



Appeal Decision

Site visit made on 9 October 2017

by Caroline Mulloy BSc (Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 9th November 2017

Appeal Ref: APP/Q5300/Z/17/3179658 681 Green Lanes, Southgate N21 3RS

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Mr Adam Cundale, Sainsbury's Supermarket Ltd against the decision of the Council of the London Borough of Enfield.
 - The application Ref 17/01103/ADV, dated 10 March 2017, was refused by notice dated 16 May 2017.
 - The advertisement proposed is 1 x Replacement internally illuminated panels on an existing totem sign (sign A); 8 x new non-illuminated wall mounted panels (signs B-I); 1 x new internally illuminated fascia sign (sign J)
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Decision

1. The appeal is allowed and express consent is granted for the display of the advertisements as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

Main Issue

2. The main issue in this case is the effect of the proposal on the character and appearance of the area.

Reasons

3. The National Planning Policy Framework (the Framework) states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
4. The appeal site comprises of a supermarket situated on Green Lanes which has a vehicular access to the north and a pedestrian access to the south. The character of the surrounding area is mixed including residential and commercial properties. The appeal property is a brick single storey retail unit with the car park situated to the west of the unit.
5. The Council has not raised concerns regarding signs B-I which would be non-illuminated and would be displayed on the supermarket premises and only viewed by customers. The Council also does not raise concerns regarding the proposed illuminated free standing sign A which would be located at the northern entrance to the site replacing an existing sign at the same location. From everything which I have seen in submissions and on my site visit, I have no reason to disagree.
6. The proposed illuminated sign 'J' would be situated at the southern pedestrian entrance to the site and placed directly underneath the existing fascia sign which contains the name of the supermarket. The Council considers that the proposal would result in an excessive number of signs fronting onto Green Lane, leading to

visual clutter which would be at odds with the character and appearance of the surrounding area.

7. I noted on my site visit that in addition to the supermarket sign there is a free standing cafe sign next to the entrance and also a temporary café sign on the brick wall adjacent to the entrance. Green Lanes is a busy road comprised of the usual elements of street furniture including a bus stop adjacent to the pedestrian entrance to the supermarket and a bus stop opposite. The only signage along this stretch of road relates to the appeal site and the petrol filling station situated opposite the vehicular entrance to the appeal site. I noted that there was a large free standing illuminated advert and smaller adverts of a temporary nature including flags within the forecourt of the petrol filling station.
8. The proposed sign would be approximately 3.4m wide with a height of 0.6m and a depth of 0.11m and it would be illuminated with the illumination not exceeding 350 candelas per metre square. It would be situated immediately underneath the existing supermarket sign which consists of individual letters set on a frame. It would be smaller than the existing sign and would not, therefore, compete visually. Whilst there are existing signs in the area these are limited to the supermarket and the petrol filling station.
9. The proposed sign would be visible immediately in front of the site; however, medium to longer distance views would be limited due to the presence of trees situated on the boundary of the appeal site. Given the relatively modest size of the sign and the limited amount of signage along this part of Green Lane, I do not consider that the proposed sign would result in visual clutter within the overall street scene. Indeed such signage at commercial premises would not be a surprise to people passing by the site. Consequently, I find that it would not harm the character and appearance of the area.
10. The Council has suggested a condition requiring that after the five year period the display of the advertisement shall cease and the advertisement shall be removed. However, after 5 years the advert can continue to be lawfully displayed as it will have the benefit of deemed consent under Class 14 of Schedule 3 of the Regulations. An advertisement with deemed consent can only be removed if discontinuance action is taken by the Local Planning Authority. Furthermore, I have concluded that the proposal would not harm the character or appearance of the area and there is no firm evidence to indicate that the advertisement would be unacceptable at the end of the five year period. The Council's other suggested conditions reflect the standard conditions set out in the Regulations.
11. Policy 7.6 of the London Plan (2016), SP30 of the Core Strategy (2010) and Policy DMD41 of the Development Management Document (2014) collectively seek to secure high quality architecture and public realm and ensure that advertisements are of an appropriate size and type in relation to the premises and to the street scene. I have taken account of these policies which seek to protect amenity and so are material in this case. Given that I have concluded that the proposed signs would not harm the character or appearance of the area no conflict would arise with these policies.
12. For the reasons stated, I conclude that the proposal would not harm the character and appearance of the area.

Caroline Mulloy

Inspector