



Officer Report

Application Number:	HGY/2026/0279
Application Type:	Consent to display an advertisement
Address:	852-858 High Road, Tottenham, London, N17 0EY
Proposal:	Installation of illuminated collar surround to new and existing ATM and new internal hanging sign behind glazing to the right of the main entrance area.
Case Officer:	Kwaku Bossman-Gyamera
Valid Date:	23/01/2026
Applicant:	Branch Manager
Agent:	Mr Daniel Hooper

RECOMMENDATION

Approve with Conditions

1. PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

The applicant is seeking advertisement consent for new signages comprising of the following:

- 1No. new "Smart" ATM, complete with a new illuminated collar surround to be installed to the left of the existing "Smart" ATM.
- Existing Smart ATM to be receive new collar surround.
- The retention of 1No. external ATM (LH side of the main entrance when viewed externally), to receive a new illuminated collar surround to match that of the new neighbouring ATM and
- The installation of branch notices mounted on suspension wires, visible via the shopfront.

Site and Surroundings

The site is a three-storey building located on the Eastern side of High Road and works relates to the ground floor commercial use. The immediate surrounding area is predominantly residential in nature above Ground Floor Retail along this part of High Road.

The site is located within the THRHC/North Tottenham Conservation Area, it is not a listed building, there are locally listed buildings adjacent to the site.

Relevant Planning and Enforcement history

The most recent planning history in relation to the site is as follows.

HGY/2023/2816 - Application to determine if prior approval is required for a proposed: Change of use from Commercial, Business and Service (Use Class E) to Dwellinghouses (Use Class C3) Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) - Schedule 2, Part 3, Class MA – Prior Approval Granted 15/01/2024

2. Consultation response

The responses below were received following consultation on the application:

Internal:

- 1) LBH Conservation Officer: no comment.

3. LOCAL REPRESENTATIONS

The application has been publicised by way of 1 site notice displayed in the vicinity of the site and 13 letters. The number of representations received from neighbours, local groups, etc in response to notification and publicity of the application were as follows:

No of individual responses:0

Objecting:0

Supporting:0

3.1 The following Councillor(s) made representations:

- Cllr J. Bevan provided support for the application and suggested that if the pavement markings be incorporated to ensure there is no overlooking of users entering their details, those waiting stand away from the user.

4 Assessment of planning issues

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 NFFP (2023) 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 respect of the Council’s Local Plan Policies as outlined below.

Amenity 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.

Policy DM8 supports advertisements 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 proposed signages are considered to be of acceptable appearance and material composition as well as sympathetically sized in relation to proportions of the shopfront, the host building, and this retail parade.

The illumination levels are set at a relatively low level and at a degree that will not give rise to unacceptable light pollution. Signage illumination will be contained to appropriate levels, to ensure no adverse impact on amenity.

The proposed signage is considered sensitive to the character and appearance of this building and the retail function of this parade. As a result, the character and appearance of the conservation area would be left preserved, and the proposal would not result in an unacceptable impact on neighbouring amenity.

Public safety

Local Plan Policy DM2 seeks to ensure safe and accessible pedestrian routes and for proposals to not impede pedestrian permeability. In relation to advertisements Policy DM3 and DM8 seeks to ensure these do not cause a hazard to pedestrians or other road users. London Plan policy D8 also relates to pedestrian safety and states that applications which seek to introduce unnecessary street furniture should be refused.

The Council therefore needs to be convinced that pedestrian movement is not impeded with such development and that it does not attract attention which may endanger vehicle users.

The signage does not raise any safety concerns given it is of similar scale to the previous signage.

The proposed signages are of similar scale to the previous signage and as such there would be no adverse impact on the adjacent street/main road. The illuminance level would not affect public safety and would be subject to a condition.

The signage would not generate any obstruction to pedestrian movement on adjacent footway and as such there would be no consequence for the flow of pedestrians, including wheelchair and disabled users.

5 Conclusion

For the reasons outlined above, the proposed signage is found to be acceptable in terms of amenity and public safety. The signage would not harm the character and appearance of the conservation area. There is no conflict with any national, London or Local Plan policy and the application should therefore be approved.

6. RECOMMENDATION

It is therefore recommended that this application be APPROVED in accordance with the following conditions:

Conditions:

- 1 A. That the display of the advertisement (s) shall be permitted for a period of five years from the date of this decision.

 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 development hereby permitted shall be carried out in complete accordance with the approved drawings and documents listed below, other than where those details are altered pursuant to the conditions of this planning permission.

Approved drawings & documents:

19040-DB3-B05-00-DR-A-20011 – Existing Front Elevation;

19040-DB3-B05-00-DR-A-20111 – Proposed Front Elevation, Ground Floor Plan and New ATM Details; &
Design & Access Statement.

Reason: For the avoidance of doubt and in the interests of proper planning.

- 3 The brightness of the advertising screens should be limited to 500cd/m2.

Reason: The conditions are imposed by virtue of the Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Informatives:

INFORMATIVE: Hours of Construction Work

The applicant is advised that under the Control of Pollution Act 1974, construction work which will be audible at the site boundary will be restricted to the following hours:-

8.00am - 6.00pm Monday to Friday

8.00am - 1.00pm Saturday

and not at all on Sundays and Bank Holidays.

INFORMATIVE: Party Wall Act

The applicant's attention is drawn to the Party Wall Act 1996 which sets out requirements for notice to be given to relevant adjoining owners of intended works on a shared wall, on a boundary or if excavations are to be carried out near a neighbouring building.

INFORMATIVE: Land Ownership

The applicant is advised that this planning permission does not convey the right to enter onto or build on land not within his ownership.