

Officer's Report

Application Number	HGY/2022/2706
Type	Consent to display an advertisement
Location	11-13, Park Road, London, N8 8LA
Proposal	Advertisement consent for 2x externally illuminated fascia signs.
Case Officer	Mercy Oruwari
Valid Date	21/09/2022
Applicant	Mr Mehmet Sahbudak
Agent	ADA GROUP

RECOMMENDATION

Approve with Conditions

1. PROPOSAL

1.1 Advertisement consent for 2x externally illuminated fascia signs.

2. RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

3. PROPOSED DEVELOPMENT AND LOCATION DETAILS

3.1 Proposed development

This is an application for the replacement of existing fascia sign with two new externally illuminated fascia signs.

3.2 Site and Surroundings

The subject site is 2x ground floor retail units which are part of a parade of shops located within a secondary frontage in the Crouch End Town center. The site is located within the Crouch End conservation area but does not fall within the curtilage of a listed building.

3.3 Relevant Planning and Enforcement history

The most recent planning history of the site includes:

- HGY/2022/2705 - New shopfront including canopy and internal amalgamation of commercial units (No 11 and 13) to create large cafe/juice bar. Pending
- UNW/2022/00108 – Unauthorised placement of timber structure/planters. Case closed – timber structure removed.

4. CONSULTATION RESPONSE

4.1 The following were consulted regarding the application:

Transportation Team:

- No objections.

Conservation Team:

- The proposals would result in the reinstatement of historic features and materials and would restore a sense of consistency within the streetscene. Overall, the proposals would enhance the character and appearance of the Crouch End Conservation Area. As such, there are no objections.

5. LOCAL REPRESENTATIONS

5.1 The application was published by way of 0 letters to neighbouring properties.

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: 0

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.

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 NPPF (July 2018) 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.”

The main considerations in the assessment of this application are therefore amenity and public safety. In this respect DM 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.

6.1 Impact on Amenity

The proposal replaces the fascia sign above the shopfront of both units with a two new externally illuminated fascia signs which will not have any visual impact on the character of the area. The

signs would also be in keeping with the general character and pattern of signage along this frontage. Therefore, the signage overall is considered acceptable.

6.2 Public safety

The proposal does not present any concerns over public safety.

6.3 Conclusion

The proposed signage is considered acceptable and an improvement to the existing subject to conditions.

All other relevant policies and considerations, including equalities, have been taken into account. Planning permission should be granted for the reasons set out above. The details of the decision are set out in the RECOMMENDATION

7.0 RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to the following condition(s)

Conditions:

- 1 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.

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 - 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.