



Officer Report

Application Number:	HGY/2024/0714
Application Type:	Consent to display an advertisement
Address:	45 - 47 Garman Road, London, N17 0UR
Proposal:	Display of 4 no. externally building mounted illuminated fascia signs and 1no. non-illuminated fascia sign.
Case Officer:	Kwaku Bossman-Gyamera
Valid Date:	15/03/2024
Applicant:	c/o Agent
Agent:	Mr Samuel Conalty

RECOMMENDATION

Approve with Conditions

1. Site location

The Application Site is located on the corner of Garman Road, Sedge Road and Watermead Way, in the Northumberland Park Ward, falling under the Garman Road industrial estate.

The redevelopment of the site and use of the property for Storage and Distribution (Use Class order B8) is confirmed by full planning permission ref. HGY/2022/2293 granted by London Borough of Haringey on 12th April 2023.

The site is designated as Strategic Industrial Land and within Flood Zone 2. The surrounding area is characterised by industrial and commercial uses. The site also lies within the Tottenham Area Action Plan and is within an Archaeological Priority Area.

2. Description of Proposal

The applicant is seeking advertisement consent for the installation of 4 building mounted externally illuminated fascia signs and 1 non-illuminated fascia sign. The sign will comprise 4 no. building mounted illuminated signs on east, west, north and south facing external elevations of the building made up of individual letters built in D-Bond. Letters black applied to silver cladding panels.

3. Relevant Planning and Enforcement history

HGY/2022/2293 – Granted 12/04/2023 - Redevelopment of the site to provide a self-storage facility (Use Class B8) with associated car and cycle parking, refuse storage, landscaping and other associated works ancillary to the development.

HGY/2023/3060 – Granted 09/01/2024 - Display of 4 No. externally building mounted illuminated fascia signs and 1No. non-illuminated fascia sign.

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Transportation Group: No 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: 1

Objecting: 1

Supporting: 0

The following comments were raised in the representations received:

Cllr J. Bevan has noted that very prominent area with fast moving traffic, so suggest that road safety/distraction of drivers will be addressed and mitigated. Also requested that this signages are solar powered, in line with the green agenda.

Comments on representation:

The objector's comments are noted. However, the Highways section and lighting pollution officers have been involved in pre-application discussions in relation to signage and lighting systems to the development. The proposed advert signage was generally well received by the council's highways/lighting pollution officers and there was no objection to the proposed adverts. The illuminated signs would have a maximum illuminance level of 300cd/m², which is considered moderate. Council's officers are satisfied that proposed signs will not cause any significant harm to the flow and movement of pedestrian and highway traffic.

The current new development has incorporated measures that reduce energy use and carbon emissions.

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 136 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 principle of development has already been accepted by virtue of previously approved advert consent under reference number (HGY/2023/3060) dated 09/01/2024. Therefore, the substantive has been accepted. The difference between the current application and the approved scheme (as existing) involves raising signs 1, 2 and 3 by approximately 6000mm and 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 acceptable in this instance.

The Site is not located within an industrial estate, 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.

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 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.

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.

As discussed above, the proposed signs are considered appropriate to the context area. The illuminated signs would have a maximum illuminance level of 300 cd/m², which is considered moderate. It is important to have low level lighting at this site to minimise impacts on the neighbouring residents. In addition, the proposed signs are not considered to contain context which would unduly distract drivers or impede pedestrian movement. As such, the proposed signs will not cause any excessive harm to the flow and movement of pedestrian and highway traffic.

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.

7. Conclusion

For the reasons outlined above, the proposed signage is found to be acceptable in terms of amenity and public safety. The signage would not harm the character and appearance of the area. There is no conflict with any national, London or Local Plan policy and the application should therefore be approved.

8. Recommendation

It is therefore recommended that this application be APPROVED in accordance with the following conditions:

Conditions:

- 1 Brightness limit
The maximum steady brightness of the illumination of the advertisement(s) shall not exceed 300 candelas per square metre (300cd/m²).
Reason: To accord with Policy DM3: Public Realm and DM23: Environmental Protection of the Development Management DPD 2017 as an advertisement of greater brightness could be unduly obtrusive and detrimental to the amenity of the area.
- 2 The advertisements hereby consented shall be installed in complete accordance with the approved plans and drawings listed in this decision notice, other than where those details are altered pursuant to the conditions of this advertisement consent.

Reason: For the avoidance of doubt and in the interests of amenity and public safety.
- 3 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.

4

Not intermittent

The illumination of the advertisement(s) shall not at any time be intermittent.

Reason: To safeguard local visual and residential amenity and to prevent the distraction of road users in the vicinity in accordance with Policy DM3: Public Realm of the Development Management DPD 2017.