



Officer Report

Application Number:	HGY/2023/1933
Application Type:	Consent to display an advertisement
Address:	Unit 2, Tottenham Hale Retail Park, Broad Lane, Tottenham, London, N15 4QD
Proposal:	New corporate image signage, externally illuminated signage to replace existing sign along the facade.
Case Officer:	Kwaku Bossman-Gyamera
Valid Date:	18/07/2023
Applicant:	Lynne Garlick
Agent:	Mr James Brady

RECOMMENDATION

Approve with Conditions

1. APPLICATION DETAILS

Proposal: New internally illuminated signage to both west facing frontage and east to the rear of the building. Signage consists of the following:

- Item A – illuminated flex face box to top of the pod
- Item B – illuminated flex face box small sign facing the rear delivery bay
- Item E - lockable poster holder to front entrance
- Item I – Digital Screen to the lower part of the frontage

2. REASONS FOR GRANTING PERMISSION

2.1 The application site relates to Unit 2 which is located on the north - eastern corner of the Tottenham Hale Retail Park, adjacent to Curry's retail unit with the railway line running parallel to the rear and fronts directly opposite onto Broad Lane. The application site sits directly in front of an area of car park and landscape planting. Residential dwellings lie to the north and west, and retail uses to the east.

2.2 The site is not within a conservation area and does not contain any listed buildings.

2.3 The planning history of the site has been taken into account when coming to this decision.

2.4 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.

2.5 Proposal replaces existing signage located on the various elevations of the building to reflect a new corporate image signage. The fascia signs will go all around the top part of the pod and will

add an active frontage to this elevation. Fascia panel sign will span across the width of the main entrance elevation and are in keeping with the purpose built building style. All the signs will be internally-illuminated. Other signage within the lower part of the building are modest in size and appropriately positioned. As such there is not considered to be significant impact on amenity. Given the nature of the advertisements and location in this busy retail 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.

2.6 The proposed development is in general accordance with Policies DM1, DM3 and DM8 of the Development Management, Development Plan Document 2017, and policy 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.

2.7 All other relevant policies and considerations, including equalities, have been taken into account. Planning permission should be granted for the reasons set out above.

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.