

**Planning Statement and Supporting
Appendices
730 Seven Sisters Road, London N15 5NH**

Prepared in conjunction with



PLANNING STATEMENT AND SUPPORTING APPENDICES

Proposed Digital Advertisement Display

730 Seven Sisters Road, London N15 5NH

Executive Summary

This Planning Statement supports an application for advertisement consent for a single portrait-orientated digital LED advertisement display at 730 Seven Sisters Road, London N15 5NH. The display would measure 2 metres wide by 3 metres high and would be installed on the Dunford Street flank elevation of the existing commercial building occupied by Glass R Us.

The proposal has been prepared following a detailed review of the site, its planning history, previous officer decisions and concerns, relevant policy and comparable advertisement decisions within the London Borough of Haringey. It is therefore not a simple resubmission of earlier schemes, but a proportionate, evidence-led proposal that responds directly to the statutory considerations of amenity and public safety.

The application site forms part of an established mixed commercial and employment corridor along Seven Sisters Road. The surrounding area is visually active and urban in character, with retail, trade, automotive, educational, service and light-industrial uses, together with commercial signage, highway infrastructure, street lighting, mature trees and regular pedestrian, cycle, bus and vehicular movement.

The display has been deliberately limited in scale when compared with standard large-format digital displays and has been positioned on an otherwise inactive flank wall. It would show static images only, with no video, animation, scrolling content, flashing, sequencing or transition effects. The applicant would accept conditions controlling dwell time, luminance and automatic ambient-light adjustment.

The evidence submitted with the application demonstrates that the proposal would not result in unacceptable harm to amenity. Residential views are limited by orientation, separation distance, intervening built form and mature tree screening, while any illumination effects would be managed through modern display technology, automatic brightness controls and a night-time luminance limit of 300cd/m².

Public safety has also been fully considered. The proposal would not obstruct highway infrastructure, interfere with pedestrian movement or prejudice the safe operation of the surrounding road network. The position of Transport for London and previous officer assessments for comparable proposals at this location further support the conclusion that highway safety should not form a basis for withholding consent.

A further positive feature of the scheme is the applicant's intention to integrate the advertisement within a full-elevation mural. Although the mural itself does not require advertisement consent, it would improve the appearance of a repeatedly graffitied elevation, help deter future vandalism and ensure that the advertisement forms part of a wider visual enhancement rather than appearing as an isolated feature.

Overall, the proposal represents a carefully controlled, site-specific and proportionate form of advertisement development. Having regard to the statutory tests of amenity and public safety, and subject to appropriate conditions, there is no material basis to withhold advertisement consent.

2. Site Description

2.1 The Application Site

The application site comprises the premises occupied by Glass R Us, situated at the junction of Seven Sisters Road (A503) and Dunford Street, within the London Borough of Haringey.

The property occupies a corner position on Seven Sisters Road. The A503 functions as a busy urban transport route accommodating buses, commercial and delivery vehicles, private traffic, cyclists and pedestrians.

The application relates specifically to the blank flank wall facing Dunford Street. This elevation contains no architectural features of significance and currently provides little visual contribution to the surrounding street scene.

2.2 Surrounding Character

The surrounding area is characterised by a mixed commercial and urban environment.

Immediately surrounding the application site are a variety of commercial premises including retail businesses, workshops, vehicle repair premises, trade suppliers and educational facilities. Opposite the site is Ebenezer Community College, an educational establishment fronting Seven Sisters Road.

To the east lies Wickes Tottenham, a large-format trade and retail destination. The surrounding area also accommodates commercial premises including garages, workshops, warehouses and industrial units.

The site therefore forms part of an established mixed commercial corridor rather than a purely residential environment.

Although residential accommodation exists nearby, it is generally located behind landscaped areas, mature trees and secondary pedestrian routes rather than directly fronting the application site. No properties have a direct view of the proposed advertisement site.

2.3 Urban Form

The locality displays a varied architectural character.

Buildings range from two-storey Victorian terraces to larger commercial premises, industrial buildings and more recent developments.

The application building itself sits comfortably within this varied townscape and occupies a visually prominent corner position.

The immediate streetscape contains a mixture of:

- commercial signage
- shopfronts
- advertisements
- vehicle forecourts
- industrial buildings
- educational premises
- transport infrastructure
- mature landscaping

The area cannot reasonably be described as architecturally uniform or predominantly residential in character.

2.4 Existing Public Realm

The public realm surrounding the application site is dominated by movement rather than prolonged occupation.

Seven Sisters Road functions primarily as a strategic transport route carrying continuous traffic throughout the day.

Pedestrian movement is similarly characterised by people travelling between transport facilities, commercial premises and local services.

The application site does not form part of a civic square, conservation area, public park or other sensitive public open space where prolonged visual appreciation of the building would ordinarily occur.

Instead, the building is experienced primarily by passing motorists, bus passengers, cyclists and pedestrians travelling along Seven Sisters Road.

In its current condition, the building makes a limited positive contribution to the street scene because the elevation has repeatedly been targeted by graffiti.

2.5 Landscaping

A significant characteristic of the locality is the presence of mature street trees within the landscaped strip opposite the application site.

These trees form a substantial green corridor extending along Seven Sisters Road and provide seasonal screening between the application site and nearby residential properties.

The tree canopy interrupts longer-distance views towards the application building and significantly reduces the oblique visibility of the site from residential viewpoints.

The mature landscaping contributes positively to the character of the area and is an important component when considering visual impact.

Tree screening and its effect on views are recorded in Appendix C – Residential Context Assessment and Appendix D – Visibility Assessment.

2.6 Residential Context

Residential properties are present within the wider area, principally along Seven Sisters Road and Culvert Road.

However, the relationship between these properties and the application site varies considerably.

Many properties experience:

- indirect views
- filtered views through mature tree cover
- oblique viewing angles
- screening by existing buildings
- substantial separation distances

The application site does not directly face any residential dwellings.

Instead, the intervening landscaped corridor, mature tree planting, road width and surrounding commercial development all contribute to reducing visual interaction between the proposed display and neighbouring residential properties.

The residential context is recorded in Appendix C – Residential Context Assessment and assessed in Chapter 10.

2.7 Existing and Emerging Development

The surrounding area continues to experience regeneration.

Several developments have either recently been completed or are currently under construction, including residential-led schemes along Seven Sisters Road.

Importantly, the emerging development situated at the corner of Gourley Road does not have direct views towards the proposed display due to its orientation and intervening built form.

Additional residential development further west towards St Ann's Road similarly experiences significant screening from existing mature tree cover.

These relationships are recorded in Appendix D – Visibility Assessment.

2.8 Site Constraints and Opportunities

The application site presents a number of characteristics which make it particularly suitable for the proposed display.

These include:

- a commercial corner position
- location on a principal transport corridor
- an existing blank flank wall
- absence of architectural detailing on the host elevation
- separation from the majority of residential properties
- substantial mature tree screening
- an established mixed commercial setting

Collectively, these characteristics provide an opportunity to introduce a carefully managed digital display without resulting in unacceptable harm to visual amenity or the wider character of the area.

3. The Proposal

3.1 Introduction

This application seeks advertisement consent for the installation of a single digital advertising display on the side elevation of the existing commercial building occupied by Glass R Us.

The display has been carefully positioned on the blank flank wall facing Dunford Street, making use of an elevation that currently has limited visual interest or architectural detail. As part of the proposal, the applicant intends to integrate the advertisement within a full-elevation mural designed to deter repeated graffiti. Although the mural itself would not require planning permission or advertisement consent, as it would not advertise any product or service and the building is not listed or otherwise subject to controls over its external appearance, indicative mural designs are included for illustrative purposes.

The proposal has been designed to sit comfortably within the existing building without affecting its primary frontage onto Seven Sisters Road.

3.2 The Display

The proposal comprises a single portrait-orientated LED digital advertising display. The display will be fixed to the existing side elevation using a dedicated wall frame.

The proposed display, which measures 2m wide by 3m tall, has been specified to provide a modern, high-quality advertising medium that complements the commercial nature of the surrounding area while remaining proportionate to the scale of the host building.

The screen dimensions, fixing details and overall projection are shown on the submitted drawings.

(refer to Appendix J – Proposed Display Parameters & Technical Specification and the submitted drawings)

3.3 Location on the Building

The display is positioned on the blank flank wall facing Dunford Street.

This location has been chosen for several reasons:

- it avoids the building's main frontage
- it utilises an otherwise inactive elevation
- it allows the display to be viewed naturally by passing traffic and pedestrians
- it integrates with the scale and proportions of the existing wall
- it avoids obscuring windows, entrances or architectural features

The chosen position also allows the display to sit comfortably within the existing built form rather than appearing as an isolated feature.

3.4 Digital Operation

The display will operate as a modern digital advertising screen using **static images only**.

There will be no continuous video content, animation or scrolling advertisements.

Each advertisement will remain static for a fixed dwell period before changing instantaneously to the next image. The applicant would accept a suitably worded condition requiring a minimum dwell time of 10 seconds and prohibiting transition effects.

The display will therefore avoid the visual distraction associated with moving/transitionary imagery.

The proposed operational characteristics will comply with the relevant advertisement guidance, which can be secured by reasonable planning conditions imposed by the Local Planning Authority.

(refer to Appendix E – Lighting & Luminance Assessment, Appendix F – Operational Management Strategy and Appendix J – Proposed Display Parameters & Technical Specification)

3.5 Brightness and Automatic Controls

The display incorporates an automatic ambient light sensor that continuously adjusts luminance in response to prevailing ambient light conditions.

During daylight hours, screen luminance will be dynamically adjusted according to the level of surrounding illumination and operated in accordance with the applicable recommendations of the Institute of Lighting Professionals (ILP) Professional Lighting Guide PLG05/23.

During periods of darkness, brightness will automatically reduce to minimise unnecessary light output and protect surrounding amenity. In accordance with the ILP Guidance, the night-time illumination would not exceed 300cd/m² between the hours of dusk and dawn. A suitably worded planning condition can secure this.

The display can also be managed remotely, allowing luminance settings and other operational parameters to be adjusted where required.

(refer to Appendix E – Lighting & Luminance Assessment, Appendix F – Operational Management Strategy and Appendix J – Proposed Display Parameters & Technical Specification)

3.6 Content Management

The display will be professionally managed using commercial advertising software.

Content can be updated remotely without the need for regular maintenance visits.

The display is capable of accommodating a wide variety of advertising material together with community messaging, public information campaigns and emergency announcements where appropriate.

All displayed content will comply with the requirements of the Advertising Standards Authority and relevant legislation.

