



Officer Report

Application Number:	HGY/2023/2277
Application Type:	Consent to display an advertisement
Address:	Unit 9, 88-96 High Road, Wood Green, London, N22 6HE
Proposal:	Consent to display an advertisement
Case Officer:	Oskar Gregersen
Valid Date:	22/08/2023
Applicant:	3
Agent:	Ms Yinka Olatunde

RECOMMENDATION

Approve with Conditions

1. REPRESENTATIONS

1.1 No representations were received in response to notification and publicity of the application.

1.2 The following issues were raised by neighbours, local groups and Councillors:

- No responses

2. REASONS FOR GRANTING PERMISSION

2.1 The subject site is a commercial building, housing an acting school, located near to Wood Green High Road. The site is not located within any conservation area and does not fall within the curtilage of a listed building.

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

2.3 Permission is sought for the relocation of an existing illuminated protruding shop sign to a new location nearby to its existing location. The sign would protrude approximately 450mm from the wall and would be approximately 1500mm high.

2.4 Officers note that the site of the acting school appears to be changing, with the sign being relocated around the corner to the application site. It is deemed that the location change would not appear overly dominant.

2.5 The proposal relocating the sign is considered proportionate and subordinate to the host building and is in keeping with the pattern of development in the area. Therefore, the local character and visual amenity of the area will be protected.

2.6 The height and depth of the sign to be relocated would not result in a material loss of sunlight or daylight, or have an overbearing appearance to any neighbouring property. There will be no material loss of privacy to neighbouring properties. The proposal is acceptable in amenity terms.

2.7 The proposed development is in general accordance with Policies DM1, and DM12 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.

2.8 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 PERMISSION subject to conditions

Conditions:

- 1 The development to which this permission relates must be begun no later than three years from the date of this decision notice, failing which the permission shall be of no effect.

Reason: This condition is imposed by virtue of Section 91 of the Town and Country Planning Act 1990 and to prevent the accumulation of unimplemented planning permissions.

- 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 advertisement(s) shall not exceed 300 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.

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.