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20 July 2023

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS
2007
EXPRESS CONSENT**

Case Reference HGY/2023/1404
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).
Received 25 May 2023

The London Borough of Haringey, as Local Planning Authority, GRANT CONSENT for the
above application received on the above date subject to the conditions shown on the attached
schedule.

Title	Description	Date
15471-PA-01 – Site Location Plan		25 May 2023
15471-PA-02 – Existing Site Plan		25 May 2023
15471-PA-03 – Proposed Site Plan		25 May 2023
15471-PA-04 – Existing and Proposed Elevations		25 May 2023

Robbie McNaugher

Robbie McNaugher
Head of Development Management and Planning Enforcement
Planning Service

Conditions: (8)

- 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

- 1 You can find advice in regard to your rights of appeal at:
www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent
- 2 This notice relates solely to a planning decision and does not purport to convey any approval or consent which may be required under the Building Regulations or any other statutory purpose.
If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal.
- 3 For more information about making a Building Regulations application, please contact Haringey Council Building Control Team by email building.control@haringey.gov.uk, telephone 020 8489 5504, or see our website at www.haringey.gov.uk/buildingcontrol.