

DESIGN & ACCESS / ADVERTISEMENT STATEMENT

EXTRA CASH & CARRY

UNIT A, BRANTWOOD ROAD, TOTTENHAM, N17 0YD

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1. Introduction

This Design and Access / Advertisement Statement has been prepared in support of a planning application for revised entrance gateway signage and a freestanding totem sign at Unit A, Brantwood Road, Tottenham.

The proposal follows detailed pre-application engagement with the Local Planning Authority and has been expressly developed to respond to the concerns that led to the refusal of the earlier retrospective advertisement application. Officer guidance indicated that a future scheme could be supported where signage is appropriately scaled, monochromatic in appearance, non-illuminated, and does not project more than 1 metre above the eaves of the adjacent warehouse building.

The revised signage strategy has been designed in strict accordance with this advice. It presents a restrained, functional and contextually appropriate solution that respects the character of the Strategic Industrial Location while demonstrating clear sensitivity to the residential properties opposite the site.

2. Application Site and Surroundings



Image 1- Sky view Source Google Map

The application site comprises a well-established commercial warehouse unit positioned within a designated Strategic Industrial Location. The entrance fronts Brantwood Road, where Victorian residential terraces are located opposite, while the surrounding area to the east is characterised by industrial and commercial uses.

The site is not situated within a conservation area and does not affect the setting of any listed building. As such, the principal planning considerations relate to design quality, visual amenity, and public safety rather than heritage impact.

Given the presence of nearby residential dwellings, the design has been carefully developed to ensure that the signage remains visually recessive, avoids light disturbance, and does not appear dominant within the street scene.

3. Planning History and Refusal Context

The earlier application HGY/2025/0247 sought retrospective consent for an illuminated gateway sign and a tall illuminated totem sign. The Council refused the application for the following reason:

The proposed advertisement, by reason of its size, position and illumination level, would be an excessively dominant feature in the street scene thereby having an injurious effect on the visual amenities of the area.

The decision made clear that the cumulative effect of excessive height, forward positioning and high-level illumination resulted in an unacceptably prominent visual presence. Any revised scheme must therefore directly address these three factors: scale, position and illumination.

This revised proposal has been expressly developed to respond to the issues raised and to produce a signage design that is modest, contextually appropriate, visually cohesive and suitable for both the commercial setting and the adjacent residential environment.

4. Design Objectives

The revised signage proposal has been guided by the following core objectives:

1. Remove all illumination to eliminate light impact on nearby residential properties and reduce visual dominance.
2. Reduce the visual scale and massing of the signage elements, including a significant reduction in the height of the totem sign.
3. Improve the positioning of signage by relocating it further within the site boundary, reducing its presence in the public realm.
4. Ensure all materials and colours are recessive, high-quality and visually compatible with the background building.
5. Provide a clear, legible and well-designed site entrance appropriate for a commercial premises without causing harm to the character or amenity of the locality.

5. The Revised Proposal

5.1 Main Entrance Gateway Sign



Image 2- Proposed front sign

The main entrance sign has been entirely redesigned.

The structure is now finished in compact laminate panels in RAL 9004, a muted dark grey that significantly reduces visual prominence. The letters are fully non-illuminated, engraved plexiglass panels set into the banner box. No LED lighting of any kind is proposed, and there is no backlighting or halo illumination.

The overall structure presents as a functional gateway element rather than an illuminated advertisement. Its darker finish and solid form allow it to visually recess against the industrial building behind it, avoiding the sense of visual clutter or dominance.

5.2 Freestanding Totem Sign



Image 3: Proposed altered totem sign

The most significant amendment concerns the freestanding totem sign.

The height has been reduced substantially, with the proposal is standing 90 cm lower than before. As such, the proposed totem is materially lower than the previously installed totem, resulting in a noticeably reduced visual impact.

The totem has been repositioned further inside the site, moving it away from the pavement edge and reducing its presence within the public realm. This relocation meaningfully reduces perceived dominance when viewed from Brantwood Road and Grange Road.

