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20th August 2026

My Ref: CW/13034

Dear Sir /Madam

APPLICATION FOR EXPRESS CONSENT: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

GABLE OF 510 LORDSHIP LANE, WOOD GREEN, LONDON N22 5DE

PROPOSAL: INSTALLATION OF 1 x 48 SHEET GABLE MOUNTED LED ILLUMINATED ADVERTISING DISPLAY PANEL

This planning statement is submitted in support of an application for express advertisement consent by my client, Alight Media, for the installation of 1 x 48 sheet gable mounted digital advertising display unit at the above address. The statement should be read in conjunction with the following documents which are submitted in support of the application:-

- Express Consent Application Form
- Planning letter statement (this document)
- 13034 01 Location Plan at 1:1250
- 13034 02 Site Plan at 1: 500
- 13034 03 Existing Elevation Drawing PY5022 003
- 13034 04 Proposed Elevation Drawing PY5022 004
- 13034 05 48s Digital Unit Specifications Drawing PY5022 005
- 13034 06 Existing View Photo Drawing PY5022 006
- 13034 07 Proposed View Visual Drawing PY5022 007
- 13034 08 Alight Media Green Infrastructure Statement
- 13034 09 Outsmart Digital Roadside Planning Code (2021)
- Planning Fee paid via Planning Portal

SITE AND SURROUNDING AREA

The application site is located on the west facing gable of No. 510 Lordship Lane at 90 degrees to the public highway, and overlooking an area which is mixed commercial / residential in character. The host building is the end terrace of a terraced block of two storey properties located on the north side of

Lordship Lane at the junction with Tintern Road within a designated local shopping centre on Lordship Lane (A109), which forms part of the Strategic Road Network (SRN). To the east, south and west of the application site are rows of shops with residential units above and other commercial businesses. To the north of the site are residential properties. The nearest residential properties outside of the local shopping centre are located at a distance away from the site, and therefore they are not considered to be significantly impacted by the application proposal..

The application site is not located within a conservation area or an area of special advertisement control, and there are no statutory listed heritage assets within close proximity to the site where their setting would be adversely affected by the proposed advertisement display. The Applicant considers that the position of the application proposal should be primarily assessed in the wider context of the character and appearance of this urban street scene which comprises a mixture of uses.

The principle of 48 sheet advertising hoardings has been established at this location in the past, as the site had previously displayed traditional 'paper and paste' 48 sheet advertisements for several decades. During this period the advertisements were displayed with the benefit of 'deemed consent' status by virtue of Class 13(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which permits "the continued display of advertisements on a site that has been used continually for the preceding ten years for the display of advertisements without express consent".

Historical Street View photos of the application site showing previous 48 sheet advertisements on display have been submitted below:-

Fig 1: Google Street View photo showing previous 1 x 48 sheet gable mounted advertising hoarding at the application site in September 2009

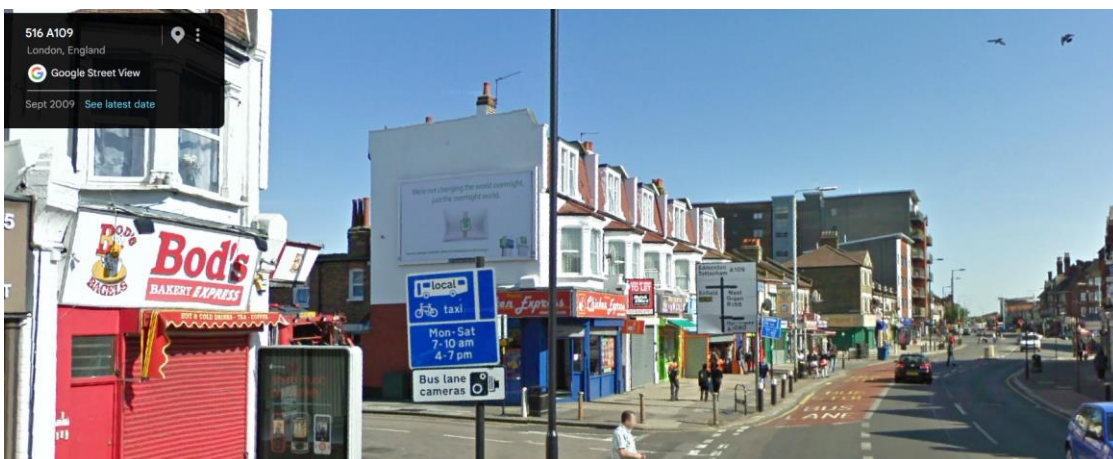


Fig 2: Google Street View photo showing previous 1 x 48 sheet gable mounted advertising hoarding at the application site in March 2022



