

Application Number:	HGY/2023/2541
Application Type:	Consent to display an advertisement
Address:	515-519 High Road, Tottenham, London, N17 6SB
Proposal:	Installation of back-lit fascia signage onto the front and side elevations at ground floor level.
Case Officer:	Kwaku Bossman-Gyamera
Valid Date:	21/09/2023
	3
Applicant:	OZGUR SENGUL
Agent:	Mr Halil Seker

RECOMMENDATION

Refuse

1. Site location

The application site is located on the corner of Bruce Grove and the High Road. The site contains a three-storey end of terrace building with a pawn shop located at ground level and residential above. The first storey area of the building largely comprises glazing, whilst the second storey consists of the more traditional style of brick with timber sash windows.

The site is located within the Tottenham High Road Historic Corridor Conservation Area. The character of the area is commercial being within a District Centre with businesses have signage and relying on passing trade which is generally non-illuminated.

2. Description of Proposal

Installation of back-lit fascia signage onto the front and side elevations at ground floor level.

3. Relevant Planning and Enforcement history

The most recent applications for advertisement consent are summarised as follows:

- HGY/2023/1990 GTD 15/09/2023 Installation of an extractor flue to be located on the building's rear elevation.
- HGY/2022/1530 GTD 04/08/2022 Installation of retractable awning.
- Planning HGY/2013/2048 REF 26-11-2013 Display of 2 x externally illuminated fascia signs, 2 x non-illuminated fascia signs and 1 x externally illuminated hanging sign.

- Planning HGY/2002/0397 GTD 14-05-02 515 High Road London Change of use of the ground floor from A1 (retail) to A2 (estate agents).
- Planning HGY/2013/0114 GTD 12-03-13 515- 519 High Road London Display of 4 x non-illuminated fascia signs and 1 x non-illuminated box hanging sign (as amended).

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Transportation Group: No objection.

LBH Conservation Area Officer: Objection.

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 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 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 development site forms part of 515-523 High Road and is a locally listed building which lies within the Bruce Grove Conservation Area and is considered to positively contribute towards the Conservation areas Significance. The site also lies within the Tottenham High Street Heritage Action Zone. This area is undergoing heritage-led regeneration, which includes the Council delivering a programme of shopfront improvements in the area as part of works to improve the High Street and undo the gradual harm which unsympathetic alterations and shopfronts have done to the significance of the Conservation Area and heritage assets within this zone. The Bruce Grove Conservation Area is a notable example of late C19 commercial townscape which developed rapidly after the opening of Bruce Grove station in 1872.

Nos. 515-523 is three storeys high and slightly lower with a pitched slate roof and an eaves line marked by a red-brick cornice and dogtooth ornament. The second-floor windows are smaller two-over-two timber sashes; the original moulded lintels have been replaced with red-brick segmental arches. The projecting first floors originally had windows with cast-iron columns and arches matching those of Nos. 527-541, but these have been replaced with casement windows with upper opening lights. The first-floor feature turns the corner into a two-storey unit in Bruce Grove but unfortunately the windows of this unit have been further altered.

As part of the works around the Tottenham High Street Heritage Action Zone a design guide for the buildings within this area has been published, including specific guidance on shopfronts and advertisements, has been produced. It is expected that the design guide is used to shape application and the design of the proposed works.

The submitted heritage statement contains some errors – the development site forms part of a locally listed building, and the significance of this non-designated heritage asset needs to be taken into account when designing and discussing the proposed plans. The provided statement does not include references to the historic environment record, the minimum set out in paragraph 194 of the NPPF, nor does it discuss the significance of the Conservation Area or the locally listed building, nor the impact of the proposed works on this significance contrary to local plan policy DM9(b).

As set out in the design guide, signage on fascias should either painted directly onto the fascia, or: *“individual letters applied to the fascia could also potentially be appropriate. Gilded, stove enamelled or painted wooden lettering is appropriate on period buildings and historic streets. Applied vinyl lettering has a flat appearance and will rarely be acceptable.”*

The proposed signage is acrylic and not in individual letters. It is also unclear what the shape of the applied text signage would be as the signage has not been shown separately. The proposed fascia signage would not accord with the design guide and is not considered to be appropriate in this location, on a locally listed building.

Additionally, there is concern over the proposed lighting. Whilst halo lighting can be an acceptable form of lighting for fascia signage, the proposed lighting is not true halo lighting which requires the light source to be fully contained behind a solid front. Instead, the proposed lighting is and is confusingly called back lit on the drawings and is for LED strips to be applied to the side and wrapped around signage which provides a much more different affect. Also, as per the above, it is unclear what the extent of the signage is, and how many parts it is formed of and therefore the impact of the proposed lighting is unclear.

The proposal would result in signage inappropriate in the context of the architectural qualities of this building, having a damaging effect on the character and appearance of the conservation area. The proposal would result in less than substantial harm to a designated heritage asset; however, there would not be sufficient public benefit to outweigh the harm that would result from the scheme.

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. The proposed signage would be unlikely to impact on highway safety either through the loss of visibility or through distraction and would not obstruct the footway.

7. Conclusion

Overall, the signage by reason of its siting, design and associated lettering and choice of lighting would undermine the architectural qualities to the host building and terrace, having an unacceptably harmful effect on the visual amenities of the area and failing to preserve and enhance the character and appearance of the conservation area. The proposal conflicts with national, London and Local Plan policy and the application should therefore be recommended for REFUSAL.

8. Recommendation

It is therefore recommended that this application be REFUSED for the following reasons:

The signage by reason of its siting, design and associated lettering and choice of lighting would undermine the architectural qualities to this building and terrace, having an unacceptably harmful effect on the visual amenities of the area and failing to preserve and enhance the character and appearance of the conservation area, contrary to Policy SP12 of the Haringey Local Plan 2017 and Policies DM3, DM8 and DM9 of The Development Management DPD 2017 and Policies D8 and HC1 of the London Plan 2021.

Refusal Reasons:

The signage by reason of its siting, design and associated lettering and choice of lighting would undermine the architectural qualities to this building and terrace, having an unacceptably harmful effect on the visual amenities of the area and failing to preserve and enhance the character and appearance of the conservation area, contrary to Policy SP12 of the Haringey Local Plan 2017 and Policies DM3, DM8 and DM9 of The Development Management DPD 2017 and Policies D8 and HC1 of the London Plan 2021.