The totem has been fully repainted in a matte grey tone to match the main entrance sign. All previous coloured blades and illuminated elements have been removed. No lighting is proposed.

The revised totem is now a simple, neutral, and non-illuminated wayfinding feature rather than an advertisement display.

5.3 Materials and Colours

The signage suite now uses a consistent, subdued palette including:

Compact laminate panels in RAL 9004

Engraved non-illuminated plexiglass lettering in RAL 9001

Acrylic logo panel, non-illuminated

Stainless-steel internal frames only where necessary for structure

The materials have been chosen for durability, clarity and contextual sensitivity. They consciously avoid bright colours, reflective finishes or lighting.

5.4 Positioning

The site plan shows that the totem is now placed away from the corner of the road. The gateway structure is also aligned more closely with the boundary line in a manner that reduces street-side bulk. Both changes meaningfully improve the relationship between the signage and adjacent residential dwellings, while maintaining legibility for customers entering the site.

6. Design and Visual Impact Assessment

The revised signage proposal results in a markedly reduced visual impact compared with the previously refused scheme.

The removal of illumination eliminates night-time visibility and resolves the previous concern regarding lighting intensity. The darker colour palette ensures the signage sits comfortably within the commercial setting without drawing excessive attention.

The reduced totem height and backward repositioning significantly diminish its skyline presence and remove its previous dominance at the junction. The simplified design also avoids the visual clutter associated with multiple coloured directional blades.

From both Brantwood Road and Grange Road, the signage now reads as a modest, functional building identifier rather than a large-scale advertisement feature. The proposal respects the scale of residential development opposite and maintains a balanced relationship with the surrounding built form.

7. Refusal Response Comparison Table

The following table provides a direct and structured comparison between the previously refused scheme and the revised proposal, demonstrating clearly how each refusal reason has been fully addressed.

Refusal Concern	Previously Refused Scheme	Revised Proposal	How the Refusal Reason Is Now Addressed
Excessive Size	Large illuminated gateway sign spanning approx. 10 metres; totem approx. 8.5–9 metres in height	Gateway and totem sign both visually reduced	The reduced height and simplified massing ensure the signage is no longer dominant or visually intrusive
Harmful Position	Totem placed at pavement edge; gateway projecting strongly onto Brantwood Road	Totem moved significantly backward inside the site; gateway repositioned slightly inward	Signage no longer competes with the street frontage; reduced prominence in public realm
Excessive Illumination	Full LED illumination of both gateway and totem; bright acrylic faces	All illumination removed; signage fully non-illuminated with no halo or backlighting	Light spill, glare and nighttime dominance completely eliminated
Visual Dominance	Bright contrasting colours, multiple product blades, strong illuminated forms	Muted grey palette, simplified signage, reduced features	The design now reads as modest and contextually appropriate
Residential Amenity Impact	Significant brightness and height visible from nearby dwellings	Non-illuminated signage; reduced height; repositioned away from residential frontage	No harm to amenity; no lighting impact; greatly reduced massing

8. Policy Compliance

The revised proposal complies with Haringey Local Plan Policy SP11 by providing a high-quality and well-integrated design that enhances the appearance of the commercial frontage without detracting from the surrounding context. It also complies with Development Management Policy DM3, as the new signage no longer causes harm to residential amenity or the street scene.

The proposal meets the requirements of the Town and Country Planning (Control of Advertisements) Regulations, which require that signage be safe and not harmful to visual amenity.

9. Access Considerations

The proposal does not alter vehicular or pedestrian access arrangements. The signage does not obstruct sightlines or interfere with movement patterns into or within the site.

10. Conclusion

The revised signage scheme represents a comprehensive and well-considered response to the Council's previous refusal. Through complete removal of illumination, reduction in totem height, simplified material palette and repositioning of signage inward from the public realm, the proposal eliminates the concerns previously identified.

The signage is now modest, visually recessive, and contextually appropriate for its commercial setting. It respects the amenity of nearby residential properties and improves the appearance of the site frontage. The applicant respectfully submits that the proposal now satisfies the relevant policy requirements and should be supported.