The traditional '*paper and paste*' 48 sheet advertisements became a longstanding and established part of the built environment without any complaints or objections being received from the public or any action being taken by the Council for its removal. This indicates that it had been assimilated into the built environment surrounding the application site. It remained on display until late 2022, when it was removed for operational and contractual reasons.

The aforementioned deemed consent status of the previous advertisement displays offers a precedent that large roadside advertisement signage is considered acceptable in this locality, and the replacement of the traditional '*paper and paste*' hoarding with a modern presentation style is consistent with current market requirements and planning developments. It is considered that the difference between the previous and proposed displays would have no discernible impact on the character and appearance of the surrounding area.

The character and setting of the immediate area is predominantly commercial, and the proposed display would be seen entirely within this context. National policy and advice advocates locating advertisements in such areas where their impact is appreciably less and commensurate to their function. In this regard, the proposal is considered to be acceptable, and to comply with national and local policy application guidance.

The commercial setting of the application site broadly reflects the example given in the Planning Practice Guidance (PPG), insofar as it is in a commercial area of large open scale. The street scene is typical of a commercial area where large illuminated advertisements might be acceptable when they relate to the scale and character of the surrounding buildings and wider context. It is considered that the proposed digital display unit would not be an unduly prominent or obtrusive feature by reason of its size, location and overall design in a street scene which is dominated by the transport infrastructure and the commercial nature of the surrounding buildings.

This application proposal seeks to continue the long tradition of large scale roadside advertising at this location, but with the additional modernisation of the display, which will improve both the quality of the advertisements and their contribution to the street scene. The previous display was comparable in scale and format to the proposed 48 sheet LED illuminated display unit. Such modern advertisements are now increasingly common in the urban street scenes of most towns and cities across the country, as the advertising industry moves towards more flexible and sustainable media platforms.

Alight Media proposes to operate the digital display in accordance with conditions and limitations used industry wide, as part of the Outsmart (2021) roadside advertising code (a copy of which has been submitted as support document **13034 09 -- Outsmart Digital Roadside Planning Code (2021)**). The proposed advertisement will therefore not detract from local amenity or pose a material risk to public safety, as required by the Regulations.

The character of the surrounding area is therefore one of predominantly commercial / retail use with various signs / advertisements within the vicinity. The overall visual impression of the street scene at this point is one of openness, and where the road passes through a built up area with development, activity, and signage on all sides.

NATIONAL AND LOCAL PLANNING POLICY

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The revised NPPF (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.”

As described in the Planning Practice Guidance (PPG) the regime is a “lighter touch” than the system for obtaining planning permission for development. The PPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

The Development Plan for the area consists of the Haringey Local Plan Strategic Policies Plan 2013 – 2026 (formerly the Core Strategy) which was adopted in 2013 (updated 2017), the Haringey’s Local Plan - Development Management Development Plan Document adopted in 2017 and the London Plan (2016) which was adopted in 2016. Neither the Haringey’s Local Plan Strategic Policies Plan nor the London Plan have any specific policies in relation to advertising.

The Haringey Local Plan - Development Management Development Plan Document Policy DM3: Public Realm (C) sets out 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; and
- f. Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

Illuminated advertisements of the size and design proposed in the application are now a common sight on main roads in most towns and cities across the UK, as it is now widely accepted that ‘*appropriately sited and well-designed advertising*’ may be acceptable in commercial areas of large open scale. As such, digital advertisements are not an unusual feature in the street scene of most urban areas. In fact in 2015 there were only 45 LED Illuminated 48 sheet panels in the UK. There are now over 1800 sites, many of which are new locations, and others which were previously established ‘*paper and paste*’ billboard sites, (such as the application site), which have been modernised. These display sites are in operation across the country, ranging from cities as large as London to towns as small as Ilfracombe. The application proposal is therefore considered to be consistent with current market requirements and planning developments.

