



Officer Report

Application Number:	HGY/2024/1069
Application Type:	Consent to display an advertisement
Address:	2 Upper Tollington Park, London, N4 3EL
Proposal:	Replacement of paper and paste advertisement hoarding with a new digital advertisement hoarding.
Case Officer:	Eunice Huang
Valid Date:	16/04/2024
Applicant:	Wildstone Estates Limited
Agent:	- Alder King Planning Consultants

RECOMMENDATION

Refuse

1. Site location

The site is a three storey mixed use building comprising a hot food takeaway on the ground floor, and a mechanic garage and car wash to the rear and side of the building.

The site adjoins a local centre on Stroud Green Road, to the south. The site is adjoined by a nursing home to the north-east, and residential development is located to the north and north-east along Upper Tollington Park. The residential development to the north and north-east is located within Stroud Green Conservation Area (CA).

2. Description of Proposal

The applicant is seeking advertisement consent for replacement of paper and paste display with a digital display.

The sign will comprise a LED display with dimensions of 3m (height), by 6m (width) and 0.1m (depth). The digital display would be fixed to the north-eastern flank wall of the host building. The display would be mounted to a height of 6.25m above ground level, when measured to the base of the display.

The proposed sign replaces a paper and paste display of the same height and width dimensions (3m by 6m), and height above ground level, when measured to the base of the display.

The signage would display up to six advertising campaigns, sequencing every ten seconds (i.e. six adverts per minute).

Illumination levels will vary according to the daytime and nighttime hours. Daytime illumination would reach a maximum brightness of 5,000 cd/sqm (with variations based on ambient brightness). The maximum night-time illumination would reach 300cd/sqm.

3. Relevant Planning and Enforcement history

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

- HGY/1993/1099 - Unit 1, 2 - 4, Upper Tollington Park - Continuation of use as radio mini cab office - Refused 31 May 1994.
- HGY/2001/1040 - Unit 1, 2 - 4, Upper Tollington Park - Continuation of use as a mini cab office – Approved with conditions 17 October 2001.
- HGY/2002/0243 - 2A, Upper Tollington Park - Erection of single storey building with mezzanine floor for use as MOT garage - Refused 18 April 2002.
- HGY/2003/0734 - Unit 1, 2 - 4, Upper Tollington Park - Continued use as mini-cab office, removal of conditions 1 and 2 of consent HGY/2001/1040 (to make permission permanent and non personal) - Approved with conditions 11 June 2003.
- HGY/2012/1489 - 2, Upper Tollington Park - Alterations to existing timber and corrugated GRP canopy - Approved with conditions 25 September 2012.
- HGY/2016/1491 - Unit 1, 2-8, Upper Tollington Park - Part Change of Use to from mini cab office to a Caribbean Take Away (Use Class A5) - Refused 7 July 2016.
- HGY/2020/2721 - Unit 1, 2-8, Upper Tollington Park - Installation of new shop glass front with a opening to serve customer, along with a fire exit door to side of shop. Installation of new cooker and recirculating extractor hood – Approved with conditions 24 February 2021.

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Transportation Group: No objection.

5. Local Representations

No representations were received from neighbours or local groups, etc in response to notification and publicity of the application.

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.

The proposal is for the replacement of old traditional billboard with an internally illuminated LED poster display. The size and height of the sign will remain unchanged.

The applicant argues that the brightness of illumination of the hoarding would mimic the appearance of a paper and paste during the day, and would have a suitable contrast to the ambient light at night time. The signage would display up to six advertising campaigns, sequencing every ten seconds (i.e. six adverts per minute).

However, the introduction of a internally illuminated LED digital display would represent a more assertive form of advertisement, oriented towards residential development on Upper Tollington Park, which is situated within Stroud Green Conservation Area. The introduction of a digital display is incongruous with the character of the residential area, and increase light pollution upon neighbouring residences.

There is an existing presence of other signage in the visual catchment of the elevated billboard. This includes signage associated with the existing uses of the mixed use building, and the adjoining nursing home. Further south-west, to the rear of the billboard, there is a mixture of advertisements amongst the commercial uses along Stroud Green Road. However, 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.

While the brightness and the hours of illumination of the new sign could be controlled by conditions, the proposed display would still visually dominate this stretch of highway. For these reasons, the new advertisement would be unduly harmful to the visual amenity of the area. As a result, the character and appearance of the CA would fail to be preserved.

Furthermore, existing and proposed drawings for the front and side elevations suggest that there is an alteration proposed to the angle of pitched roof on the host building. However, it is unclear if this is a drafting error. The visual relationship between the new advertisement and the host building is thus also unclear.

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.

It is accepted that an advertisement does not automatically represent a distraction to drivers by virtue of the fact it is visible from the motorway. Officers are mindful that the site has been used for poster advertising for many years without causing any known road safety issue. There is no specific evidence to show that the situation would change here.

7. Conclusion

Overall, the signage, by reason of its illumination and changing displays, would introduce a more assertive form of advertisement, which would have an unacceptably harmful effect on the visual amenities of the area and fail to preserve and enhance the character and appearance of the adjoining conservation area. 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:

Refusal Reasons:

The signage, by reason of its illumination and changing displays, would introduce a more assertive and obtrusive form of advertisement, which would have an unacceptably harmful effect

on the visual amenities of the area and fail to preserve and enhance the character and appearance of the adjoining conservation area. This is contrary to Policy SP12 of the Haringey Local Plan 2017 and Policies DM3, DM8 and DM9 of The Development Management DPD 2017.