



Officer Report

Application Number:	HGY/2023/3091
Application Type:	Consent to display an advertisement
Address:	Shop, 410 High Road, Tottenham, London, N17 9JB
Proposal:	Consent to display an advertisement for a timber fascia board and lettering with timber cornice and external illumination
Case Officer:	Sabelle Adjagboni
Valid Date:	13/10/2023
Applicant:	Camilla Gersh
Agent:	Jemima Webb

RECOMMENDATION

Approve with Conditions

1. PROPOSED DEVELOPMENT AND LOCATION DETAILS

This is an application for the consent to display an advertisement for 1no. 900mm projecting signage and 1no. illuminated fascia panel.

2. SITE AND SURROUNDINGS

The application site is the ground floor of a three-storey building with commercial unit on the ground floor and residential units on the upper floor. The site is in THRHC/Bruce Grove conservation area but is not a listed building. The application site also falls within the Tottenham High Street Heritage Action Zone. The subject site is currently a restaurant called 'The Garden House'.

The history of the site shows that it has been home to multiple restaurants since the late 70s. High Road is predominantly a commercial road with a lot of diverse commercial units on either side.

3. RELEVANT PLANNING AND ENFORCEMENT HISTORY

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

HGY/1951/0202

Address: 410-412, High Road, N17, London

Proposal: 410 Rebuilding of existing chopping house

Decision Date: 28 November 1951

Decision: Approve with conditions

HGY/1977/0453

Address: 410-412, High Road, N17, London

Proposal: Installation of new shopfront and sign and use of basement to licensed restaurant

Decision Date: 04 November 1977
Decision: Approve with conditions

HGY/1978/0456

Address: 410-412, High Road, N17, London
Proposal: Change of use from basement to restaurant
Decision Date: 05 September 1978
Decision: Approve with conditions

HGY/1991/0000

Address: 410A, High Road, London, N17, London
Proposal: Erection of single storey rear extension for storage purposes
Decision Date: 2 December 1991
Decision: Approve with Conditions

HGY/1991/1078

Address: 410A, High Road, London, N17, London
Proposal: Extension at second floor level, rear extension to first floor and formation of a three-bedroom maisonette.
Decision Date: 2 December 1991
Decision: Approve with Conditions

HGY/2004/1359

Address: Electric House, 410, High Road, London, N17 9JB, London
Proposal: Erection of single storey side extension and change of use from retail (A1) to internet cafe/bookshop/cafe restaurant (A3).
Decision Date: 4 August 2004
Decision: Approve with Conditions

4. REPRESENTATIONS

Consultation response

LBH Conservation – Have been consulted and their comments are summarised as follows:

The proposed works to refurbish the shopfront of property at no 410 High Road within Bruce Grove Conservation Area are much needed and offer an opportunity to declutter and enhance the existing shopfront at 410 Tottenham High Road, thus implementing those guiding principles enunciated in the Bruce Grove Design Guide which is also aimed to future shopfront improvements to the neighbouring properties.

As a positive contributor to the character of the conservation area, property at No 410 is unique and irreplaceable and the redesign of its shopfront has been considered on its own merits considering the council's design guidance for the Bruce Grove Conservation Area. The redesign of this much altered shopfront has required careful assessment of both its surviving architectural frame and of the architectural composition of the facade of the host building, these compositional elements have largely led the proposed shopfront redesign, and due to the absence of any historic evidence of the original shopfront design for this specific property, the proposed redesign acceptably rests on the conservation-led re-interpretation of the historic shopfronts in the area flexibly arranged to suit the needs of the operating business.

The proposal is clearly and comprehensively illustrated and will unveil and enhance the character of both the shopfront and its host building within the Conservation Area and the submitted application is fully supported from the conservation perspective.

5. 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 2021) 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 this respect DM Policy DM3 ‘Public Realm’ states that proposals for all advertisements should be designed to a high standard and, in particular, should:

- Contribute to a safe and attractive environment;
- 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;
- Avoid unsightly proliferation or clutter of signage in the vicinity;
- Not cause a hazard to pedestrians or road users, including by siting and design;
- Be sited to avoid visual intrusion of light pollution into adjoining residential properties;
- Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

Impact on amenity

Policy DM8 supports advert 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 proposal seeks to advertise the facilities for ‘The Garden House’ cafe on High Road. The proposed signage will complement the commercial character of the area. As such, this proposal for advertisement consent will not impact upon the character of any designated heritage assets.

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 internally hanging signs have static illumination of 200cd/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.

Policy DM8 goes on to state that all adverts should be designed and sited so as not to cause a hazard to pedestrians or road users under. The Council needs to be convinced that the proposal while attracting attention would not endanger vehicle users.

As discussed above, the proposed signs are considered appropriate to the context area. The illuminated signs would have a maximum illuminance level of 200cd/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.

Therefore, it is considered that pedestrian movement would not be impeded with such development and that it does not attract attention which may endanger vehicle users.

6. 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 conservation area. There is no conflict with any national, London or Local Plan policy and the application can therefore be approved.

All other relevant policies and considerations, including equalities, have been taken into account.

7. RECOMMENDATION

GRANT PERMISSION subject to conditions

Conditions:

- 1
 - 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.