
Appeal Decision

Site visit made on 5 December 2016

by G D Jones BSc(Hons) DipTP DMS MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 13 December 2016

Appeal Ref: APP/Y5420/Z/16/3162377

Seven Sisters Underground Station, High Road, London N15 5LA

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by JCDecaux UK Ltd against the decision of the Council of the London Borough of Haringey.
 - The application Ref HGY/2016/2999, dated 16 March 2016, was refused by notice dated 6 October 2016.
 - The advertisement proposed is described as a double-sided freestanding forum structure, featuring 2 x Digital 84" screen positioned back to back. The Digital screen is capable of displaying illuminated, static and dynamic content, supplied via secure remote connection. In the event of an emergency, TFL will be able to override the advertisement function and display an 'Emergency message; alerting the public of immediate danger.
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Decision

1. The appeal is allowed and express consent is granted for a 'double-sided freestanding forum structure, featuring 2 x Digital 84" screen positioned back to back. The Digital screen is capable of displaying illuminated, static and dynamic content, supplied via secure remote connection. In the event of an emergency, TFL will be able to override the advertisement function and display an 'Emergency message; alerting the public of immediate danger' advertisement as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations plus the conditions set out in the appended schedule.

Main Issue

2. The main issue is the effect that the appeal proposals would have on visual amenity, including in respect to the surrounding Seven Sisters/Page Green Conservation Area.

Reasons

3. The appeal site is located on the eastern side of High Street near to the intersection of several roads and adjacent to the subway entrance to Seven Sisters Underground Station. It is also within the Seven Sisters/Page Green Conservation Area (the CA), which is focussed on the section of the High Road surrounding Seven Sisters Station and includes Broad Lane and adjacent residential streets.
4. There is a CA Character Appraisal document included amongst the evidence. It states, among other things, that *within this area, the High Road is at its busiest and most divisive, and the busy junctions with Broad Lane and Seven Sisters Road have a significant influence on the area's character. In addition, the main*

entrances to the Seven Sisters Underground Station on either side of the High Road add considerably to the volume of pedestrian traffic in this area. ... The conservation area is primarily residential in use and Broad Lane and the surrounding streets are fronted by consistent terraces of Victorian dwellings, which provide the area with a degree of uniformity. Similarly, much of this stretch of the High Road is lined with terraced dwellings, which are set back from the Road behind screens of vegetation. In particular, at the southern end of the area, the mature London Plane trees that screen the properties on Page Green Terrace from the High Road, have a formative influence on the areas character and appearance. This is consistent with my observations when I visited the area.

5. The appeal site is an existing bus stop and associated shelter. The appellant's evidence indicates that the existing shelter is currently used to display 6-sheet advertisements that are illuminated via an internal light source shining through a printed paper image. This is also consistent with what I saw when I made my site visit.
6. The appeal proposal would replace both displays with the same size of advertisements which would continue to be illuminated. The submissions state that the illuminated adverts would display static/non-moving images, with only the advertisement beneath the shelter canopy being of a sequential nature to allow the automatic change of image or message being displayed.
7. I did not see any digital signage in the area that could be said to be directly comparable to those proposed. Nonetheless, in the context of the reasonably wide highway and substantial backdrop of built development the proposed adverts would appear relatively small. Given this physical context combined with the concentration of largely commercial uses in this part of the CA, subject to the controls proposed by the appellant, I do not consider that the appeal advertisements would have a significant visual effect over and above that of the existing signage which would be replaced, such that the appeal scheme would have a neutral impact on the character or appearance of the CA.
8. Accordingly, the proposals would not harm visual amenity and would preserve the character and appearance of the Seven Sisters/Page Green Conservation Area. Therefore, in this regard, I have found no conflict with Policy UD10 of the Haringey Unitary Development Plan 2006 and Policy DM3 of the DM DPD or with the Regulations and the National Planning Policy Framework.
9. The refusal reason also refers to Circular 03/07: Town and Country Planning (Control of Advertisements) (England) Regulations 2007. However, this document has been withdrawn such that it carries no weight.

Conditions and Conclusion

10. Although the Council has not suggested any conditions beyond the standard advertisement conditions the appellant has. I have considered these in the light of government guidance on the use of conditions and made amendments accordingly. Having done so I have found the first five to be necessary to protect the character and appearance of the area in the interests of visual amenity, while the sixth would be necessary in the interests of highway safety.
11. For all of the reasons given above and subject to the conditions identified, I conclude that the appeal should be allowed.

G D Jones

INSPECTOR

SCHEDULE OF ADDITIONAL CONDITIONS FOR APPEAL REF APP/Y5420/Z/16/3162377:

1. No special visual effects of any kind are permitted during the time that any message/advertisement is displayed. The displayed image shall not include animated, flashing, scrolling, intermittent or video elements.
2. No visual effects of any kind are permitted to accompany the transition between any two successive messages. The replacement image shall not incorporate any fading, swiping or other animated transitional method.
3. The minimum time between successive displayed images shall be 10 seconds.
4. The sequencing of messages relating to the same product is prohibited.
5. The intensity of the illuminance of the advertisement shall be no greater than 300Cdm² during hours of darkness.
6. The footway and carriageway must not be blocked during the installation and maintenance of the advertising panel. Temporary obstruction during the installation must be kept to a minimum and shall not encroach on the clear space needed to provide safe passage for pedestrians or obstruct the flow of traffic.