National policy guidelines require development proposals to represent a good standard of design through demonstrating an understanding of the sites wider context. With specific reference to the size, form, and positioning of advertisements, it is considered that such developments should be designed to relate to the site’s character and visually compatible with the locality. Visual clutter or excessive advertising in a single area should also be avoided.

National guidance acknowledges that outdoor advertising is an essential part of commercial life in the urban areas of towns and cities across the country. It is a prime means of passing on information and of promoting products and causes.

The proposed advertisement panel is considered to be appropriate to its setting by virtue of its appearance, size, position and level of illumination. The signage would result in no material or adverse impact on visual amenity of the commercial setting, and would be in accordance with the requirements of the NPPF.

APPLICATION PROPOSAL

The application proposal is submitted in the context of national and local policies which support high quality, well designed developments that contribute positively to the character and appearance of the local natural and built environment.

It is proposed to install a 48 sheet LED illuminated display unit measuring 6.4m in width x 3.4m in height and presented in landscape format. The unit would sit approximately 5.7m to the underside above the level of the adjoining highway. Like the previous advertisement, the proposed digital display unit would have a landscape profile and a display area measuring 18 sq.m. The advertisement would comprise a pressed metal frame in which the sealed LED “tiles” are mounted. The tiles contain diodes which emit light to create an image. The images would change once every 10 seconds in a sequential manner, and very importantly, would be of a static nature. The interchange between each image would be virtually instantaneous. The advertisements would not contain any movement, animation or special effects.

The display would be controlled remotely via a dedicated internet connection and computer software that controls every aspect of the display in real-time, including brightness, timing of each image, and transition time between each image. The light which the display radiates would not be significant in the street scene, as the proposed display would be located in close proximity to other sources of illumination, as well as the street lighting, which emits a considerably higher intensity of light. The display would be limited to 300cd/m² at night time in accordance with the Institute of Lighting Professionals best practice guidance; *The Brightness of Illuminated Advertisements (05/23)*.

The changing display would present a range of static images on rotation, at the industry standard of once every 10 seconds. Advertisement images would **not**, therefore, contain any movement, animation, or flashing lights, with the interchange between each advertisement being instantaneous.

As already stated, the application proposal will continue a long tradition of large scale roadside advertising at this location, and it will be comparable in scale and operation to the previous 48 sheet panel which occupied the site for many years without any complaints or objections. The proposal is therefore a ‘*like for like*’ replacement, but with the additional modernisation of the display unit, which will improve the both the quality of the advertisements and their contribution to the street scene.

The proposed 48 sheet LED illuminated display would exhibit the same operational characteristics of static advert images in a landscape format, however, the display style of the previous ‘*paper and paste*’ advertisement had become outdated in both design and method of presentation.

The application proposal aims to improve the appearance and technology used in the display of images on the site. The introduction of digital technology represents a sustainable display methodology that is greener and cleaner than the traditional methods used on the existing advertisements. One of the main advantages of digital display technology, is the electronic, (rather than manual), method of changing the advertisements. This functionality eliminates the need to physically produce printed poster images, and the attendant waste that comes with such printed advertisements, and the resultant savings in energy and material consumption across the entire process.

