



Officer Report

Application Number:	HGY/2023/1803
Application Type:	Consent to display an advertisement
Address:	448-454 High Road, Tottenham, London, N17 9JN
Proposal:	Display of 1x externally illuminated projecting sign, fascia sign with halo-lit lettering and 1x non-illuminated horizontal band.
Case Officer:	Emily Whittredge
Valid Date:	07/07/2023
Applicant:	3 City Gaming Limited
Agent:	Woods Whur 2014 Limited

RECOMMENDATION

Approve with Conditions

SUMMARY OF RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

This is an application for advertisements to the ground floor commercial frontage of the unit at 450-454 High Street comprising one fascia advertisement of individual halo illuminated letters and a non-illuminated strip across the bottom, one externally illuminated projecting sign, along with applied vinyl lettering to the glazing.

Background

The application is in connection with a refusal of advertisement consent (ref. HGY/2021/1781), which was dismissed on appeal. The refused signage has already been installed at the premises, and is reflected by the submitted drawings labelled "Existing." This application seeks to amend the unlawfully displayed signage.

The proposed fascia signage is formed of individual pin-mounted letters with stainless steel faces and returns, acrylic backs and halo illumination. A non-illuminated bar runs along the bottom of the fascia. The projecting sign measures 600mm square and 200mm deep faced in aluminium with externally illuminated acrylic letters and graphics on the faces and return.

The signage is in relation to the following change of use:

HGY/2020/1777 - Change of use of the ground floor to part adult gaming centre (Sui Generis) and part coffee and cake shop (A1/A3), with associated shopfront alterations. – Allowed on appeal reference APP/Y5420/W/20/3260036.

Site and Surroundings

The application site comprises the two units on the ground floor of a three storey locally listed 1920s building situated on the east side of the High Road, close to the junction with Stoneleigh Road, and lies within the designated Bruce Grove Conservation Area. This application relates only to the unit at 450-454 High Street.

The site forms part of the Primary Shopping Frontage within the Tottenham High Road/Bruce Grove District Centre. The surrounding area is mainly in commercial use on the ground floor level with residential accommodation above.

Relevant Planning and Enforcement history

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

HGY/2020/1777 - Change of use of the ground floor to part adult gaming centre (Sui Generis) and part coffee and cake shop (A1/A3), with associated shopfront alterations. – Allowed on appeal reference APP/Y5420/W/20/3260036.

HGY/2021/1781 - Internally illuminated lettering, 1no. internally illuminated projecting sign, and applied vinyl lettering. - Refused and dismissed on appeal reference APP/Y5420/Z/21/3282114

HGY/2023/1804 - Variation of condition 3 (hours of operation) of appeal decision APP/Y5420/W/20/3260036 (ref. HGY/2020/1777) for: Change of use of the ground floor to part adult gaming centre and part coffee and cake shop, namely to extend the opening hours to: Thu, Fri and Sat: from 0900hrs to 0600hrs the following day; and Sun, Mon, Tue and Wed: from 0900hrs to 0200hrs the following day. - Pending decision

CONSULTATION RESPONSE

No responses were received following publicity of the application. LBH Transportation Team had no objection to the previous application, which sought a greater amount of illumination.

Any decision will have regard to the concerns of Transport for London (TfL) in respect of the performance and safety the Transport for London Road Network (TLRN).

- Illumination for the signage must comply with the limit set out in the Institute of Lighting Engineers (ILE) technical note number 5 “The brightness of illuminated advertisement”, because TfL wants to ensure drivers are not distracted so there is no adverse impact on highway safety.
- The proposed signage must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing.
- Signage shall not over sail the TLRN and shall not come within 450mm of the carriageway.
- The footway and carriageway of the TLRN must not be blocked during construction. Temporary obstructions must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians or obstruct flow of traffic, buses, or cyclists. All vehicles associated with the construction must only park/stop at permitted locations and within the time periods permitted by existing on-street restrictions. No skips or construction materials should be kept on the footway or carriageway on the TLRN at any time.

LOCAL REPRESENTATIONS

There is no statutory requirement to publicise applications for advertisement consent. No representations were received from neighbours, local groups, etc in response to publication of the application on the Council's website.

