

Planning Department

Haringey Council

04.11.2023

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

Advertising Billboard at 74 White Hart Lane, London N17 8HP

Subject: Application for Express Consent under Town & Country Planning (Control of Advertisements) Regulations / Replacement of an existing 48-sheet advertisement display with an illuminated 48-sheet digital advertisement display

Dear Sir/Madam,

I am writing to formally submit an application for express consent under Regulation 9 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007. This application pertains to the proposed replacement of a 48-sheet advertisement display at 74 White Hart Lane, in accordance with the specific conditions and requirements of the local area.

Background: The existing advertisement, measuring 6.40m in width and 3.35m in height, currently consists of a wooden and metal frame, upon which a vinyl image is manually attached and updated for each advertising campaign.

It is important to note that the existing advertising display operates lawfully under the 'deemed consent' regulations, in accordance with Class 13 of Schedule 3 of the Regulations.

Proposal: Our proposal is to replace the current signage with a new advertisement that maintains the same proportions and orientation. Despite introducing more contemporary operational methods, the core principle of static advertising will be retained, ensuring that there is no adverse impact on amenity or public safety. The new advertisement, measuring 6.40m in width and 3.35m in height, will feature a frame constructed from pressed metal and reinforced plastic, designed to encase a digital display.

This digital display will present a sequence of static images, with each image transitioning seamlessly every 10 seconds. Importantly, the new advertisements will not include any forms of movement, animation, or special effects. The display will also strictly adhere to a nighttime luminance limit of 300 candela/sqm, aligning with the best practices advocated by the Institute of Lighting Professionals as per 'The Brightness of Illuminated Advertisements PLG05 2015.' The proposed digital display will be remotely operated and regulated, eliminating the need for frequent site visits, minimizing environmental impacts, and mitigating issues such as

billposting, parking-related concerns, waste management, and fuel consumption. Furthermore, this approach alleviates any potential health and safety implications associated with the regular installation and removal of posters during various advertising campaigns. Additionally, the digital display offers the capability to convey crucial emergency messages promptly, subject to prior arrangement with the operator.

Assessment: Our proposal adheres to the Town & Country Planning (Control of Advertisements) Regulations and has been designed to ensure amenity and public safety. We understand that the National Planning Policy Framework emphasizes the need to control advertisements solely in the interests of amenity and public safety, with due consideration of cumulative impacts. We also recognize that Section 38(6) of the Planning and Compulsory Purchase Act 2004 does not apply to advertisements, highlighting that local policies should not constitute a significant consideration unless directly related to amenity or public safety.

Historical records confirm that the site in question has been used for advertising purposes for a period of at least ten years, making it an integral and long-standing part of the local built environment. The proposed digital display, similar to its predecessor, will be oriented towards the traffic along White Hart Lane. This road is well-lit and level, ensuring excellent forward visibility for approaching drivers, allowing them to observe advertisements without distraction from the road ahead. Under these conditions, this familiar urban feature is unlikely to present a hazardous distraction to individuals exercising a reasonable standard of care.

In terms of amenity, we believe that our proposal will not have any adverse immediate or widespread effects. The site is not situated within a conservation area, nor is it attached or adjacent to a listed building. The surrounding area has a diverse architectural and environmental context, in line with national policy recommendations that suggest placing advertisements in areas where their impact is notably reduced and proportionate to their intended function. Therefore, the proposal aligns with these principles and should, in principle, be deemed acceptable, comfortably blending into its visual context without compromising amenity, the site's inherent qualities, or the broader character and appearance of the surrounding area.

Summary: In conclusion, advertising at this location has a well-established history and is widely accepted as part of the local streetscape. The proposed modernization of the presentation style is not expected to undermine the area's character, setting, or pose any concerns regarding public safety. We are eager to address any potential concerns that the Council or statutory consultees may have before a final determination is reached.

Yours sincerely,