

Officer Report

Application Number:	HGY/2023/3156
Application Type:	Consent to display an advertisement
Address:	Advertising Right, 88 Bruce Grove, Tottenham, London, N17 6UZ
Proposal:	Retention of existing advertising hoarding
Case Officer:	Sabelle Adjagboni
Valid Date:	23/11/2023
Applicant:	3
Agent:	redacted redacted

RECOMMENDATION

Refuse

REPRESENTATIONS

The following representations were received in response to notification and publicity of the application.

The following issues were raised by neighbours, local groups, and Councillors:

- *LBH Transportation: Some light fixtures can be seen on the existing site. From a highway perspective we would need to understand what type of lights would be used within the housing and how bright they will be. This is to understand the impact on vehicles travelling at night and when daylight is poor. I notice on the planning statement that they mention that it will be unilluminated, I would doubt this would to be the case as they would surely want people to see the advertisement throughout the day even in the dark. Furthermore, I would know what these are meant for as well. With regards to the historical board that was up before this was, if you go on Google Maps it has been sometime since the last one was up in 2014, and so has been 8-9 years since which is a considerable amount of time. We need to understand times they are expecting to keep an advert up for and when changes will happen, as they will need to block the highway and footway. They will need to apply for licenses from highway to do this. It is concerning that they have already installed the advert without permission, because we do not know how they have managed the safety of the highway and pedestrians during work.*
- *Cllr John Bevan: As stated by another objector, "Is a conservation area. but even if it wasn't I would object on the fact that its sheer scale is totally out of character for a local high road." Plus, all the other reasons for rejection given with the additional issues that this display is a distraction to drivers, road safety. And considering the green issues I question whether it is appropriate to be using energy to illuminate any such displays. I am requesting that this application be rejected.*

- *Cllr Ibrahim Ali: The Conservation Area is part of a Historic corridor which links both Bruce Caste and All Hallows Conservation Area and Tottenham High Road. My comments are made based on my local knowledge of the properties, the area and the difficulties experienced over the years. I am extremely concerned with the application. I'd like to raise the following objections: - Quoting from the local authorities own Bruce Grove Conservation Area Appraisal and Management Plan "the character of the conservation area is also being eroded by new infill development of poor-quality design, compounded by signage and advertising hoardings that detract from the appearance." The negative impact on the Townscape from this advertising hoarding will detract from the late Victoria era character. This point is iterated from the Appraisal and Management Plan. "...poorly designed modern buildings with a multiplicity of shop fronts and uncoordinated signage, exacerbated by some examples of large advertising hoardings, impair the quality of the townscape." The further negative impact on the public realm and cluttered street scene will detract from the character of the conservation area. Which is noted in the Appraisal and Management Plan. "Large advertising hoardings attached to the sides of buildings represent a specific problem." The local authority has ongoing projects carrying out improvements to the front gardens of listed properties, in order to reinstate some of their lost historic and architectural character. The experience of all who pass through Bruce Grove will enjoy the benefits: the end result will not only enhance the special architectural and historic interest of these listed buildings, but also the character and appearance of the surrounding Bruce Grove Conservation area. I object to the application on the grounds of it being unsuitable for the area. The proposed billboard, by reason of its large scale and positioning in a highly visible location, combined with the primarily residential setting and impact upon the historic street scenes, would cause substantial harm to the visual amenity of the local area and historic appearance and character of the Bruce Grove Conservation Area. I therefore wish my comments to be recorded as an objection to this application and that is it not granted permission.*
- *Local residents and neighbours (13 Objections): The billboard is in the Bruce Grove Conservation Area under improvement with Historic England's Heritage Action Zone. It is very large and obscures architectural details on the building where it is mounted contrary to the Bruce Grove conservation area design guide. It is out of character for a local high road and would cause harm to the streetscape.*

REASONS FOR REFUSING PERMISSION

The subject site is on the east side wall of a three storey mixed use building on the south-east side of A10/Bruce Grove. The ground floor is a commercial unit, and the upper floors comprise of flats. The site is within the THRHC/Bruce Grove conservation area. It is not within the curtilage of a listed building. An advertisement board has been on site since 2011 as shown on Google maps, but it was not present on site between 2014 and 2022 which is a considerable amount of time. The advertisement board reappeared on site in 2023.

The site and surrounding area is also within the Bruce Grove District Centre. It is in the Bruce Castle Ward. Opposite, to the east is another three-storey property with a commercial unit on the ground floor and apartments on the upper floors. To the south of the site on the opposite side of Bruce Grove are residential units with a mix of flats and family houses. The neighbouring units at ground floor level are predominantly commercial.

The planning history of the site has been taken into account when coming to this decision:
HGY/2006/2435 | Installation of ATM | Approve with conditions

HGY/2006/2438 | Display of internally illuminated ATM fascia signage | Approve with conditions

HGY/2012/1968 | Change of use of property from A1 into restaurant A3 | Refuse

Impact on visual amenity

This application is done 'retrospectively' following the installation of a 48 Sheet Panel for advertisement without planning permission. The application is to determine whether the existing advertisement board meets planning regulations. The supporting documents for the application state that the advertisement hoarding is un-illuminated. However, from site photos and following a site visit, some provisions for lighting can be seen in the form of 6 metal lamp holders above the board. Hence it can be deducted that some can be installed to make the advertisement visible at night.

The advertisement hoarding visually dominates this stretch of highway even with its part commercial frontage nearby. Therefore, the sign is considered to be unduly dominant and harmful to the visual amenity of the area. Introducing signage at this level is harmful to the visual amenity and the street scene. Consequently, the character and appearance of the CA would fail to be preserved.

The advertisement display does not appear to face any residential property to the north and so it would not lead to any visual intrusion of light pollution into any nearby residential property, nor would it impact on the flatted accommodation it is adjacent to in terms of the flank wall it is attached to, which belongs to the flats at no. 86A-B Bruce Grove.

Impact on highway safety

The Council's Transportation Team has been consulted and advises that the installation of the advertisement hoarding would require the highway and footway to be blocked off. No information has been provided within the application regarding the safety measures for the installation of this very large advertising board/adverts. Additionally, as there is evidence of light holders on the site, information regarding the type of lighting should have been provided to understand the impact on vehicles travelling at night and when daylight is poor. The very large and potentially illuminated display of advertisements could distract vehicle drivers (particularly westbound) and draw attention of pedestrians, leading to greater potential for road accidents. Therefore, it is considered that the proposed development would cause a hazard to pedestrians or road users due to its size, siting and location causing a visual impact and so would be unacceptable.

The proposed development is not in general accordance with Policies DM3 and DM8 of the Development Management, Development Plan Document 2017, and policy SP11 of Haringey's Local Plan Strategic Policies 2017. The proposed development also does not accord with the relevant policies of the London Plan 2021 and the NPPF. The proposal would not comply with Policy DM9 of the Development Management, Development Plan 2017 and will not preserve nor enhance the character and appearance of the conservation area.

All other relevant policies and considerations, including equalities, have been taken into account. Planning permission should be refused for the reasons set out above.

REFUSE PERMISSION for the following reasons:

Refusal Reasons:

The size, siting, general appearance, and potential illumination would result in signage detrimental to the visual amenity and to highway safety, as well as failing to protect or enhance the character and appearance to this part of the conservation area, contrary to policy DM3 of The Development Management DPD 2017, and Policy D8 of the London Plan 2021.

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