

Officer's Report

Application Number	HGY/2023/1404
Type	Consent to display an advertisement
Location	677a Green Lanes, London N8 0QY
Proposal	Replacement of existing 48-sheet backlit advertisement display with new D-Poster advertisement display (this application is an amendment to the previously approved advertisement consent HGY/2022/2665).
Case Officer	Oskar Gregersen
Valid Date	25/05/2023
Applicant	Wildstone Estates Limited
Agent	- Alder King Planning Consultants

RECOMMENDATION

Approve with Conditions

1. REPRESENTATIONS

1.1 One representation were received in response to notification and publicity of the application.

1.2 The following issues were raised by neighbours, local groups and Councillors:

- No material issues were raised in the comment, however, the issue of loss of private view was raised however the objection site is not deemed to be affected by virtue of distance from the application site. furthermore this is an application for the replacement of an existing hoarding with one of very similar proportions.

2. REASONS FOR GRANTING PERMISSION

2.1 The subject site is at the side of a building at 677a Green Lanes. The site is not located within any conservation area and does not fall within the curtilage of a listed building.

2.2 The planning history of the site has been taken into account when coming to this decision, and is as follows;

2.2.1 HGY/2022/2665 | Replacement of 48 sheet paper poster with digital 'D-poster'
Grant

2.2.2 Officers note that this application is very similar to the above previously approved application however, the height of the poster is proposed to be retained with this application.

2.3 The proposal seeks to replace an existing 48-sheet advertisement poster, with a centrally controlled electronic version of the same size. Submitted documents with the application suggest that the aim is to install a backlit poster that would replace like-for-like showing static images with minimal impact on the surrounding area.

2.4 The LPA will condition the maximum luminance of the poster, as well as ensuring that the images that are displayed are not intermittent. The goals of these conditions would be to ensure protection of neighbouring amenity.

2.5 The proposal is of similar proportions to the existing signage on site and would be of a similar height to the existing. It is noted that there is a permission in place that would see a digital poster installed but at a lower height. It is deemed that the replacement of the poster at the same height as the existing would not be overtly impactful on the character of the surrounding area, or to neighbouring amenity and can therefore be approved.

2.6 The proposed height of the new sign would be the same as that of the existing, with the same width. The brightness of the sign during darkness hours will be limited to 300cd/m² to minimise impact on the amenity of nearby residents. Additionally, a condition will be added to ensure that there is no intermittence to the image. Therefore, it is deemed that there will be no material loss of privacy to neighbouring properties. The proposal is acceptable in amenity terms.

2.7 The proposed development is in general accordance with Policies DM1, and DM12 of the Development Management, Development Plan Document 2017, and policies SP11 and SP12 of Haringey's Local Plan Strategic Policies 2017. The proposed development also accords with the relevant policies of the London Plan 2021 and the NPPF.

2.8 The proposal is considered proportionate and subordinate to the host building and is in keeping with the pattern of development in the area. Therefore, the local character and visual amenity of the area will be protected.

2.9 The height and depth of the extension would not result in a material loss of sunlight or daylight, or have an overbearing appearance to the neighbouring property. There will be no material loss of privacy to neighbouring properties. The proposal is acceptable in amenity terms.

2.10 The proposed development is in general accordance with Policies DM1, and DM12 of the Development Management, Development Plan Document 2017, and policies SP11 and SP12 of Haringey's Local Plan Strategic Policies 2017. The proposed development also accords with the relevant policies of the London Plan 2021 and the NPPF.

2.11 All other relevant policies and considerations, including equalities, have been taken into account. Planning permission should be granted for the reasons set out above.

GRANT PERMISSION subject to conditions

Conditions:

- 1
 - A. 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.

- 2 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.

- 3 In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night-time luminance value set out in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason - To accord with Policy DM3: Public Realm and DM23: Environmental Protection of the Development Management DPD 2017 as an advertisement of greater brightness would be unduly obtrusive and would be detrimental to the amenity of the area.

- 4 In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

- 5 There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

Reason: In the interests of amenity and in order to retain effective planning control.

- 6 Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

- 7 The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

8 No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: In the interests of amenity and in order to retain effective planning control