

Officer Report

Application Number:	HGY/2023/3252
Application Type:	Consent to display an advertisement
Address:	730 Seven Sisters Road, Tottenham, London, N15 5NH
Proposal:	Display of 1no. internal illuminated digital display board on the second floor level, side of the building.
Case Officer:	Mark Chan
Valid Date:	16/01/2024
Applicant:	Mr Eyup Bellikli
Agent:	Mr Ilkkan Bellikli

RECOMMENDATION

Refuse

1. Site location

The site is a three-storey building with commercial units on the ground floor and residential units on the upper floors. The building is located on the southern side of Seven Sisters Road which is a TfL red route. The site is not within a conservation area nor in the vicinity of a listed building.

The character of the area is semi-residential with mixed use buildings on the southern side of the road and residential properties on the opposite side. It is acknowledged that local businesses have put up multiple signage nearby that are generally non-illuminated.

2. Description of Proposal

The applicant is seeking advertisement consent for the display of 1no. internal illuminated digital display board on the side of the building.

The sign will comprise an internally illuminated digital display board with a grey background and colourful lettering and made of plastic and metal. The sign will be 5m wide, 1m high and 0.1m thick with 0.5m tall lettering and intermittently illuminated at 500 cd/m². The sign will be on the eastern side elevation of the building on the second floor level, approximately 8.5m above ground level.

3. Relevant Planning and Enforcement history

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

HGY/2023/3242 – Loft conversion including hip to gable and rear roof dormer extensions.
Under consultation

OLD/1977/1181 – 9/2/77 Erection of first floor extension. Approved 21/04/1977

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Transportation Group: No objection subject to condition that the level of illumination should not exceed 500 cd/m2.

Transport for London (TfL): No objection to the proposal, subject to conditions.

5. Local Representations

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

No of individual responses: 0

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 141 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.

It is observed that the eastern side elevation of the application building has an existing sizeable sign. Whilst there are many existing signs and adverts near the site, the strident colour of the proposed sign coupled with its excessive size and height would proliferate visual clutter at high level and result in an inappropriate signage that would further harm the character and appearance of the locality.

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 signage does not raise any safety concerns given it is of similar scale to the nearby 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.

7. Conclusion

Overall, the signage by reason of its siting and associated size and colour choice would undermine the architectural qualities to the host building, proliferating visual clutter at high level and result in an inappropriate signage and clutter in a semi-residential area that would further harm the character and appearance of the locality. 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 and associated size and colour choice would undermine the architectural qualities to the host building, proliferating visual clutter at high level and result in an inappropriate signage that would further harm the character and appearance of the locality, 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 and associated size and colour choice would undermine the architectural qualities to the host building, proliferating visual clutter at high level and result in an inappropriate signage that would further harm the character and appearance of the locality, 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.

Informatives:

INFORMATIVE: Pre- application Advice

Taking the reason(s) for refusal into account, you may wish to prepare a revised proposal for comment prior to submitting a further planning application. To do so we strongly recommend you seek pre-application advice and refer you to our Pre-Application Planning Advice (PAPA) Service.

<https://www.haringey.gov.uk/planning-and-building-control/planning>