

Officer's Report

Application Number HGY/2022/4460
Type Consent to display an advertisement
Location 555-557 High Road, Tottenham, London, N17 6SB
Proposal Application for display of 1no. illuminated 48-sheet digital advertisement display.
Case Officer Daniel Kwasi
Valid Date 19/12/2022
Applicant Mr Guy Goodyear
Agent

RECOMMENDATION

Refuse

REPRESENTATIONS

2 representations were received in response to notification and publicity of the application.

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

- *LBH Transportation: The proposed digital display is large and located on a building adjacent to a pedestrian crossing along A1010 High Road. The illuminated changing display of advertisements could distract vehicle drivers (particularly southbound) and draw attention of pedestrians, leading to greater potential for road accidents. The is not supported for Highway safety reasons outlined above.*
- *This objection is made on behalf of Tottenham Conservation Area Advisory Committee. The application is for an illuminated digital advertisement display attached to the north flank wall of 557 High Road, Tottenham (The Cinnamon Leaf Food Hall). In the planning letter of 5 December 2022, the applicant says the site is not in a conservation area. It is in fact within Bruce Grove Conservation Area.*

The Conservation Area appraisal and management plan explains that the area "is part of the Tottenham High Road Historic Corridor, which represents a valuable part of the borough's heritage and makes a central contribution to Tottenham's local character. The townscape is illustrative of the historic development of the area and boasts a great many buildings of historical and architectural interest of a variety of ages and styles, including many listed and locally listed examples." On the opposite side of the road to the proposed hoarding is the locally listed Windsor Terrace which was subject of a heritage renovation some years ago. To the north are the grade II listed buildings 583 and 585, the grade II listed Charlton House and the locally listed 579A the timber framed, weather-boarded, pantiled roofed barn, now an Islamic Centre. The existing advertisement on this wall comprises a wood and metal frame with a static vinyl image which reads "ADVERTISE HERE". The applicant claims records indicate the site has been in advertising use for at least ten years. Images on Streetview show that the current hoarding appeared between September 2020 when the wall was unadorned, and August 2022*

Accordingly it is not as claimed, "a longstanding and established part of the built environment" The Conservation Area appraisal and management plan says that enforcement action will be taken, within the scope of the advertisement regulations, to control advertisement hoardings placed on buildings within the conservation area. The proposed hoarding would show illuminated static images but a new image would "materialise" instantaneously every 10 seconds. Advertisements are by nature designed to be visible and eye-catching. Although the applicant says they would not contain any movement, animation or special effects, this does not fully mitigate the obtrusive and unacceptable visual impact. On 20 February 2017 the Planning Inspectorate dismissed an appeal against the refusal of permission for the unauthorised erection of a similar digital hoarding on the flank wall of 759 High Road in the adjoining North Tottenham Conservation Area (APP/Y5420/Z/16/3164291). The decision referred to section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 which requires that special attention should be paid to the preservation and enhancement of the Character or appearance of conservation areas. It concluded that such a development would not do this. It said that because of "the scale, high level and prominent positioning and

form of illumination the proposal would result in harmful visual impact on local residents and the streetscene". It would "have an unacceptable adverse impact upon the character and appearance of the locality and intrude upon amenity".

"The proposal would be unduly detrimental to amenity". The Bruce Grove area is currently undergoing improvements as part of a High Streets Heritage Action Zone (HS HAZ) programme which is funded by the Department for Levelling Up, Housing and Communities and administered by Historic England. Its goal is to make the high street a more attractive, engaging and vibrant place for people to live, work and spend time through physical improvement works to historic buildings, cultural activities and community engagement. The installation of illuminated advertising hoardings is contrary to this aim. The TCAAC therefore urges the local authority to reject this application for all the reasons set out above.

REASONS FOR REFUSING PERMISSION

The subject site is on the north side wall of a three storey mixed use building on the west side of A1010/High Road. The ground floor is a commercial unit, and the upper floors comprise of flats. The site is within the THRHC/Bruce Grove conservation area and it is not within the curtilage of a listed building. An advertisement board has been there since 2008 as shown on Google maps, but it was not present there between 2019 and 2020.

