



Officer Report

Application Number:	HGY/2026/0662
Application Type:	Consent to display an advertisement
Address:	Unit A, Brantwood Road, Tottenham, London, N17 0YD
Proposal:	Consent to display two non-illuminated advertisements. One totem sign and one gantry sign finished in monochrome colours
Case Officer:	Oskar Gregersen
Valid Date:	09/03/2026
Applicant:	6 MRS HURIYE ALLAN
Agent:	DR UMUT KILIC

RECOMMENDATION

Approve with Conditions

1. Site location

The application site relates to an industrial unit in use as a cash and carry and is located on the south side of Brantwood Road.

To the west and north of the site, the character is residential, with the site located directly opposite a residential terrace. The application site is at the western end of the Triumph Trading Estate, with elements of traffic calming in place at the junction of Brantwood and Grange Roads.

2. Description of Proposal

The applicant is seeking advertisement consent for the display of two signs approximate to the entrance of Extra Cash and Carry, one gantry sign and one totem sign.

The signs will comprise a 6m tall gantry sign with Extra Cash and Carry branding, and a 6.6m tall totem sign detailing products sold within the cash and carry. Both signs would be non-illuminated and monochrome in nature, with the gantry sign being positioned at the entrance and the totem sign positioned approximately 4m from the junction of Brantwood and Grange Roads.

3. Relevant Planning and Enforcement history

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

HGY/2025/0247 | Retrospective consent to display of 1no. illuminated gateway sign above entrance and 1no. illuminated totem sign along the side of building.
Refused

Enforcement history is as follows:

ENF/2024/0367 | Unit A, Brantwood Road, Tottenham, London, N17 0YD | Display of 1no. illuminated gateway sign above entrance and 1no. illuminated totem sign along the side of building.
Notice served

4. Local Representations

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: 9

Objecting: 9

The following comments were raised in the representations received:

- Vehicle damage from deliveries
- Area transitioning to industrial nature
- Noise from vehicles
- Excessive scale and massing of signage
- Out of character with surrounding Victorian terrace, in specific in terms of materials and colours
- Proposal highly visible from Brantwood Road
- Sale of alcohol shouldn't be advertised
- Existing signage is in poor condition and should be renewed
- Drawings should show Brantwood Road terraces as per validation checklist
- Intrusive scale that would be out of character

5. 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 signage is considered to be of acceptable appearance and material composition as well as sympathetically sized in relation to proportions of adjacent industrial warehouse structures. The proposed signage would be non-illuminated and monochrome in nature. The signage is also proposed to be amended over the existing such that the gantry sign would not extend above the ridge of the adjacent industrial unit while demarcating the entrance to the cash and carry. The proposed totem sign would also be non-illuminated, reduced in height, repositioned, and non-illuminated.

It is noted that this proposal was subject to pre-application advice, that advised that the proposal should address the reasons for refusal from previously refused application HGY/2025/0247. This reason for refusal established that the proposed signage was an excessively dominant feature that by reason of its size, position and illumination would be harmful to the amenity of the area.

It is considered that as a result of the proposed changes over the previously refused application and the existing, there will be no detrimental effect from the new signage for local residents. The proposed signage would be non-illuminated, monochrome, and reduced in scale, thereby addressing the points in the reason for refusal of the previous application.

As such, the proposed signage is considered sensitive to the character and appearance of this building and the retail function of this industrial unit and should be approved.

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 a reduced scale to the current signage, further the proposed signage does not include any illumination and would be monochrome. The monochrome nature of the signage would result in a removal any confusion with road signs.

It is noted that there are traffic calming measures in place adjacent to the application site, that would deter large goods vehicles from accessing the site from the west, and it is not considered that the proposed signage would encourage any increase in vehicular movement through the western portion of Brantwood Road.

Submitted objections highlighted that the current totem signage is too tall and too visible from the west down Brantwood Road. The proposal would see the totem signage amended such that it is moved approximately 4m from the junction of Brantwood and Grange Roads, and it would be reduced in height by 1m. This would reduce the visibility of this sign as highlighted by objectors.

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.

6. 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.

7. Recommendation

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

1. Standard advertisement condition:

- 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.

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

Approved drawings list: N1A, N2A, N3A, N4A, N5A, N6A

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