

Officer's Report

Application Number	HGY/2023/0934
Type	Full planning permission
Location	67A Grand Parade, Tottenham, London, N4 1DU
Proposal	Alterations to shopfront including new signage and awning over the main entrance.
Case Officer	Oskar Gregersen
Valid Date	31/03/2023
Applicant	MR ORCUN DEMIR
Agent	Other - ARCHPL

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 currently a bank on the corner of Harringay Green Lanes and Stanhope Gardens. The bank appears to not be in use and as such an application has been made for a change of signage.

2.2 The surrounding area, being Harringay Green Lanes, features a wide variety of different shopfronts and signages, and therefore alterations to signage are common and acceptable in this area.

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

2.4 The planning history of the site has been taken into account when coming to this decision. Officers note that the use of the site as a bank appears to have ceased, however the proposed use would be within the same use class and as such a change of use is not required.

2.5 Further the upstairs office spaces of the bank have been approved to be converted into two flats (under HGY/2022/2130), with an application in progress to alter the position of the entrance to the flats (HGY/2023/0426).

2.6 The proposal seeks the installation of illuminated shop signage above windows, with an additional projecting sign and non-illuminated brass sign.

2.7 Further the application seeks to paint the building white from grey and change the windows from white to black, as well as the reinstatement of some glazing detail in one of the windows that was removed during the sites time as a bank.

2.8 Lastly the proposal seeks the installation a domed awning at the main entrance, with two floating planters at either side, and the replacement of the existing door with a new swinging version painted black and finished in timber to match the proposed changes to windows.

2.9 The proposed signage would appear above each of the six windows, and the entranceway, be coloured in black and white, and would be illuminated from the rear. Each of the large, illuminated signs would be 2050mm wide and 350mm tall, with a thickness of 50mm.

2.10 The projecting sign would be 700mm², again with a thickness of 50mm. It would be positioned 3150mm above pavement level, and therefore would not cause any interruption to pedestrians.

2.11 Officers deem that the new signage would not appear intrusive to the aesthetic of the host building or surrounding area, however a condition will be added to ensure that the illumination of the signs is not above 300cd/m² such as to mitigate any impact on neighbouring amenity.

2.12 The colour changes to the building and windows are welcomed, as is the reinstatement of original glazing bars, as this is deemed to improve the appearance of the host building and by extension the surrounding street scene.

2.13 The proposed floating planters would be held in 360mm² brackets, elevated 100mm from the ground. These planters would be finished in black, and when full would provide some interest to the corner elevation of the site.

2.14 Officers deem that the overall alterations to the host building, such as colour changes and reinstatement of glazing bars are seen to be a net positive improvement to the host dwelling and surrounding context, and therefore the proposal can be supported in terms of design.

2.15 Officers deem that there would be no material impact on neighbouring amenity caused by the proposal, as a condition will be added pertaining to illumination, and therefore the proposal is acceptable in amenity terms.

2.16 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.

2.17 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 The development to which this permission relates must be begun no later than three years from the date of this decision notice, failing which the permission shall be of no effect.

Reason: This condition is imposed by virtue of Section 91 of the Town and Country Planning Act 1990 and to prevent the accumulation of unimplemented planning permissions.

- 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 signage shall not exceed 300 candelas per square metre.

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.

Informatives:

- INFORMATIVE: Land Ownership

The applicant is advised that this planning permission does not convey the right to enter onto or build on land not within his ownership.

- 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.