

Officer's Report

Application Number	HGY/2023/1191
Type	Consent to display an advertisement
Location	St Marks Methodist Church, Forster Road, Tottenham, London
Proposal	Installation of externally illuminated continuous fascia signboard and internally illuminated canopy sign.
Case Officer	Sarah Madondo
Valid Date	04/04/2023
Applicant	Camilla Gersh
Agent	Sam Elliott

RECOMMENDATION

Approve with Conditions

Proposed development

Installation of externally illuminated continuous fascia signboard and internally illuminated canopy sign

Site & Surrounding

St Mark's Methodist's Church is located on the west side of Tottenham High Road. It is bounded by a pedestrian alley way off St. Loys Road to the north, Forster Road to the south, and a block of residential flats to the west. St. Marks Methodist is a locally listed building and identified as a key landmark in the area. Its unique Art Deco frontage stands out on the High Road which comprises of predominantly late Victorian and Edwardian commercial properties. The frontage also unifies the earlier Wesleyan church and ancillary buildings behind the main façade.

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.

Design/ Impact on Amenity

This scheme has been closely informed by extensive discussion with local planning authority conservation area officer at pre-application stage. Permission is sought for installation of externally illuminated continuous fascia signboard and internally illuminated canopy sign. The advertisement would not be detrimental to the amenity of the area. The advertisement is of an appropriate nature and scale for the shopfront and would reflect the commercial character of their surroundings. Design of the fascia sign is acceptable in this location and respects the architecture of the building. Given the nature of the advertisement and location in this busy district centre, it is not anticipated that they will cause a traffic hazard or have adverse impact on pedestrian safety. Council's Highways is satisfied with the proposed installation. Proposal is keeping with the character of the area and acceptable in amenity terms.

Public safety

Transportation team have been consulted and advises that the proposed signage meets minimum headroom requirements therefore acceptable. Furthermore, given the size and location of signs it is not anticipated that the proposed signage will cause a traffic hazard.

Conclusion

The proposed development is considered to comply with Policy DM1 & DM12 of the Development Management Development Plan Document (Adopted July 2017), and Policy SP11 and SP12 of Haringey's Local Plan Strategic Policies (Adopted 2017). It also accords with the relevant policies of the London Plan 2021.

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

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.

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- 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.