



Date of meeting: 17th December 2025 (Online)

Site Address: Extra Cash and Carry, Unit A, Brantwood Road, N17 0YD

Proposal: Proposed erection of entrance sign and freestanding totem sign

Attendees:

Oskar Gregersen – Planning Officer

Dr Umut Kilic – Agent

Huriye Allan – Applicant

Nasir – Applicant

1. SITE DESCRIPTION

The application relates to a commercial unit located within an industrial site that is classified as a Strategic Industrial Location (SIL). The site is located at the edge of this Location and the entrance fronts residential properties on Brantwood Road. To the east are industrial uses, with the west of the site being Victorian residential terraces typical for the east of the Borough.

The site is not located within any conservation area, nor does it affect the setting of any listed building.

2. RELEVANT PLANNING HISTORY

Relevant planning/enforcement history is as follows:

- ENF/2024/0367 | Enforcement case | Display of 1no. illuminated gateway sign above entrance and 1no. illuminated totem sign along the side of building.
Section 225A Notice issued
- HGY/2025/0247 | Full Planning | Retrospective consent to display of 1no. illuminated gateway sign above entrance and 1no. illuminated totem sign along the side of building.
Refuse

3. **PROPOSAL**

Pre-application advice is sought for changes required for a grant of planning permission for the erection of a totem sign and gateway sign to Extra Cash and Carry following the commencement of enforcement action against the site, and subsequent planning refusal.

This proposal presents an amended version of the previously refused proposal, removing contentious elements such as internal lighting, and redesigning and relocating the totem sign to be less tall and in a less prominent location.

4. **RELEVANT PLANNING POLICY**

- National Planning Policy Framework (2023) (NPPF)
- London Plan (2021)
- Haringey's Draft Local Plan (2025)
- Haringey's Local Plan (2017)
- Haringey's Development Management DPD (2017)

5. **COMMENTS ON PRE-APPLICATION SCHEME**

The following points are made by Officers in response to the plans and information submitted and points discussed at the recent pre-application meeting.

Policy context

London Plan (2021) policies emphasise the importance of high-quality and seek to optimise site capacity through a design-led approach. Policy D3 'Delivering good design' states that "development proposals should respond to the existing character of a place by identifying the special and valued features and characteristics that are unique to the locality and respect, enhance and utilise the heritage assets and architectural features that contribute towards the local character."

Local Plan Policy SP11 (2017) and Haringey Development Management Development Plan Document (DPD) Policy DM1 'Delivering High Quality Design' seek to secure the highest standard of design which respects local context and character to contribute to the creation and enhancement of Haringey's sense of place and identity. Policy DM1 contains design standards which include, amongst other things, a need to relate positively to the locality having regard to, amongst other things, distinctive local architectural styles, detailing and materials.

Policy DM8 specifically concerns signage and states that "Where required, the Council will grant consent for shopfront signage, including illuminated fascia signs and free-standing display panels, where they contribute to an attractive environment and do not:

- a) Cause a public safety hazard;
- b) Contribute to clutter or a loss of amenity; or
- c) Adversely impact the character or appearance of a conservation area.

Assessment

This proposal is an amended version of a previously refused retrospective permission, which consisted of a tall internally illuminated sign to the entrance of the application, and an internally illuminated totem sign located at the northwest corner of the site adjacent to the junction with Grange Road.

The previous application (HGY/2025/0247) was refused for the following reason:

- "The signage, due to its excessive size, scale, bold colouring, and illumination, constitutes an intrusive and unsympathetic addition to the site. The siting and visual prominence of both signs are considered likely to distract road users and detract from the character of the surrounding area, resulting in harm to both amenity and public safety, contrary to Policy SP12 of the Haringey Local Plan 2017 and Policies DM3, DM8 and DM9 of The Development Management DPD 2017 and Policies D8 and HC1 of the London Plan 2021"

The reference to London Plan Policy HC1, Local Plan Policy SP12, and DPD Policy DM9 is noted as not relevant to the site as it is not located within any conservation area, nor does it affect the setting of any listed building. Notwithstanding this, the key issues to be addressed within the reason for refusal are the excessive size, scale, bold colouring, and illumination which constitute an intrusive and unsympathetic addition to the site.

This reason for refusal was likely based on the bright colouration of the previous sign (since removed), accompanied with the internal illumination and excessive height that causes a number of residents to object on amenity and public safety grounds.

Scale

Following the pre-application meeting, the applicants amended proposed plans such that the proposed gantry signage at the entrance would be a maximum of 6m tall when measured from ground level and would not be any taller than the ridge of the adjacent warehouse building (measuring 6.97m at the ridge). Assessing previous StreetView imagery from prior to the removal of the offending gantry sign, the pre-application proposal would be lesser in height than the pre-existing and would therefore appear less obtrusive.

With respect to the totem sign, the pre-application proposal relocates the sign approximately 1.5m southward away from Brantwood Road and is shown on drawing 05-A to also reduce the height by 900mm. The LPA would welcome these changes as the reduced height and relocation from the corner of the site would position the sign such that it would be less distracting for drivers, while appearing less dominant of the site.

It is recommended that the gantry sign be made as low as possible in order to minimise any dominant appearance of the appearance of the site. This height has been lowered over the previously refused application, and to be successful at application stage, any proposed sign should not protrude more than 1m above the eaves of the adjacent warehouse building.

The applicants confirmed that this is the minimum height possible that still allows access for HGVs to complete collections and deliveries.

