



Officer Report

Application Number: HGY/2026/0333
Application Type: Consent to display an advertisement
Address: CLARENDON GASWORKS, OLYMPIA TRADING ESTATE UNIT 1-5, N22 6TZ; AND NO 57-89 WESTERN ROAD, LAND AT HARINGEY HEARTLANDS, HORNSEY PARK ROAD, MAYES ROAD, CLARENDON ROAD AND THE KINGS CROSS /, EAST COAST MAINLINE / WESTERN ROAD, N22 6TZ
Proposal: Advertisement consent for new illuminated sign located on the brick column situated outside buildings E2 and E3
Case Officer: Valerie Okeiyi
Valid Date: 06/02/2026
Applicant: Mr Christy Walsh
Agent:

RECOMMENDATION

Approve with Conditions

RECOMMENDATION

Approve

PROPOSED DEVELOPMENT AND LOCATION DETAILS

This is an application for advertisement consent for the installation for the following;

Buildings E1 – E3

Installation of a new illuminated sign to be located on the brick column situated outside E2 and E3. The proposal comprises a vertical metal back-lit sign, to be mechanically fixed to the existing masonry. The illumination will be low-level and controlled via a timer, ensuring that lighting operates only during appropriate hours to minimise any impact on neighbouring properties or the surrounding area.

Relevant Planning and Enforcement history

HGY/2017/3117 --- Granted - 19/04/2018 Hybrid planning permission (part Outline, part Detailed) for the demolition of Olympia Trading Estate and Western Road buildings and structures, and a phased, residential led mixed use development comprising the construction of buildings across the site to include the following 163,300sqm GEA Use Class C3 Residential; 7,168sqm to 7,500sqm GEA Class B1 Business; 1,500sqm to 3,950sqm GEA Class A1-A5; 417sqm GEA Class D1 Day

Nursery; and up to 2,500sqm GEA Class D2 Leisure; New Basement Level; Two Energy Centres; Vehicular Access, Parking; Realignment of Mary Neuner Road; Open space; Associated Infrastructure and Interim Works; Site Preparation Works.

Outline Permission is sought for 103,150sqm Class C3 Residential; 7,500sqm Class B1 Business Use; 1,500sqm to 3,950sqm Class A1-A5; and up to 2,500sqm Class D2 Leisure Use; Buildings up to 103.90m AOD; associated cycle and car parking provision; new basement level; energy centre; new public square, public realm works and landscaping; vehicular access and new servicing arrangements; associated highway works; and facilitating works. All matters (Appearance, Landscaping, Layout, Scale and Access) are Reserved. Vehicular access into the Basement Car Park from Mary Neuner Road and Western Road are submitted in detail

Detailed Permission is sought for the construction of Building A1-A4, B1-B4 and C1; ranging from 2 to 15 storeys to accommodate 622 residential units; 332sqm Class B1 Business Use/Class A1-A5 Use; 417sqm Day Nursery; associated cycle and car parking provision; two basements; energy centre; public realm works and landscaping; vehicular access and new servicing arrangements; associated highway works; Realignment of Mary Neuner Road. This application is accompanied by an Environmental Impact Assessment

HGY/2020/1861 – Granted – 19/10/2020 - Application for approval of reserved matters relating to appearance, landscaping, layout, scale, access, pertaining to Buildings E1, E2 and E3, forming Phase 3 of the Eastern Quarter, including the construction of residential units (Use Class C3), commercial floorspace, basement, and new landscaped public space pursuant to planning permission HGY/2017/3117 dated 19th April 2018.

CONSULTATION RESPONSE

The following were consulted regarding the application:

Internal

1) LBH Transport Officer- No objection :

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 (2021) states in Paragraph 137 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

The signage will enhance the visibility and identification of the development outside blocks E2 and E3. As this is an application for advertisement consent the nature and material used cannot be considered. The vertical metal back-lit sign is to be mechanically fixed to the existing masonry. The advertisements will not result in unsightly proliferation or clutter of signage in accordance with policy DM3Cc.

Public safety

The proposal comprises a vertical metal back-lit sign, to be mechanically fixed to the existing masonry. The Councils Transport Officer has not raised any objections. The advertisements will therefore will not cause a hazard to pedestrians and/or road users in line with policy DM3Cd

Conclusion

Given the above, the advertisements would neither unduly impact upon amenity nor public safety.

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

GRANT ADVERTISEMENT CONSENT

Conditions:

- 1
 - A. That the display of the advertisement (s) shall be permitted for a period of three years from the date of this decision notice.
 - 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 approved plans comprise drawing nos;

Location plan, Cover letter dated 6th February 2026, 6478-SRA-ZZ-XX-DR-A-02201
Rev P04, 6478-SRA-ZZ-XX-DR-A-02203 Rev P05

The development shall be completed in accordance with the approved plans except where conditions attached to this planning permission indicate otherwise or where alternative details have been subsequently approved following an application for a non-material amendment.

Reason: In order to ensure the development is carried out in accordance with the approved details and in the interests of amenity

Informatives:

Permission will need to be sought from the Highways Authority as the proposed planters will sit on the pavement within the public highway.