3.7 Design Approach

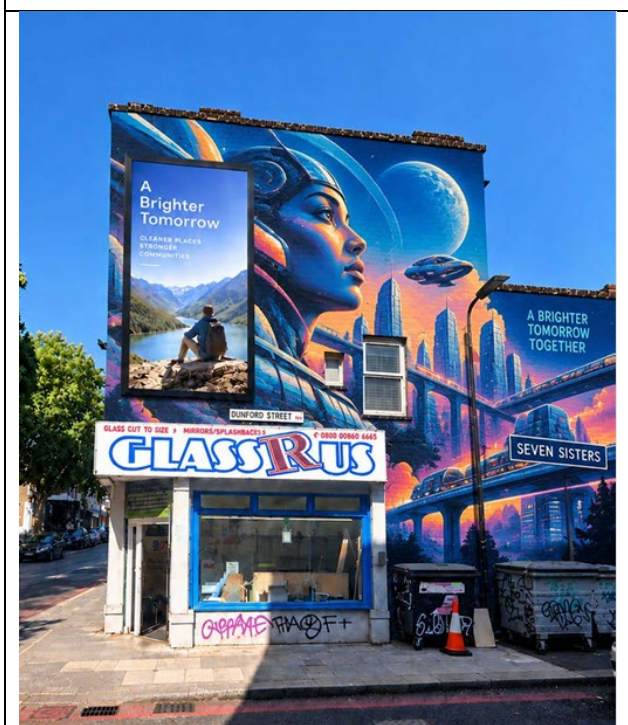
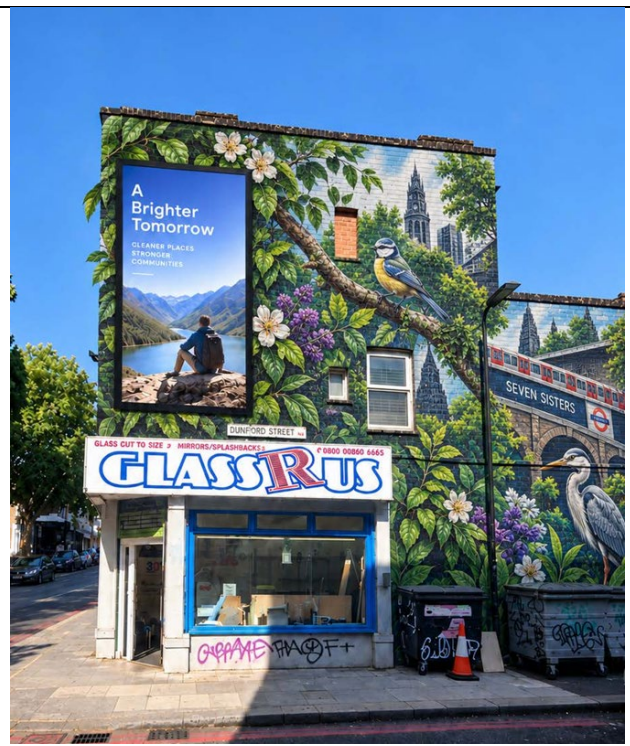
The proposal has been designed to achieve a balance between commercial functionality and visual quality. Integrating the advertisement within a full-elevation mural, to be commissioned from a local artist, would help ensure that the display does not appear as an isolated or incongruous feature. It would also provide a proactive response to repeated graffiti by replacing an otherwise blank surface with a designed mural that is less likely to be treated as an available space for vandalism.

Rather than introducing multiple signs across the building, the proposal concentrates advertising within a single, clearly defined location.

This approach helps maintain a simple and uncluttered appearance while making effective use of an existing blank wall. Standard large-format digital advertisements are often substantially larger, including the D48 format measuring approximately 6m wide by 3m high. By contrast, the proposed display has been restricted to 2m wide by 3m high and set in portrait orientation to respect the proportions and vertical emphasis of the host elevation.

The proposal also allows the building to make a more positive contribution to the surrounding commercial streetscape by activating an otherwise unused elevation. Revenue from the advertisement will be used towards the funding of the mural. The two elements will work in tandem to improve the appearance of the building in the street scene.

We include, below, examples of how the display could be integrated into a full-elevation mural.



3.8 Summary

The proposal has been carefully designed to work with the existing building rather than dominate it.

It makes use of an underutilised blank wall, incorporates modern lighting controls and has been designed to minimise visual clutter by concentrating advertising within a single, well-considered location.

The following chapters assess the proposal against planning policy and demonstrate why it is appropriate in the context of its surroundings.

4. Planning History

4.1 Introduction

The application site has been the subject of previous planning applications and pre-application discussions with the London Borough of Haringey.

Rather than repeating earlier proposals without change, the applicant has carefully reviewed the feedback received and used it to inform the current submission.

This application has therefore been prepared following a detailed assessment of previous decisions, relevant planning policy and the specific characteristics of the site.

Where concerns have previously been raised, they have been considered throughout the design process and are addressed in detail within this Planning Statement and the accompanying evidence.

4.2 Previous Applications for Advertisement Consent

The site has previously been the subject of applications for consent to display two digital displays.

Of particular note and relevance, but not the subject of discussion during the more recent applications for advertisements at the site (HGY/2023/3252 and HGY/2025/1493), consent was granted by Haringey Council (HGY/2016/0241) for a 6m (wide) x 3m (tall) digital advertisement display at the north end of the building in 2016. That consent was not implemented for commercial reasons, but remained in place until it expired in 2021, just 5 years ago. As such, it is a relevant material consideration in the determination of the current application, and should have been taken into account in the consideration of HGY/2023/3252 and HGY/2025/1493.



Figure 4.1: Consented digital display at the site (HGY/2016/0241); consent expiry: March 2021

In the consideration of HGY/2016/0241, the officer's report confirmed that:

*"The site is located on a **busy road**. The proposal is not considered to have a discernible effect on the amount of lighting in the immediate area as the existing advert is externally illuminated and a condition would be imposed so that during the hours of darkness the illumination would not exceed 300cpm. The **proposed illuminated sheet advert thereby would not cause any significant degree of glare or light spillage to nearby residential properties**" (our emphasis).*

In relation to safety, the officer's report concluded:

*"The new signage by reason of its scale and its location in relation to the road is **unlikely to cause distraction to road users** using the adjacent highway. Conditions would be recommended to restrict the advertising and prevent distracting elements such as movement, special effects, transition messaging, sequencing, and illumination intensity."* (our emphasis)

4.3 Pre-Application Advice

Following the previous refusals, the applicant sought formal pre-application advice from the Local Planning Authority.

The purpose of this exercise was not simply to revisit earlier discussions, but to better understand the Authority's current position and identify any remaining concerns before preparing a further application.

On receipt of the written pre-application advice, it is clear that no regard has been had to decisions made by the authority beyond those from 2024 and 2025. The officer states, at paragraph 4 (Amenity Section) that:

"Officer is of the view that any digital or luminous advertising at this specific location 3 should be resisted as there is no compelling justification to support the introduction of a digital LED advert here. In the previously refused application ref: HGY/2025/1493, it was determined that the method of illumination would be visually assertive and would contribute to visual clutter, harming the visual amenity of the area and the street scene."

However, that view is at odds with the decision of the authority in granting advertisement consent for HGY/2016/0241, just a few metres from the site, in 2016 (consent expired, unimplemented, 2021). The failure to take that decision into account in the pre-application advice or indeed have regard to it in the determination of HGY/2023/3252 and HGY/2025/1493 is an omission in our view.

In paragraph 6 of the pre-app response, the officer considers impact on neighbouring amenity and states that it is unknown whether the units in the adjacent building have been converted into flats. Having reviewed the planning history of the site, it is clear that there have been no applications for planning permission nor prior approval for any such conversion and the building therefore remains in educational use. At paragraph 7, the officer states that "because the status of the adjacent units is unconfirmed, a precautionary approach should be taken". Such an approach is not reasonable. Development cannot be considered against impacts on uses that do not exist and do not have planning permission to exist. Consideration of the impacts of a proposed advertisement can only be had in relation to existing and committed development and uses.

At paragraph 9, the officer states (in relation to public safety) that *"Officer can confirm that the LPA's stance remains consistent with the previous applications.... We do not anticipate highway safety to be a ground for refusal"*. The applicant agrees with this conclusion, which is consistent with the view taken in relation to the 2016 approval.

Notwithstanding the above, the pre-application advice has been reviewed to inform the current application.

4.4 Evolution of the Proposal

The proposal has continued to evolve throughout the design process.

The applicant has not sought to maximise the scale or visual impact of the display. Instead, considerable attention has been given to ensuring that the proposal sits comfortably within the existing building and responds appropriately to its surroundings.

The accompanying assessments demonstrate how the proposal has been developed with regard to:

- the character of the area
- nearby residential properties
- mature landscaping
- highway users
- public safety

- the existing built form

This submission therefore represents the outcome of a considered design process rather than a simple repetition of earlier proposals.

4.5 Summary

The planning history demonstrates the applicant's constructive engagement with the planning process. It also identifies an apparent inconsistency between more recent decisions and the 2016 consent, which permitted a substantially larger digital advertisement nearby without clear justification for a different approach.

Rather than simply resubmitting an earlier proposal, this application has been prepared following careful review of previous decisions, pre-application advice and the existing characteristics of the site.

The result is a significantly more comprehensive submission, supported by detailed evidence and technical information that enables the proposal to be assessed on a fully informed basis.

5. Case Study Examples

5.1 Purpose

This chapter identifies advertisement consents for digital advertisement displays that have been approved by the local planning authority of Haringey to demonstrate how similar proposals have been assessed and approved in comparable mixed-use environments. The examples provide planning context and assist in understanding the approach taken by Haringey Council when considering proposals of this nature.

Whilst each application for advertisement consent must be determined on its own merits, established case law confirms the importance of consistency in decision making.

5.2 Case Studies

734 Seven Sisters Road, HGY/2016/0241, Approved

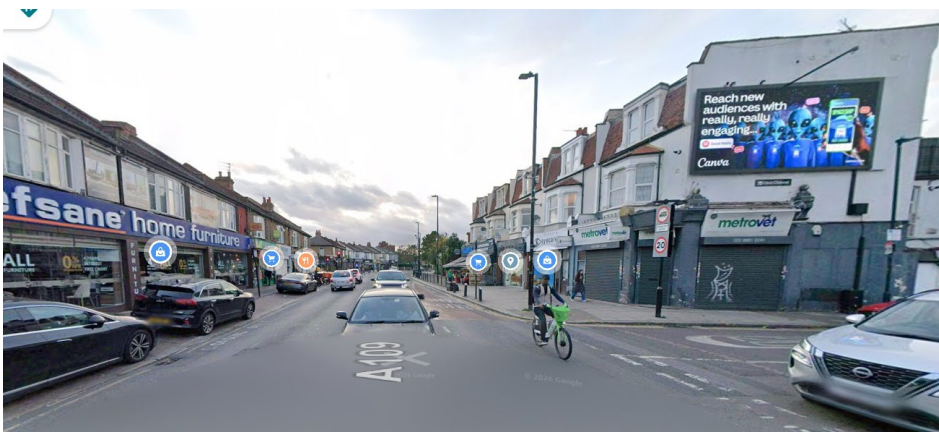
The closest example of digital advertising being consented in Haringey would be the display immediately to the north-east of the site at 734 Seven Sisters Road, ref HGY/2016/0241, approved in March 2016. The consent was not implemented and expired in March 2021.



(CGI)

512 Lordship Lane N22 5DD, HGY/2019/2560, Approved

Officer's report stated: "the proposed replacement is not considered a significant change from the existing situation, replacing an existing [non-digital] static sign of the same dimensions in the same location. As such the proposed design and appearance would not be significantly different and will not add to any street clutter or have any additional impact in terms of sighting and design.... The nearest residential properties outside of the Local Shopping Centre are located several metres away and thus are not considered to be significantly impacted."



