

Officer's Report

Application Number	HGY/2023/0839
Type	Consent to display an advertisement
Location	133 High Road, Wood Green, London, N22 6BB
Proposal	Halo illuminated fascia signage, non-illuminated text and characters to top part of ground floor glazed shopfront, and a single externally illuminated projecting sign to the High Road frontage of the premises
Case Officer	Zara Seelig
Valid Date	24/03/2023
Applicant	Itsu Ltd. c/o agent
Agent	Mr. Adam Beamish

RECOMMENDATION

Approve with Conditions

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

Halo illuminated fascia signage, non-illuminated text and characters to top part of ground floor glazed shopfront, and a single externally illuminated projecting sign to the High Road frontage of the premises.

Site and Surroundings

The site is a three storey semi detached building consisting of an Itsu restaurant at ground floor located on the Southern side of High Road at its junction with Alexandra Road. The proposal is not located within a Conservation Area, it is not within the curtilage of a listed building.

Relevant Planning and Enforcement history

The proposal site has an extensive planning history, however, the below is the most recent:

HGY/2017/0461 – Erection of first floor rear extension to create a one bedroom residential unit above the existing ground floor retail premises – Approved (with conditions)

HGY/2022/1887 - Advertisement consent application for a new fascia and sign, projecting sign, product strip and vinyl. - Approved (with conditions)

CONSULTATION RESPONSE

The following were consulted regarding the application:

Internal: None

External: None

LOCAL REPRESENTATIONS

The application was published by way of 8 letters to neighbouring properties.

The number of representations received from neighbours, local groups etc in response to notification and publicity of the application were as follows:

No of individual responses:

Objecting: none

Supporting: none

The following local groups/societies made representations: None

The following Councillor made representations: None

The following issues were raised in representations that are material to the determination of the application and are addressed in the next section of this report:

- None

The following issues raised are not material planning considerations:

- None

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 2018) states in Paragraph 132 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:

a Contribute to a safe and attractive environment;

b 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;

c Avoid unsightly proliferation or clutter of signage in the vicinity;

d Not cause a hazard to pedestrians or road users, including by siting and design;

e Be sited to avoid visual intrusion of light pollution into adjoining residential properties;

f Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

Impact on Amenity

The site is located within an established shop frontage and the proposed works are in keeping with the character of the locality. There appears to be residential properties located near the site, however, due to the distance between the signage and those neighbouring habitable room windows, it is not considered to adversely impact the amenities of these neighbouring properties.

Public safety

There are no concerns relating to public safety that arise from this proposal.

Conclusion

The proposal complies with relevant planning policy and is considered acceptable. 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.

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT with 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.