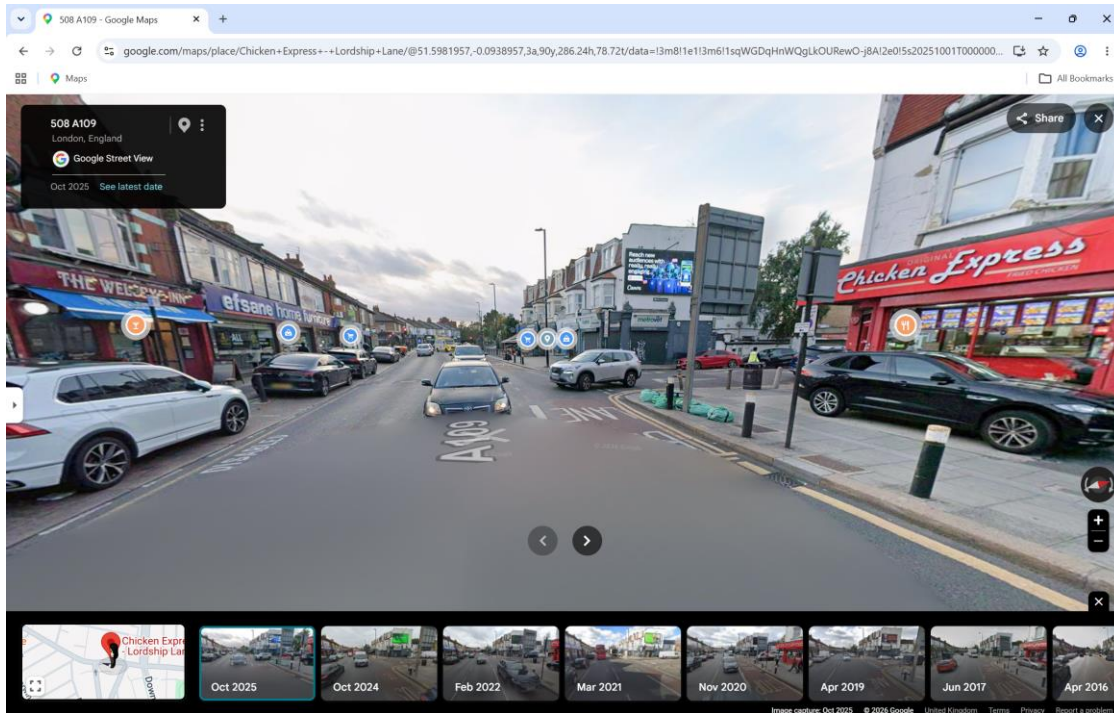
Clearly owing to the historical nature of the ‘site’, which became an accepted part of the street scene, it is not considered that the re-introduction of 48 sheet advertising, or the modification of its presentation style, will undermine the character and setting of the area or pose any public safety concerns. The differences between the previous billboard and the proposed LED illuminated display are considered to be so minimal that the proposal would have no discernible impact on the existing character and appearance of the area.

The impact of the proposed development is therefore limited to the change in the visual impact of the display technology from printed poster images to the LED digital display. The design of the unit is modern in appearance and it will not appear out of character in this predominantly commercial location.

The proposed unit has been architecturally designed with high quality materials to create an integrated unit, which requires no access for internal maintenance or changing of advertising displays.

The Council has already shown its support for innovative advertising developments with the consents already granted for similar applications in the area which involved the upgrade of 48 sheet hoardings to 48 sheet digital advertising, as can be seen at the following location.

Fig 3: Google Street View photo showing consented 1 x 48 sheet gable mounted LED illuminated advertising display unit at 512 Lordship Lane, N22 5DE (App. Ref. No. HGY/2019/2560) – granted consent on 22/01/2020.



This consented display is located immediately opposite the application site, and the Case Officer stated in the Delegated Officer Report that *“Subject to the recommended conditions, the proposed signage is not considered to have significant impact on the amenity of the neighbouring properties.....the signage is not considered out of character, and is not considered to create a significant additional impact on public safety”*.

The purpose of referring to the above example of a consented site is not to highlight a matter of precedent in a planning sense, as we acknowledge that each case should be considered on its own merits. However, it is considered that it helps to illustrate how judgments have been made by the Council in other cases on the impacts of illuminated advertising displays in relation to visual amenity and public safety.

BACKGROUND INFORMATION

The outdoor media industry is now in a period of substantial change, which will no doubt have a positive effect on the built environment. The growing demand for digital media at the expense of traditional printed poster advertising has seen the removal of many low cost billboard sites (both voluntarily and through enforcement action). This has resulted in the focus from media operators shifting to the development of high quality strategic sites on the road network, urban centres and transport hubs.

The NPPF sets out a presumption in favour of ‘*sustainable development*’, which means that, unless there are specific adverse impacts that would significantly and demonstrably outweigh the benefits of the development proposal, it is considered that the Council should take a positive approach that reflects the presumption in favour of ‘*sustainable development*’.

‘Sustainable development’ is usually defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Advertising panels comply with this definition, as they are patently needed by advertisers and businesses, contribute to the economic health of the country, and can be easily removed without any trace and so not compromise the future.

Many traditional 48 sheet billboards have disappeared from the street scene of towns and cities across the country over the last decade. This has been partly due to building developments, but also as a result of the shift towards digital display screens away from traditional formats. This represents a positive response by the outdoor media industry to the Ministerial forward in the NPPF which states that, *“development means growth and we must respond to the changes that new technologies offer us.”* The NPPF states further that *“advanced, high quality communications infrastructure is essential for sustainable economic growth”*.