Land At, 677a, Green Lanes, London, N8 0QY, HGY/2022/2665 and HGY/2023/1404, Approved
Officer's report stated *"The proposal is of similar proportions to the existing signage on site and is in keeping with the surrounding area. Therefore, the local character and visual amenity of the area will be protected...The brightness of the sign during darkness hours will be limited to 300cd/m2 to minimise impact on the amenity of nearby residents. Additionally a condition will be added to ensure that there is no intermittence to the image. Therefore it is deemed that there will be no material loss of privacy to neighbouring properties. The proposal is acceptable in amenity terms..."*



2 Upper Tollington Park, London, N4 3EL, Refused (HGY/2024/1069), Allowed on Appeal (APP/Y5420/Z/24/3349505)

In refusing the application, officers stated that *"The introduction of a digital display is incongruous with the character of the residential area, and [would] increase light pollution upon neighbouring residences...the size and elevation of the proposed digital display is far greater than surrounding signs, rendering it the most prominent display from the residential development of Upper Tollington Road. Paired with the surface area of the internal illumination, and frequently changing displays, the new advertisement would be highly conspicuous."*

In allowing the appeal, the Inspector commented:

"The area is commercial in character, and displays a wide range of advertisements, some of which are illuminated. Upper Tollington Park is predominantly characterised by terraced, residential properties. However, the area which immediately surround the appeal site is more commercial in character....the proposed signage although visible from Upper Tollington Park, would by virtue of its position be viewed in the context of surrounding uses which includes a broad range of signage, associated with commercial properties...the appeal site is close to a busy, predominantly commercial area and in this context and, taking into account the presence of the existing advertisement, I am satisfied that the proposal would not adversely harm the visual amenity of the area."

Advertising Outside 62 Monument Way, N17 9NX, HGY/2019/2441, Approved March 2021

In approving the application, the officer commented in their report that *"The nearest residential accommodation to site are the flats located within 62 Monument Way. 62 Monument Way is screened by vegetation from the site, although less effective during the winter months it still provides a degree of screening all year round..."*



114 Turnpike Lane, N8 0PH, HGY/2015/2900, Approved 25/11/2015

The officer's report for the application stated “..There are a number of side windows within this elevation but the level of illumination is not considered to be significant to cause additional light pollution to these windows.... The proposed advertisement replacement would not significantly harm visual or neighbour amenity and would not constitute a public safety concern”



6. Response to Previous Decisions and Officer Concerns

6.1 Introduction

The previous planning decisions and pre-application advice have been reviewed in detail as part of the preparation of this application.

Rather than treating the earlier decisions as obstacles, the applicant has used them to better understand the Local Planning Authority's concerns and to ensure that the current proposal is supported by a significantly more robust evidence base.

This chapter addresses each of the principal issues previously raised and explains how they have been considered throughout the design and assessment process.

Detailed supporting evidence is provided within the accompanying appendices and should be read alongside this chapter.

6.2 Approach to the Current Submission

The applicant recognises that advertisement consent must be assessed on its own merits and that the Local Planning Authority has a duty to consider the effect of advertisements on both visual amenity and public safety.

With this in mind, the current application has not simply been prepared as a repeat of earlier submissions.

Instead, it has been developed through:

- a detailed review of previous decisions
- a review of relevant planning policy
- site inspections undertaken from multiple public viewpoints
- assessment of surrounding land uses
- consideration of nearby residential properties
- technical review of the proposed display system
- preparation of supporting evidence addressing each of the key planning issues

The applicant believes this provides a far more complete basis upon which the proposal can now be assessed.

6.3 Summary of Previous Concerns

The previous decisions identified a number of principal planning issues.

These broadly related to:

- the effect of the display on the character and appearance of the surrounding area
- the relationship between the proposal and nearby residential properties
- visual prominence
- the impact of illumination
- public safety
- the overall planning balance

Each of these matters is considered individually below.

6.4 Response Matrix

Previous Concern	Applicant Response	Supporting Evidence
Character of the Area	The surrounding area has been reassessed using a detailed Commercial Character Assessment demonstrating the established commercial nature of the locality.	Sections 2 and 9; Appendix B
Visual Prominence	A comprehensive Visibility Assessment, annotated photographs and illustrative photomontages/visualisations demonstrate how the display will be experienced from surrounding viewpoints.	Sections 3, 8 and 9; Appendix D
Residential Amenity	Individual residential viewpoints have been assessed, including separation distances, orientation, tree screening and actual visibility.	Section 10; Appendices C–E
Landscaping	Mature tree cover has been identified through site photography and the residential and visibility assessments, demonstrating how existing vegetation filters views from relevant locations.	Sections 2, 9 and 10; Appendices C–D
Illumination	Technical lighting information demonstrates automatic brightness adjustment and controlled luminance appropriate to surrounding conditions.	Sections 8 and 9; Appendices E, F and J
Highway Safety	The proposal has been assessed having regard to highway users, traffic conditions and relevant advertisement guidance.	Section 11; Appendices D–F and J
Overall Planning Balance	The application demonstrates that the proposal delivers identifiable commercial and community benefits whilst avoiding unacceptable harm.	Section 12; Appendix H

The response matrix above identifies how the principal matters raised previously are addressed by the current evidence base. The proposal should therefore be assessed on the basis of the current submission and its supporting material.

6.5 Summary

The current application responds directly to the issues identified through the previous decisions and pre-application process. It is supported by a substantially expanded evidence base addressing visual amenity, residential context, public safety, technical operation and the character of the surrounding area. The proposal should therefore be assessed on the basis of the detailed site-specific evidence submitted with this application.

7. Planning Policy Framework

7.1 Introduction

The proposed advertisement has been assessed having regard to the relevant national and local planning policies relating to advertisements, amenity and public safety, as a material consideration.

7.2 Legislative Framework

Applications for advertisement consent are determined under the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Unlike planning applications for operational development, advertisement consent can only be assessed on two specific matters:

- the interests of amenity
- public safety

Other considerations, such as competition between businesses or the commercial merits of advertising, are not material planning considerations.

Accordingly, this Planning Statement focuses on the matters that are relevant to the determination of advertisement consent.

7.3 National Planning Policy

The new National Planning Policy Framework (NPPF) (August 2026) no longer contains any policies specifically relating to advertisements. Rather, it promotes high-quality design, well-considered development and proportionate decision making.

The proposal has been designed with these principles in mind by:

- making use of an existing blank flank wall
- avoiding unnecessary visual clutter
- incorporating modern lighting controls
- respecting the scale of the host building
- responding to the character of the surrounding area

7.4 National Planning Practice Guidance

The Planning Practice Guidance recognises that advertisements play an important role in commercial areas and that appropriately designed advertisements can contribute positively to their surroundings.

The guidance also confirms that the assessment of advertisements should focus on amenity and public safety.

In terms of amenity, the guidance is clear that *“In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement”*.

The guidance goes on to say that:

*“This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings, **but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways)** where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site”*. (our emphasis)

In respect of public safety, the guidance notes that advertisements may raise safety concerns where they could distract or confuse drivers, obstruct sight lines, resemble traffic signs, or otherwise interfere with the safe use of transport networks.

These two matters form the basis of the assessments contained within this submission.

7.5 Haringey Local Plan

Policy DM3 of the Haringey Local Plan is the most relevant of the policy related material considerations. Specifically, in relation to advertisements, it states that proposals should be designed to a high standard and, in particular, should:

- a) contribute to a safe and attractive environment;
- b) be of high quality and sensitive to the building on which it is sited and to 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 reason of siting or design;
- e) be sited to avoid visual intrusion or light pollution into adjoining residential properties; and
- f) where appropriate, be constructed of materials and finishes that discourage graffiti and fly-posting.

8. Design Rationale

8.1 Introduction

The design of the proposed digital advertisement has been guided by the physical characteristics of the site, the surrounding townscape and the statutory considerations applicable to advertisement consent.

Rather than seeking to maximise the size or prominence of the display, the proposal has been developed to provide a contemporary advertising medium that integrates with the existing building while respecting the visual character of the surrounding commercial environment.

8.2 Design Objectives

The principal design objectives of the proposal were established at the outset of the design process and have remained consistent throughout the development of the scheme.

These objectives were to:

- utilise an existing blank flank wall without requiring significant alterations to the host building
- provide a modern advertising display appropriate for an established commercial location
- minimise visual intrusion through careful positioning, scale and proportion
- preserve the visual character of the surrounding streetscape
- safeguard residential amenity through appropriate siting and operational controls
- safeguard public safety through the use of modern display technology and brightness management
- ensure that the display remains subordinate to the host building rather than becoming its defining architectural feature

Collectively, these objectives have informed every aspect of the proposal.

8.3 A Site-Led Design Approach

The proposal has not been developed as a generic advertising installation capable of being located on any building. Instead, it has been designed specifically in response to the characteristics of the application site.

The existing flank wall provides a large uninterrupted surface that is currently visually inactive within the streetscape. The proposal utilises this elevation without obscuring windows, entrances, architectural detailing or other significant features of the building.

The orientation, size and positioning of the display have been selected to respond to the proportions of the host building while ensuring that the screen sits comfortably within the available wall space.

The proposal therefore represents a site-specific solution rather than the application of a standardised advertising format.

8.4 Scale, Proportion and Positioning

The overall dimensions of the proposed display have been carefully considered to achieve an appropriate balance between operational effectiveness and visual integration.

The screen occupies only a small proportion of the available wall area and has been positioned to maintain appropriate margins around the installation. This allows the host building to remain the dominant visual feature, with the display appearing as an integrated element rather than overwhelming the elevation.

The portrait orientation has been deliberately selected to complement the proportions of the host wall and reduce the perceived horizontal spread of the display within the streetscape.

Similarly, the mounting position has been chosen to maximise visibility from the surrounding highway network while maintaining an appropriate relationship with the architecture of the building.

The proposal therefore seeks to achieve visual balance rather than visual dominance.

8.5 Appearance and Materials

The proposed display utilises modern LED technology within a slimline cabinet designed to minimise its physical presence when viewed from the public realm.

The supporting structure and external finish present a clean and contemporary appearance that integrates with the commercial character of the building.

8.6 Integration with the Host Building

An important design objective has been to ensure that the proposed display complements rather than competes with the host building.

The chosen location avoids obscuring existing windows, doors, architectural detailing or other important building features.

By utilising the existing blank flank wall, the proposal makes effective use of an otherwise underutilised elevation while allowing the principal architectural form of the building to remain clearly legible.

The display therefore forms part of the building rather than appearing as an unrelated addition.

8.7 Operational Design

The proposal incorporates a number of operational design features intended to minimise potential effects on the surrounding environment, as set out in Section 3.

8.8 Design Summary

The proposal has been developed through a design process that places the characteristics of the site at the centre of every decision.

The display has been carefully positioned, proportioned and specified to integrate with the host building, respond positively to the surrounding commercial environment and minimise unnecessary visual intrusion.

The resulting proposal represents a contemporary and well-considered design solution that is appropriate to both the site and its wider context.

The following chapters consider the relationship of the proposal with the surrounding townscape, visual amenity, residential amenity and public safety in greater detail.

9. Amenity Assessment

9.1 Introduction

The assessment of amenity is one of the two statutory considerations when determining an application for advertisement consent.

This chapter considers the likely effect of the proposed digital advertisement on the amenity of the immediate neighbourhood, as advised in planning practice guidance.

