



Officer Report

Application Number:	HGY/2023/2100
Application Type:	Consent to display an advertisement
Address:	479 High Road, London N22 8JD
Proposal:	Application for advertisement consent to display a 48-sheet digital display sign on flank elevation of building.
Case Officer:	Sabelle Adjagboni
Valid Date:	02/08/2023
Applicant:	Wildstone Estates Group
Agent:	- Alder King Planning Consultants

RECOMMENDATION

Refuse

PROPOSED DEVELOPMENT AND LOCATION DETAILS

This is an application for consent to display an advertisement for a 48-sheet digital display sign.

SITE AND SURROUNDINGS

The proposal will sit on the gable end wall of an end-of-terrace semi-detached three-storey building, situated on the northern end of the High Road segment of the A105 before it becomes Green Lanes and where it intersects with Lascotts Road. The site is not in a conservation area, nor does it fall within the curtilage of a listed building. Most of the buildings on the side of the street where the host building is are residential, however, the buildings on the opposite corner are commercial with some having office or residential units on the upper floors.

The building on the opposite corner to the application site currently has an illuminated advertisement display board of similar size as the proposal.

RELEVANT PLANNING AND ENFORCEMENT HISTORY

The history of the site shows that it was converted into three self-contained flats in 1982.

The history of the site shows that it was converted into three self-contained flats in 1982. There is no record of any consent ever having been granted for the display of any form of advertising on the site.

The applicants supporting statement states that a n externally illuminated billboard was located on the flank elevation of 479 High Road for at least 13 years – from August 2008 to approximately September 2021. Historic Google Street View images confirm this. They also confirm that the site has had no advertising on it since at least March 2022.

LOCAL REPRESENTATIONS

The Transport Planning Unit of the London Borough of Haringey as well as the Transport for London (TfL) team were consulted for this application, and the following responses were received:

Transport for London

The site is located on the A105 High Road, which forms part of the Strategic Road Network (SRN). TfL has a duty under the Traffic Management Act 2004 to ensure that any development does not have an adverse impact on the SRN. TfL notes that the junction adjacent to the proposal has experienced a cluster of road incidents with one fatality. Nevertheless, should the planning authority be minded to approve the consent, please see the comments below:

The footway and carriageway on the A105 High Road should not be blocked during the installation of the advertisement. Temporary obstructions during the installation should be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians or obstruct the flow of traffic on the A105 High Road. All vehicles should only park/ stop at permitted locations and within the time periods permitted by existing on-street restrictions.

The proposed advertisement will operate at an illumination level no greater than 300cd/m² between dusk and dawn, consistent with the guidance set out in the Institute of Lighting Professionals (ILP) publication: "The Brightness of Illuminated Advertisements" (PLG05, January 2015).

The minimum display time for each advertisement shall be 5 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features/equipment which would allow interactive messages/advertisements to be displayed. There shall be no special effects (including noise, smell, smoke, animation, exposed cold cathode tubing, flashing, scrolling, three dimensional, intermittent, or video elements) of any kind during the time that any message is displayed. This is in the interest of highway safety on the SRN.

The interval between successive displays should be instantaneous (0.1 seconds or less), the complete screen should change, there should be no visual effects (including fading, swiping or other animated transition methods) between successive displays and the display should include a mechanism to freeze the image in the event of a malfunction.

Haringey Transport Planning Unit

There is a cluster of accidents adjacent to the junction of Lascotts Road / Green Lane.

There is already an existing advertisement on the building on the opposite side of Lascotts Road.

Given the location and proximity of the pedestrian crossing (signalised) to the proposed digital display, these proposals are not supported because of concerns regarding drivers being further distracted and that could adversely impact on safety of highway user.

LOCAL CONSULTATION

The application was advertised by way of 131 letters to neighbours. 2 objections were received in response to the consultation.

The material issues raised are as follows:

Increase light pollution to a residential street given that there is already an illuminated display advertising board directly opposite the site.

MATERIAL PLANNING CONSIDERATIONS

Previous advertisement displayed on the site

Schedule 3, Class 13 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), allows (grants deemed consent) for advertisements on sites that have been used continually for the preceding ten years for displaying advertisements. Class 13 does not permit any substantial increase in the extent, or alteration in the manner, of the use of the site or the display of the advertisement.

The site has not been used for the display of advertising for the at least 18 months, and the site therefore no longer has deemed consent to display advertisements under Class 13.

Proposal

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 (July 2021) states in Paragraph 136 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:

Contribute to a safe and attractive environment;

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;

Avoid unsightly proliferation or clutter of signage in the vicinity;

Not cause a hazard to pedestrians or road users, including by siting and design;

Be sited to avoid visual intrusion of light pollution into adjoining residential properties;

Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

IMPACT ON AMENITY

Policy DM8 supports advert proposals as long as they are high quality and sensitive to their surroundings, do not contribute to visual clutter and do not cause visual intrusion by virtue of light pollution into adjoining residential properties.

The site previously hosted a sequence of advertising display boards at least between 2008 to 2021, although evidence shows that these were more traditional and not digital, and only externally illuminated. Therefore, whilst the history of the site as host for advertisement displays is noted, it is important to assess the modern proposal in its current context.

The overall proposed height of the new digital and internally illuminated display board would be 3m, with a width is 6m and a depth is 0.1m in accordance with historic displays; and would be positioned 4m above the ground. The proposed night-time luminance is 300cd/m². The board will display multiple static advertisements on rotation with a proposed 10 seconds per advertising campaign (i.e. 6 adverts per minute). At this point, the intention of choosing a digital display to contribute to the incorporation of multi-panel sites into single panels to alleviate the clutter of advertising sites with the potential to further reduce vehicular trips to frequently switch/repost adverts is commendable.

However, the site lies on and the proposal will be visible from the A105, a main and very busy commercial road. Additionally, right across from the site there is already an illuminated display board of similar size as proposed. Therefore, it is considered that the cumulative impact of proposal and what's existing would contribute to a visual clutter causing visual intrusion by virtue of light pollution into adjoining residential properties.

As such, in terms of amenity, the proposal is considered at odds with the above policies.

PUBLIC SAFETY

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.

As previously mentioned, the A105 is a very busy road which has borne witness to several accidents including a fatality. Given the current existence of a similar display opposite the site and the proximity of the site to the signalised pedestrian crossing, the proposed advertisement is considered to have a potential negative impact on drivers attention on the road and thus represents a traffic hazard that could impede on the safety of pedestrians and other highway users.

As such in terms of public safety, the proposal is considered at odds with the above policies.

CONCLUSION

The proposal by virtue of its size and digital nature in relation to its location and context would have detrimental impact to the amenity of the area and would pose a public safety hazard contrary to policies DM3 and DM8 of the Haringey Development Management

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.

RECOMMENDATION

Refuse consent:

Refusal Reasons:

The proposal by virtue of its size, digital nature, prominent location, siting on the flank wall of an existing building and proximity to neighbouring residential development, would appear an obtrusive and incongruous form of development, increasing visual clutter in the area to the detriment of local amenity, and would prove a distraction to local road users to the detriment of a public safety. As such the proposal is contrary to policy D8 of the London Plan (2021) and policies DM1, DM3 and DM8 of Haringey's Development Management DPD 2017.