The clear thrust of the above-mentioned national policy is that those involved in development and development control need to respond to the changes and innovations offered by new technology. 48 sheet digital advertisements are now a common sight on main roads in towns and cities, and as such, they are not an *‘unusual feature’* in the street scene of these urban areas. The application proposal is therefore considered to be consistent with current market requirements and planning developments.

Local policy recognises that advertising is an important part of commercial activity, in particular for retailing, which relies on external advertisements or signage to communicate information to sell goods or services. Advertising is a prominent feature in modern society, and it is playing an important role in the revival of local and national economic activities in the ‘post pandemic’ period.

The application proposal is consistent with the evolution of the roadside media to a more sustainable and greener form of technology. The move away from traditional *‘paper and paste’* printed advert images to more efficient and sustainable roadside advertising formats provides genuine environment benefits, and the highest standard of build quality and design, which respect the local amenity and are not detrimental to highway safety.

The benefits of digital technology are set out in the document titled *“Alight Media Green Infrastructure Statement”*, which has been submitted with the application as support document **13034 08 -- Alight Media Green Infrastructure Statement**. This document sets out the Applicant’s commitment to reducing its carbon footprint year on year, through the evolution of technology, materials, energy consumption and methodologies, and so reducing the impact on local communities and the environment as a whole.

AMENITY ASSESSMENT

The meaning of visual amenity can be wide ranging but in the context of assessing advertising it is usually defined as being the impact on visual amenity in the immediate neighbourhood. As such, the local characteristics of the site are material in assessing the proposal’s impact. The application site is located in a strongly built up and commercial area.

In assessing visual amenity, regard needs to be made to the cumulative effect that the advertisement may have on its surroundings. Relevant considerations for this purpose include the local characteristics of the neighbourhood, including scenic, historic, architectural or cultural features which contribute to the distinctive character of the locality.

As already stated, the application site is not located within a conservation area or any other statutorily designated sensitive area. There are no heritage assets within close proximity to the site where their setting would be adversely affected by the proposed advertisement display.

As the application proposal seeks to mimic the previous situation on site, there will be minimal impact on visual amenity during the daytime. The size and positioning of the advertisement will remain the same.

At night time the introduction of illumination at the site represents a material change to the previous advert which was not illuminated. The controls proposed over the level of luminance will ensure that this material change does not cause material harm to amenity. The context of the surroundings, including illuminated shop signage / other illuminated adverts / street lighting, establishes the site as appropriate for an illuminated advert of this type. Additional controls over the display will be considered if necessary to remedy a specific amenity concern.

The properties along Lordship Lane will have oblique views of the advertisement board, and no properties will have a direct head-on view of the proposed digital display unit. The area is generally well illuminated through the night-time period as a result of the streetlights.

The Council's Public Realm policy is applicable to the application proposal. The proposed development is in accordance with the general thrust and principle of Policy DM3. The digital display unit is not proposed to be sited on a listed building, and the site is not located within a conservation area.

The principle of advertising at this location is well established, and during the time that the site had previously accommodated a 48 sheet advertising display (and since its removal), there has been little change in the circumstances of the locality.

The application proposal will improve the visual amenity of the area, by providing a high quality advertising unit, which will be an attractive and innovative feature that makes a positive contribution to the street scene. This will comply with the guidelines set out in the NPPF, which seek to encourage well-designed developments that take into account the character and appearance of the area. It is considered that the proposed upgraded scheme would be appropriate to the locality, which is predominantly commercial in character.

No architectural features would be cut across and the flank wall is demonstrably capable of accommodating an advert of this size without it appearing excessive in scale. The landscape display would reflect the regular shape and rectangular emphasis of the host building, and it would not be an alien or discordant addition to the commercial street scene.

It is considered that the size and scale of the proposed advertisement could be absorbed into the street scene without causing harm to amenity, owing to the wide and expansive nature of Lordship Lane and the scale of the buildings in the immediate locality.

Illuminated advertisements in a location such as the application site would not be unusual and is exactly the kind of place where one would expect to find advertisements of this scale and design. The application proposal is therefore in line with local and national policy guidelines relating to the location of advertisements in commercial areas.

