



Officer Report

Application Number:	HGY/2026/2260
Application Type:	Consent to display an advertisement
Address:	Land on public footway on northern side of Seven Sisters Road, north of southern entrance to Finsbury Park, N4 2DE.
Proposal:	Display of double-sided static internally illuminated sequential advert in bus shelter
Case Officer:	Roland Sheldon
Valid Date:	12/08/2026
Applicant:	Mr nicholas foxon
Agent:	

RECOMMENDATION

Approve with Conditions

1. Site location

The subject site is a section of the public footway on the northern side of Seven Sisters Road, N4, where it is proposed to re-locate an existing bus shelter approximately 40 metres south-west of the site. The site is located adjacent to the southern boundary of Finsbury Park. The site is not within the setting of a listed building and is not located within a conservation area.

2. Description of Proposal

Advertisement consent sought for double-sided static internally illuminated sequential advert in bus shelter.

3. Relevant Planning and Enforcement history

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

No relevant planning history.

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Transportation Group: Whilst queries are raised with regards to the re-location of the bus shelter, there are no issues/objections with regards to the proposal with regards to advertisement considerations.

Transport for London (TfL): No comment to make on the application.

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

Re-location of bus shelter

The proposal is solely for the double-sided static internally illuminated sequential advert in the bus shelter. However, the plans show that the advert is in association with the re-location of the bus shelter from its current location approximately 40 metres from north-east. Planning permission is not required for such works by transport undertakers provided that they comply with the provisions of Schedule 2, Part 9, Class C of the permitted development order. Therefore the assessment is isolated to the advertisements proposed in association with the re-located bus shelter.

Advertisement legislation/policy

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 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.

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 proposed advertisements would have a visual display area of 1.9m² and would be affixed either side of the northern flank elevation of the bus shelter and overall would have dimensions of 1.7 metres height by 1.64 metres width. It would be internally illuminated with static illumination at a maximum of 450cd/m², with sequential advertisements.

The Transportation Officer has commented on the application and highlighted that the advertisement itself does not raise concerns with regards safety considerations. The advert itself in terms of its positioning and illumination would not unduly obstruct pedestrians, wheelchair and disabled users on the public footway or result in unacceptable distraction for passing motorists/cyclists.

It would not cause undue glare or disturbance for any nearby residential occupants.

The signage would be characteristic of those found in bus shelters on busy distributor roads and would be acceptable with regards to appearance. Overall, the signage is acceptable with regards to safety and amenity 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 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 Advertisement consent is granted subject to the following:
 - 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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The brightness of the advertising screens should be limited to 450cd/m².

Reason: The conditions are imposed by virtue of the Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.