The assessment has been informed by site inspections, photographic surveys, observations from the public realm and an understanding of the existing character of the immediate vicinity of the site. It considers the proposal in the context of its immediate surroundings rather than in isolation, recognising that visual effects are influenced by the characteristics of the existing environment.

This chapter should be read alongside Appendix A – Site Context Plan & Analysis, Appendix B – Commercial Character, Employment and Land Use Survey and Appendix D – Visibility Assessment.

9.2 Assessment Methodology

The visual assessment has been undertaken using a site-specific and evidence-led approach.

Rather than relying solely upon subjective views, the proposal has been assessed through direct observation of the area from a range of representative public viewpoints.

Particular consideration has been given to:

- the existing character of the streetscape
- the architectural relationship between the proposal and the host building
- visibility from surrounding highways and public spaces
- the presence of existing commercial signage and urban infrastructure
- mature landscaping and seasonal vegetation
- viewing distances and viewing angles
- the experience of pedestrians, cyclists and motorists moving through the area

The assessment has been undertaken using site-specific observations supported by photographic evidence and technical information.

9.3 Existing Character

The application site forms part of an established mixed commercial environment characterised by a variety of retail, commercial and service-based premises located along Seven Sisters Road. In the officer's report for HGY/2016/0241, a site just 15m from the site at the opposite end of the same small group of buildings, the officer noted the following:

"The location is not within a conservation area or curtilage of a listed building. There are residential properties opposite, but they are set-back from the highway.... The site is located on a busy road. The proposal is not considered to have a discernible effect on the amount of lighting in the immediate area as the existing advert is externally illuminated and a condition would be imposed so that during the hours of darkness the illumination would not exceed 300cpm. The proposed illuminated sheet advert thereby would not cause any significant degree of glare or light spillage to nearby residential properties."

These comments related to a digital advertisement that was 3 times the area of the proposed sign (18sqm vs 6sqm).

The surrounding streetscape is active throughout the day and is defined by a combination of commercial buildings, shopfronts, transport infrastructure, street lighting, highway signage, mature street trees and regular vehicle movement. To that end, the immediate surroundings are busy and active on a continual basis.

Building styles, scales and architectural detailing vary throughout the surrounding area, reflecting the gradual evolution of the streetscape over many decades rather than a single, unified architectural approach. In addition to a variety of building styles and building materials, there is a wide variety of commercial signage, including some internally illuminated projecting and fascia signs, along this part of Seven Sisters Road.

The host building occupies a prominent commercial position within this environment and is already experienced as part of a wider urban streetscape rather than as an isolated architectural feature.

The proposed display must therefore be assessed within the context of this existing commercial setting.

9.4 Visibility Assessment

The proposed display will be visible from sections of the surrounding highway network, particularly along Seven Sisters Road and from approaches within the immediate vicinity of the application site.

Visibility varies considerably depending upon the direction of travel, distance from the site and the presence of existing buildings, street furniture and mature trees.

For many users of the public realm, views of the proposal will be transient in nature, experienced whilst travelling through the area rather than from fixed viewpoints.

Similarly, the visibility of the display from more distant locations is influenced by the changing alignment of the highway, existing development and established landscaping, resulting in intermittent rather than continuous views.

Appendix D – Visibility Assessment records the extent of these views from representative public locations.

9.5 Relationship with the Host Building

The proposed display has been positioned on an existing blank flank wall that currently contains no windows, entrances or architectural detailing requiring preservation.

This location enables the display to be integrated into the building without interrupting the principal architectural composition or affecting the active frontage of the premises. It is proposed that the advertisement forms an integrated element of a full-elevation mural, designed to deter graffiti and vandalism.

The screen occupies only a small proportion of the available wall area, maintaining appropriate margins around the installation and allowing the building itself and the proposed mural to remain the dominant visual element.

The proposal therefore complements the existing building rather than competing with it.

9.6 Relationship with the Wider Streetscape

The surrounding area contains a diverse range of commercial premises, advertisements, transport infrastructure and urban features that collectively contribute to its visual character.

The proposal would be experienced as one component within this broader commercial environment rather than as a standalone feature.

Its scale, proportions and positioning have been selected to respond to the established character of the area while avoiding unnecessary visual clutter.

The use of an existing graffitied flank wall also ensures that the proposal does not introduce additional built form or result in the loss of existing architectural features.

The display therefore reflects the ongoing commercial function of the locality whilst remaining visually proportionate to its surroundings.

9.7 Assessment of Visual Effects

The proposal will introduce a contemporary digital advertisement into the existing streetscape and will therefore result in a visible change to the appearance of the host building. The proposal to incorporate

the advertisement into a full-scale mural reduces the impact of the advertisement itself. Rather, the advertisement will appear as an integral part of a vibrant and active piece of art, designed to substantially improve the appearance of the building.

The significance of visual change must be considered in the context of the existing environment, the characteristics of the host building and the wider commercial nature of the surrounding area.

Having regard to these factors, the proposal is considered to integrate successfully with the established townscape.

The scale of the display remains proportionate to the host building, its positioning avoids unnecessary visual dominance and its operational characteristics have been designed to respond appropriately to changing environmental conditions.

When viewed within the context of the surrounding commercial environment, and against the historic decisions of the Council to grant advertisement consent for a much larger D48 advertisement just 15m away, the proposal is not considered to result in unacceptable harm to visual amenity.

9.8 Design Measures to Minimise Visual Effects

A number of design decisions have been incorporated into the proposal to minimise its effect on visual amenity.

These include:

- incorporation into a full-elevation mural
- portrait orientation to reduce horizontal visual spread
- careful positioning within the available wall area
- appropriate scale and proportions
- a slimline display design
- automatic brightness adjustment responding to ambient light conditions
- modern LED technology capable of controlled operation

Collectively, these measures demonstrate that visual amenity has been considered throughout the design process rather than addressed retrospectively.

9.9 Summary

The proposed advertisement has been assessed within the context of the existing townscape, recognising the commercial character of the surrounding area and the physical characteristics of the application site.

The assessment concludes that, whilst the proposal will introduce a visible change to the host building, it has been carefully designed to integrate with the existing streetscape through its scale, positioning and operational characteristics. When combined with the potential for a full-scale mural, the advertisement will bring a vibrant and welcome lift to the elevation and deter future vandalism.

When considered alongside Appendix A – Site Context Plan & Analysis, Appendix B – Commercial Character, Employment and Land Use Survey and Appendix D – Visibility Assessment, the proposal is not considered to result in unacceptable harm to visual amenity and is therefore considered appropriate within its commercial context.

10. Residential Amenity Assessment

10.1 Introduction

The assessment of residential amenity forms an important component of the overall consideration of visual amenity within the advertisement consent process.

Although advertisement consent is determined only with regard to amenity and public safety, it is appropriate to consider the relationship between the proposed display and nearby residential properties to ensure that the proposal does not give rise to unacceptable effects on the living conditions of neighbouring occupiers.

This chapter considers the location of nearby residential properties, the nature of the surrounding environment, potential views of the proposed display and the operational characteristics of the advertisement.

This assessment should be read alongside Appendix C – Residential Context Assessment, Appendix D – Visibility Assessment and Appendix E – Lighting & Luminance Assessment.

In considering the relationship with the houses in the area, it is also important to have reference to the comments of the officer's report which led to the approval of HGY/2016/0241 on the opposite end of the same small group of properties. In their report, the officer commented:

“...The proposed illuminated sheet advert thereby would not cause any significant degree of glare or light spillage to nearby residential properties...”

The proposed advertisement shares a very similar relationship with the nearest residential properties and, accordingly, the same conclusion can reasonably be reached in this case.

10.2 Existing Residential Context

The application site is located within a predominantly commercial corridor; however, residential accommodation is present within the wider surrounding area, beyond the *immediate neighbourhood* of the advertisement.

Nearby residential properties comprise a combination of traditional housing, upper-floor residential accommodation above commercial premises and more recent residential developments.

The relationship between these properties and the application site varies considerably depending upon their location, orientation, separation distance and the presence of intervening buildings and mature landscaping.

Accordingly, the assessment of residential amenity has been undertaken on a property-specific basis where appropriate rather than assuming a uniform relationship across all surrounding dwellings.

10.3 Assessment Methodology

The residential assessment has been informed by:

- site inspections
- photographic surveys
- approximate separation distances derived from digital mapping
- orientation of residential properties
- visibility from principal windows and external amenity spaces
- existing vegetation and landscaping
- surrounding built form
- operational characteristics of the proposed display

Each of these factors contributes to the overall assessment of residential amenity and has been considered collectively rather than in isolation.

10.4 Relationship with Nearby Residential Properties

The relationship between the proposed display and surrounding residential properties is influenced by a number of site-specific characteristics.

These include:

- the commercial nature of the host building
- the orientation of neighbouring residential elevations
- the separation distances between the proposal and surrounding dwellings
- the presence of mature trees and established landscaping
- the alignment of the surrounding highway network
- existing buildings that interrupt or filter potential views

As a result, direct views of the proposed display from residential properties **are limited** and vary significantly between locations.

Where views are available, they are generally experienced within the context of an existing urban environment containing commercial buildings, highway infrastructure and associated activity.

10.5 Daytime Effects

During daylight hours, the proposed display will be experienced as part of the wider commercial streetscape.

Its appearance will be viewed within an environment already characterised by commercial activity, vehicle movement, street furniture and existing signage.

The display has been positioned on an existing blank flank wall and has been proportioned to integrate with the host building rather than dominate it.

Having regard to the surrounding context and the relationship between the proposal and nearby residential properties, the proposal is not considered likely to result in unacceptable effects on residential visual amenity during daytime conditions.

10.6 Night-time Effects

The assessment of residential amenity has also considered the operation of the display during periods of darkness.

The proposal incorporates automatic brightness controls that respond to changing ambient light conditions, ensuring that luminance levels remain appropriate throughout the day and evening.

Modern LED technology enables brightness to be carefully managed, reducing unnecessary illumination while maintaining the operational effectiveness of the display.

The operational characteristics of the proposed advertisement therefore form an important element of the overall residential amenity assessment.

The proposed lighting controls are set out in Appendix E – Lighting & Luminance Assessment, with the display parameters defined in Appendix J.

The applicant will be content to accept a condition which requires night-time illumination to be limited to just 300cd/m², in line with the recommendations of the ILP.

10.7 Summary

The proposal has been assessed against the relationship with nearby residential properties, recognising the varied nature of the surrounding built environment and the commercial context within which the application site is located.

The assessment concludes that the proposal has been carefully designed to minimise potential effects on residential amenity through its siting, scale, operational controls and relationship with the existing

townscape. As with the 2016 application, the proposed advertisement will not cause any significant degree of glare or light spillage to nearby residential properties.

The supporting evidence is provided in Appendices C–E.

11. Public Safety Assessment

This chapter addresses the test of public safety under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

11.1 Public Safety

The application site is located adjacent to an established highway network carrying a combination of vehicular, pedestrian and public transport movements. The proposal has therefore been developed having regard to the safe operation of the surrounding transport network, recognising that advertisement consent may only be granted where public safety is not prejudiced.

The assessment considers the physical siting of the display, its operational characteristics and the wider highway environment in which it will be viewed.

