

Officer Report

Application Number:	HGY/2023/1805
Application Type:	Consent to display an advertisement
Address:	Ground floor commercial unit, 7 Station Road, Tottenham Hale, London, N17 9LR.
Proposal:	Display of signage on ground floor commercial premises including 10 x fascia signs (2 x illuminated, 8 x non-illuminated)
Case Officer:	Oskar Gregersen
Valid Date:	08/08/202 3
Applicant:	Mr Andy Horwood
Agent:	

RECOMMENDATION

Approve with Conditions

1. Site location

The site is recently constructed tall residential building and is located on the at the corner of Station and Hale Roads.

The character of the area is a mix of commercial and residential being with in a District Centre, and Growth Area, with nearby large businesses have signage and relying on passing trade which is generally non-illuminated.

2. Description of Proposal

The applicant is seeking advertisement consent for installation of signage on ground floor commercial premises including 10 x fascia signs (2 x illuminated, 8 x non-illuminated).

The signage will comprise of 8 non-illuminated box fascia signs, and 2 illuminated box fascia sings along the northern, eastern, and southern elevations at ground floor of the building. Materially the signage would be finished in aluminium with wooden texture at the base, painted in RAL 5005 with Tesco Lettering added,

3. Relevant Planning and Enforcement history

N/A

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Transport:

No Objection

Haringey Design Officer:

No Objection (following amendment of application)

5. Local Representations

The number of representations received from neighbours, local groups, etc in response to notification and publicity of the application were as follows:

No of individual responses: 0

6. Assessment of planning issues

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 NFFP (2023) states in Paragraph 136 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 respect of the Council’s Local Plan Policies as outlined below.

Amenity

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.

Policy DM8 supports advertisements proposals as long as they are high quality and sensitive to their surroundings, do not contribute to visual clutter and do not cause visual intrusion by virtue of light pollution into adjoining residential properties.

The proposed signage is considered to be of acceptable appearance and material composition as well as sympathetically sized in relation to proportions of the shopfront, the host building and the surrounding area. As such the proposed signage is deemed to accord with DPD Policies DM3 and DM8 and can be approved.

Public safety

Local Plan Policy DM2 seeks to ensure safe and accessible pedestrian routes and for proposals to not impede pedestrian permeability. In relation to advertisements Policy DM3 and DM8 seeks to ensure these do not cause a hazard to pedestrians or other road users. London Plan policy D8 also relates to pedestrian safety and states that applications which seek to introduce unnecessary street furniture should be refused.

The Council therefore needs to be convinced that pedestrian movement is not impeded with such development and that it does not attract attention which may endanger vehicle users.

The signage would not generate any obstruction to pedestrian movement on adjacent footway and as such there would be no consequence for the flow of pedestrians, including wheelchair and disabled users.

7. Conclusion

For the reasons outlined above, the proposed signage is found to be acceptable in terms of amenity and public safety. The signage would not harm the character and appearance of the conservation area. There is no conflict with any national, London or Local Plan policy and the application should therefore be approved.

8. Recommendation

It is therefore recommended that this application be APPROVED in accordance with the following conditions:

1. Standard advertisement condition:
 - 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.
 - 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.

2. The brightness of the advertising screens should be limited to 500cd/m2.

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