

Officer's Report

Application Number	HGY/2022/3984
Type	Consent to display an advertisement
Location	The Bull Public House, 13 North Hill, Hornsey, London, N6 4AB
Proposal	Installation of replacement signs including 1 x post mounted sign, 1 x house name sign painted onto front elevation, 1 x wall mounted menu case; 2 x lanterns, 2 x removeable hanging chalk boards, and 1 x directional sign painted on to wall.
Case Officer	Ben Coffie
Valid Date	16/11/2022
Applicant	MR PETIFER
Agent	Mrs Gillian Shepley

RECOMMENDATION

Approve with Conditions

1. PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

1.1 The proposed development is for the installation of replacement signs to include 1x sign written house name and the installation of signs to include 1x post mounted pictorial, 1x sign written house name, 1x menu case, 2x removable amenity boards, 1x set of sign written directional text.

ITEM 01 (QTY 01) Double sided hanging sign to new timber clad steel post. Featuring:

- Steel clad timber frame.
- 15mm plywood panel.
- Softwood 70x40 timber trim.
- Signwritten display.
- LED Trough light finished RAL9005 with warm white illumination
- New 150mm2 steel post with 235mm2 thick timber clad to post to existing location.

ITEM 02 (Qty 01) SIGNWRITTING Signwritten House Name. Featuring:

- Hand painted display.
- 3No brass cowl lights, W/W LEDs

ITEM 03 (Qty 01) MENU CASE Non Illuminated Brass A4 menu case. Featuring:

- Visual area inlined by 10 mm.
- 50 mm frame.

ITEM 05 (Qty 02) REMOVABLE CHALKBOARDS Single sided removable chalkboards. Featuring: 2mm Aluminium panel finished RAL 9005 32mm Bullnose trim finished RAL 9005 Painted Chalkboard Area Hooks to hand/remove from front wall

ITEM 08 (Qty 01) SIGNWRITTING Signwritten text & arrow. Featuring:

- Signwriting in Mylands

- BEDFORD SQUARE No. 2295.

Site description

The site is a two storey Grade II listed pub fronting on to North Hill in the Highgate Conservation Area. It has a stucco front with bay windows and parapet. The building dates from the 18th century. It has undergone some alterations (for example to windows), but retains much of its character.

Relevant Planning and Enforcement history

N/A

2. CONSULTATION RESPONSE

2.1 The following were consulted regarding the application:

- LBH Transportation Group- no comments received
- Highgate CAAC- objections relate to the choice of colour and mainly works to the listed building which is under other applications.
- Highgate Society- objections to the illumination of signs and colours of the signs.

Local Representations

2.1 The application has been publicised by way of 24 letters and a site notice. No representations have been received from neighbours, local groups, etc in response to notification and publicity of the application.

3. REASONS FOR GRANTING PERMISSION

3.1 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.

3.2 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.

3.3 The revised NFFP (2021) states in Paragraph 132 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.”

3.4 The main considerations in the assessment of this application are therefore amenity and public safety in respect of the Council’s Development Plan Document Policies DM1, DM3 and DM8.

Impact on amenity

3.5 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.

3.6 Policy DM8 supports advert 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.

3.7 The proposed house name (Hand painted display, 3No brass cowl lights, W/W LEDs) is a replacement sign, however, would not represent and incongruous feature to the host building. The proposals would result in the introductions of external signs, the prominent being the hanging to be located in front of the building and measuring approximately 1690mm in height and 1366mm in width and with LED Trough light finished RAL 9005 with warm white illustration. The other signs include removable chalkboards, sign writing text and menu case which are non-illuminated.

3.8 The proposed signs would not create a visual clutter and the illuminated signs would have acceptable illumination levels and would pose no issues in terms of light pollution affecting adjoining occupiers. None the less the LPA will condition the maximum luminance of the illuminated signs, as well as ensuring that the images that are displayed are not intermittent. The goals of these conditions would be to ensure protection of neighbouring amenity.

The number, size, materials, style and proportions of the proposed signage are entirely suitable for a building of this age and type. It would not cause harm to the character and appearance of the listed building or the Conservation Area. The proposed signage would not therefore adversely impact the visual amenity of the area.

Highway safety

3.9 Policy DM8 goes on to stat that all adverts should be designed and sited so as not to cause a hazard to pedestrians or road users under. The Council needs to be convinced that the proposal while attracting attention would not endanger vehicle users.

3.10 The replacement signage would not present any issues in terms of highway and pedestrian safety due to their location and illumination.

Conclusion

3.11 The proposed signage would not result in any detrimental impact in relation to the character and appearance of the area, highway and pedestrian safety.

3.12 Advertisement consent can therefore be granted for the reasons set out above. The details of the decisions are set out in the RECOMMENDATIONS below.

Conditions:

- 1 A. That the display of the advertisement (s) shall be permitted for a period of five years from the date of this decision.

B. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition.

C. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

D. Where any advertisement is required under these regulations to be removed, the site shall be left in a condition that does not endanger the public.

E. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

F. No advertisement shall be sited or displayed so as to-

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: The conditions are imposed by virtue of the Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 The development hereby permitted shall be carried out in complete accordance with the approved plans and drawings listed in this decision notice, other than where those details are altered pursuant to the conditions of this planning permission.

Reason: For the avoidance of doubt and in the interests of proper planning.

- 3 The maximum steady brightness of the illumination of the advertisement(s) shall not exceed 300 candelas per square metre during hours of darkness in accordance with Institute of Lighting Professionals best practice guidance.

Reason - To accord with Policy DM3: Public Realm and DM23: Environmental Protection of the Development Management DPD 2017 as an advertisement of greater brightness would be unduly obtrusive and would be detrimental to the amenity of the area.

- 4 The illumination of the advertisement(s) shall not at any time be intermittent.

Reason - To safeguard local visual and residential amenity and to prevent the distraction of road users in the vicinity in accordance with Policy DM3: Public Realm of the Development Management DPD 2017.