

Officer's Report

Application Number	HGY/2023/0629
Type	Consent to display an advertisement
Location	Land to the east of High Road and north of Park Lane, London N17 0AP
Proposal	Display of externally illuminated clock with supporting lamppost
Case Officer	Samuel Uff
Valid Date	13/03/2023
Applicant	Mr Richard Serra
Agent	Mr Lucas Fallon

RECOMMENDATION

Approve with Conditions

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

SUMMARY OF RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to conditions

Conditions:

- 1) Development begun no later than three years from date of decision
- 2) In accordance with approved plans

Informatives:

- 1) Land ownership
- 2) Hours of construction

1. PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

This is an application for the erection of freestanding lamppost with attached clock and gold leaf cockerel, heritage plaque and associated works. The lamppost will have a height of approximately 8.75m and a maximum illumination of 600 cd/sqm. This would be in a heritage design and would seek to re-use a historic clock from the old White Hart Lane Stadium. The commemorative plaque would be in the pavement associated with the lamp post and clock.

Site and Surroundings

The application site is on the junction of Park Lane and High Road, in front of the Tottenham Experience / club shop. The site is adjacent to THRC / North Tottenham Conservation Area and within the setting of Grade II Listed Warmington House, at no.744.

Relevant Planning and Enforcement history

None relevant to this specific area but a heritage trail application for plaques in the vicinity has been submitted under planning reference HGY/2023/0459 & HGY/2023/0463 (LBC & Advertisement).

2. CONSULTATION RESPONSE

The responses below were received following consultation on the application:

Internal:

- 1) LBH Conservation Officer: No objection
- 2) LBH Transportation Team: No objection

3. LOCAL REPRESENTATIONS

The application has been publicised by way of two site notices displayed in the vicinity of the site. The number of representations received from neighbours, local groups, etc in response to notification and publicity of the application were as follows:

No of individual responses: 1

The following issues were raised in representations that are material to the determination of the application and are addressed in the next section of this report:

- Should retain accessibility (Officer Response: Transportation are satisfied that there would not be highways impact).

4 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 states in Paragraph 132 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:

- a Contribute to a safe and attractive environment;
- b 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;
- c Avoid unsightly proliferation or clutter of signage in the vicinity;

d Not cause a hazard to pedestrians or road users, including by siting and design;
e Be sited to avoid visual intrusion of light pollution into adjoining residential properties;
f Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

Impact on Amenity

Visual Amenity

DPD Policy DM8 specifically refers to shopfronts and signage and states that the Council will seek the retention of traditional shopfronts of distinctive character contributing to the visual, architectural or historic quality of the local townscape. As well as stating that replacement shopfronts should conserve original materials as far as possible. This states specifically that fascia signage can be granted where it does not adversely impact the character or appearance of any adjacent conservation area.

The alterations to the highway are minimal and this would be set away sufficiently from existing lighting columns and street furniture to avoid an appearance of visual clutter. This is a wide area of pedestrian highway and the lamppost will sit comfortably below the height of surrounding buildings and modern lighting columns.

The scale and design of the cockerel clock and lamppost would be a prominent feature but have inherent value in the setting of the Tottenham Hotspur Stadium and history of the area. There are other applications under consideration for a 'heritage trail' and such items are considered acceptable on the basis that there is not a proliferation.

The site is adjacent to the THRC Conservation Area and in the setting of Warmington House, a Grade II Listed Building. This would be a modest development that would sit comfortably away from the listed building and setting of the conservation area. LBH Conservation have reviewed the scheme and are satisfied with this proposal in terms of setting of designated and non-designated heritage assets. It is noted that there is historic and cultural significance to the clock as well. On this basis the development is considered to preserve and enhance and have no harm to these designated heritage assets.

Residential amenity

DPD Policy DM1 'Delivering High Quality Design' states that development proposals must ensure it addresses issues of light pollution conditions likely to arise from the development.

The site is on a High Road frontage and busy edge of town centre location. The light from the lamppost would align with standards would not create cumulative glare in conjunction with the street lights.

Public safety

London Plan Policy D5 requires all new development to achieve the highest standard of accessible and inclusive design, seeking to ensure new development can be used easily and with dignity by all. DPD Policy DM2 also requires new developments to be designed so that they can be used safely, easily and with dignity by all.

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.

The proposed signage will have static illumination and will not cause distraction to road users using the adjacent highway.

The site is adjacent to adopted highway and is used as a thoroughfare, especially on busy event days. In this regard it is important that there is enough space between the proposed lamppost and adjacent trees and other street furniture. Transportation officers have reviewed from a highways perspective and raised no concern with height and type of illumination in relation to the highway. As such, suitable accessibility will be retained.

Conclusion

The proposal is considered acceptable in the context of the area and setting. This would not harm the setting of the conservation area, nor the listed building at Warmington House. Access, amenity and transportation considerations are considered to be acceptable.

All other relevant policies and considerations, including equalities, have been taken into account. Planning permission should be granted for the reasons set out above. The details of the decision are set out in the RECOMMENDATION

5. CIL APPLICABLE

The increase in internal floor area would not exceed 100 sq.m. and therefore the proposal is not liable for the Mayoral or Haringey's CIL charge.

6. RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to conditions

Conditions:

- 1 The development hereby permitted shall be carried out in complete accordance with the approved plans and drawings listed in this decision notice, other than where those details are altered pursuant to the conditions of this planning permission.

Reason: For the avoidance of doubt and in the interests of proper planning.

- 2 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.

Informatives:

- **INFORMATIVE : Owners Consent.**
The applicant is advised that it is a condition of every consent granted that before displaying any advertisement, the permission of the owner of the land or other person entitled to grant permission must be obtained. To display any advertisement without this permission is an offence, open to immediate prosecution.