

Officer's Report

Application Number	HGY/2023/1230
Type	Consent to display an advertisement
Location	Shop, 506 Lordship Lane, Wood Green, London, N22 5DE
Proposal	Installation of a new fascia and projecting signs
Case Officer	Kwaku Bossman-Gyamera
Valid Date	29/04/2023
Applicant	Mrs H Le
Agent	Mr Fethi Huseyin

RECOMMENDATION

Approve with Conditions

1. APPLICATION DETAILS

Proposal: Installation of a new fascia and projecting signs

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 terraced building situated on the northern side of Lordship Lanes, close to the junction with Tintern Road. The ground floor is used for retail purposes and the upper floors are residential. The rear of the building can be accessed from Tintern Road via the alley way. All properties on this parade have commercial units on the ground floor with residential at upper floors.

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.

3.4 Proposal replaces existing fascia signs on the building in the same position as existing to reflect new corporate image. However, proposal includes a new projection sign within the same level as the fascia.

3.5 Design of the fascia and projection signs are acceptable in this location and respects the architecture of the building by following the fascia of the front elevation. Proposed fascia/ new signs are 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 There will be no material harm to amenities of the adjoining neighbouring properties and does not cause any implication to pedestrian flow or road safety. The proposal is acceptable in amenity terms.

3.7 The proposed development is in general accordance with Policies DM3 and DM8 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.

3.8 All other relevant policies and considerations, including equalities, have been taken into account. Advert consent should be granted for the reasons set out above.

GRANT ADVERT 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.