



Officer Report

Application Number:	HGY/2023/1439
Application Type:	Consent to display an advertisement
Address:	21-23, High Road, Wood Green, London, N22 6BH
Proposal:	Advertisement consent for change to shopfront main fascia by installing a new small projecting box sign
Case Officer:	Sabelle Adjagboni
Valid Date:	31/05/2023
Applicant:	Mr Darren Richards
Agent:	Mr Andrew Sargent

RECOMMENDATION

Approve with Conditions

PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

This is an application for the erection of a new shop front.

Site and Surroundings

The application site is the ground floor of a three-storey building with commercial unit on the ground floor and residential units on the upper floor. The site is not in a conservation area nor is it a listed building. The subject site is currently a shop called 'Clearance Warehouse' and was previously the site for 'Maplin Electronics' back in the late 90s, and 2000s.

The history of the site shows that it has been home to multiple commercial units since the 60s. High Road is predominantly a commercial road with a lot of diverse commercial units on either side.

Relevant Planning and Enforcement history

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

HGY/2022/2802 | Non-material amendment following a grant of planning permission reference HGY/2020/2825 to amend the drawings and details approved under Condition 2 (Approved Plans) to allow alterations to the approved front and rear elevations and the ground floor layout. | Granted

HGY/2022/4248 | Submission of details pursuant to Condition 5 (Construction Management Plan) of planning permission reference HGY/2020/2825. | Granted

HGY/2022/2643 | Details of external materials, refuse management, cycle parking pursuant to Conditions 3, 4 and 6 of planning permission HGY/2020/2825 for Conversion of the upper floors and part of ground floor from retail and ancillary retail space (Class E) to residential (C3) to create 7 no. apartments in conjunction with the erection of a roof extension | Granted

HGY/2020/2825 | Conversion of the upper floors and part of ground floor from retail and ancillary retail space (Class E) to residential (C3) to create 7 no. apartments in conjunction with the erection of a roof extension; provision of a rear roof terrace; cycle and refuse storage; and alterations to shopfront. | Granted

HGY/1993/0916 | Installation of new shopfront. | Granted

HGY/1993/1294 | Display of internally illuminated fascia sign. | Granted

HGY/1997/0037 | Display of internally illuminated fascia and projecting box sign. | Granted

Consultation response

No responses were received following consultation on the application.

LOCAL REPRESENTATIONS

The application has been publicised by way of 98 letters. No representations were received in response to notification and publicity of the application.

MATERIAL PLANNING CONSIDERATIONS

The application is for the installation of a new shop front. The current shopfront has a white render frame with blue painted and stuck on poster panel fascia signs which contain the shop's name painted in bold red all capital characters 'CLEARANCE WAREHOUSE' and a list of goods sold written on either side in black normal lettering. The sign for the shop appears to have been carelessly pasted over the previous 'Maplin' shop sign.

Right below the head sign, spanning the length of the shop are 4 big glass panels with white timber frames. In the middle, recessed back is the entrance to the shop which consist of a glass boxed entryway with glass double doors in the centre. When the shop is closed, big grey industrial roller shutters can be seen spanning the width of the shop. The current shopfront is quite underwhelming in comparison to the vibrant and more polished shopfronts nearby. Hence, there is no opposition to a new and improved shopfront on the High Road.

The proposed shop front will maintain the glass panels and entryway design layout. However, proposes to add the new decorative manifestations in the new shop's logo on the glazed panels and entrance door in white to prevent accidental collisions. The entrance door will be a double door with pull handles about 2.2m high. There will be a large clearstory above the door ending at the same height as the other glass panels. The panels are about 2.5m in height mounted above an approximately 0.5m riser in white powder coated aluminium.

The proposed main shop front fascia panel will be made from back lit acrylic panels. The signage will be colourful with bright orange, yellow and green colours nicely put together, showing the shops name, logo and contact information. The proposal also includes an internally illuminated projecting sign box which is 1m by 0.5m and in the same design and colours as the main fascia sign. It would be made of acrylic sheets and its illuminance level would be 10cd/m² which is considered acceptable. Bearing in mind the design and detail of the existing shopfront the design

and materials associated with the new proposed shop front will be more in keeping with the vibrant character of the existing shopping strip on the street.

The proposed shopfront due to its design and detailing is considered to be acceptable and sympathetic to the shopfronts within its immediate surroundings. As such the proposal will enhance the character and appearance High Road.

As such, the proposal is considered acceptable in this instance in general accordance with Policies DM1 and DM47 of the Development Management, Development Plan Document 2017, and Policies SP7 and SP11 of Haringey's Local Plan Strategic Policies 2017. The proposed development also accords with the relevant policies of the London Plan 2016 and the NPPF.

Conclusion

The proposal is considered acceptable.

All other relevant policies and considerations, including equalities, have been considered. Planning permission should be granted for the reasons set out above. The details of the decision are set out in the RECOMMENDATION

CIL APPLICABLE

The increase in internal floor area would not exceed 100 sq.m. and therefore the proposal is not liable for the Mayoral or Haringey's CIL charge.

RECOMMENDATION

GRANT consent subject to conditions

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.

- 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.

Informatives:

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.