This chapter should be read alongside Appendix D – Visibility Assessment, Appendix E – Lighting & Luminance Assessment, Appendix F – Operational Management Strategy and Appendix J – Proposed Display Parameters & Technical Specification.

Of fundamental relevance to this application are the comments of TfL in relation to the recently refused application, HGY/2025/1493, for a near identical proposal on the northern side of the same building. In response to that application, the case officer's report notes:

“Transport for London (TfL): - Have reviewed the application and has no comment to make on this planning application...”

The signage does not raise any safety concerns given it is only slightly larger than the existing signage. The proposed signage would not interfere with the use of the adjacent shop, bus stop, and traffic signage. As such, there would be no adverse impact on the adjacent main road.

Given the height of the proposed signage, it would not generate any obstruction to pedestrian movement on adjacent footway and as such there would be no consequence for the flow of pedestrians, including wheelchair and disabled users.”

Since the proposed advertisement also replaces an existing sign of similar proportions to that referred to above, there is no clear reason why a different conclusion on public safety should be reached in relation to the current proposal.

11.2 Highway Environment

The application site forms part of an established urban highway corridor that accommodates regular vehicle movements, public transport services, pedestrians and cyclists.

Road users travelling along Seven Sisters Road experience a variety of visual stimuli typical of a busy London arterial route, including commercial premises, business signage, highway signs, traffic signals, bus stops, pedestrian crossings, street lighting and other items of street infrastructure.

The proposed advertisement would therefore be viewed within an existing urban transport environment rather than within an otherwise visually uncluttered location.

11.3 Operational Characteristics

The proposed display incorporates modern LED technology specifically designed for commercial digital advertising.

Operational features include automatic brightness adjustment in response to ambient lighting conditions, ensuring that luminance levels remain appropriate throughout the day and night.

The display is capable of remote management, allowing operational settings to be adjusted where necessary to ensure continued compliance with agreed operational parameters.

The technical specification of the display has been selected to provide clear image quality whilst maintaining appropriate operational control.

11.4 Driver and Pedestrian Safety

The proposal has been assessed with regard to the experience of both motorists and pedestrians using the surrounding highway network.

The advertisement has been positioned so that it can be viewed naturally within the existing streetscape without obstructing the visibility of highway infrastructure or introducing physical hazards.

Road users already experience numerous visual elements within the surrounding commercial environment, and the proposed display will form one component of this broader urban setting.

Appendix D – Visibility Assessment records the relationship between the proposal and the surrounding highway network from representative viewpoints.

11.5 Lighting and Display Controls

The operational performance of the display incorporates a number of measures intended to support public safety.

These include:

- automatic brightness adjustment linked to ambient light levels
- controlled luminance throughout daytime and night-time operation
- modern LED technology providing stable image presentation
- remote operational management
- compliance with manufacturer specifications and applicable industry standards

These measures ensure that the display operates consistently and responsibly throughout its operational life.

11.6 Overall Public Safety Assessment

The proposed advertisement has been designed and positioned to operate safely within an established commercial and transport environment.

It neither obstructs highway infrastructure nor alters the physical operation of the surrounding road network.

The technical characteristics of the display, together with its operational controls and careful siting, provide confidence that the proposal can operate without giving rise to unacceptable public safety concerns.

The relevant technical and operational information is provided in Appendices D-F and J.

12. Overall Planning Balance

12.1 Introduction

The preceding chapters have assessed the proposal against the relevant statutory considerations, planning policy and the specific characteristics of the application site.

The assessment has considered the proposal from a number of perspectives, including design, visual amenity, residential amenity, commercial character, public safety and the wider public benefits arising from the development.

This chapter draws those assessments together in order to determine whether, when considered as a whole, the proposal represents an acceptable form of development.

12.2 Statutory Considerations

The assessment has been undertaken having regard to the statutory considerations governing advertisement consent, namely:

- the interests of amenity
- public safety

The preceding chapters have demonstrated that the proposal has been carefully designed to respond positively to both considerations, including looking at opportunities to improve the public realm and to seek to combat the persistent problem of vandalism.

The proposal has been assessed within the context of its existing commercial surroundings, its relationship with nearby residential properties and the surrounding highway environment.

Having regard to these matters, the proposal does not give rise to unacceptable harm in relation to either of the statutory tests.

12.3 Planning Policy Compliance

Planning policies are a material consideration in the determination of the application; however, applications for advertisement consent do not fall under section 38(6) of the Planning and Compulsory Purchase Act 2004 and therefore planning policy does not bear the same weight in the determination of such applications as it would in an application for planning permission.

Amongst other material considerations is the need for local planning authorities to make consistent decisions. This need is well-established through case law, such as *North Wiltshire District Council v Secretary of State for the Environment* (1993) where it was held that *“previous decisions can be material considerations, and where a decision-maker departs from an earlier decision on materially similar facts, it should engage with and explain that departure”*.

In refusing consent for HGY/2025/1493, the Council demonstrated, without clear explanation, inconsistent decision making when compared to the 2016 decision. However, rather than appeal the decision, the applicant chose to engage in proactive discussions with the local planning authority to attempt to reach a compromise. Whilst pre-application discussion did not solicit support, we consider that insufficient regard (or, no regard) was had to the previous decisions of the authority in regard to the consent it had granted for a D48 display on the adjacent site.

The proposal has been assessed against the relevant national, regional and local planning policies relating to advertisement consent.

The assessment demonstrates that the proposal:

- responds positively to the characteristics of the application site
- respects the established commercial character of the surrounding area
- has been designed to minimise effects on visual amenity
- incorporates operational measures that safeguard public safety
- supports the continued vitality of an established commercial location

Overall, the proposal is considered to be consistent with the objectives of the relevant planning policy framework.

12.4 Overall Conclusion

The analysis of the immediate surroundings demonstrates that the proposed advertisement would not result in unacceptable harm to amenity. When combined with the proposed mural, for which no separate consent or permission is required, the scheme would also improve the street scene and help address the persistent graffiti affecting the building.

In terms of public safety, both TfL and planning officers have previously concluded that this location does not present an obstacle to the granting of advertisement consent. The road layout is clear and uncomplicated, and the proposal would operate using static images, controlled luminance and appropriate management measures.

Since the proposal would not give rise to unacceptable impacts on amenity or public safety, there is no substantive basis for the LPA to withhold advertisement consent.

13. Potential Conditions

- 13.1 To minimise any potential effects associated with the proposed advertisement, the applicant would be willing to accept suitably worded conditions.
- 13.2 In addition to the 5 standard conditions, the applicant would be willing to accept a condition limiting the illumination levels of the advertisement to 300 cd/m² during hours of darkness, in line with the Institute of Lighting Professionals (ILP) Professional Lighting Guide (PLG 05/23).
- 13.3 The LPA may attach a condition requiring ambient light monitoring so that the display automatically adjusts to prevailing light conditions and dims to a suitable level during darker or overcast periods.
- 13.4 The advertisement shall contain no flashing, moving images or video sequences.
- 13.5 Changes between successive advertisements shall be instantaneous, without transition effects.
- 13.6 Individual advertisements must be displayed for a minimum of 10 seconds each.
- 13.7 The applicant intends to complement the proposed advertisement with a full-elevation mural. Should the LPA consider it a requirement, the applicant would accept a condition requiring the mural to be completed within 6 months of the erection of the advertisement.

APPENDIX A

Site Context Plan & Analysis

Purpose

This appendix provides factual information relating to the application site and its immediate surroundings. It establishes the physical context of the site and identifies the principal opportunities and constraints that have informed the proposed development.

Supports Planning Statement Chapters

- Chapter 2 – Site Description
- Chapter 8 – Design Rationale
- Chapter 9 – Amenity Assessment

A1. Site Location

Application Site

730 Seven Sisters Road
London
N15 5NH

The application site occupies a prominent corner position at the junction of Seven Sisters Road and Dunford Street within the London Borough of Haringey.

The site location is illustrated on the submitted Location Plan.

Figures



Figure A1.1
Location Plan (Scale 1:500).

A2. Application Site

The application site comprises an existing three-storey commercial building occupied by Glass R Us.

The building provides an active commercial frontage onto Seven Sisters Road, with a secondary elevation facing Dunford Street.

The proposed digital advertisement is to be installed on the existing flank wall facing Dunford Street. This elevation is predominantly constructed of brickwork and provides a large uninterrupted wall surface with limited architectural detailing.

The proposal does not require additional built form and utilises an existing element of the building.

Figures

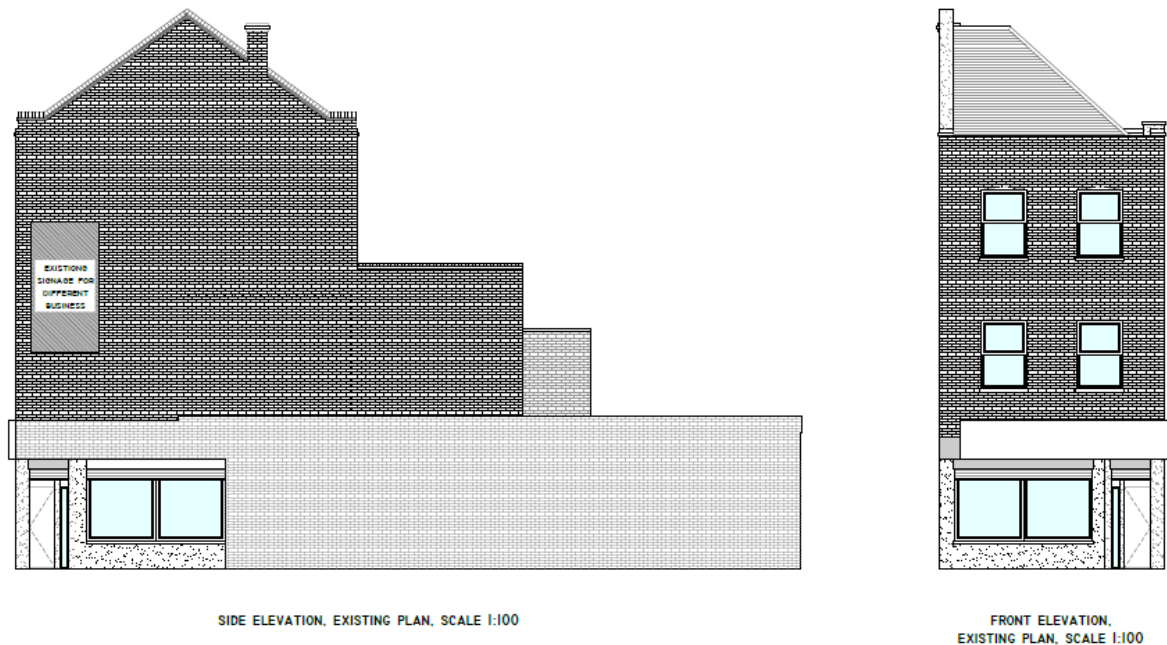


Figure A2.1
Existing Building – Side And Front Elevation.

A3. Surrounding Context

The surrounding area is characterised by a mixture of commercial, industrial and residential land uses.

Commercial premises front the principal highway corridors, whilst residential accommodation is generally located beyond the primary commercial frontage and above some ground-floor commercial units.

