

Officer's Report

Application Number	HGY/2023/1048
Type	Consent to display an advertisement
Location	119 High Road, Wood Green, London, N22 6BB
Proposal	Internally illuminated fascia sign and internally illuminated projecting sign
Case Officer	Emily Whittredge
Valid Date	17/04/2023
Applicant	Mr ZAHEER AKHTAR
Agent	miss becky du feu

RECOMMENDATION

Approve with Conditions

Proposed development

This is an application for the display of internally illuminated fascia signage and an internally illuminated projecting sign.

Site and Surroundings

The application relates to a retail unit in a primary shopping frontage on the south west side of Wood Green High Road. The site is not within a conservation area and does not affect the setting of a listed building.

Relevant Planning and Enforcement history

HGY/2022/2793 – Rear extension and associated alterations for the change of use from ancillary retail storage (use class E) to provide two self-contained residential flats (use class C3). Pending Decision

CONSULTATION/ LOCAL REPRESENTATIONS

There is no statutory consultation for applications for advertisement consent.

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 proposed fascia sign would replace an existing one and is to be constructed of horizontal cedar wood strips painted grey over a black backing, with individual internally illuminated letters in acrylic with aluminium copper edging. The sign would sit within the original fascia area and would not be disproportionate to the existing frontage. An internally illuminated projecting sign is also proposed in acrylic with aluminium copper edging.

The signs would be internally illuminated by to not exceed 600 cd/m², which complies with the recommendations set out in Professional Lighting Guide 05 (The Brightness of Illuminated Advertisements). The proposed advertisement overall would represent high quality development using appropriate materials and a design that is sympathetic to the host building and the wider retail area. The lighting would be minimal and would not result in light pollution to the residential units in the immediate area.

Public safety

The projecting sign would be located at fascia level and would not extend far over the public highway, thus would not impede views or cause an obstruction. The signs would emit appropriate luminance levels and would therefore not impact upon highway safety.

Conclusion

The proposed internally illuminated advertisements would comply with the requirements of DM Policy DM3 in respect of amenity and public safety, and is acceptable subject to the standard advertisement 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
 - 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.

- 2 Illumination for the advertising must be below the limit set out in the Institute of Lighting Engineers (ILE) technical note number 5 "The brightness of illuminated advertisement".

Reason – To accord with policy DM3 of the Development Management DPD as an advertisement of greater brightness would be unduly obtrusive and would be detrimental to the amenity of the area.

- 3 Before the advertisement(s) hereby approved is/are displayed, the existing advertisements shall be removed.

Reason: In order to prevent the excessive proliferation of obsolete signs to the detriment of the amenity of the area.

Informatives:

- INFORMATIVE : Owners Consent. The applicant is advised that it is a condition of every consent granted that before displaying any advertisement, the permission of the owner of the land or other person entitled to grant permission must be obtained. To display any advertisement without this permission is an offence, open to immediate prosecution.