The site and surrounding area is also within the Bruce Grove/Tottenham High Road Primary Shopping Area and the Bruce Grove District Centre. It is in the Bruce Castle Ward, whereas the east side of A1010/High Road is within the Tottenham Hale Ward. Opposite is The Gym Group and Aldi Supermarket to the east and north east of the site. The neighbouring units at ground floor level are predominantly commercial. To the north and northwest of the site is the Assunnah Islamic Centre and Wooldridge & Co Ltd restored brewery.

The planning history of the site has been taken into account when coming to this decision.

HGY/2001/1443 GTD 04/12/2001 The erection of metal balconies at the rear elevation of new ly built block of flats.

HGY/1998/0948 GTD 05/1/1999 Approval of details pursuant to conditions 3 (materials) 4 (hard landscaping) and 5 (car parking) attached to planning permission ref.HGY/54247 dated 27th January 1998.

HGY/1998/0545 GTD 13/10/1998 Approval of Details pursuant to Condition 3 (materials) attached to planning permission HGY/54247.

HGY/1997/1965 GTD 27/1/1998 Four parking spaces, garden amenity area and bin stores to rear (Revised Application). Redevelopment of existing ground floor shop unit to provide 1 retail unit at ground floor, 6 x 2 bed flats at first second and third floors.

HGY/1997/1057 GTD 22/9/1997 Reconstruction of existing ground floor shop unit to incorporate an additional three floors providing 6 X 1 bed self contained flats and 4 car parking spaces and bin stores at the rear.

Impact on visual amenity

This is an application the replacement of a 48 Sheet Static Panel for advertisement for a 48 Sheet Digital Display. The proposed replacement would display illuminated advertisement. The proposed 48 Sheet Digital Display would be the same height width of the existing 48 Sheet Static Panel at 3348mm height and 6396 width. The difference would be the depth of screen which would be 30mm thicker at 150mm. An RSJ Steel Beam would hold the display in place on the wall.

The new advertisement would still visually dominate this stretch of highway even with its part commercial frontage nearby. Therefore, the new sign would be unduly dominant and harmful to the visual amenity of the area. Introducing signage at this level is harmful to the visual amenity and the street scene. Consequently, the character and appearance of the CA would fail to be preserved.

The Digital Display does not appear to be face any residential property to the north and so it would not lead to any visual intrusion of light pollution into any nearby residential property, nor would it impact on the flatted

accommodation it is adjacent to in terms of the flank wall it is attached to, which belongs to the flats at no.555-557 High Road.

Impact on highway safety

The Council's Transportation Team has been consulted and advises that the digital display is large and located on a building adjacent to a pedestrian crossing along A1010 High Road. The illuminated changing display of advertisements could distract vehicle drivers (particularly southbound) and draw attention of pedestrians, leading to greater potential for road accidents. Therefore, it is considered that the proposed development would cause a hazard to pedestrians or road users due to its siting and location causing a visual impact and so would be unacceptable.

The proposed development is not in general accordance with Policies DM3 and DM8 of the Development Management, Development Plan Document 2017, and policy SP11 of Haringey's Local Plan Strategic Policies 2017. The proposed development also does not accord with the relevant policies of the London Plan 2021 and the NPPF. The proposal would not comply with Policy DM9 of the Development Management, Development Plan 2017 and will not preserve nor enhance the character and appearance of the conservation area.

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

REFUSE PERMISSION for the following reasons:

Refusal Reasons:

The size, siting, general appearance, illumination and proximity of this advertisement hoarding in relation to a pedestrian crossing along A1010 High Road would result in signage detrimental to the visual amenity and to highway safety, as well as failing to protect or enhance the character and appearance to this part of the conservation area, contrary to policies SP11 and SP12 of the Haringey Local Plan 2017, policies DM1, DM3 and DM9 of The Development Management DPD 2017, and Policy HC1 of the London Plan 2021.