The surrounding streetscape contains numerous features typically associated with an established urban commercial environment, including:

- commercial premises
- business signage
- public transport infrastructure
- street lighting
- highway signage
- pedestrian footway
- mature trees
- traffic management infrastructure

The application site forms part of this wider commercial environment.

Figures

Figure A3.1
Aerial Context Plan.

Figure A3.2
Existing Streetscape Photograph.

A4. Movement & Accessibility

The application site occupies a highly accessible location on Seven Sisters Road.

The surrounding transport network accommodates:

- pedestrians
- cyclists
- buses
- private vehicles
- commercial traffic

The site's corner position provides visibility from multiple directions whilst maintaining direct access from the surrounding public highway.

A5. Site Opportunities

The principal opportunities identified during the site appraisal are summarised below.

Opportunity	Observation
Corner location	Prominent position within the surrounding streetscape.
Existing flank wall	Large uninterrupted wall suitable for the proposed advertisement.
Commercial setting	Proposal is located within an established commercial corridor.
Existing building	No additional built form required.
Accessibility	Highly accessible by road, foot and public transport.
Community & commercial communication	The site's location provides opportunities for commercial communication together with the potential to support wider community and public information messaging.

A6. Site Constraints

The principal constraints identified during the appraisal are summarised below.

Constraint	Addressed Within
Visual prominence	Refer to Appendix D – Visibility Assessment.
Nearby residential properties	Refer to Appendix C – Residential Context Assessment.
Public highway	Refer to Chapter 11 – Public Safety Assessment.
Operational lighting	Refer to Appendix E – Lighting & Luminance Assessment.

A7. Existing Site Photography

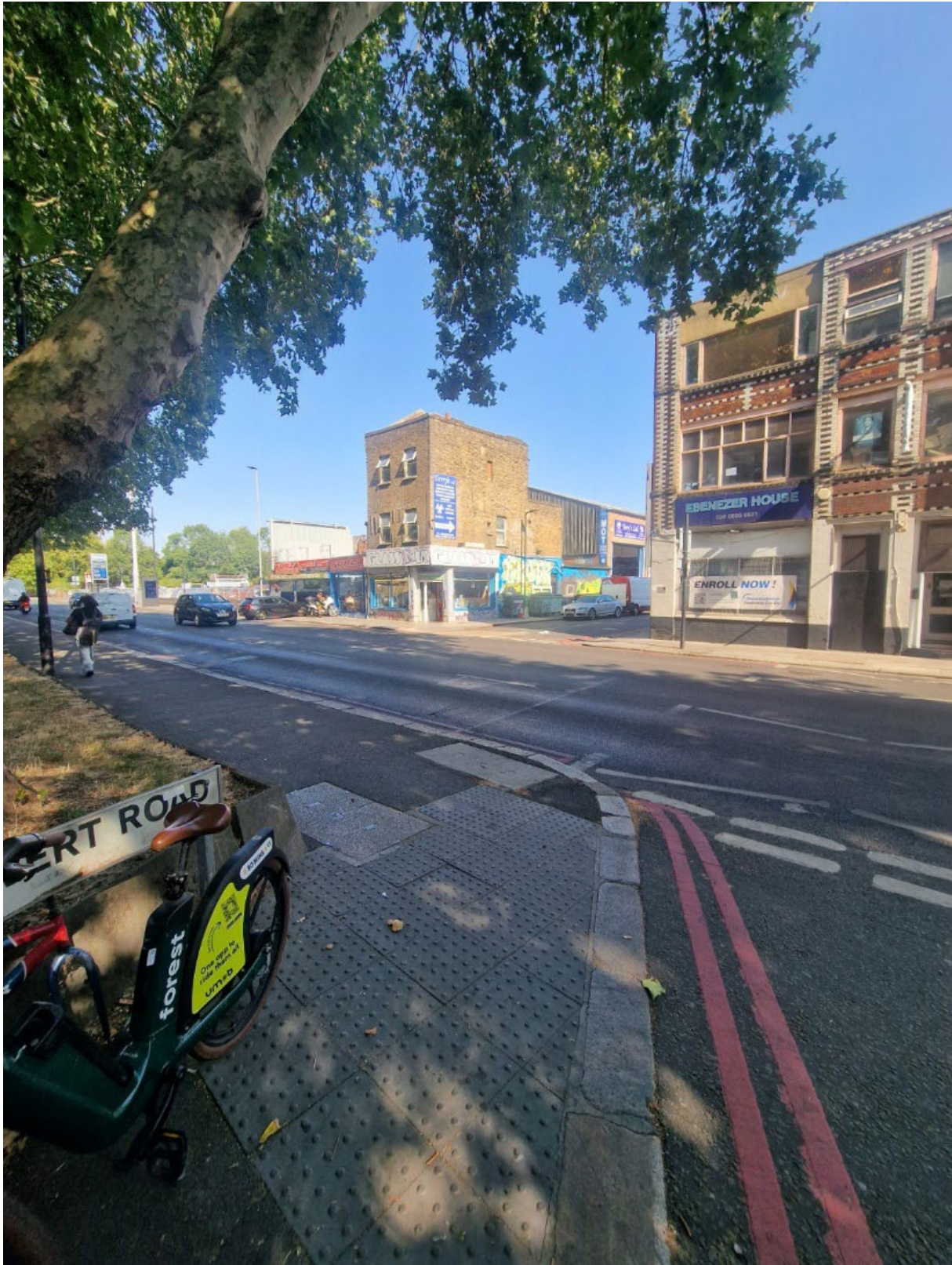


Figure A7.1
Existing view of the application site from Seven Sisters Road.



Figure A7.2
View east along Seven Sisters Road.



Figure A7.3
View west along Seven Sisters Road.



Figure A7.4
View from Dunford Street.



Figure A7.5
Proposed advertisement location.

A8. Key Observations

The site appraisal identifies the following characteristics:

- The application site occupies a prominent corner position within an established commercial corridor
- The proposal utilises an existing blank flank wall and does not require additional built development
- The surrounding environment is characterised by commercial activity supported by public transport and highway infrastructure
- The site is highly visible from the surrounding public realm and benefits from excellent accessibility
- The site's location provides opportunities for commercial communication together with the potential to support wider community and public information messaging, whilst requiring careful consideration of visual amenity and public safety

A9. Conclusion

The application site occupies a prominent and well-established commercial location within the Seven Sisters Road corridor.

The physical characteristics of the site, together with its surrounding context, provide an appropriate setting for the proposed development. The opportunities and constraints identified within this appendix have informed the design of the proposal and the accompanying assessments contained within the Planning Statement.

APPENDIX B

Commercial Character, Employment and Land Use Survey

Purpose

This appendix records the existing commercial, employment and community uses surrounding the application site at 730 Seven Sisters Road, London, N15 5NH.

Its purpose is to provide an objective picture of the area in which the proposed digital advertisement would sit, including the range of businesses, employment uses, commercial signage and supporting highway infrastructure already present.

Supports Planning Statement Chapters

- Chapter 2 – Site Description
- Chapter 9 – Amenity Assessment
- Chapter 12 – Overall Planning Balance

B1. Survey Area

The survey area has been defined by the physical and functional character of the locality rather than by an arbitrary fixed radius.

It includes:

- the commercial frontage along Seven Sisters Road surrounding the application site
- the adjoining commercial and employment uses on Gourley Street
- the businesses and employment units on Gourley Place
- the immediate section of Dunford Street that forms part of the setting of the application site

The survey boundary extends only as far as the commercial and employment character remains clearly connected to the application site. Areas where the character changes to predominantly residential are not treated as part of the principal commercial survey area.

B2. Survey Methodology

The survey records the following features within the identified study area:

- commercial and employment premises
- retail and service uses
- trade and automotive businesses
- food and drink premises
- professional and community uses
- external business signage
- illuminated signage where evident
- public transport and highway infrastructure
- servicing, loading and commercial vehicle activity

The survey is intended to record the area as it exists. The planning significance of this evidence is considered within the main Planning Statement.

B3. Existing Land Uses

The area surrounding the application site contains a varied mix of businesses and employment-generating uses.

These include:

- retail and convenience shops
- glazing and home-improvement businesses
- construction and trade suppliers
- vehicle sales, repair and servicing
- professional services
- cafés and food businesses
- hair, beauty and personal services
- alteration and dry-cleaning services
- creative, film and studio uses
- education and community facilities
- light-industrial and commercial units

This mix demonstrates that the locality is not limited to a small retail parade. It forms part of a wider commercial and employment environment extending along Seven Sisters Road and into Gourley Street and Gourley Place.

B4. Commercial and Employment Premises

The following schedule records businesses and uses identified within the immediate survey area.

Ref.	Business or Premises	Location	Principal Use
B-01	Glass R Us	730 Seven Sisters Road	Glazing, windows and doors
B-02	Wickes	734-736 Seven Sisters Road	DIY and building supplies
B-03	Seven Sisters Off Licence	627 Seven Sisters Road	Convenience retail
B-04	Salon Beatica	633 Seven Sisters Road	Hair and beauty
B-05	Southgate & Co Solicitors	631 Seven Sisters Road	Professional services
B-06	Alterations and Dry Cleaners	629 Seven Sisters Road	Personal and clothing services
B-07	Beans and Cream	625 Seven Sisters Road	Café / food and drink
B-08	Terry's	Rear 732 Seven Sisters Road / Dunford Street	Vehicle repairs / garage
B-09	Forza	732 Seven Sisters Road	Motorcycle sales and servicing
B-10	Ebenezer College	726 Seven Sisters Road	Education / community use
B-11	In Cut Barbers	724 Seven Sisters Road	Barbers/Hair stylist
B-12	Metal Craft Studios	6-40 Dunford Street	Creative / studio use
B-13	Allied Furniture & Blinds	702-712 Seven Sisters Road	Home improvement / interiors
B-14	Taksim Grill	643 Seven Sisters Road	Food and drink
B-15	Polski Sklep Polmar	645 Seven Sisters Road	Convenience retail
B-16	Various commercial premises	Gourley Street	Trade, service and employment uses
B-17	Various commercial premises	Gourley Place	Trade, studio and employment uses

B5. Commercial Signage, Streetscape and Activity

External signage is an established feature of the survey area and reflects the range of retail, trade and commercial uses present. This includes fascia and projecting signs, window graphics, branded shopfronts, illuminated business signs, freestanding signs and larger-format commercial branding.

The wider streetscape is also characterised by significant commercial activity and transport infrastructure. Seven Sisters Road carries regular bus and vehicle movements, while the surrounding premises generate customer, servicing, loading and trade activity.

Bus stops and shelters, highway signage, street furniture, commercial forecourts, shopfronts and business entrances contribute to a busy and visually active urban environment in which commercial buildings, business branding and advertising are established elements.

Figures B5.1–B5.4 – Commercial Signage, Frontages and Streetscape

The photographs below illustrate the established commercial character and visual activity of the immediate surroundings of the application site.



B5.1 – Seven Sisters Road commercial streetscape, showing established commercial frontages, business signage and the busy transport environment.



B5.2 – Seven Sisters Road commercial frontage, showing the mix of retail and service premises, business signage and surrounding transport infrastructure.



B5.3 – Seven Sisters Road commercial and advertising environment, showing large-scale retail and trade premises, existing advertising displays and associated highway infrastructure.



B5.4 – Seven Sisters Road and Dunford Street commercial context, showing surrounding workshop, trade and employment premises together with the busy road environment.

