



Officer Report

Application Number:	HGY/2023/3238
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 2 x Custom Non-illuminated signs, 1 x Illuminated Fascia Bands (3 sided) and 1 x double sided trolley sign
Case Officer:	Nathan Keyte
Valid Date:	05/12/2023
Applicant:	..
Agent:	Miss Emma Rawson

RECOMMENDATION

Approve with Conditions

1. PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

The application is for the display of 2 x Custom Non-illuminated signs, 1 x Illuminated Fascia Bands (3 sided) and 1 x double sided trolley sign. The signage will be related to the change of use (to a rental vehicle premises and vehicle storage site) and subsequent Non-Material Amendment (amendments to site layout) applications granted in 2023.

The illuminated fascia sign will bound the office for the rental car company and is three sided. Illuminance is proposed at 300 cd/m2 (revised from the time of submission). All other signage is non-illuminated.

The two custom signs will be raised banners erected at the arches to indicate car return/ help with navigation within the site.

A period of 10 years is sought for the proposed signage.

Site and Surroundings

The application site comprises of 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.

A visit was made to view the site from the public domain on 22.12.2024 and online imagery.

Relevant Planning and Enforcement history

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

HGY/2023/2839 - Non-Material Amendment application to the approved planning application reference HGY/2023/1393 for the amendments to the proposed site layout and siting of the office, to replace it with a single modular office unit. Granted 17/11/2023.

HGY/2023/1393 - Change of use of existing arches to a rental vehicle premises and vehicle storage site (Sui Generis Use) including demolition of existing structures, installation of rental vehicle office and rental vehicle wash bay, rental vehicle storage, car parking and associated works. Granted 06/10/2023.

2. CONSULTATION RESPONSE

LBH Transport – The illumination levels for the fascia signage was recommended to be reduced to 300cd/m².

[Officer comment: The application has since been revised to reduce the illumination levels to 300cd/m², as per the email from the agent dated 09.01.2024.]

Network Rail (East of Borough) – No objection raised. Applicant is advised to contact Network Rail through the separate process to support the development, and outlines a list of matters for consideration.

[Officer comment: The Agent has agreed via email (10.01.2024) that these points will be complied with, and which include the following:

The developer must ensure that their proposal, both during construction and after completion does not: • encroach onto Network Rail land

- affect the safety, operation or integrity of the company's railway and its infrastructure
- undermine its support zone
- damage the company's infrastructure
- place additional load on cuttings
- adversely affect any railway land or structure
- over-sail or encroach upon the air-space of any Network Rail land
- cause to obstruct or interfere with any works or proposed works or Network Rail development both now and in the future

The raised banner signage will be bolted to the ground rather than attached to the rail bridge structure in any way, and an informative is recommended to clarify that should development occur to Network Rail assets that would require alteration of the signage, this can be undertaken via the powers under Network Rail

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 2023) states in Paragraph 141 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 signage to be illuminated will be on the southern side of the railway arches, and away from nearby residential properties. The luminance levels, method of illumination and size/siting of the other signage proposed 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 signage is to provide wayfinding for users of the site, to identify for car return, and is not considered to be excessive. The proposed levels of illuminance for the fascia signs would have a maximum luminance level of 300 cd/m², and located away from the public highway.

Advertisement Period

The application seeks a period of 10 years for the advertisements. Considering the nature and location of the business to which the advertisements relate, and the design of the signage, this extended period is considered acceptable in this case.

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.

5. RECOMMENDATION - GRANT ADVERTISEMENT CONSENT subject to the following condition(s):

Conditions:

- 1
 - A. The display of the advertisement (s) shall be permitted for a period of ten 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.
- 2 The illumination of the signage shall not exceed the illuminance level of 300 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).

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.

INFORMATIVE: Network Rail Land

The developer must ensure that their proposal, both during construction and after completion does not:

- encroach onto Network Rail land
- affect the safety, operation or integrity of the company's railway and its infrastructure
- undermine its support zone
- damage the company's infrastructure
- place additional load on cuttings
- adversely affect any railway land or structure
- over-sail or encroach upon the air-space of any Network Rail land
- cause to obstruct or interfere with any works or proposed works or Network Rail development both now and in the future

