

Officer's Report

Application Number	HGY/2023/1202
Type	Consent to display an advertisement
Location	Shop, 155 Mount Pleasant Road, Tottenham, London, N17 6JH
Proposal	Proposed new fascia sign and associated signs to front and side elevation.
Case Officer	Kwaku Bossman-Gyamera
Valid Date	24/03/2023
Applicant	Mr Kemal Koca
Agent	Mr Halil Seker, Cadoo Limited

RECOMMENDATION

Approve with Conditions

1. APPLICATION DETAILS

Proposal: Proposed new fascia sign and associated signs to front and side elevation.

2. REPRESENTATIONS

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

3. REASONS FOR GRANTING PERMISSION

3.1 The application site comprises a three-storey building located on the west side of Mount Pleasant Road at the corner of The Avenue. The ground floor is used for retail purposes and the upper floors are residential.

3.2 The application site is not located within any conservation area and does not fall within the curtilage of listed building.

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

- HGY/2003/0215 – REF 28/03/2003 - Erection of semi-permanent framework to support lightweight solid roof and metal roller shutters on private forecourt.
- HGY/2001/0544 – GRANTED 11/05/2001 - Conversion of existing first floor into one bedroom self-contained flat and existing second floor into a two-bedroom self-contained flat.
- HGY/1991/0958 – GRANTED 13/10/1992 - Single storey rear extension.

3.4 Proposal replaces existing fascia signs including upper signage on the building in the same position as existing to reflect new corporate image. However, proposal removes the existing hanging sign above the fascia which used to serve the historic public house on this site.

3.5 Design of the fascia and upper floor signs are acceptable in this location and respects the architecture of the building by following the fascia of the front elevation. Proposed fascia/ new sign is of modest size and design. The 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. The Council's Transportation team is satisfied with the proposed installation. Proposal is keeping with the character of the area and acceptable in amenity terms.

3.6 The proposed development is in general accordance with Policies DM3, DM8 and DM12 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 2021 and the NPPF.

3.7 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 CONSENT 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 The following conditions have been applied to this consent and these conditions must be complied with:
 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.

