

Our ref: Q230006/jb/lf
Your ref: PP-11896697
Email: james.beynon@quod.com
Date: 15th February 2023



London Borough of Haringey
Planning Services
6th Floor, River Park House
225 High Road
Wood Green
N2 8HQ

By Planning Portal, Reference PP-11896697

Dear Officers,

Application for Planning and Advertisement Consent **High Road/Park Lane, Tottenham N17**

On behalf of 'Tottenham Hotspur Stadium Ltd' enclosed are applications for full planning permission and advertisement consent. Consent is sought for the following:

"Erection of lamp post with clock display, heritage plaque and associated works."

The following information is provided in support of both applications:

- This Cover Letter, outlining the necessary planning and advertisement considerations;
- Application Forms, including requisite Certificates of Ownership;
- Community Infrastructure Levy (CIL) Additional Information Forms;
- Design and Access Statement; and
- Application Drawings.

The planning application fee is £234 which is based on the site area (0.62sqm) as no floorspace is proposed. The advertisement consent fee is £462. Both fees are calculated in full accordance with the Town and Country Planning (Fees for Applications, Deemed Applications, Requests and Site Visits) (England) (Amendment) Regulations 2017 and exclude the Planning Portal's service charge.

Relevant Background

The Site is located south west of the Tottenham Hotspur Stadium, in front of the Tottenham Experience building, where High Road and Park Lane meet.

The entirety of the Site falls within Site Allocation NT7 (Tottenham Hotspur Stadium), allocated for significant regeneration to include the new football stadium and significant residential, leisure, and commercial uses, amongst others.



The application is part of the Applicant's wider strategy to regenerate and improve the historic environment of this part of Tottenham. They have a strong track record of delivering projects in the locality that contribute to Haringey's wider regeneration objectives, including the restoration of significant historical assets within the Site.

This includes the restoration of the Grade II listed Percy House (796 High Road) to house the Tottenham Hotspur Foundation, and which provides an exemplar of heritage regeneration in this part of Tottenham, alongside the restoration of the Grade II listed Warmington House (744 High Road) which was removed from Historic England's Heritage at Risk register following the Applicant's interventions. The Northumberland Terrace (Nos. 790-814 High Road) is also subject to phased regeneration to better reveal its heritage significance and deliver a new Cultural Quarter for this part of Tottenham.

Applications for advertisement and listed building consent have also been submitted under separate cover relating to the installation of a series of commemorative plaques to the High Road properties. The proposed development includes a plaque at ground level which would form part of this wider "heritage trail" that is to be established. This trail celebrates the rich history of the Club and local area, including a series of plaques which mark historic buildings and commemorate historic events.

Proposed Development

Full planning and advertisement consent is sought reinstate the "cockerel clock" to the High Road public realm. This clock originally formed part of the former White Hart Lane Football Stadium. Following the stadium's demolition, this clock has been displayed on a temporary basis within the new Tottenham Hotspur Stadium pending a permanent home being found.

Consent is sought for a new lamp post structure which would support the clock installation, alongside an accompanying commemorative floor plaque to outline the historic relevance of the clock. With the exception of the floor plaque which benefits from deemed advertisement consent¹, the remaining works (i.e. the clock and associated lamp post structure) fall within the definition of an advertisement which the NPPG which defines as:

"Any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements"

¹ Schedule 3, Class 2A of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007



Advertisements ordinarily include any associated structure for their display, and it is questionable as to whether the associated lamp post and floor plaque would therefore require planning permission alongside this, despite them being material operations over land (i.e. “development”). For the avoidance of any doubt however, planning permission is sought alongside the advertisement application.

The design of the Cockerel Clock comprises a 24-carat gold gilded cockerel motif, atop a handcrafted copper lantern, with grey finish to match existing lamp post on High Road and a cast iron column with anti-climb paint (RAL 9004). This design follows the restoration of the clock and is consistent with the clock’s previous design when it was fixed to the Red House and Dispensary. The associated lamp post has been carefully chosen to ensure its appropriateness to the surrounding heritage context.

