

Our Ref: AE/WF/SC/R00619

Submitted Electronically via Planning Portal

Planning Department
London Borough of Haringey
10 Station Road
Wood Green
London
N22 7TY

13th March 2024

Dear Sir/ Madam

**APPLICATION FOR ADVERTISEMENT CONSENT UNDER THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007
SHURGARD SELF-STORAGE, 45-47 GARMAN ROAD, LONDON, N17 0UN**

This application is made on behalf of the applicant, Shurgard UK Ltd., to seek advertisement consent to install 5 no. signs at the above site and on the premises granted planning permission under LPA ref. HGY/2022/2293. The building is currently under construction.

Alongside this cover letter, the following is submitted in support of this advertisement consent application:

- Completed application form;
- Relevant application fee;
- Existing and Proposed Signage Plan
- Site Plan, prepared by Threesixty Architecture

Background

The Application Site is located on the corner of Garman Road, Sedge Road and Watermead Way, in the Northumberland Park Ward, falling under the jurisdiction of London Borough of Haringey ('LB Haringey').

The redevelopment of the site and use of the property for Storage and Distribution (Use Class B8) benefits from full planning permission ref. HGY/2022/2293 as granted by LB Haringey on 12th April 2023.

The site was also subject to a recent an advertisement consent application (HGY/2023/3060) for the "*display of 4 no. externally building mounted illuminated fascia signs and 1no. non-illuminated fascia sign*". This application was granted by the London Borough of Haringey on 9th January

2024.

The current application seeks consent for changes to the approved signage, involving raising signs 1, 2 & 3 by approx. 6,000mm.

Proposal

4 externally illuminated signs and 1 non-illuminated sign are proposed. The type and location of the proposed signage is indicated on the submitted elevations. Details and specifications of the proposed signage types are tabled below: -

Sign no.	Length x Height (mm)	Illuminated?	Sign Material/Colour	Height above FGL (mm)	Difference to approved (HGY/2023/3060) scheme
1	16,000 x 3,500	Yes	Material Flat individual letters built in D-bond. Letters black matt RAL 9017 applied to white cladding panels. Strip of LED/Trough spot lights.	18,000	Sign has been raised by 6,000mm
2	16,000 x 3,500	Yes	Material Flat individual letters built in D-bond. Letters black matt RAL 9017 applied to white cladding panels. Strip of LED/Trough spot lights	18,000	Sign has been raised by 6,000mm
3	16,000 x 3,500	Yes	Material Flat individual letters built in D-bond. Letters black matt RAL 9017 applied to white cladding panels. Strip of LED/Trough spotlights	18,000	Sign has been raised by 6,000mm
4	16,000 x 3,500	Yes	Material Flat individual letters built in D-bond. Letters white RAL 9003	12,000	No difference – this is to remain as approved

			applied to red cladding Strip of LED/Trough spotlights		under application HGY/2023/3060
5	1,000 x 250	No	Material Flat individual letters built in D-Bond. Letters white RAL 9003 applied to the brickwork above the shop frontage.	Above Shopfront 3200mm	No difference – this is to remain as approved under application HGY/2023/3060

Full details are provided within the following submitted plans, prepared by 360 Architecture:

- Existing and Proposed Signage Plan
- Approved Signage Plan (Application HGY/2023/3060)

Relevant Planning Legislation & Policy

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 provides the legislative framework for determining applications for advertisement consent. Section 3(1) in particular, states that LPAs should exercise powers under the Regulations in the interests of amenity and the public safety of the proposed signage.

Paragraph 79 of the Advertisement NPPG defines “amenity” as the effect on aural and visual amenity in the immediate surroundings of an advertisement. LPAs should consider any advertisement proposal in relation to the local scenic, historic, architectural or cultural features of the locality which contribute to its distinctive character.

The Development Plan for London Borough of Haringey comprises:

- The London Plan (2021)
- Haringey Local Plan:
 - Strategic Policies (2013 with alterations 2017)
 - Development Management Policies (2017)

Policy DM3 Public Realm of Haringey's Development Management Policies recognises that proposals for advertisements should be designed to a high standard and they must:

- a) Contribute to a safe and attractive environment;
- b) Be of 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; and

- f) Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

Planning Assessment

Amenity/ Character

This application seeks consent for installation of signage associated with the Shurgard self-storage facility at 45-47 Garman Road, London, N17 0UR.

The Site is not located within a Conservation Area and it does not contain any statutorily or locally listed buildings. It is also not located within proximity of any designated heritage assets. As such, this proposal for advertisement consent will not impact upon the character of any designated heritage assets.

The proposal seeks to advertise the operator of the self-storage facility, Shurgard, and the design of the signage reflects the company's branding. The proposed signage will complement the commercial character of the area.

The acceptability of this signage was demonstrated in the approval of application HGY/2023/6020. The proposed amendment to raise signs '1', '2' and '3' by 6000mm does not materially affect the character or appearance of the signage or its effect on the amenity of the surrounding area. As such, it is similarly considered that this will be acceptable.

Overall, the building and signage is in-keeping with the commercial character of the surrounding area. The proposed type, location, height and size of the main fascia sign is coherent with the design of the building and will enhance the appearance of the site and improve the visual amenity of the local area.

The proposed signage therefore preserves the character and amenity of the local area, in accordance with Local Plan policy in DM3 and national guidance outlined in the Town and Country and Planning (Control of Advertisements) (England) Regulations 2007 as well as other guidance in the NNPF and NPPG.

Public Safety

The Site is within an industrial area characterised by large elevational signage. As Paragraph 67 of Advertisement NPPG states, *"there are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality"*.

The proposed fascia signs will be installed to the external cladding of the building. The proposed projecting signs only have a modest projection from the building and are well raised from the ground level. As such, pedestrian and vehicle flow will not be obstructed.

The proposed externally illuminated fascia signs and internally illuminated hanging signs have static illumination of 300cd/sqm, representing a very modest illuminance level. Cumulatively or individually, the proposals will not result in unacceptable glare or impair the sight lines of any

highway users. In addition, the low illuminance levels and types of illumination will not detrimentally impact upon the amenities of neighbouring residents.

Overall, the proposals will have a negligible impact on road and pedestrian safety, and the amenities of neighbouring residents and therefore comply with Policy DM3 of the Local Plan.

Conclusion

In summary, the proposed fascia signage will have a minimal impact the amenity and public safety of the local area, in accordance with relevant legislation and policy. Therefore, advertisement consent should be granted without delay.

I trust that you have all the information you require to validate this application. If, in the interim, you have any queries please do not hesitate to contact Sam Conalty (sam.conalty@rokplanning.co.uk), or myself at this office. I look forward to your formal acknowledgement of the application.

Yours faithfully,



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Director

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For and on behalf of ROK Planning