB/BRUCE GROVE conservation area and does not fall within the curtilage of a listed building.

Planning History

HGY/2020/2560 REF 15/09/2021 Reinstatement of shopfront and with new aluminium red colour fascia. (Retrospective).

HGY/2020/2561 REF 15/09/2021 internally illuminated fascia and projection box signage (Retrospective).

HGY/2018/3766 GTD 14/08/2019 internal alteration of existing building and removal of flat roof. Construction of upwards extension creating a single additional floor arranged internally as four self-contained flats.

HGY/2009/1782 GTD 11/12/2009 Alteration to front elevation, replacement of existing upper floor sash windows with sash windows and installation of awning.

Enforcement History

UNW/2020/00544 Investigation into changes to shopfront and fascia signage without planning permission within conservation area dated 02/09/2020

Advertisement consent is sought for the proposed modification of the existing unauthorised shop front (this application for the shopfront is being considered under planning application reference HGY/2023/0404) and replacement of the Internally illuminated fascia and projection box signages. The proposal would modify the existing installed fascia sign by reducing the height of the fascia sign area within the frontage of the premises, in line with adjoining signages. The proposed fascia sign consisting of non-internally illuminated with three-external traditional sign lights.

Following discussion with officers, the design and the proposed materials have been significantly amended to overcome the previous reason for refusal. The signage is overbearingly clumsy and heavy in its design and it completely covers the slim fascia underneath and in so doing destroy the consistency with neighbouring shops of this parade. The aluminium material used is not really suited to heritage renewal projects within the terrace.

The modified design of the fascia sign is acceptable in this location and respects the architecture of the building by following the fascia of the front and side elevations. Proposed fascia sign is of modest size and design. The projection sign will be fixed at the same position and height as existing and within the fascia level. Given the nature of the advertisements within the immediate surroundings and location in this busy local centre, it is not anticipated that they will cause a traffic hazard or have adverse impact on pedestrian safety. Proposal is keeping with the character of the area and acceptable in amenity terms.

The proposed modification to the fascia sign in line with adjoining premises and introduction of shop riser would improve the overall appearance of the frontage within the parade.

The proposed development is in general accordance with Policies DM1, DM3 and DM9 of the Development Management, Development Plan Document 2017, and policy SP11 of Haringey's Local Plan Strategic Policies 2017. The proposed development also accords with the relevant policies of the London Plan 2016 and the NPPF.

The proposal would comply with Policy DM9 of the Development Management, Development Plan 2017 and will preserve or enhance the character and appearance of the conservation area.

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 condition(s):

Conditions:

- 1 The replacement signage hereby approved shall be fully installed within 6 months of the date of this decision.

Reason: To ensure the timely replacement of the existing unauthorised signage in the interest of local visual amenity.

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The approved plans comprise drawing nos (Site Location Plan; 1; 3 As Built Plan; 3 Proposed Plan; Planning Statement prepared by Planning and Party Wall Specialists Ltd).

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.

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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.

Informatives:

- **INFORMATIVE: Hours of Construction Work**
The applicant is advised that under the Control of Pollution Act 1974, construction work which will be audible at the site boundary will be restricted to the following hours:-
8.00am - 6.00pm Monday to Friday
8.00am - 1.00pm Saturday
and not at all on Sundays and Bank Holidays.