

Officer Report

Application Number:	HGY/2023/1597
Application Type:	Consent to display an advertisement
Address:	Land and Railway Arches to the South of Page Green Road, London N15 4PG
Proposal:	Display of 1 X illuminated fence mounted fascia sign , one illuminated fascia band, one freestanding double-sided pole mounted sign and two double-sided trolley signs.
Case Officer:	Sarah Madondo
Valid Date:	24/05/2023
Applicant:	N/A
Agent:	Mr Chris Dodds

RECOMMENDATION

Approve with Conditions

Proposed development

Display of 1 X illuminated fence mounted fascia sign, one illuminated fascia band, one freestanding double-sided pole mounted sign and two double-sided trolley signs.

Site & Surroundings

The application site ('the Site') comprises a generally triangular area of land amounting to around 0.5ha, comprising predominantly of hardstanding but with railway arches sitting centrally within the site underneath an active railway line that runs through the middle of the site southwest to northeast. The site is located to the south of Page Green Road and is accessed direct from Page Green Road opposite its junction with Stamford Road which goes off to the north. The southern boundary of the Site is formed by another active railway line.

The predominant land use in the surrounding area is commercial and industrial but immediately to the west of the site is a row of terraced houses. To the northwest, on the western side of Stamford Road, there is another row of terraced houses. However, to the northeast, on the eastern side of Stamford Road, and to the east of the Site generally, the predominant use is commercial and industrial including the Hale Business Centre to the north and various vehicle repair businesses immediately to the east of the site accessed from Markfield Road. To the south of the site is an active railway line with Markfield Park to the south of that. To the southwest is Gladesmore Community School and Crowland Primary School within a predominantly residential area.

SITE HISTORY AND ENFORCEMENT

No history

CONSULTATION

LBH Transportation - no objection

LOCAL REPRESENTATIONS

The application has been publicised by the way of letters. The number of representations received from neighbours, local groups, etc in response to notification and publicity of the application were as follows:

Objections: 0

Support: 0

MATERIAL PLANNING CONSIDERATION

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.

Permission is sought for the display of 1 X illuminated fence mounted fascia sign, one illuminated fascia band, one freestanding double-sided pole mounted sign and two double-sided trolley signs.

Impact on Amenity

The advertisements would not be directly overlooked by any residential properties and would not unduly detract from the public realm. They would not result in an unacceptable impact upon amenity of users of the adjacent public realm or neighbouring properties. The advertisements are therefore in accordance with policy DM3 of the Haringey DPD with regards to amenity considerations.

Public safety

The signs would not cause hazard to pedestrians or road users by virtue of their siting and design. The proposed signages are therefore in compliance with Policy DM3 with regards to public safety considerations. Officers considers that the adverts signs would not impede on pedestrian flow/safety. Furthermore, given the size and location of signs it is not anticipated that the proposed signage will cause a traffic hazard.

Conclusion

The proposed development is considered to comply with Policy DM1, DM3 & DM12 of the Development Management Development Plan Document (Adopted July 2017), and Policy SP11 of Haringey's Local Plan Strategic Policies (Adopted 2017). It also accords with the relevant policies of the London Plan 2021.

Conditions:

- 2 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.