

Officer Report

Application Number:	HGY/2026/0427
Application Type:	Consent to display an advertisement
Address:	62 High Road, Wood Green, London, N22 6DH
Proposal:	Display of 1no. internally illuminated projecting sign and 2no. internally illuminated fascia signs, and installation of halo illuminated surround signs to ATMs. (DESCRIPTION AMENDED)
Case Officer:	Mark Chan
Valid Date:	16/02/2026
	6
Applicant:	Mr David Smith
Agent:	Mr Andrew Crocker

RECOMMENDATION

Approve with Conditions

1. Site Location

The application site is a three-storey, end-terrace building located on the northern side of High Road and the proposed works relates to the ground floor commercial unit which is currently a bank. The site currently has 2no. internally illuminated fascia signs, one on the northwestern elevation and another one on the southern (front) elevation along with a projecting sign. There are also 2no. external ATMs on the front elevation of the bank.

The immediate surrounding area is pre-dominantly commercial in nature on the ground floor level with residential or office use on the upper floors along this part of High Road.

The site is not within a Conservation Area nor a listed building. It is within the primary shopping area of Wood Green and the Wood Green Metropolitan Centre.

2. Description of Proposal

The applicant is seeking advertisement consent for the replacement of 2no. existing internally illuminated fascia signs and 1no. existing internally illuminated projecting sign with 2no. new internally illuminated fascia signs and 1no. new internally illuminated projecting sign and the installation of 2no. new halo illuminated surround signs to the external ATMs.

The existing fascia and projecting signs would be removed and replaced by new signs at their original locations. The new front fascia sign would be 568mm tall with 400mm lettering and approximately 3.3m above ground level whilst the new northwest facing fascia sign

would be 426mm tall with 300mm lettering and 3.3m above ground level. The new projecting sign would be square in shape with the dimensions 655mm x 655mm and installed at fascia level on the right-hand side of the main entrance near the new external ATMs. Lastly, 2no. halo illuminated ATM shroud/surround signs would be installed to the ATMs.

All the new signs would be internally or halo illuminated with an illuminance level at 200 cd/m² and the illumination would be static.

3. Relevant Planning and Enforcement history

The most recent applications for advertisement consent are summarised as follows:

HGY/2026/0231 – Installation of new signage and shopfront including replacement of 2no. ATMs. Approved 25/03/2026.

HGY/2022/0786 – Installation of a steel security fence and gate at the rear of the building. Approved 05/07/2022.

HGY/2019/2836 – 1 no. new external marketing poster in front elevation. Approved 03/12/2019.

HGY/2010/1082 – Display of 2 x internally illuminated fascia sign and 1 x internally illuminated hanging sign. Approved 04/08/2010.

HGY/2010/1055 – Installation of 8 x new air conditioning condenser units, 1 x new external AHU, relocate ATM, install 2 new down lights, 1 x CCTV camera and create a new entrance into branch. Approved 04/08/2010.

HGY/2009/1765 – Installation of emergency exit door, steps, handrail and steel door to rear. Approved 11/12/2009.

4. Internal & Statutory Consultation

The following were consulted regarding the application:

Internal:

- 1) LBH Transportation Group: No transport objections regarding this application

External:

- 1) Transport for London: London Underground/DLR Infrastructure Protection has no comment to make on this planning application.

5. Local Representations

The application has been publicised by way of letters. No representations were received from neighbours, local groups, etc in response to notification and publicity of the application.

6. 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 (2024) states in Paragraph 141 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 2no. new internally illuminated fascia signs and 1no. internally illuminated projecting sign would replace the existing signs at their existing location. The 2no. new halo illuminated ATM surround signs would be installed around the external ATMs facing the High Road.

The size and design of the replacement fascia and projecting signs are similar to existing and the ATM surround signs are considered modest and appropriate for the location. The materials of the new signs are consistent with the other signs along this section of the High

Road and would not overpower nor dominate the host building features. Given that most of the new signs would replace existing signs and the ATM surround signs are of modest scale, they are not considered to visually clutter the shopfront. Overall, the proposed signs are considered appropriate additions and would not appear out of scale and place within the street scene and locality nor have a detrimental effect on local residents and road users.

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 proposed signages do not raise any safety concerns given that most of them are of similar scale to the current/previous signage.

The proposed signages would not interfere with the use of the adjacent shop, bus stop and traffic signage.

They are of similar scale to the previous signage and as such would not adversely impact the adjacent street/main road. The illuminance level would not affect public safety and would be subject to a condition.

The signages 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.

The Council's Transportation Group has been consulted, and the proposal would not cause distraction to road users using the adjacent highway.

7. 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.

8. Recommendation

This application to be APPROVED subject to 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
- Before the advertisement(s) hereby approved is/are displayed, the existing advertisements shall be removed.

Reason: In order to prevent the excessive proliferation of obsolete signs to the detriment of the amenity of the area.

- 3
- The brightness of the fascia and projecting signages hereby approved should be limited to 200 cd/m² and the daily hours of illumination should be restricted to Monday to Friday 09:00 - 17:30 and Saturday 09:00 - 17:00.

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