



Officer Report

Application Number:	HGY/2026/1612
Application Type:	Consent to display an advertisement
Address:	Bus Shelter , Pavement Outside Hatherly Gardens, The Broadway, London, N8 9JJ
Proposal:	Consent to display an LCD Bus Shelter Advertisement
Case Officer:	Adam Silverwood
Valid Date:	29/06/2026
Applicant:	Mr CHRIS READER
Agent:	Mr Martin Stephens

RECOMMENDATION

Refuse

1. Site Location

The site is a bus shelter located on The Broadway, opposite Hatherley Gardens. There is an existing bus shelter containing a non-illuminated advertisement. The surrounding area comprises a mix of commercial uses at ground-floor level with residential flats above. The application site is located within the Crouch End Conservation Area.

2. Description of Proposal

The applicant seeks advertisement consent for the replacement of an existing static double-sided advertisement with an internally illuminated double-sided sequential digital advertisement within the existing bus shelter.

The advertisements would be installed within the internal and external panels of the bus shelter and would replace the existing static display with a digital sequential display.

The digital display would be capable of displaying live travel information, tourist information and commercial advertising. In the event of an emergency, TfL would be able to override commercial advertisements to display public information via a secure portal.

3. Relevant Planning and Enforcement History

There is no planning history relevant to the consideration of this application.

4. Internal and Statutory Consultation

The following were consulted regarding the application:

LBH Transportation: No objection.

LBH Conservation: - *This incongruous and much louder type of advertisement would detract from the civic square, the attractive set piece of urban design around which are two Grade II listed buildings and the Grade II listed Hornsey Town Hall and would fail to preserve the character and*

appearance of the Conservation Area, and would be detrimental to the setting of these important listed buildings.

5. Local Representations

A site notice was placed within the vicinity of the existing bus shelter. No comments have been received.

6. Assessment of Planning Issues

Regulation 3(1) of the Town and Country Planning (Control of Advertisements) Regulations 2007 states that a local planning authority shall exercise its powers under the Regulations in the interests of amenity and public safety, taking account of the provisions of the development plan and any other material considerations.

The National Planning Policy Framework (2024) states at paragraph 141 that the quality and character of places can suffer when advertisements are poorly sited and designed and that advertisements should be controlled 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.

Amenity

Policy DM3 (*Public Realm*) requires advertisements to contribute towards a safe and attractive environment, be of a high quality and sensitive to the appearance of the building and surrounding streetscene, particularly within conservation areas and in proximity to listed buildings, and avoid visual clutter.

Policy DM8 supports advertisement proposals where they are of a high quality, sensitive to their surroundings, do not contribute to visual clutter and do not result in visual intrusion.

Policy DM9 seeks to preserve and enhance the significance and setting of heritage assets.

The application site occupies a highly sensitive location within the Crouch End Conservation Area and is situated in close proximity to the civic square which forms the setting of the Grade II listed Electricity Board Office and Showroom, the Grade II listed Broadway House and the Grade II* listed Hornsey Town Hall.

Whilst there is an existing advertisement within the bus shelter of a similar size, the proposed display differs significantly by virtue of its internal illumination and sequential digital format. The proposed advertisement would therefore be substantially more visually prominent, attention-grabbing and conspicuous than the existing static display.

The Council's Conservation Officer considers that this incongruous and visually intrusive form of advertisement would detract from the attractive civic square and would harm both the character and appearance of the Crouch End Conservation Area and the setting of the nearby listed buildings.

Significant weight is attached to the findings of the Planning Inspector in Appeal Ref. APP/Y5420/W/21/3284832 relating to a nearby site within the same civic square. The Inspector found that the civic space forms an important part of the setting of the Grade II listed Electricity

Board Office and Showroom, Grade II listed Broadway House and Grade II* listed Hornsey Town Hall and contributes positively to their significance. The Inspector concluded that the size, illumination and changing nature of digital advertising would create a "very strident and incongruous feature within the street-scene", would fail to preserve or enhance the character and appearance of the Crouch End Conservation Area, and would detract from the significance and setting of these designated heritage assets. The Inspector further concluded that the presence of other advertisements in the vicinity did not lessen or justify the identified harm.

Whilst the proposed illuminance levels would be limited to a maximum of 300 cd/m², compliance with illumination standards does not overcome the heritage and visual amenity concerns arising from the illuminated and changing nature of the display. The proposed development would introduce a visually intrusive feature within a particularly sensitive heritage context and would therefore fail to preserve the character and appearance of the conservation area and would harm the setting of nearby listed buildings.

Accordingly, the proposal is considered contrary to Policies DM3, DM8 and DM9 of the Development Management DPD (2017), Policy SP12 of the Haringey Local Plan (2017) and Policy HC1 of the London Plan (2021).

Public Safety

Policy DM2 seeks to ensure safe and accessible pedestrian routes. Policies DM3 and DM8 require advertisements not to create hazards for pedestrians or road users. London Plan Policy D8 requires development to support safe movement and avoid unnecessary obstruction.

The Council must therefore be satisfied that pedestrian movement would not be impeded and that the proposal would not distract drivers or create hazards for road users.

The proposed signage would not alter the dimensions of the existing bus shelter and would not impede pedestrian movement along the adjacent footway. The development would not adversely affect accessibility for wheelchair users or other pedestrians.

The proposed maximum illuminance level of 300 cd/m² is not considered likely to cause distraction to passing motorists or cyclists and no public safety concerns have been identified by the Council's Transportation Group.

The proposal is therefore considered acceptable with regard to public safety.

7. Conclusion

The proposal would not give rise to any unacceptable public safety concerns. However, by reason of its internally illuminated and sequential digital display, it would introduce a visually intrusive and incongruous feature within a highly sensitive part of the Crouch End Conservation Area.

The proposal would fail to preserve the character and appearance of the conservation area and would harm the setting of the Grade II listed Electricity Board Office and Showroom, the Grade II listed Broadway House and the Grade II* listed Hornsey Town Hall.

In accordance with Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, special attention must be paid to the desirability of preserving or enhancing the character or appearance of conservation areas. Furthermore, Section 66(1) of the Act requires special regard to be given to preserving the setting of listed buildings.

The proposal fails to satisfy these statutory duties and is contrary to Policy SP12 of the Haringey Local Plan (2017), Policies DM3, DM8 and DM9 of the Development Management DPD (2017), and Policies D8 and HC1 of the London Plan (2021). Advertisement consent is therefore recommended for refusal.

8. Recommendation

It is therefore recommended that this application be **REFUSED** for the following reason:

Reason for Refusal

The proposed internally illuminated sequential digital advertisement, by reason of its illumination, changing display and prominent appearance, would form a visually intrusive and incongruous feature within the street scene. The development would fail to preserve the character and appearance of the Crouch End Conservation Area and would harm the setting of the Grade II listed Electricity Board Office and Showroom, the Grade II listed Broadway House and the Grade II* listed Hornsey Town Hall. The proposal is therefore contrary to Sections 66(1) and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, Policy SP12 of the Haringey Local Plan (2017), Policies DM3, DM8 and DM9 of the Development Management DPD (2017), and Policies D8 and HC1 of the London Plan (2021). The identified harm is not outweighed by any public benefits arising from the proposal.