# Advertiement Consent Delegated Report

**Address:** 407 Mare Street London E8 1HY  
**Date of Visit:** 24/06/2014  
**Reference No:** 2014/1450  
**Case Officer:** Barry Coughlan  
**Ward:** Hackney Central  
**Locally/Listed Building:** No  
**Conservation Area:** Clapton Square  
**UDP/Core Strategy Allocation:** Archaeological Priority Area; Hackney Central Area Action Plan; Clapton Square Conservation Area; Hackney Central District Town Centre.

**Proposal:** Display of non-illuminated fascia sign.

**Photos of Site & Surroundings:**

<table>
<thead>
<tr>
<th>Photos of Site &amp; Surroundings:</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image.png" alt="Image of the site and surroundings" /></td>
</tr>
</tbody>
</table>

**Site Description:** The site is the ground floor retail unit within a three storey terraced building situated on the western side of Mare Street (the Narrow Way). The surrounding area is a mixture of town centre uses. The site is located within a conservation area and is close to the Grade I listed St Augustine's Tower and the Grade II listed Old Town Hall to the east.

<table>
<thead>
<tr>
<th>Development Constraints North:</th>
<th>Development Constraints East:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail/Residential</td>
<td>Retail/Residential</td>
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</table>

<table>
<thead>
<tr>
<th>Development Constraints South:</th>
<th>Development Constraints West:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail/Residential</td>
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**Relevant History:**
Pre Application History
Pre-application advice for the entire Hackney Central Shopfront Improvement Scheme was provided during a meeting between the applicants and council officers on 13/12/2012.

Planning History

<table>
<thead>
<tr>
<th>Application Number</th>
<th>Date</th>
<th>Status</th>
<th>Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013/1479</td>
<td>27/06/2013</td>
<td>Granted</td>
<td>Delegated</td>
<td>Display of externally illuminated fascia sign (1.000mm x 4.500mm).</td>
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</tbody>
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Appeal History

There is no relevant appeal history for this address.

Enforcement History

There is no relevant enforcement history for this address.

Consultations (Internal):

Conservation and Urban Design:

The proposals have been considered carefully against the council’s Shopfront Design Guide and no objections are raised.

Traffic and Transport:

No response received.

Consultations (External):

N/A

Pre Application Advice:

Was pre application advice given?

Yes

Summary of pre application advice:

Proposals should be in line with the Shopfront Design Guide.

Policy:

<table>
<thead>
<tr>
<th>Development Plan</th>
<th>London Plan:</th>
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<tbody>
<tr>
<td></td>
<td>7.4 – Local character</td>
</tr>
<tr>
<td></td>
<td>7.6 – Architecture</td>
</tr>
</tbody>
</table>
### Material Considerations:

The proposal is to display a non-illuminated timber fascia sign 4455mm wide x 860mm high at the subject site. The fascia will be painted blue and will have light blue painted lettering with a raised picture frame details.

The proposal is being undertaken as part of Phase 3 of the Hackney Central Shop Improvement Scheme. The scheme will deliver numerous shopfront upgrades on Mare Street (north of the Town Hall), the Narrow Way and Clarence Road and is part funded by the Mayor's Regeneration Fund.

### Principle of Development

Local planning authorities must exercise their powers under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 in the interests of amenity and public safety taking into account the provisions of the development plan and any other relevant factors. Retained UDP policy EQ32 states that external advertisements should be of a high standard of design, relate architecturally to the building on which they are fitted, be in keeping with the surrounding scale and townscape and not detract from the visual amenity of the streetscape. Policy EQ36 states that lower level lighting such as floodlighting should be used for illuminated signs in conservation areas.

The installation of a non-illuminated fascia sign at the subject site is acceptable in principle once the design, materials and location of such signs do not have a detrimental impact upon the streetscape, the character and appearance of the Clapton Square Conservation Area, the amenity of surrounding properties or upon highway safety.

### Design

The design of the proposed signage is considered to be acceptable and would not be detrimental to the character and appearance of the Clapton Square Conservation Area. The location of the fascia sign at traditional fascia level and in a position that relates to the proportions of the existing building is in keeping UDP policy EQ32. The colour scheme and materials are considered sympathetic to the surrounding area. The fascia sign is to be non-illuminated and as such will have a minimal visual impact upon the surrounding context as per the requirements of policy EQ36.

### Amenity

The proposed sign will be non-illuminated and will therefore have a minimal impact upon the amenity of neighbouring properties by reason of light overspill. The proposed sign, by reason of its size and location, is not considered to impact upon the daylight or sunlight available to any adjoining property.
Traffic and Transportation

The proposals are considered unlikely to have an unacceptable impact upon traffic and transport.

Conclusion

The proposals are considered acceptable and would not have a detrimental impact upon the character and appearance of the surrounding area or on the Clapton Square Area in terms of their design and materials. The proposals are also deemed unlikely to impact upon the amenity of neighbouring properties or on traffic and transport in the area.

As such, the proposals are in accordance with London Plan policies 7.4, 7.6 and 7.8, Hackney LDF Core Strategy policies CS24 and CS25 and retained UDP policies EQ32 and EQ36.

Pre Application Advice:

Is recommendation in line with pre application advice?

Yes

If no, why:

N/A

Recommendation:

<table>
<thead>
<tr>
<th>NAME/SIGNATURE</th>
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<tbody>
<tr>
<td>PLANNING OFFICER</td>
<td>8/07/2014</td>
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<tr>
<td>Area Manager/ Deputy Area Manager</td>
<td>08/07/14</td>
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</tbody>
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