2015/37235LIST OF RECOMMENDATIONS UNDER DELEGATED POWERS 08/02/2016

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

1. APPLICATION DETAILS

Reference No: HGY/2015/3725 **Ward:** Crouch End

Date received: 16/12/2015

Drawing number of plans: 001; 002; 003; 004 (Facade); 004 (Signage); 005; 006; 007; Site Location Plan

Address: 1 Park Road N8 8TE

Proposal: Display of 1 x internally illuminated fascia sign and 1 x internally illuminated hanging sign

Applicant: Mr Peter Dyer Here Cafe

Ownership: Private

Officer contact: Adam Flynn

2. SUMMARY OF RECOMMENDATION

REFUSE ADVERTISEMENT CONSENT

For the following reason(s):

1) The proposed advertisement, by reason of its internal illumination, would fail to preserve or enhance the character or appear of the Crouch End Conservation Area, contrary to contrary to saved UDP Policies UD3 and CSV5, London Plan Policy 7.8, Local Plan Policies SP11 and SP12 and Policies DM8 and DM9 of the Pre-Submission Version of the Development Management DPD January 2016.

3. PROPOSED DEVELOPMENT AND LOCATION DETAILS

3.1 Proposed development

Display of 1 x internally illuminated fascia sign and 1 x internally illuminated hanging sign.

3.2 Site and Surroundings

The subject building is a mid-terrace, three-storey building located on the southern side of Park Road. The ground floor is in restaurant (A3) use, with the upper levels appearing as residential use. The property is located with the Crouch End Conservation Area.

3.3 Relevant Planning and Enforcement history

No relevant history.

4. CONSULTATION RESPONSE

4.1 The following were consulted regarding the application:

- LBH Transportation – No comments received
- LBH Conservation – No comments received

5. LOCAL REPRESENTATIONS

5.1 The application has been publicised by way of a site notice displayed in the vicinity of the site and 60 letters.

5.2 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: 2
Objecting: 2
Supporting: 0

5.3 The following issues were raised in representations that are material to the determination of the application and are addressed in the next section of this report:

- Internal illumination should not be allowed in conservation area

6 MATERIAL PLANNING CONSIDERATIONS

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.

Circular 03/2007 clarifies how amenity and public safety should be interpreted. Specifically, it advises that 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 NPPF states in Paragraph 67 that "Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. 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 this respect Saved UDP (2006) Policy UD10 states that advertisements will be granted consent provided they do not cause a public safety hazard or a loss of amenity. Schemes should meet of the following criteria:
a) being 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;

b) not contributing to an unsightly proliferation or clutter of signage in the vicinity;
c) being sited so as not to cause a hazard to pedestrians or road users;
d) being sited so as not to cause visual intrusion by virtue of light pollution into adjoining residential properties; and
e) where appropriate, be constructed of materials and finishes which discourage both graffiti and flyposting.

6.1 Impact on Amenity

The proposed signage is considered to be unacceptable as the fascia and hanging sign would be illuminated internally, which is considered to impact on the visual amenity of the conservation area. As such, the proposal would therefore fail to preserve the character and appearance of the Crouch End Conservation Area, contrary to saved UDP Policies UD3 and CSV5, London Plan Policy 7.8, Local Plan Policies SP11 and SP12 and Policies DM8 and DM9 of the Pre-Submission Version of the Development Management DPD January 2016.

The site is located within a parade of commercial units. The proposed signage will replace existing signage on the unit, and would be of an improved design. Given this, the location of the signage, and the distance to the nearest residential properties, it is considered that the proposal would not cause any degree of glare or light spillage to nearby properties.

6.2 Public safety

The Council needs to be convinced that the proposal while attracting attention would not endanger vehicle users. The new signage by reason of its scale and location set away from the road and not obstructing any road signals/signs, is unlikely to cause distraction to road users.

6.3 Conclusion

Overall it is considered that the proposed advertisement would result in loss of visual amenity contrary and it would have an adverse affect on 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. The details of the decision are set out in the RECOMMENDATION

7. RECOMMENDATION

REFUSE ADVERTISEMENT CONSENT

Registered No. HGY/2015/3725

Applicant's drawing No.(s): 001; 002; 003; 004 (Facade); 004 (Signage); 005; 006; 007; Site Location Plan

For the following reason(s):

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