The application proposal would be consistent with the relevant policy guidelines which state that developments should be "*appropriate in terms of scale, mass, height, layout, appearance, materials and relationship to adjoining buildings*". The structure of the display unit will be slim and elegant and the materials will be both attractive and hard wearing ensuring the longevity of the structure and reducing the amount of maintenance required.

The proposed display unit's simple rectangular form presented with horizontal emphasis would respond well to the form and size of the gable of the host building, which forms the backdrop to the application site. The advertisement would not dominate the elevation of the building, and so the basic structure of the building can still be read clearly. When viewed in the context of the surrounding commercial environment, the size, height and location of the display unit on the gable would not constitute an incongruous or dominant feature in the street scene.

The previous advertisement at the application site had become outdated in both design and method of presentation, and the application proposal aims to improve the appearance and technology used in the display of advert images on the site. The outdoor advertising industry is committed to upgrading its

assets, in order to ensure greater efficiency savings in operational costs, exceptional flexibility in display capability, and a more sustainable method of roadside advertising

Primarily the display would be used to advertise commercial products and events, however, the technology would provide the flexibility to display local messages relating to Council, highway or emergency safety information if and when required. It would incorporate changing images with a smooth, uninterrupted transition from one image to another. There would be no moving images, animation, intermittent or full motion video images.

To ensure that the proposed display unit operates without harming either visual amenity or public safety, the Applicant recommends that the proposal adheres to the schedule of planning conditions which are set out at the end of this letter.

The conditions are industry standard and are now commonly seen applied to applications of this type. Where circumstances demand, additional controls or variations of these conditions may be acceptable to the applicant.

The Applicant is aware that in other cases of similar LED illuminated advertisement proposals where there is an element of residential use in the vicinity of a proposed site, the LPA has considered that an additional condition should be included with the consent to cover the restriction on the hours of illumination. The Applicant would be content to accept a condition that the panel illumination is switched off overnight during a time period from 22.00 to 7.00, as this would conform to *"the average bedtime in the UK of between 22.00 and 23.00"*. This condition would avoid possible intrusion on the nearest habitable rooms from the illumination.

The Applicant would not object to the inclusion of this condition in addition to the recommended conditions, which are now widely accepted by LPAs across the country as standard for the control of digital displays and reflect best practice guidance in the outdoor industry.

PUBLIC SAFETY ASSESSMENT

With regard to public safety, this principally relates to the effect of advertisements upon the safe use and operation of any form of traffic or transport. The main issue for consideration is whether the illuminated display or its location is likely to be distracting and capable of being a hazard to public safety.

When assessing the public safety implications, policy guidelines state that *"LPAs will assume that the primary purpose of an advertisement is to attract people's attention, but will not automatically presume that an advertisement will distract the attention of passers-by, whether they are drivers, cyclists or pedestrians."*

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task.

The proposed display unit will be located so that it will not interrupt the visibility of any highways. Therefore it is logical to assume that the location and the display itself will not cause any distraction or confusion to any road users who are taking reasonable care for their own and others safety.

At the point of the application site the highway is well-lit, providing excellent forward visibility on approach to the site, allowing drivers to glance at any advert far in advance without being distracted from the road ahead. Under these circumstances such a familiar urban feature would not constitute a potentially hazardous distraction to anyone exercising a reasonable standard of care.

Research on roadside advertising demonstrates that drivers always give priority to the driving environment, taking in non-essential information, according to road conditions and whether there is sufficient *'spare capacity'* to perform such tasks. Where external stimuli are present in demanding circumstances drivers tend to adopt a *'glance'* strategy taking repeated short duration views of less than

one second to either side of the vehicle's path, but maintaining awareness of vehicle conditions. There is no conclusive evidence to show that a correlation exists between advertising and road safety.

“Research has shown that the period of change between adverts is an area where there could be some additional distraction to drivers. The intervals between successive displays should be essentially zero, as a slow merge or bright-dark-bright sequence is more visually compelling than a bright-bright sequence and hence has more potential for distraction”. (‘Guidance for Digital Roadside Advertising and Proposed Best Practice’ - Transport for London (TfL) document 2013).

Illuminated advertisements are now a common sight on main arterial roads and as such, are not an unusual distraction for drivers. Drivers are used to distractions in urban areas, whether it be buildings, shop fronts, traffic signs or other adverts. The proposed display would be no different in terms of attracting a driver's momentary attention and would not impact on the driving task.

