

Our Ref: AE/SC/R00619

Submitted Electronically via Planning Portal

Planning Department
London Borough of Haringey
10 Station Road
Wood Green
London
N22 7TY

13th November 2023

Dear Sir/ Madam

**APPLICATION FOR ADVERTISEMENT CONSENT UNDER THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007.
SHURGARD SELF-STORAGE, 45-47 Garman Road, London, N17 0UN.**

This application is made on behalf of the applicant, Shurgard UK Ltd., to seek advertisement consent to install 5 no. signs at the above site and on the premises granted planning permission under LPA ref. HGY/2022/2293. The building is currently under construction.

Alongside this cover letter, the following is submitted in support of this advertisement consent application:

- Completed application form;
- Relevant application fee;
- Building Signage and Proposed Elevations, prepared by Threesixty Architecture
- Building Signage Location Plan, prepared by Threesixty Architecture
- Scope of Works, prepared by Threesixty Architecture
- Lighting Pollution Statement, Prepared by Atelier Ten
- Site Plan, prepared by Threesixty Architecture

Background

The Application Site is located on the corner of Garman Road, Sedge Road and Watermead Way, in the Northumberland Park Ward, falling under the jurisdiction of London Borough Haringey ('LB Haringey').

The redevelopment of the site and use of the property for Storage and Distribution (Use Class order B8) is confirmed by full planning permission ref. HGY/2022/2293 granted by London Borough of Haringey on 12th April 2023.

Proposal

This application seeks to install 4 externally illuminated signs and 1 non-illuminated sign. The type and location of the proposed signage is indicated on the submitted elevations. Details and specifications of the proposed signage types are tabled below: -

Sign no.	Length x Height (mm)	Illuminated?	Sign Material/Colour	Height above FGL (mm)
1	16,000 x 3,600	Yes	Material Flat individual letters built in D-bond. Letters black matt RAL 9017 applied to white cladding panels. Strip of LED/Trough spot lights.	12,000
2	16,000 x 3,600	Yes	Material Flat individual letters built in D-bond. Letters black matt RAL 9017 applied to white cladding panels. Strip of LED/Trough spot lights	12,000
3	16,000 x 3,600	Yes	Material Flat individual letters built in D-bond. Letters black matt RAL 9017 applied to white cladding panels. Strip of LED/Trough spotlights	12,000
4	16,000 x 3,600	Yes	Material Flat individual letters built in D-bond. Letters white RAL 9003 applied to red cladding Strip of LED/Trough spotlights	12,000
5	1,000 x 250	No	Material Flat individual letters built in D-Bond.	Above Shopfront

			Letters white RAL 9003 applied to the brickwork above the shop frontage.	3200mm
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Full details are provided within the following submitted plans, prepared by 360 Architecture:

- Building Signage Location Plan
- Building Signage Details and Proposed Elevations
- Scope of Works

Relevant Planning Legislation & Policy

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 provides the legislative framework for determining applications for advertisement consent. Section 3(1) in particular, states that LPAs should exercise powers under the Regulations in the interests of amenity and the public safety of the proposed signage.

Paragraph 79 of the Advertisement NPPG defines “amenity” as the effect on aural and visual amenity in the immediate surroundings of an advertisement. LPAs should consider any advertisement proposal in relation to the local scenic, historic, architectural or cultural features of the locality which contribute to its distinctive character.

The Development Plan for London Borough of Haringey comprises:

- The London Plan (2021)
- Haringey Local Plan:
 - Strategic Policies (2013 with alterations 2017)
 - Development Management Policies (2017)

Policy DM3 Public Realm of Haringey's Development Management Policies recognises that proposals for advertisements should be designed to a high standard and they must:

- a) Contribute to a safe and attractive environment;
- b) Be of 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; and
- f) Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

Planning Assessment

Amenity/ Character

This application seeks consent for installation of signage associated with the Shurgard self-storage facility at 45-47 Garman Road, London, N17 0UR.

The Site is not located within a Conservation Area and it does not contain any statutorily or locally listed buildings. It is also not located within proximity of any designated heritage assets. As such, this proposal for advertisement consent will not impact upon the character of any designated heritage assets.

The proposal seeks to advertise the operator of the self-storage facility, Shurgard, and the design of the signage reflects the company's branding. The proposed signage will complement the commercial character of the area.

Overall, the building and signage is in-keeping with the commercial character of the surrounding area. The proposed type, location, height and size of the main fascia sign is coherent with the design of the building and will enhance the appearance of the site and improve the visual amenity of the local area.

The proposed signage therefore preserves the character and amenity of the local area, in accordance with Local Plan policy in DM3 and national guidance outlined in the Town and Country and Planning (Control of Advertisements) (England) Regulations 2007 as well as other guidance in the NNPF and NPPG.

Public Safety

The Site is within an industrial area characterised by large elevational signage. As Paragraph 67 of Advertisement NPPG states, *"there are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality"*.

The proposed fascia signs will be installed to the external cladding of the building. The proposed projecting signs only have a modest projection from the building and are well raised from the ground level. As such, pedestrian and vehicle flow will not be obstructed.

The proposed externally illuminated fascia signs and internally illuminated hanging signs have static illumination of 300cd/sqm, representing a very modest illuminance level. Cumulatively or individually, the proposals will not result in unacceptable glare or impair the sight lines of any highway users. In addition, the low illuminance levels and types of illumination will not detrimentally impact upon the amenities of neighbouring residents.

Overall, the proposals will have a negligible impact on road and pedestrian safety, and the amenities of neighbouring residents and therefore comply with Policy DM3 of the Local Plan.

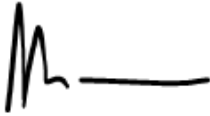
Conclusion

In summary, the proposed fascia signage will have a minimal impact the amenity and public safety of the local area, in accordance with relevant legislation and policy. Therefore, advertisement consent should be granted without delay.

I trust that you have all the information you require to validate this application. If, in the interim, you have any queries please do not hesitate to contact Sam Conalty

(sam.conalty@rokplanning.co.uk), or myself at this office. I look forward to your formal acknowledgement of the application.

Yours faithfully,

A handwritten signature in black ink, consisting of a stylized 'A' followed by a horizontal line.

Alun Evans
Director

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For and on behalf of ROK Planning