



# Officer Report

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|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Application Number:</b> | <b>HGY/2023/2181</b>                                                                                                                                                                      |
| <b>Application Type:</b>   | <b>Consent to display an advertisement</b>                                                                                                                                                |
| <b>Address:</b>            | 16 High Road, Wood Green, London, N22 6BX                                                                                                                                                 |
| <b>Proposal:</b>           | Consent to display an advertisement installation of two fascia signs, one fascia on the High Road and one fascia sign on Whymark Avenue with internally individually illuminated letters. |
| <b>Case Officer:</b>       | Daniel Boama                                                                                                                                                                              |
| <b>Valid Date:</b>         | 10/08/2023                                                                                                                                                                                |
| <b>Applicant:</b>          | Mr Seyed Yamani                                                                                                                                                                           |
| <b>Agent:</b>              | Mr Kenan Kara                                                                                                                                                                             |

## **RECOMMENDATION**

**Approve with Conditions**

### **RECOMMENDATION**

GRANT ADVERTISEMENT CONSENT

### **PROPOSED DEVELOPMENT AND LOCATION DETAILS**

#### Proposed development

This is an application for consent to display advertisement by installing 2no. fascia signs, whereby 1no. fascia would be on the High Road and 1no. fascia sign would be on Whymark Avenue, both of which would have internally illuminated letters.

#### Site and Surroundings

The subject site is a ground floor level retail unit on the corner of A105/High Road and Whymark Avenue in Wood Green. The area on the High Road is predominantly commercial at ground floor level. On the upper floors is the Tarshish restaurant. To the southeast of the site is Poundland. The site is not in any conservation area nor is it within the curtilage of listed building. The site is in the Wood Green Primary Shopping Area and Wood Green Metropolitan District Centre.

#### Relevant Planning and Enforcement history

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

HGY/2023/2004 | GTD 18/9/2023 Alteration to shopfront by recessing it into shop floor by 1m from the front. Installation of 3no. retractable awnings on front and side elevations.

### **CONSULTATION RESPONSE**

No consultees.

## **LOCAL REPRESENTATIONS**

The application was published by way of 42 letters to neighbouring properties.

No of individual responses: 0

## **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 proposal replaces both pink background ‘Bardo’ signs on both the High Road and Whymark Avenue elevations with 2no. internally illuminated fascia signs that say ‘Green Market International Supermarket’ on a black background. The ‘Green’ letters would be green, and the ‘Market’ and ‘International Supermarket’ letters would be white. The ‘Green Market’ would be large font, and ‘International Supermarket’ would be in a smaller font in a subscript position. The signs would also be in keeping with the general character and pattern of signage along this frontage, and would not impact Whymark Avenue, which is commercial in nature at the junction with High Road. Therefore, the signage overall is considered acceptable.

### Public safety

The proposed fascia signs would not present any concerns over public safety and would not cause a hazard to pedestrians or road users, therefore is considered to be acceptable.

### Conclusion

The proposed signage is considered acceptable and an improvement to the existing subject to conditions.

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 subject to the following condition(s):

#### **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.

- 2
  - 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.

#### **Informatives:**

INFORMATIVE: Planning permission has been granted without prejudice to the need to get advertisement consent under the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

**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.