Electronic digital displays represent the latest form of outdoor advertising technology, and digital signage is also in widespread use across the UK to convey road safety messages to drivers. There is no reason to suggest that a responsible driver would be distracted by this type of digital signage, or the type of digital advertisement proposed in this application.

Digital advertisements are highly controllable and it is therefore possible to provide recommendations to manage the level of distraction by control of type, brightness, form of change and interval between advertisements

The main consideration when assessing the potential impact to highway safety is whether the proposed display will obscure or interfere with any traffic signals or other road signs. It can be seen from the site photos submitted with the application that the proposed display will not obscure any traffic signals or road signs.

The proposed display unit would incorporate changing images with a smooth, uninterrupted transition from one static image to another (there would be no moving images, animation, intermittent or full motion video images). It will be capable of changing new adverts every ten seconds depending on how the advertising space is sold. This is in line with standard industry units for sale of advertising space, and in compliance with the outdoor media code.

It is suggested that the matter relating to luminance levels can be controlled with the necessary planning conditions being applied to the site. The brightness will be controlled by light sensors to vary the brightness of the screen according to the brightness of the day. The light sensors will also ensure that the level of luminance of the advertisements is sensitive to the change in daylight from sunrise to sunset and from summer to winter.

The proposed display would face drivers heading east along Lordship Lane. However, Lordship Lane is a straight road with good visibility and the junction and traffic signals are visible to approaching drivers from some distance away. Vehicles travelling south along Tintern Road will have views of the advertising board, however, the junction is visible to approaching drivers from some distance away and will not cause a distraction to drivers.

National policy guidance states that all advertisements are intended to attract attention but the proposed advertisements at points where drivers need to take more care are more likely to affect public safety. The guidance lists the main types of advertisements that may cause distraction to road users such as signalised junctions, roundabouts, bridges, merges onto classified roads, or other places where local conditions present traffic hazards. Advertisement proposals at such locations will require more careful consideration, however, there are none of these potential features of distraction present in the vicinity of the application site.

Taking into account planning guidance, and comparisons with similar consented 48 sheet LED illuminated displays in LPA areas across the country, it is considered that the application proposal is not likely to distract drivers' attention, nor lead to an increase in the risk of accidents.

An analysis of road traffic accident statistics before and after the introduction of LED illuminated displays across the country has shown that this has **not** led to an increase in accident levels in the vicinities of these sites.

Any concerns that the Council may have regarding the LED form of illumination would be addressed by granting consent subject to the appropriate conditions, which are now widely accepted by LPAs across the country as standard for the control of digital displays and reflect best practice guidance in the outdoor industry. In addition to the standard conditions required by Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, it is proposed that express advertisement consent should be granted subject to the following conditions:

Suggested Conditions

- The maximum level of illumination should not exceed 300cd/m² during twilight and night hours (dusk until dawn), in accordance with the recommendations for maximum luminance levels (cd/m²) set out in the “*Institute of Lighting Professionals best practice guidance; The Brightness of Illuminated Advertisements (05/23)*”.
- The luminance level of the display should be controlled by ambient environmental control, which would automatically adjust the brightness level of the screen to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at a set level
- The approved display should contain at all times a feature that will turn off the screen (i.e. show a black screen) in the event that the display experiences a malfunction or error.
- No individual advertisement on the LED screen will contain moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals.
- There shall be a smooth uninterrupted transition from one image to another. Transitions shall be instantaneous, and no individual advertisement shall be displayed for a duration of less than 10 seconds.
- The hours of illumination shall be restricted between 22.00 and 07.00, in order to mitigate any concerns relating to neighbouring residential properties.

Conclusions

For the reasons set out in this planning statement letter, it is considered that the site is an appropriate location for advertising in terms of both visual amenity and public safety. The Applicant is hopeful that the Council will support this application and that express planning consent will be granted.

An electronic bank transfer for the sum of £610 (plus £91 admin fee) will be made payable to Haringey Council via the Planning Portal to cover the cost of the advertisement consent application.

I trust you will find the above application is in order, and we look forward to receiving your acknowledgement in due course.

Yours faithfully

Chris Welbourne
Outdoor Advertising Services