

LIST OF RECOMMENDATIONS UNDER DELEGATED POWERS

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

Reference No: HGY/2005/1663

Ward: Noel Park

Date received: 02/09/2005

Last amended date:

Drawing number of plans:

Address: 85 High Road N22 6BB

Proposal: Display of internally illuminated fascia sign and projecting box sign.

Existing Use: shop

Proposed Use: shop

Applicant: The Body Shop (UK)

Ownership: private

PLANNING DESIGNATIONS

Area of Community Regeneration
Metropolitan Centre - Primary

Officer contact: Elizabeth Ennin-Gyasi

RECOMMENDATION

GRANT PERMISSION subject to conditions

SITE AND SURROUNDINGS

The proposal site is the ground floor unit of a three storey property that is situated on the High Road, part of the Wood Green Shopping Centre Primary frontage in Borough's metropolitan Town Centre. The site is currently occupied by 'The Body Shop' retail chain.

PLANNING HISTORY

None found

DETAILS OF PROPOSAL

As above

CONSULTATION

Transportation Group
Ward Councillors
81 – 91 High Road
1st and 2nd Floor flats 81 –91 High Road

RESPONSES

There are no objections on transport and highway grounds.
None from local residents or businesses

RELEVANT PLANNING POLICY

DES 7.1 'Amenity and Safety of Advertisements'
DES 7.4 'Illuminated Advertisements'
DES 7.5 'Projecting Sign'

ANALYSIS/ASSESSMENT OF THE APPLICATION

The application is seeking advert consent for the display of internally illuminated shop fascia sign and a projecting box sign. The fascia sign will be rectangular - shaped displaying the words 'The Body Shop' in white capital letters with satin green background. The projecting box sign will be a smaller version of the fascia sign. The signs are considered acceptable for the Borough's metropolitan town centre, which is outside any of the designated Conservation Areas.

Transportation has no objections to the advert signage and no objections have been received from local businesses or residents.

SUMMARY AND CONCLUSION

The proposed advert signage is considered acceptable and should have no adverse impact in terms amenity or safety. Accordingly it is recommended that advert consent be granted.

RECOMMENDATION

GRANT ADVERT CONSENT

Registered No. HGY/2005/1663

Applicant's drawing No.(s)

Subject to the following condition(s)

1.

- A. That the display of the advertisement (s) shall be permitted for a period expiring on the 10 October 2008.
- B. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
- C. Any structure 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 removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
- 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 obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: The conditions are imposed by virtue of the Town and Country Planning (Control Of Advertisements) Regulations 1992.

REASONS FOR APPROVAL

The proposed advert signage is considered acceptable and would not have no adverse impact in terms amenity or safety in the locality. Accordingly it is recommended that advert consent be granted.