



10A South Grove, London N6 6BS

Ben Coffie,
Haringey Planning Service,
6th Floor River Park House,
225 High Road,
Wood Green, London N22 8HQ

By email

December 9th, 2022-12-09

Dear Mr. Coffie,

Re: HGY/2022/3984, The Bull, 13 North Hill, N6 4AB

The Highgate Society objects to this application to display advertisements, HGY/2022/3984, at The Bull public house, 13 North Hill, N6 4AB, made by an agent on behalf of the Greene Man (Westgate) Brewery for consent to the “installation of replacement signs to include 1x post mounted pictorial sign, 1x sign written house name, 1x menu case, 2x removable chalkboards, 2x lanterns, 1x sign written directional text,” in accordance with the drawings submitted, for five years commencing 2 February 2022. It is stated that there are existing advertisements which those proposed are to replace. There has been no consultation with neighbours or the local community about these proposals, nor has pre-application advice been sought from Haringey.

The drawings provided reveal that the dimensions of the new advertisements conform to the requirements of the requirements of the Department of Communities and Local Government, and will occupy the same spaces as those existing.

The Department’s Guide for Advertisers in respect of Outdoor Developments and Signs describes how an application for consent will be decided by the local authority. The LBC, in this case Haringey, may consider only two

issues: “amenity” and “public safety.” It is “amenity” which concerns us in this case. The guidelines state:

if your advertisement will be displayed in a locality where there are important scenic, historic, architectural or cultural features, the planning authority will consider whether it is in scale and keeping with these features.

The guide advises informal consultation with the local authority’s planning department before a formal application is submitted.

The Bull is located in the Highgate Conservation Area, and specifically in Sub-area 1, the Village core, according to the Highgate Character Appraisal of December 2013, adopted by Haringey. Highgate village is described as having late Georgian and Victorian developments, predominantly residential with commercial frontages along main traffic routes such as Highgate Hill, the High Street and Archway Road. That part of North Hill, on which the Bull is located is predominantly residential, with only a petrol station between the village and the pub, and a single shop past the pub, at the junction with Broadlands Road. It is situated amidst attractive period housing.

The present appearance of the Bull sits comfortably in its setting. It is painted white, and the house sign in its façade, with a black background and light lettering is in keeping with the neighbouring period houses and harmonizes with them. The present proposals would paint the body of the pub dark green (a nod to its Greene Man ownership?) and paint the large house sign on the façade and the sign on the signpost a similar shade of dark green. The proposed lettering would be bright orange and white. This is out of keeping with the appearance of the surrounding period houses and the Conservation Area generally. Moreover the signs are to be illuminated, which means there would be no respite from this visual onslaught even after dark.

The Design & Access/Heritage Statement submitted with the application claims:

Impact:

The impact on the building, and wider street scene will be a positive one. The proposed signage would be mainly like for like replacements for the existing signage which due to age and weathering do not reflect the importance of the asset.

Conclusion:

The proposal is considered to cause no adverse harm to the property or the Surrounding Conservation Area which would be preserved. The proposals are therefore considered to meet the objectives of the NPPF concerning development in an historic context and meet the requirements of relevant local planning policy.

The NPPF S. 197 requires local authorities in determining applications for development to take into account the desirability of the new development making a positive contribution to local character and distinctiveness. In the present case the proposed signage and dark green painting of the building would detract from the value of this section of North Hill as part of the Highgate Conservation area, and detract from the appearance of this part of the village.

Haringey's own online Planning Permission in Conservation Areas require it to take into account the need to preserve or enhance the area's special character, and not damage the character of the Area as a whole. We therefore urge Haringey to refuse consent to this application in respect of the advertisements.

Yours sincerely,

Arlene Polonsky,
Highgate Society Environmental and Planning Committee

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