

Officer Report

Application Number:	HGY/2026/1748
Application Type:	Consent to display an advertisement
Address:	Land outside, 156-158 High Road , London, N22 6EB
Proposal:	Relocation of a existing double sided digital freestanding advertising unit along the High Road.
Case Officer:	Kwaku Bossman-Gyamera
Valid Date:	18/06/2026
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Applicant:	Miss Ruby Vernon
Agent:	

RECOMMENDATION

Refuse

1. PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

Planning permission is sought for removal and relocation of an existing double sided digital freestanding advertising unit along the High Road, Wood Green.

Advertisement is sought for a double-sided freestanding forum structure, featuring 2 x Digital 74" advertisement screens positioned back-to-back. The proposed sign will measure a maximum of 2.59 metres in height, 1.08 metres in width and 0.22 metres in depth. The visible area of the digital screen display will measure 0.925 metre in width and 1.6 metres in height. The proposed display will be internally illuminated, and the LED backlit display brightness will be fully adjustable to distinguish between day and night ambient levels.

Site and Surroundings

The subject site is an area of pavement location directly outside 156 -158 High Road, Wood Green on the southern side of the High Road, close to the entrance to Wood Green Shopping centre. The immediately surrounding area is characterised by commercial uses and retail.

The application site is located within Wood Green Metropolitan Centre and is not located within a conservation area.

Relevant Planning and Enforcement history

There is no planning history in relation to the site.

2. Consultation response

2.1 The responses below were received following consultation on the application:

Internal:

1) LBH Transportation Team: Objection raised on the grounds that proposal would impede pedestrian movement along this section of pavement and add unnecessary clutter to the public Footpath. The adverse consequential highway safety impact would increase potential for accidents.

3. LOCAL REPRESENTATIONS

The application has been publicised by way of 35 letters. The number of representations received from neighbours, local groups, in response to notification and publicity of the application were as follows:

No of individual responses: 0

Objecting:0

Supporting:0

4 MATERIAL PLANNING CONSIDERATIONS

4.1 The main planning considerations raised by the proposed development are:

1. Amenity and
2. Highways Safety

Amenity

DPD Policy DM1 'Delivering High Quality Design' requires development proposals to meet a range of criteria having regard to the following: building heights; form, scale and massing prevailing around the site; urban grain; sense of enclosure and where appropriate following existing building lines; rhythm of neighbouring or local regular plot and building widths; active, lively frontages to public realm; and distinctive local architectural styles, detailing and materials.

The Council's Policy DM3 adopted Development Management DPD seeks to ensure highest standard of design. Specifically, in relation to telecommunication equipment, part (D) d) of the policy states that there is no significant adverse effect on the external appearance of the building, streetscene, or spaces in which they are located.

Furthermore, the Policy DM3 part C for advertisement explains the Council will seek to resist the proliferation of clutter in the street. Ensure that new advertisement does not cause a hazard to pedestrians or road users, including by siting and design.

The Haringey's Manual for Streets also seeks to minimise clutter and ensure a pleasant and neat townscape. Specifically, in relation to placement of street furniture – the manual identifies that they must be sited sensitively in relation to the surrounding and not be located in close proximity to one another.

The proposed advertisement sign will not be positioned in the same location as the existing. But rather approx. 350 meters further down the High Road. Although similar in scale and size to the existing. The proposal would not sit within the context of and align with existing street furniture. Given the narrow pavement and size and scale of the proposal it is considered that the proposal would obstruct the pavement at this new location.

Within the immediate setting there are considerable amount of street furniture including road signs, lampposts, litter bins and bus stops. The proposed double sided digital freestanding advertising unit would add clutter to the public footpath. Given there are already provision in the vicinity (2 units are located within few metres from the application site) and would only serve to reduce the attractiveness of the street scene. Any further street furniture in this location, particularly of the size and design proposed would make this part of the street excessively cluttered. This would detract from the local amenity of the area.

Highways

The proposed relocation of the free-standing display panel outside 156-158 High Road would unacceptably increase driver distraction in proximity to a pedestrian crossing / refuge island.

The relocation of the existing free standing display panel from its current location to the proposed location is not considered an improvement. Application site is located within Wood Green Metropolitan Centre and is on a very length of footway that connects to Wood Green Underground Station and shopping city. There are also crossings and bus stops in the immediate locality that are served by this stretch of footway. Given the Town Centre location and proximity to the shopping centre and bus services, pedestrian flows here are very high, in multiple direction, and this is particularly evident in the morning and afternoon peak periods and at weekends.

The full width of footway at the respective location is reduced from approximately 11m to 7.5m along pedestrian desire lines. This difference will create a more cluttered pedestrian environment at the new location of the display panel.

There are four traffic lanes on High Road adjacent to existing location of the free-standing display panel - where pedestrians are not expected to cross the road unlike the two traffic lanes with central pedestrian refuse - where pedestrian are expected to cross the road with higher intensity of vehicular traffic flow / lane adjacent to the proposed location of the free-standing display panel.

The pavement in the vicinity is well – used by pedestrians, especially people walking between public transport and the shopping centre or making use of the public space. The

proposed display unit would be located in the edge of the pavement, adjacent to High Road. The siting of the display unit in this location would reduce the available width of the footway and would hinder the movement of pedestrians. It would also be likely to lead to conflict with other users of the highway. The proposal would be obtrusive, and it would undermine the Council's stated objective to create a quality and unified public realm along this part of Wood Green. Overall, the proposal would adversely affect the appearance of the street scene and also hinder pedestrian movement due to its siting and would lead to conflict between users of the highway.

The application has not been supported by any comparative assessment of traffic flows and pedestrian movements for the existing and proposed location of the free-standing display panels. As such the proposal can not be supported in this new proposed location.

Other considerations

The advertisement display panel is purely erected as a way of displaying lucrative advertising on the street. The proposed structure is unlikely to have any public benefits.

The considers that the proposed relocation structure including its double-sided advertising screens would be more harmful to the character and appearance of the locality generally. The proposed structure is considered intrusive and harmful to the street scene due to its size, design, appearance, siting and addition to increasing amounts of street furniture.

5 Conclusion

The Proposed digital display unit, by reason of its design, size, and position, would unnecessarily increase street furniture, giving rise to increased clutter within the public realm, to the significant detriment of the town centre street scene and increase driver distraction which would result in an adverse impact on the safety of road users and to pedestrian movement. The proposal would therefore be contrary to policies DM1 and DM3 of Haringey's Development Management DPD (2017), London Plan Policies D3 and D8 (2021).

5.1 All other relevant policies and considerations, including equalities, have been taken into account. Planning permission should be refused for the reasons set out above. The details of the decision are set out in the RECOMMENDATION

6. CIL APPLICABLE

The increase in internal floor area would not exceed 100 sq.m. and therefore the proposal is not liable for the Mayoral or Haringey's CIL charge.

7. RECOMMENDATION

REFUSE PERMISSION

Refusal Reasons:

The proposed relocation digital display unit, by reason of its design, size, and position, would unnecessarily increase street furniture, giving rise to increased clutter within the public realm, to the significant detriment of the town centre street scene and increase driver distraction which would result in an adverse impact on the safety of road users and to pedestrian movement. The proposal would therefore be contrary to policies DM1 and DM3 of Haringey's Development Management DPD (2017), London Plan Policies D3 and D8 (2021).