



# Officer Report

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| <b>Application Number:</b> | <b>HGY/2023/3092</b>                                                                                               |
| <b>Application Type:</b>   | <b>Consent to display an advertisement</b>                                                                         |
| <b>Address:</b>            | 144 High Road, Wood Green, London, N22 6EB                                                                         |
| <b>Proposal:</b>           | Display of advertisements including externally illuminated fascia sign and externally illuminated projecting sign. |
| <b>Case Officer:</b>       | Emily Whittredge                                                                                                   |
| <b>Valid Date:</b>         | 15/09/2023                                                                                                         |
| <b>Applicant:</b>          | C/o Agent n/a                                                                                                      |
| <b>Agent:</b>              | Tom Leigh                                                                                                          |

## **RECOMMENDATION**

### **Approve with Conditions**

#### **1. PROPOSED DEVELOPMENT AND LOCATION DETAILS**

##### **Proposed development**

This is an application for advertisements to the ground floor commercial frontage of the unit at 144 High Road in Wood Green comprising one externally illuminated fascia sign and one externally illuminated projecting sign.

##### **Background**

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

HGY/2022/4454 Change of use from Betting Shop (sui generis) to Adult Gaming Centre (sui generis). Granted subject to conditions.

##### **Site and Surroundings**

The application relates to a ground floor commercial unit on the east side of the High Road in Wood Green. The host building is within an attractive brick terrace with a shopping parade at ground floor level. The site is within a Secondary Shopping Frontage in the Wood Green Metropolitan Centre and is in a Growth Area.

##### **Relevant Planning and Enforcement history**

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

HGY/2022/4454

Change of use from Betting Shop (sui generis) to Adult Gaming Centre (sui generis). - Granted subject to conditions.

HGY/2023/2476

Alterations to shopfront - Pending decision

## **2. CONSULTATION RESPONSE**

The LBH Transportation team was not consulted on the application as the proposed luminance is far below the limit set out in the Institute of Lighting Engineers (ILE) technical note number 5 “The brightness of illuminated advertisement”, per their usual requirements. Furthermore, the signage does not have an intermittent light source, moving feature, animation or exposed cold cathode tubing, and the modest projecting sign more than 3m above the footpath will not have an adverse impact on highway safety.

## **3. LOCAL REPRESENTATIONS**

There is no statutory requirement to publicise applications for advertisement consent, and the minor scale and nature of the proposal is not expected to give rise to any adverse impacts on amenity. No representations were received from neighbours, local groups, etc in response to publication of the application on the Council's website.

## **4. 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.

The proposal seeks fascia signage within the existing fascia using built up aluminium letters, and a double sided aluminium projecting sign, both externally illuminated with downward trough lighting. The design, materials, scale and illumination of the proposed signage are appropriate for the location and are supported.

The luminance levels, method of illumination and size/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 proposed levels of illuminance for both signs would have a maximum luminance level of 350 cd/m<sup>2</sup>, which is below 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 projecting sign is small in size and would be more than 3 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 have an acceptable impact on the street scene and shopping parade in line with Policy SP11 of the Haringey Local Plan 2017 and Policies DM1, DM3 and DM8 of The Development Management DPD 2017 and Policy D8 of the London Plan 2021.

All other relevant policies and considerations, including equalities, have been taken into account. Advertisement consent should be granted for the reasons set out above.

The details of the decision are set out in the RECOMMENDATION

## **5. RECOMMENDATION**

GRANT ADVERTISEMENT CONSENT subject to the following condition(s):

### **Conditions:**

- 2      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.