B6. Survey Findings

The survey identifies the following principal characteristics:

- The application site sits within an established commercial and employment area.
- Commercial activity extends beyond the immediate Seven Sisters Road frontage into Gourley Street and Gourley Place.
- The locality contains a varied mix of retail, trade, automotive, professional, educational, creative and service-based uses.
- External signage and business branding are established features of the surrounding streetscape.
- The area is supported by substantial transport, highway and servicing infrastructure.
- The commercial character is not limited to one or two neighbouring premises but forms part of a broader and connected business environment.

B7. Conclusion

The survey provides an objective record of the commercial, employment and community uses surrounding the application site.

The range of businesses, external signage, commercial activity and supporting infrastructure demonstrates that 730 Seven Sisters Road forms part of an established and visually active commercial and employment environment.

This evidence supports the assessment within the Planning Statement that the proposed digital advertisement should be considered in the context of the area's existing commercial function and character.

APPENDIX C

Residential Context Assessment

Purpose

This appendix identifies the residential properties surrounding the application site and records their relationship to the proposed digital advertisement.

Its purpose is to establish which residential properties could reasonably experience views of the proposed display and to record the physical characteristics of those views.

This appendix provides factual evidence only. The assessment of residential amenity is contained within the Planning Statement.

Supports Planning Statement Chapters

- Chapter 2 – Site Description
- Chapter 9 – Amenity Assessment
- Chapter 10 – Residential Amenity Assessment
- Chapter 12 – Overall Planning Balance

C1. Assessment Methodology

The assessment considers residential properties surrounding the application site that could reasonably experience views towards the proposed digital advertisement.

Each residential receptor has been assessed having regard to:

- orientation towards the proposed display
- approximate viewing distance
- intervening buildings
- existing vegetation and tree cover
- existing highway infrastructure
- the likely extent of visibility

The purpose of the assessment is to establish the existing physical relationship between the proposal and surrounding residential properties. The planning implications of these relationships are considered within the Planning Statement.

C2. Residential Receptors

The following residential groups have been identified within the vicinity of the application site.

Group A Seven Sisters Road Nos. 545–583	Group B Seven Sisters Road Nos. 585–595	Group C Seven Sisters Road Nos. 597–605
Group D Culvert Road Nos. 1–15	Group E New residential development Corner of Seven Sisters Road and St Ann's Road – Currently under construction.	Group F Residential development Corner of Gourley Road and Seven Sisters Road – No anticipated visibility of the proposed display.

C3. Relationship to the Application Site

Residential Group	Orientation	Approximate Distance	Existing Screening	Potential Visibility
Group A	Faces application site	100 m	Mature trees	Partial
Group B	Faces application site	65 m	Mature trees	Partial
Group C	Oblique relationship	32 m	Mature trees	Partial / Limited
Group D	Side relationship	89 m	Buildings and vegetation	Limited
Group E	Oblique relationship	257 m	Existing buildings	Limited / None
Group F	No direct relationship	41 m	Existing buildings	None

Distances are approximate straight-line measurements from the proposed display location to the nearest point of each identified receptor group, derived from digital mapping.

C4. Existing Screening

The assessment identifies several existing features that influence views towards the application site.

These include:

- mature street trees
- existing commercial buildings
- highway landscaping
- street lighting and highway infrastructure
- changes in viewing angle
- the established urban form of the surrounding area

The degree of screening varies between the identified residential groups.

C5. Existing Residential Environment

Residential properties identified within this assessment are situated within an established urban environment characterised by:

- commercial premises
- regular vehicular traffic
- bus services
- commercial signage
- street lighting
- highway infrastructure
- mature street trees

The surrounding environment therefore reflects a mixed commercial and residential urban character.

C6. Key Findings

The assessment identifies the following principal characteristics:

- Residential properties surrounding the application site are concentrated within a limited number of identifiable groups.
- Existing trees, buildings and highway infrastructure provide varying degrees of screening between the application site and nearby residential properties.
- Several residential developments have limited or no direct visibility of the proposed display.
- The application site forms part of an established commercial frontage located within a wider mixed-use urban environment.

C7. Conclusion

This appendix provides an objective assessment of the residential context surrounding the application site.

It identifies the residential properties that may experience views towards the proposed display together with the physical characteristics of those views.

The information contained within this appendix provides the factual basis for the Residential Amenity Assessment contained within the Planning Statement.

APPENDIX D

Visibility Assessment

Purpose

This appendix assesses the extent to which the proposed digital advertisement would be visible from publicly accessible locations surrounding the application site.

Its purpose is to identify where the display would be visible, where views would be filtered or partially screened, and where the proposal would not be visible due to existing buildings, vegetation or changes in the alignment of the surrounding streets.

This appendix provides factual evidence only. The assessment of visual effects is contained within the Planning Statement.

Supports Planning Statement Chapters

- Chapter 2 – Site Description
- Chapter 9 – Amenity Assessment
- Chapter 10 – Residential Amenity Assessment
- Chapter 11 – Public Safety Assessment

Chapter 12 – Overall Planning Balance

D1. Assessment Methodology

The assessment has been undertaken using site observations, aerial mapping, street-level photography and an analysis of the surrounding urban form.

Visibility has been assessed from publicly accessible locations, including:

- Seven Sisters Road
- Dunford Street
- Gourley Street
- Gourley Place
- surrounding footways
- nearby residential frontages

The assessment records whether the proposed display would be:

- Fully Visible
- Partially Visible
- Filtered by Existing Features
- Not Visible

No assessment has been made from private land or inaccessible locations.

D2. Factors Affecting Visibility

The visibility of the proposed display is influenced by several existing features, including:

- the orientation of the host building
- surrounding commercial buildings
- mature street trees
- highway infrastructure;
- changes in road alignment;

- the position of existing residential buildings;
- viewing distance.

These existing features naturally influence how the display would be experienced from different locations.

D3. Visibility Assessment

Viewpoint	Location	Visibility	Principal Screening
D-01	Opposite application site	Full	None
D-02	Seven Sisters Road (west)	Full	None
D-03	Seven Sisters Road (east)	Partial	Existing buildings
D-04	Dunford Street	Full	None
D-05	Gourley Street	Limited	Existing buildings
D-06	Gourley Place	Limited	Existing buildings
D-07	Seven Sisters Road residential frontage	Partial	Mature trees
D-08	Culvert Road	Limited	Buildings and vegetation
D-09	Gourley Road development	None	Existing buildings
D-10	St Ann's Road development	None / Limited	Existing buildings

The representative viewpoints are identified in the schedule above and form part of this Visibility Assessment.

D4. Existing Screening

The assessment identifies several features that reduce or interrupt views towards the proposed display.

These include:

- mature street trees
- existing commercial buildings
- residential buildings
- changes in road direction
- street furniture
- highway signage

The degree of screening varies depending upon the viewing location.

D5. Representative Viewpoints

Representative viewpoints have been selected to illustrate the range of visibility experienced from the surrounding public realm.

The viewpoints include:

- direct frontal views
- approach views from both directions along Seven Sisters Road
- views from Dunford Street
- views from Gourley Street
- views from Gourley Place
- representative residential viewpoints

These locations provide a balanced representation of the extent of visibility surrounding the application site.

D6. Key Findings

The assessment identifies the following:

- Visibility varies significantly depending upon the viewing location.
- The proposal is principally experienced within the established commercial frontage of Seven Sisters Road.
- Existing trees and buildings provide varying levels of screening from several residential locations.
- Certain residential developments have no direct line of sight towards the proposed display.
- Visibility reduces progressively as distance from the application site increases.

D7. Conclusion

This appendix records the extent of visibility surrounding the application site and identifies the principal locations from which the proposed display may be viewed.

The information provides the factual basis for the visual amenity assessment contained within the Planning Statement.

APPENDIX E

Lighting & Luminance Assessment

Purpose

This appendix records the proposed lighting characteristics and operational controls associated with the digital advertisement display.

Its purpose is to identify the measures incorporated into the proposal to control luminance, minimise unnecessary light emission and ensure that the display operates appropriately throughout both daytime and night-time periods.

This appendix provides factual information regarding the operation of the proposed display. The planning assessment of any effects upon visual amenity or residential amenity is contained within the Planning Statement.

Supports Planning Statement Chapters

- Chapter 3 – The Proposal
- Chapter 9 – Amenity Assessment
- Chapter 10 – Residential Amenity Assessment
- Chapter 11 – Public Safety Assessment
- Chapter 13 – Potential Conditions

E1. Display Technology

The proposed display comprises a modern LED digital advertising screen incorporating contemporary brightness management technology.

The display specification and assessed performance parameters are set out in Appendix J.

The proposed installation incorporates features designed to ensure that the display operates responsibly within its surrounding environment.

These include:

- automatic brightness adjustment
- programmable operating controls
- remote monitoring capability
- remote operational management

E2. Brightness Management

The display will incorporate an integrated ambient light sensor that continuously monitors surrounding light conditions and automatically adjusts screen luminance accordingly.

The factory-rated maximum brightness capability of the display is not its continuous operating luminance. Actual output will vary dynamically according to prevailing ambient illumination.

During daylight conditions, luminance will be automatically adjusted to maintain appropriate visibility and will not exceed the applicable recommendations contained within the Institute of Lighting Professionals Professional Lighting Guide PLG05/23.

During periods of darkness, luminance will automatically reduce to minimise unnecessary light output and potential effects on surrounding amenity.

Brightness settings can also be adjusted remotely where required to maintain compliance with the approved operational parameters and any conditions attached to Advertisement Consent.

E3. Operational Controls

The proposed display will operate subject to programmed controls, including:

- automatic day/night brightness adjustment;
- fixed image display;
- no flashing content;
- no rapidly changing images;
- no animation;
- remote operational management.

These controls assist in ensuring consistent operation throughout the life of the display.

E4. Relationship to Surrounding Area

The application site occupies an established commercial location characterised by:

- existing street lighting
- illuminated commercial premises
- vehicle headlights
- traffic signals
- highway lighting
- other sources of artificial illumination

The proposed display will therefore operate within an existing urban lighting environment rather than an undeveloped or rural setting.

E5. Relevant Technical Standards

The display will be installed and operated in accordance with:

- manufacturer's operational guidance
- the Institute of Lighting Professionals Professional Lighting Guide PLG05/23
- applicable advertisement display standards
- any planning conditions attached to Advertisement Consent

The automatic ambient light sensor will regulate luminance in response to prevailing conditions, while remote management will enable settings to be adjusted where required to ensure continued compliance.

E6. Key Lighting Characteristics

Characteristic	Proposed Arrangement
Display Type	LED Digital Advertisement
Brightness Control	Automatic
Day/Night Adjustment	Yes
Remote Operational Management	Yes
Ambient Light Sensor	Yes
Fixed Images	Yes
Flashing Content	No
Animation	No

The detailed parameters assessed by this application are set out in Appendix J.

E7. Key Findings

The proposed display incorporates a range of operational measures intended to manage luminance and minimise unnecessary light emission.

These include:

- automatic brightness adjustment
- continuous ambient light monitoring
- programmable operational controls
- remote management capability
- compliance with manufacturer recommendations and any planning conditions

E8. Conclusion

This appendix records the operational lighting characteristics of the proposed digital advertisement display.