Provided that any future proposal does not extend more than 1m above the eaves of the adjacent building, the scale of the proposed gantry sign would be appropriate, being compliant with relevant policies and addressing the issues set out in the reason for refusal of HGY/2025/0247.

Colouration/Illumination

The previously approved signage included a combination of bright colouration, and internal illumination, which was causing undue disruption to neighbours opposite on Brantwood Road. Following advice given during pre-application stage, the applicants have amended the signage such that a proposed sign would be monochrome in colouration and would not include any illumination. This is deemed to address the issues highlighted in the previous reason for refusal, and therefore the current scheme presents signage that would not appear dominant on the street scene, would not pose risk to road users, and would not cause any adverse impact on neighbouring amenity, and therefore would be deemed to be policy compliant.

Conclusion

In summary, in order for a proposal to be successful, it would need to follow the plans submitted to the LPA, ensuring that none of the signage would extend 1m above the eaves of the adjacent warehouse buildings, while also being monochromatic in colour without any form of illumination internal or external.

Provided that these conditions were met, and there were no objections from LBH Transport, the LPA would be able to approve a future proposal for gantry and totem signage.

INFORMATION REQUIRED FOR THE PLANNING APPLICATION

If you decide to proceed with applying for Planning Permission, the following information will be required when you submit your application:

1. The completed full planning application form (available on the Planning Portal or from our website)
2. 'Determining whether an application is CIL liable' form and plan or drawing showing any chargeable development and gross internal area in square metres on each plan
3. Location plan on an up to date map at an identified standard metric scale (typically 1:1250 or 1:2500 to fit onto A4 or A3 paper) with the red line including all land necessary to carry out the proposed development and blue line for any other land owned by the applicant

4. Site plan – direction of North, proposed development in relation to the site boundaries with written dimensions (and public rights of way, trees, hard surfacing and boundary treatment where relevant) typically 1:500 or 1:200
5. Ownership certificate and notices
6. Fee
7. Fully annotated, **contextual** and scaled drawings:
 - Block Plan: drawn to at least 1:500 scale showing properties either side and to rear of site with North point.
 - Floor plans of each floor: drawn to 1:100 or 1:50: including the outline of the neighbouring property at the same floor level or 5m beyond boundary (whichever is least) on each side.
 - Elevations: drawn to 1:100 or 1:50. For principal street elevations, showing the neighbouring two properties to each side or 10m (whichever is least), to all other elevations the immediate neighbouring property or 5m (whichever is least)
 - Sections: showing finished floor and ground levels

Existing and proposed plans must be set out on the same drawing to enable comparison.

Please note that Haringey requires all applications to have a scale bar and all proposed plans/elevations require one significant dimension. This is to ensure that the Planning Officer can accurately measure dimensions using measuring software.

8. Site photographs, with affidavit confirming they have been taken within 21 days of the application submission.

6. PRE – APPLICATION CONSULTATION

As stated in the National Planning Policy Framework, that where beneficial, local planning authorities should encourage applicants to engage with the local community before submitting applications. The Council's Statement of Community Involvement (SCI) (2017) (<http://www.haringey.gov.uk/sci>) sets out the Council's approach to engaging with and consulting the community in planning and development issues. As outlined in the SCI applicants of a major nature are required to provide a Consultation Statement of any pre-application consultation undertaken and to outline how comments made by the community have been taken into account and have helped shape the application, such an approach is equally encouraged with more complex minor application.

7. THE PLANNING APPLICATION PROCESS

Once you have submitted your planning application, it goes through a number of steps:

Validation/Checking

Applications are checked to make sure all required documents and fees are there, and checked for any potential issues which need addressed to ensure compliance with policy, if considered 'valid' and likely to be acceptable they are registered, applications are only checked when an officer is available so there can be a number of weeks before an application is validated and checked.

Registration

The application is entered into the register of applications and customers are informed formally that their application is registered, their application reference number, their case officer and the deadline they can expect to hear back by.

Consultation (a minimum of 21 days following registration)

Details of the application will be provided to neighbours in line with our consultation policy and they will have the opportunity to comment on the proposed development. Consultees are given a minimum of 21 days to comment on an application.

Decision

The planning service can deal with most householder applications under delegated powers and will issue a decision notice to stating whether the application has been approved or refused, and if there are any conditions that must be met.

Carrying out building works

Once you have planning permission, it is recommended that you obtain technical advice regarding building control matters. Building Control services ensure that the works carried out by your appointed builders are done safely. Building Control services can be found through your local council or an Approved Inspector service.

Haringey Building Control has extensive experience in working with clients on a wide range of projects. Should you wish to discuss your project and how Haringey Building Control may best advise you regarding compliance with relevant building control regulations, please contact Building Control on 020 8489 5504 or by email on building.control@haringey.gov.uk

Other notes

A review of final proposals before an application is submitted can be done for no fee, but this is subject to officer capacity. Minor revisions to a design can also be requested during the application process to allow a positive outcome.

List of Relevant Contacts

Oskar Gregersen – Planning Officer Oskar.gregersen@haringey.gov.uk

Without Prejudice

Please be advised that this response is given at officer level and does not form a formal response or decision of the council with regard to future planning application(s) or other formal approaches. The views expressed above are given in good faith, to the best of ability, and without prejudice to the formal consideration of any future planning application, which will be subject to formal consultation and ultimately decided on by the council.