

Officer's Report

Application Number	HGY/2023/0798
Type	Consent to display an advertisement
Location	48-50 High Road, Wood Green, London, N22 6BX
Proposal	Advertisement consent for the installation of 1no. internally illuminated fascia and 2no. internally illuminated projecting signs.
Case Officer	Daniel Kwasi
Valid Date	22/03/2023
Applicant	Kneller
Agent	Miss Sophie Boyce

RECOMMENDATION

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GRANT ADVERTISEMENT CONSENT

PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

This is an application for the installation of 1no. internally illuminated fascia and 2no. internally illuminated projecting sign. The existing translucent orange background 'B&Q' fascia and projecting signs would be replaced by a proposed 'B&Q Local' fascia and projecting signs, where the 'Local' background would be opaque grey cut.

Site and Surroundings

The subject site is commercial ground floor unit (currently B&Q) spread over no.48 and 50 designated in the Wood Green District Centre, Wood Green primary shopping area, and Wood Green primary frontage. The entrance to the site is from the high street. The area is characterised by commercial units on the ground floor and residential on the upper floors. The site is not located within any conservation area and does not fall within the curtilage of a listed building.

The site is adjacent to the 3-9 storey building mixed use scheme at 44-46 High Street, which was allowed on appeal under ref APP/Y5420/W/18/3218865.

Relevant Planning and Enforcement history

The most recent planning history in relation to the site is as follows.

There is no planning history in relation to the site.

CONSULTATION RESPONSE

No consultees.

LOCAL REPRESENTATIONS

The application was published by way of 13 letters to neighbouring properties.

No of individual responses: 0

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 proposal replaces 1no. ‘B&Q’ fascia internally illuminated fascia sign above the shopfront of the unit with 1no. ‘B&Q Local’ fascia internally illuminated fascia sign, and 2no. ‘B&Q’ double sided internally illuminated projecting sign with 2no. ‘B&Q Local’ double sided internally illuminated projecting sign which will not have any visual impact on the character of the area. The signs would also be in keeping with the general character and pattern of signage along this frontage. Therefore, the signage overall is considered acceptable.

Public safety

The proposed projecting signs would be slight taller due to the addition of the ‘Local’ text, but would not be taller than the exist fascia and would not present any concerns over public safety, and therefore is considered to be acceptable.

Conclusion

The proposed signage is considered acceptable and an improvement to the existing subject to conditions.

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 subject to the following condition(s):

Conditions:

- 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.