

Application Number:	HGY/2023/1268
Application Type:	Consent to display an advertisement
Address:	120 Fortis Green Road, Hornsey, London, N10 3HN
Proposal:	Consent to display an advertisement
Case Officer:	Cameron Sturges
Valid Date:	11/05/2023
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Applicant:	Dr Shakil Alam
Agent:	Mr Elie Osborne

RECOMMENDATION

Approve with Conditions

1. Proposed development

1.1 This is an application for the display of fascia signage. Revised plans have been submitted indicating that the sign itself won't be illuminated, however it will include a powder coated LED trough downlighter above the sign.

2. Site and Surroundings

2.1 The application site comprises a three-storey terraced dwelling situated on the Northern side of Fortis Green Road, in proximity to the junction with Princes Avenue. The ground floor is used for retail purposes and the upper floors are residential. All properties on this street are characterised by commercial ground floor units and upper-floor residential uses.

2.2 The subject site is located within a conservation area but is not located within the curtilage of a listed building.

3. Relevant Planning and Enforcement History

3.1 The planning and enforcement history for the site has been taken into account and listed below:

UNW/2022/00351 - Planning complaint (unauthorised installation of UPVC windows) – Under review

HGY/2023/1875 - Replacement shopfront – Under assessment

4. CONSULTATION RESPONSE

LBH Transportation:

- Level of illumination (facia and projecting signs) should be reduced to 500cd/m²
- No objections to the proposal

Muswell Hill & Fortis Green Association:

- There is no stall riser; and
- the fascia and projecting sign would both be internally illuminated (as stated in the application form). This would be contrary to the design guidelines for the town centre. External illumination is the preferred option.

5. LOCAL REPRESENTATIONS

5.1 The application has been publicised by way of 28 letters. The number of representations received from neighbours, local groups, etc in response to notification and publicity of the application were as follows:

Support: 1

Object: 0

5.2 The representation as outlined above would only support the application if the illumination was turned off at night.

6. MATERIAL PLANNING CONSIDERATIONS

6.1 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.

6.2 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.

6.3 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.”

6.4 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

6.5 The proposed fascia sign would replace an existing one and revised plans show the sign will not be illuminated. The background of the sign is grey, mint green and white. The sign would sit within the original fascia area and would not be disproportionate to the existing frontage. A powder coated LED trough downlighter is proposed to sit above the sign.

6.6 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 LED lighting would be minimal and would not result in light pollution to the residential units in the immediate area.

Public safety

6.7 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

6.8 The proposed development is in general accordance with Policies DM3, DM8 and DM9 of the Development Management Development Plan Document 2017, and policies SP11 and SP12 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.

6.9 The proposed 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.

6.10 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.

7. RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to the following condition(s):

Conditions:

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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.