



Officer Report

Application Number:	HGY/2026/1617
Application Type:	Consent to display an advertisement
Address:	Drive Through Restaurant, Green Lanes, Hornsey, London, N4 1DR
Proposal:	The introduction of an additional "Play Land" internally static illuminated appendage to the existing pole sign.
Case Officer:	Roland Sheldon
Valid Date:	08/06/2026
Applicant:	.
Agent:	Mrs Sarah Carpenter

RECOMMENDATION

Approve with Conditions

1. Site location

The subject site contains a single storey drive-through restaurant building and rear car park area on the eastern side of Green Lanes, to the immediate south of Haringay Green Lanes overground Station, N8. The surrounding uses are predominantly retail-related commercial, with the site located on the southern fringe of the Green Lanes District Centre. The site is not within the setting of a listed building and is not located within a conservation area.

2. Description of Proposal

The introduction of an additional "Play Land" internally static illuminated appendage to the existing pole sign.

3. Relevant Planning and Enforcement history

McDonalds Resturant, Williamson Road, London, N4, London

HGY/1990/1331: Erection of a single storey restaurant with drive-through facility (Class A3), ancillary offices and storage and provision of 45 car-parking spaces – Approved 13/05/1991

HGY/1997/1984: Extension to front of restaurant to form an additional drive through booth – Approve 17/02/1998

HGY/2011/1028: Alteration to elevations including new roof and additional cladding – Approved 25/07/2011

HGY/2011/1029: Display of 8 x internally illuminated fascia signs – Approved 25/07/2011

HGY/2014/3408: Display of 7 x internally illuminated fascia signs and 1 x internally illuminated "Golden Arch" sign – Approved 02/12/2014

HGY/2015/0265: Reconfiguration of the patio area to accommodate a new external play place –
Approved 24/03/2015

No planning enforcement history:

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Transportation Group: The clearance of the underside of the proposed sign should be increased to 2.3 metres. The level of luminance of the proposed sign should be reduced to 300cd/m² for the sign area less than 5m².

Officer comment: The sign is not located within the public realm or within any pathways likely to be used by customers/users of the site, and as such it is not considered to be necessary to require an amendment to the height of the signage from ground level. Notwithstanding this, the sign is placed with 3.1 metres clearance from the underside to ground level.

A restrictive condition can be imposed on maximum illuminance levels.

TFL: No comments received

5. 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: 0

Objecting: 0

Supporting: 0

The following comments were raised in the representations received: N/A

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 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.

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 sign would be a static internally illuminate appendage to an existing pole sign. It would be affixed at a height of 3 metres from its underside to ground level. It would have dimensions of 1.1 metres width x 1.1 metres height x 0.11 metres. The sign would increase the number of signs placed on the pole from 3 to 4. It is proposed in association with the play facility within the fast-food restaurant.

It would not be deemed to result in excessive cluttering of signage, or be of a design that is detrimental to the surrounding character and appearance of the locality. the pole is located on a grassed embankment which does not impede movement to/from the restaurant or other establishments in the retail park. It would not cause a hazard to pedestrians or road users. Lighting levels will be limited by condition as recommended by the Transportation Officer. Taking the above into consideration, the proposed signage is acceptable with regards to amenity and safety considerations.

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

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

Conditions:

- 1 Standard advertisement condition:
 - A. 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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In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone E3 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control, in accordance with policy DM3 of the Haringey Development Management DPD (2017).