The information provides the technical basis for the assessment of lighting and visual effects contained within the Planning Statement.

APPENDIX F

Operational Management Strategy

Purpose

This appendix sets out the operational management procedures that will apply to the proposed digital advertisement display.

Its purpose is to demonstrate how the display will be operated, monitored and maintained to ensure that it functions safely, responsibly and in accordance with any planning conditions attached to a future consent.

This appendix provides operational information only. The planning assessment of these measures is contained within the Planning Statement.

Supports Planning Statement Chapters

- Chapter 3 – The Proposal
- Chapter 9 – Amenity Assessment
- Chapter 11 – Public Safety Assessment
- Chapter 13 – Potential Conditions

F1. Operational Principles

The proposed digital advertisement display will be operated in accordance with the following principles:

- responsible management
- compliance with planning conditions
- routine maintenance
- prompt fault response
- appropriate content control
- automatic operational monitoring

The objective is to ensure that the display remains a well-managed component of the commercial premises throughout its operational life.

F2. Brightness Management

The display will incorporate an automatic ambient light sensor which continuously adjusts screen luminance in response to prevailing environmental conditions.

The system will:

- dynamically regulate brightness during daylight conditions
- automatically reduce brightness as ambient light levels fall
- minimise unnecessary light output
- operate in accordance with the applicable recommendations of ILP PLG05/23
- allow brightness settings to be adjusted remotely where required

This approach ensures that the screen does not operate at its factory-rated maximum brightness unnecessarily and that luminance remains appropriate to the surrounding lighting conditions.

F3. Display Content

The display will operate in accordance with the following principles:

- advertisements will consist of static images
- images will not flash

- animation will not be displayed
- content changes will occur without distracting transition effects
- content will comply with the UK Code of Non-broadcast Advertising (CAP Code) and any relevant legislation

F4. Maintenance

Routine maintenance will be undertaken to ensure the display remains in good working order.

Maintenance may include:

- software updates
- cleaning of the display surface
- inspection of fixings
- inspection of electrical components
- replacement of defective parts where required

F5. Fault Management

Should a fault occur, appropriate action will be taken to rectify the issue as soon as reasonably practicable.

Typical fault procedures include:

- remote fault notification
- temporary shutdown where necessary
- attendance by a qualified engineer
- repair or replacement of defective components

Where a fault results in abnormal operation, the display will be taken out of service until the issue has been resolved.

F6. Compliance with Planning Conditions

Should Advertisement Consent be granted, the operator will comply with all relevant planning conditions attached to the permission.

This may include conditions relating to:

- luminance
- display content
- maintenance
- public safety
- removal of the display at the end of its operational life, where required

F7. Key Operational Commitments

Operational Measure	Proposed Arrangement
Automatic brightness adjustment	Yes
Remote monitoring	Yes
Routine maintenance	Yes
Fault reporting	Yes
Prompt fault response	Yes
Static advertisements	Yes
Flashing images	No
Rapid animation	No
Compliance with planning conditions	Yes

F8. Conclusion

The proposed digital advertisement will be operated in accordance with a structured management strategy designed to ensure responsible day-to-day operation.

The measures outlined within this appendix demonstrate a commitment to maintaining the display in a safe, well-managed and professionally operated condition throughout its lifetime.

APPENDIX G

Planning Policy Compliance Matrix

Purpose

This appendix identifies the principal national, regional and local planning policies relevant to the proposed digital advertisement.

Its purpose is to provide a clear cross-reference between the proposal and the planning policy framework against which the application will be determined.

This appendix does not replace the planning assessment contained within the Planning Statement. Instead, it provides a concise policy compliance schedule for ease of reference.

Supports Planning Statement Chapters

- Chapter 7 – Planning Policy Framework
- Chapter 9 – Amenity Assessment
- Chapter 10 – Residential Amenity Assessment
- Chapter 11 – Public Safety Assessment
- Chapter 12 – Overall Planning Balance

G1. Policy Assessment Methodology

The proposal has been reviewed against the relevant planning policy framework applicable to advertisement consent.

Policies have been considered under the following hierarchy:

- National planning policy
- National advertisement legislation
- London-wide planning policy
- London Borough of Haringey Local Plan
- Supplementary Planning Documents (where applicable)

The purpose of this appendix is to demonstrate where the proposal aligns with the relevant policy objectives.

G2. National Policy

Policy	Summary	Compliance
Town and Country Planning (Control of Advertisements) (England) Regulations 2007	Advertisement consent should be assessed having regard to amenity and public safety	Refer to Chapters 9, 10 and 11
National Planning Policy Framework (NPPF)	Provides wider design and place-making context; advertisement control remains governed principally by the 2007 Regulations and the statutory tests of amenity and public safety.	Refer to Chapters 7, 8, 9 and 11

G3. London Plan

Policy	Summary	Compliance
Relevant London Plan Policies	Design quality, townscape, economic growth, sustainable development and public realm	✓ Refer to Planning Statement

G4. Haringey Local Plan

Policy	Summary	Compliance
Haringey Development Management DPD – Policy DM3 (Public Realm: Advertisements)	Advertisements should be well designed, respond sensitively to their building and street scene, avoid visual clutter and not create a hazard to pedestrians or road users.	Refer to Chapters 8, 9 and 11

G5. Policy Themes

The proposal has been assessed against the following principal planning considerations:

Planning Consideration	Addressed Within
Design	Chapter 8
Visual Amenity	Chapter 9
Residential Amenity	Chapter 10
Commercial Character	Chapter 9
Public Safety	Chapter 11
Public Benefits	Chapter 12
Overall Planning Balance	Chapter 12

G6. Policy Compliance Summary

The accompanying Planning Statement demonstrates how the proposal responds positively to the relevant planning policy framework.

In particular, the proposal has been designed having regard to:

- the established commercial character of the locality
- the existing urban environment
- residential amenity
- public safety
- operational management
- appropriate design principles

The detailed assessment of these matters is contained within the relevant chapters of the Planning Statement and the accompanying technical appendices.

G7. Conclusion

This appendix provides a policy compliance schedule for the proposal.

It is intended to assist the Local Planning Authority by identifying the principal planning policies relevant to the application and directing the reader to the detailed assessments contained within the Planning Statement.

APPENDIX H

Additional Advertisement Consent

Purpose

This appendix provides an additional example of advertisement consent granted by Haringey and supplements the case studies considered within Chapter 5 of the Planning Statement.

H1. Land outside Apex House, 820 Seven Sisters Road, N15 5PQ. HGY/2021/0800

Advertisement consent was granted on 30 April 2021 for two digital 75-inch LCD display screens, one on each side of the amended InLink unit.

The proposal was considered acceptable in relation to visual and neighbour amenity and public safety.



APPENDIX I

Contextual Benefits

Purpose

This appendix records ancillary contextual benefits associated with the proposed digital advertisement display.

These matters provide background to the proposal but are not relied upon to override the statutory advertisement consent tests of amenity and public safety.

This appendix should be read alongside the Planning Statement, particularly Chapters 3, 9 and 12.

Supports Planning Statement Chapters

- Chapter 3 – The Proposal
- Chapter 9 – Amenity Assessment
- Chapter 12 – Overall Planning Balance

11. Contextual Benefits

The proposed display may support local business promotion, community or public-information messaging, efficient use of an existing commercial elevation and remote updating without repeated physical poster replacement.

The matters identified above are contextual benefits only and do not replace the statutory assessment of amenity and public safety.

APPENDIX J

Proposed Display Parameters & Technical Specification

Purpose

This appendix defines the proposed technical parameters and operational characteristics of the digital advertisement display forming the subject of this application.

Its purpose is to provide a clear and comprehensive specification of the display being assessed, ensuring that the Local Planning Authority can fully understand the proposal irrespective of the final manufacturer selected.

The proposed display parameters are based on commercially available outdoor LED display systems capable of meeting the operational, environmental and performance requirements described within this application.

This appendix should be read alongside the accompanying Planning Statement and supporting appendices, particularly those relating to lighting, operational management and public safety.

Supports Planning Statement Chapters

- Chapter 3 – The Proposal
- Chapter 8 – Design Rationale
- Chapter 9 – Amenity Assessment
- Chapter 10 – Residential Amenity Assessment

Chapter 11 – Public Safety Assessment

Chapter 13 – Potential Conditions

J1. Proposed Display

The proposal comprises the installation of a single externally mounted digital LED advertisement display fixed to the flank elevation facing Dunford Street of the existing commercial building at 730 Seven Sisters Road, London N15 5NH.

The display will be positioned in portrait orientation and integrated into the existing building façade.

The proposal has been designed to provide a modern advertising platform appropriate to the established commercial character of the surrounding area.

J2. Proposed Display Parameters

Item	Proposed Specification
Display Type	Outdoor LED Digital Advertisement Display
Orientation	Portrait
Overall Dimensions	Approximately 2.0 m wide × 3.0 m high
Active Display Area	Approximately 1.92–2.00 m wide × 2.88–3.00 m high
Pixel Pitch	P5 or equivalent
Factory-rated Maximum Brightness Capability	5,000–7,500 nits, depending on the final manufacturer
Brightness Control	Automatic ambient light sensor with dynamic brightness adjustment
Operational Luminance	Dynamically regulated in response to prevailing ambient illumination and operated in accordance with the applicable recommendations of ILP PLG05/23 and any conditions attached to Advertisement Consent
Refresh Rate	Minimum 3,840 Hz
Enclosure Rating	Minimum IP65
Display Content	Static digital images
Flashing Images	None

Animation	None
Image Transition	Instant change without transition effects
Minimum Dwell Time	10 seconds per advertisement
CMS	Cloud-based remote content management system
Scheduling	Programmable scheduling of advertisements
Remote Management	Yes
Maintenance Access	Front-serviceable or equivalent maintenance system
Proof of Play	Supported

J3. Technical Performance

The proposed display has been specified to ensure reliable operation within an external urban environment.

The principal operational characteristics include:

- automatic ambient light sensing
- dynamic brightness adjustment
- remote content management
- programmable scheduling
- high refresh rate suitable for digital advertising
- weather-resistant construction
- professional installation and maintenance

These characteristics are intended to provide a reliable and responsibly managed display throughout its operational life.

J4. Design Principles

The technical specification has been prepared to achieve the following objectives:

- integration with the existing commercial building
- appropriate operation within a busy urban environment
- responsible brightness management
- high-quality image reproduction
- safe and reliable operation
- efficient long-term maintenance

The proposed display has therefore been designed to balance operational performance with consideration for visual amenity and public safety.

J5. Reference Specification

At the time of submission, the applicant is considering commercially available outdoor LED display systems capable of meeting the performance parameters defined within this appendix.

The final manufacturer may differ from the reference specification, provided that the installed display:

- accords with the dimensions assessed within this application
- satisfies the technical parameters set out in this appendix
- complies with any planning conditions attached to any advertisement consent
- does not materially alter the planning impacts assessed within the accompanying Planning Statement

This approach ensures that the proposal is assessed against its operational and environmental characteristics rather than the identity of a particular manufacturer.

J6. Conclusion

This appendix defines the technical parameters of the proposed digital advertisement display.

It provides a clear specification of the proposal being assessed while allowing flexibility in the selection of a commercially available display system, provided that the final installation remains within the parameters assessed by this application and complies with any conditions attached to any advertisement consent.