

Officer's Report

Application Number	HGY/2023/0073
Type	Consent to display an advertisement
Location	38 The Broadway, Hornsey, London, N8 9SU
Proposal	Display of new fascia signage with external halo lighting
Case Officer	Tania Skelli
Valid Date	23/01/2023
Applicant	Mr Aly-Khan Thobani
Agent	miss Lucy Potter

RECOMMENDATION

Approve with Conditions

2. REPRESENTATIONS

2.1 No representations were received in response to notification and publicity of the application.

3. REASONS FOR GRANTING PERMISSION

3.1 The subject site is a three storey terraced property on the right side of the Crouch End Broadway designated primary shopping frontage/ area. The site backs onto Rose Place. The property includes a commercial unit on the ground floor and a residential flat in the upper floors.

3.2 The site is located within the Crouch End conservation area and does not fall within the curtilage of a listed building.

3.3 The most recent planning history for this site is as follows:

- HGY/2202/4405 Planning application to remove existing aluminium & glass shopfront and replace with new traditional shopfront - Under consideration

3.4 Permission is sought for new shopfront signage (size) with halo lit lettering.

3.5 The proposed new signage is considered to contribute towards the enhancement of the host building as well as the architectural quality of the local townscape and conservation area. The proposed lighting is of reasonable illumination levels and suitable for a conservation area. Therefore, the local character and visual amenity of the area will be protected and enhanced.

3.6 The proposal does not raise any public safety concerns.

3.7 The proposed development is in general accordance with Policy DM8 and policy SP11 of Haringey's Local Plan Strategic Policies 2017. The proposed development also accords with the relevant policies of the London Plan 2021 and the NPPF.

3.8 All other relevant policies and considerations, including equalities, have been taken into account. Planning permission should be granted for the reasons set out above.

GRANT PERMISSION subject to conditions

Conditions:

- 1 Before the advertisement(s) hereby approved is/are displayed, the existing advertisements shall be removed.

Reason: In order to prevent the excessive proliferation of obsolete signs to the detriment of the amenity of the area.

- 2 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.