

# Officer Report

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| <b>Application Number:</b> | <b>HGY/2023/3002</b>                                                                                                                                                                                                         |
| <b>Application Type:</b>   | <b>Consent to display an advertisement</b>                                                                                                                                                                                   |
| <b>Address:</b>            | 74 White Hart Lane, Tottenham, London, N17 8HP                                                                                                                                                                               |
| <b>Proposal:</b>           | 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 |
| <b>Case Officer:</b>       | Oskar Gregersen                                                                                                                                                                                                              |
| <b>Valid Date:</b>         | 07/11/2023                                                                                                                                                                                                                   |
| <b>Applicant:</b>          | Mr Ahmet Erturk                                                                                                                                                                                                              |
| <b>Agent:</b>              | Mr Ahmet Erturk                                                                                                                                                                                                              |

## **RECOMMENDATION**

### **Refuse**

#### **1. Site location**

The site is a three storey mixed use building, forming a short parade of shops with housing above. The site is located on the east facing elevation of a building on the northern side of White Hart Lane.

The character of the area is commercial being within the Bruce Castle Growth Area, with businesses signage which rely on passing trade which is generally non-illuminated. The area is also host to a number of non-illuminated 48-sheet advertising posters.

#### **2. Description of Proposal**

The applicant is seeking advertisement consent 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.

The sign will comprise a 48-sheet digital display mounted on the third floor facing east, enclosed in a casement of aluminum.

#### **3. Relevant Planning and Enforcement history**

N/A

#### **4. Internal & Statutory Consultation**

No responses

## **5. Local Representations**

The number of representations received from neighbours, local groups, etc in response to notification and publicity of the application were as follows:

No of individual responses: 4

Objecting: 4

The following comments were raised in the representations received:

- Adverse impact on amenity
- Environmental impact
- Light Pollution
- Addition of a structure out
- Flickering/Rapidly changing advertising

## **6. Assessment of planning issues**

Regulation 3(1) of The Town and Country Planning (Control of Advertisement) Regulations 2007 states that a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

The definition of “amenity” includes both visual and aural amenity. Therefore, as well as visual amenity, the noise generated by advertisements should be considered. “Public safety” is not confined to road safety. Crime prevention and detection are relevant; the obstruction of highway surveillance cameras, speed cameras and security cameras by advertisements is now included.

The revised NFFP (2023) states in Paragraph 136 that “the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

The main considerations in the assessment of this application are therefore amenity and public safety in respect of the Council’s Local Plan Policies as outlined below.

### **Amenity**

Policy DM3 ‘Public Realm’ states that proposals for all advertisements should be designed to a high standard and, in particular, should:

- a. Contribute to a safe and attractive environment;
- b. Be of a high quality and sensitive to its visual appearance on the building on which it is to be sited and the surrounding street scene, especially in the case of listed buildings and conservation areas;
- c. Avoid unsightly proliferation or clutter of signage in the vicinity;
- d. Not cause a hazard to pedestrians or road users, including by siting and design;
- e. Be sited to avoid visual intrusion of light pollution into adjoining residential properties;
- f. Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

Policy DM8 supports advertisements proposals as long as they are high quality and sensitive to their surroundings, do not contribute to visual clutter and do not cause visual intrusion by virtue of light pollution into adjoining residential properties.

The surrounding area has a number of 48-sheet posters in place, facing south along White Hart Lane, and an existing 48-sheet poster to be replaced by the proposed display. The subject of this application would be the first illuminated poster in the area and is proposed to introduce a screen that changes image every 10 seconds. It is deemed that this would cause a demonstrable amount of harm to the residents occupying dwellings on the south side of White Hart Lane. This harm would be intensified by means of illumination which would be discordant and eye catching compared with signage on other buildings in the vicinity of the site.

### **Public safety**

Local Plan Policy DM2 seeks to ensure safe and accessible pedestrian routes and for proposals to not impede pedestrian permeability. In relation to advertisements Policy DM3 and DM8 seeks to ensure these do not cause a hazard to pedestrians or other road users. London Plan policy D8 also relates to pedestrian safety and states that applications which seek to introduce unnecessary street furniture should be refused.

The Council therefore needs to be convinced that pedestrian movement is not impeded with such development and that it does not attract attention which may endanger vehicle users.

The proposed signage is of similar scale to the current signage and as such there would be no adverse impact on the adjacent road with respect to the movement of pedestrians. This is largely because the signage would be located off of the street and at third floor level, as such 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.

### **7. Conclusion**

Overall, the signage by reason of its siting and proposed illumination and rapidly alternating images would be overly impactful on neighbouring amenity, such that the proposal conflicts with national, London and Local Plan policy and the application should therefore be recommended for REFUSAL.

### **8. Recommendation**

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

The signage by reason of its siting, proposed illumination and images alternating every 10 seconds would have an unacceptably harmful effect on the visual amenities of the area and neighbouring amenity, contrary to Policy SP12 of the Haringey Local Plan 2017 and Policies DM3, DM8 and DM9 of The Development Management DPD 2017 and Policies D8 and HC1 of the London Plan 2021.

### **Refusal Reasons:**

The signage by reason of its siting, proposed illumination and images alternating every 10 seconds would have an unacceptably harmful effect on the visual amenities of the area and neighbouring amenity, contrary to Policy SP12 of the Haringey Local Plan 2017 and Policies DM3, DM8 and DM9 of The Development Management DPD 2017 and Policies D8 and HC1 of the London Plan 2021.