



Officer Report

Application Number:	HGY/2023/0223
Application Type:	Consent to display an advertisement
Address:	Shop, 57 High Road, Wood Green, London, N22 6BH
Proposal:	Advertisement consent for the replacement of the existing fascia and projecting signs on the shopfront with new internally illuminated fascia sign, shield sign, and projecting sign.
Case Officer:	Daniel Boama
Valid Date:	23/01/2023
Applicant:	Mr Mussana Khalid
Agent:MN	Mr Peter Cunningham

RECOMMENDATION

Approve with Conditions

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

This is an application for the the installation of internally illuminated fascia sign, shield sign, and projecting sign. The name of the new restaurant is “12th Street”, which would replace the current sign that says Spinzers, which is white font on a black background. The replacement “12th Street” sign would be white font on a red and blue background.

Site and Surroundings

The subject site is a ground floor fast food restaurant on the west side of High Road in Wood Green, between Courcy Road to the north and Coleraine Road to the south. There are flats above on the first and second floor. The site is within the Wood Green Primary Shopping Area and the Primary Frontage area. The site is not within a conservation area nor is it within the curtilage of a listed building. The surrounding area is also within the Wood Green Primary Shopping Area and the Primary Frontage area where internally illuminated advertisement is common in shop frontages.

Relevant Planning and Enforcement history

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

HGY/2004/2475 | GTD 14/1/2005 Erection of a 3 storey rear extension to create a new ground floor kitchen and enable the conversion of the existing upper floor flat into 2 x 2 bedroom flats at 1st and 2nd floor levels. The erection of new access stairs and screening to the proposed flats at the rear. The relocation of an extraction flue.

HGY/2004/1822 | REF 05/10/2004 Erection of a 3 storey rear extension to create 2 x 2 bedroom flats at 1st and 2nd floor levels. Provision of new access stairs and balconies to flats at rear.

HGY/2000/0147 | GTD 17/5/2000 Continuation of use of an unauthorised use of the shop unit as A3 hot food, pizza parlour.

CONSULTATION RESPONSE

The responses below were received following consultation on the application:

1. LBH Transportation Team: The proposed illumination level of 1300Cd/m² should be reduced to max. of 500cd/m². Subject to the above, there are no transport objections.

LOCAL REPRESENTATIONS

The application was published by way of 26 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 1no. 'Spinners' internally illuminated fascia sign above the shopfront of the unit with 1no. '12th Street' fascia internally illuminated fascia sign, 1no. 'Spinners' double sided internally illuminated projecting sign with 1no. '12th Street' double sided internally illuminated projecting sign, and would add one 12th Street shield adjacent to the fascia. These changes are not considered to have a visual impact on the site surrounding area, and so they are acceptable in this location. The proposed fascia, shield sign, and projecting sign are of modest size and design. The signs would also be in keeping with the general character and pattern of signage along this frontage. Therefore, the signage overall is considered acceptable.

Public safety

The Council's Transportation Team has been consulted and advises that the proposed illumination level of 1300cd/m² should be reduced to max. of 500cd/m². The application form was revised in response to the advice from the Transport Officer, and therefore, the illumination level will be reduced to 500cd/m². Furthermore to these changes, the proposed fascia signs would not present any concerns over public safety and would not cause a hazard to pedestrians or road users, and 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

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.

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 - 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 to the reasonable satisfaction of the Local Planning Authority.
 - 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 removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
 - 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 obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: The conditions are imposed by virtue of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 The internal illumination of the fascia signage shall not exceed the illuminance level of 1300 cd/m² specified on the submitted application form.

Reason: In order to safeguard the character and appearance of the surrounding area and to ensure that highway safety is not compromised, in accordance with Policy D8 of the London Plan (2021), Policy SP7 & SP11 of the Haringey Local Plan (2017) and Policies DM3 & DM8 of the Development Management, Development Plan Document (2017).