A related heritage “blue” plaque would be installed at ground level, adjacent to the lamp post. This will comprise a circulate metal plaque of 495mm diameter, providing information of the historic clock reference and its associated with the High Road since 1934.

Planning Policy and Assessment

The relevant Development Plan in this case comprises the London Plan (March 2021), the Haringey Strategic Policies (2017), the Haringey Development Management DPD (2017) and the Tottenham Area Action Plan (2017). The principal material considerations are the National Planning Policy Framework (NPPF, July 2021) and the accompanying Planning Practice Guidance (PPG).

Paragraph 136 of the National Planning Policy Framework (“NPPF”) seeks to ensure that advertisements are appropriately sited and designed. It notes that control over advertisements should be “simple, efficient and effective”. Paragraph 136 further states that issues to be considered in the control of advertisements relate only to matters of amenity and public safety.

Advertisements

The Planning Practice Guidance (PPG) states that “amenity” concerns the effect on visual amenity in the immediate neighbourhood of an advertisement, where residents or passers-by will be aware of the advertisement.

The proposals must be considered in the context of the immediate surrounding area, including the surrounding heritage context and the Tottenham Hotspur Stadium. They would provide an important reference to the historic past of the local area, sympathetically combining the historic clock with an appropriate form of supporting lamp post structure which is in-keeping with the surrounding heritage context. They are also part of the wider heritage trail that is proposed, intended to improve understanding and experience of the surrounding historic value.

In respect of public safety, the PPG recognises that the intrinsic purpose of advertisements is to attract attention, and only where advertisements are located where drivers need to take more care, such as roundabouts, pedestrian or level crossings, are they likely to affect public safety. The proposals are



sited within an established area of public realm and would not overhang vehicular routes, nor would they obstruct or impair sight lines to the highway or confuse a road user's view. Illumination is within generally accepted levels and would be static.

There are no unacceptable adverse impacts on amenity or public safety, and the proposals are an appropriate advertisement to the application site. The requirements of the NPPF are therefore addressed.

Design

The proposals adopt a sensitive design and high-quality finish that is appropriate to the historic context. Historic advice and input as informed the design to ensure that it reflects the character and appearance of the locality. Collectively, the proposals comprise good design and are considered to be an appropriate installation for this part of the High Road.

Heritage

The Site does not lie within a Conservation Area; however, it is adjacent to North Tottenham Conservation Area. The proposals are sympathetic to the historic significance of the surrounding area and are appropriate within this heritage context. The character and appearance of the Conservation Area would be complemented by the proposed development.

Conclusions

Full planning permission and advertisement consent are sought to facilitate the installation of the historic Tottenham “cockerel clock”. The proposals comply with all applicable planning policies and material considerations for the following reasons:

- Having a direct link to the Tottenham Hotspur Football Club's rich history, the proposed development complies with Site Allocation NT7 (Tottenham Hotspur Stadium) and will support the creation of high-quality, publicly accessible and activated spaces.
- The proposals respond positively to the heritage context as required by Site Allocation NT7.
- The proposals are integral to the Applicant's wider strategy to regenerate and improve the historic environment of this part of Tottenham. This will include the heritage trail along the High Road which will allow a greater appreciation and understanding of the area's history.
- The design of the installation is appropriate within the Site's context, character and setting.
- There would be no amenity or public safety concerns arising from the proposals. Its siting is entirely appropriate in relation to the nearby roads and pedestrian walkways.
- The proposals are sympathetic to the context and character of the nearby North Tottenham Conservation Area and maintains views of the of the nearby 19th century architecture.



I trust that the above is acceptable, and I look forward to receiving confirmation of validation in due course.

Yours sincerely

James Beynon
Associate Director

enc. As noted
cc. Richard Serra – Tottenham Hotspur Football Club
Alan Carruthers – F3 Architects