



Officer Report

Application Number:	HGY/2023/0896
Application Type:	Consent to display an advertisement
Address:	Unit 2, 2 Ashley Road, London N17 9LP
Proposal:	Application for advertisement consent to display two new fascia signs and one new projecting sign.
Case Officer:	Oskar Gregersen
Valid Date:	29/03/2023
Applicant:	Nelson
Agent:	Design Team

RECOMMENDATION

Approve with Conditions

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed Development

- This is an application for advertisement consent for the replacement of 2 x fascia signs and installation of 1 x projecting sign

Site and Surroundings

- The site is a ground floor retail unit of a large, tall, residential development located in Tottenham Hale. The site is finished predominantly with glazing as it is a purpose built retail unit. The site is not located within any conservation area, nor is it locally listed.

Relevant Planning and Enforcement History

- HGY/2018/2223 | Demolition works and clearance of existing site to provide a mixed-use development comprising 6 buildings up to 38 storeys in height, which together with pavilion and basement accommodation will provide up to 104,053m² of floorspace (GIA), comprising residential (Use Class C3) (up to 1,036 units), retail (Use Class A1-A4), health centre (Use Class D1), office (Use Class B1), leisure (Use Class D2) parking and servicing areas, hard and soft landscaping (including the provision of a new public square), highways works, creation of new vehicular accesses and the realignment of Station Road, decentralised energy network works and other associated works.

Approve

CONSULTATION RESPONSE

The following were consulted regarding the application:

Internal:

LBH Transportation Group : Consulted - There are no transport objections regarding this application.

LBH Design Officer: No objection; the proposed signage looks appropriately sized and of unobjectionable appearance, in the context of this high-rise, high-density, contemporary development, right on a busy transport interchange in the heart of a new emerging town centre.

External:

Transport for London – No objections

LOCAL REPRESENTATIONS

The application was published by way of 419 letters to neighbouring properties

The number of representations received from neighbours, local groups etc in response to notification and publicity of the application were as follows:

No of individual responses: 1

Objecting: 1

Supporting: none

The following local groups/societies made representations: None

The following Councillor made representations: None

The following issues were raised in representations that are material to the determination of the application:

- Colours of proposed signage would be at odds with the character of site

The following issues raised are not material planning considerations:

- None

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 site is located within a purpose built retail unit at the ground floor of a large, new-build residential development. The proposed signage is not deemed to be detrimental to the appearance of the nearby area or host building, and would be minimally illuminated such that there would not be any detriment to neighbouring amenity.

Public safety

There are no concerns relating to public safety that arise from this proposal.

Conclusion

The proposal complies with relevant planning policy and is considered acceptable. 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 with 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.

- 3 The maximum steady brightness of the illumination of the advertisements shall not exceed 320 candelas per square metre.

Reason - To accord with Policy DM3: Public Realm and DM23: Environmental Protection of the Development Management DPD 2017 as an advertisement of greater brightness would be unduly obtrusive and would be detrimental to the amenity of the area.

- 4 The illumination of the advertisement(s) shall not at any time be intermittent.

Reason - To safeguard local visual and residential amenity and to prevent the distraction of road users in the vicinity in accordance with Policy DM3: Public Realm of the Development Management DPD 2017.

- 5 The advertisement(s) shall only be illuminated during the opening hours of the premises to which it relates.

Reason - To accord with Policy DM3: Public Realm of the Development Management DPD 2017 as illumination outside these hours would be unduly obtrusive and would be detrimental to the amenity of the area.

Informatives:

INFORMATIVE: Land Ownership

The applicant is advised that this planning permission does not convey the right to enter onto or build on land not within his ownership.

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.