The following Councillor(s) made representations: • 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.

Amenity

DM Policy (2017) DM1 ‘Delivering High Quality Design’ states that development proposals should relate positively to their locality, having regard to building heights, form, scale & massing prevailing around the site, urban grain, sense of enclosure and, where appropriate, following existing building lines, rhythm of any neighbouring or local regular plot and building widths, active, lively frontages to the public realm, and distinctive local architectural styles, detailing and materials. Policy DM8 states that the council will grant consent for shopfront signage where it contributes to an attractive environment and does not contribute to clutter or a loss of amenity; or adversely impact the character or appearance of a conservation area.

The Bruce Grove Conservation Area Appraisal stipulates that: “materials, colours and design for all signage should complement the historic character of the building and area” and that Perspex, acrylic and other non-traditional materials are not appropriate. The appraisal notes that Perspex projecting box signs will not be considered acceptable.

With respect to lighting, the Conservation Area Appraisal states that: “internally illuminated panels, signs or lettering will not usually be permitted. There will be a preference for illuminating signs indirectly with an appropriate swan neck or trough light... Fascia lighting can be concealed within the cornice... Matt finish slim metal lettering with discrete individual halo illumination may be

considered appropriate in some instances." The document notes that illuminated signs (as described above) may be acceptable for businesses that are open in the evening, but that illumination should be subdued and bright lights will not be permitted.

The host building is an attractive locally listed building that makes a positive contribution to the Bruce Grove Conservation Area. The site falls within the Tottenham High Street Heritage Action Zone, which has been awarded a grant of over £2m from Historic England to improve the High Street in Bruce Grove including shopfront repairs and improvements to historic buildings within the conservation area. The proposal seeks fascia signage that is halo illuminated with an externally illuminated projecting sign, which may be acceptable according to management principles of the conservation area appraisal. The proposal largely utilises metal for its signage, which is an appropriately high quality material for the conservation area. Although there is some use of acrylic in the cut-out lettering of the projecting sign, this is minimal and is not considered to be harmful to the appearance of the host building or the wider conservation area. The proposed applied translucent vinyl lettering to the glazing is discreet and appropriate.

The size of the proposed signage and lettering is considered proportionate and appropriate for this location. On balance, the signage is considered to address officer objections to refused application HGY/2021/1781 and would be

Given that the existing signage was unlawfully installed, a condition will be added to secure the replacement of the signage within 6 months.

The luminance levels and siting of the signage are not considered to result in undue harm to the amenity of neighbouring residential properties and is acceptable in this regard.

Public safety

Policy DM8 of the Development Management DPD 2017 requires that new signage will not cause a public safety hazard. The Council's Transport team has reviewed the proposals and do not object to the application.

The illumination of the signage would have a maximum luminance level of 250 cdm², which does not exceed the limits set out in ILP Professional Lighting Guide 05 and is considered not to cause a public safety hazard in terms of illumination. The signage would not be lower than 2.4 metres above the public highway and is therefore not considered to be harmful to public safety.

Conclusion

The proposed advertisements, by reason of their design, materials, and manner and levels of illumination would preserve the character or appearance of the Conservation Area in line with Policy SP12 of the Haringey Local Plan 2017 and Policies DM1, DM8 and DM9 of The Development Management DPD 2017 and Policies D8 and HC1 of the London Plan 2021.

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 The drawings submitted and labelled "Existing" have not been considered as part of the application hereby approved, except insofar as they define the current conditions of the application site, and no consent is given to any advertisement or other details of the development shown thereon.

Reason: These details were unlawfully installed, and refused by the Local Planning Authority under application reference HGY/2021/1781.

- 3 The advertisements hereby approved shall be installed, and the existing advertisements shall be removed, within 6 months of the date of this decision.

Reason: In order to prevent harm to the character and appearance of the conservation area to the detriment of the amenity of the area.

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 - A. 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 : Owners Consent. The applicant is advised that it is a condition of every consent granted that before displaying any advertisement, the permission of the owner of the land or other person entitled to grant permission must be obtained. To display any advertisement without this permission is an offence, open to immediate prosecution.