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L240125 SAV Cover Letter

savills

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**SUBMITTED VIA PLANNING PORTAL REFERENCE: PP-12759696**

Dear Sir or Madam

**THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007**  
**APPLICATION FOR ADVERTISEMENT CONSENT**  
**677 GREEN LANES, N8 0QY**  
**APPLICATION BY ASDA STORES LIMITED**

### Introduction

We write on behalf of our client, Asda Stores Limited, to apply for advertisement consent for signage associated to a new Asda Express convenience goods store that will be operated from 677 Green Lanes that will enable the vacant commercial unit at the site to be brought back into viable economic use and contribute to the vitality and viability of Green Lanes Local Shopping Centre that the site is located within<sup>1</sup>.

The application comprises a signage pack prepared by Omega Signs which shows the signage and as the application has been submitted electronically via the Planning Portal website the relevant application fee of £165.00 has been made electronically.

### The Proposed Signage

There are seven types of signs shown in the enclosed signage pack are described as follows:

**Item 01 Large Asda Express linear letters located on a grey fascia** – This is the prominent unit fascia sign in corporate Asda Express branding.

**Item 02 'Large' service panel signage** – This is a simple vinyl sign that will be located in the window to the right hand side of the entrance door specifying hours of opening and product ranges sold on the external facing part of the sign.

**Item 03 'A' Manifestation dots** – These will be located across the first three window bays from the left hand side and are a vinyl sticker applied externally.

**Item 04 'Entrance posts' illuminated signage** – These are two thin Asda corporate green panels to be located either side of the entrance door to demark the entrance.

<sup>1</sup> As defined under Policy SP10 of Haringey's Local Plan Strategic Policies 2013 – 2026 (March 2013)



**Item 06 'CCTV' Disclaimer notice** – This is notice to remind patrons that CCTV is in operation.

**Item 07 'Window Graphics** – This is a vinyl sign to be applied externally or internally that will face outwards in Asda Express' corporate green and black colours with the words 'Nice to see you' imposed on part of the sign.

### **Assessment of Proposed Signage for Advertisement Consent**

The National Planning Policy Framework ('NPPF') and The Town and Country Planning (Control of Advertisements) Regulations 2007 permit local authorities to only consider amenity and public safety matters when determining applications for Advertisement Consent.

#### ***Amenity***

Issues of amenity tend to centre both on the harm of advertisements, as a result of their scale, location and illumination on the residential amenity of nearby residential dwellings. Other considerations may include whether the proposals cause visual clutter that is out of character with the host building or wider setting.

The application site is located within an established commercial area. The proposed signage is corporate branding consistent with the commercial function of the use.

The proposed signage will not have any negative effects on the amenity of the surrounding area. The signage is considered to be an improvement on previous signage with less fascia and window branding consistent with Asda's high quality approach to signage.

#### ***Public Safety***

The majority of the signage is to be located on commercial buildings fronting a pedestrianised street. There would therefore be no impact on highway or pedestrian safety arising from the proposed signage. The Totem Signage is located on private land and behind the boundary wall with the public highway. It is not in a location that could impact on highway or pedestrian safety.

#### **Summary**

The application seeks advertisement consent for signage on the elevations of a new Asda Express store at 677 Green Lanes.

Neither signage style nor the entire proposal when taken as a whole will have a negative impact on public safety, or amenity. We don't consider the proposal will harm the host building, but in any event the public benefits of the proposal are significant in bringing back into viable use a commercial unit within a defined 'town centre' for purposes that will support that centre's vitality and viability and provide a community convenience store serving the surrounding residential population.

We trust the information provided above and within the enclosed documents are sufficient for the Council to register and approve the application. We will endeavour to contact you within the next few days to establish your timetable for decision making.



Should you require any clarification or additional information, please do not hesitate to contact Matthew Sobic or Katie Parfett at these offices.

Yours sincerely

A handwritten signature in black ink, which appears to read "Savills", written in a cursive, flowing style.

**Savills (UK) Ltd**  
Planning

Enc.