

Officer's Report

Application Number	HGY/2022/3516
Type	Consent to display an advertisement
Location	1, Crouch End Hill, London, N8 8GA
Proposal	Application for display of 2no. externally illuminated fascia lettering signs, 2no. externally illuminated projecting signs, 1no. non illuminated above door sign, and 2no. externally illuminated door plaques at the main entrance.
Case Officer	Eunice Huang
Valid Date	07/10/2022
Applicant	Alan Browning
Agent	Alan Browning

RECOMMENDATION

Approve with Conditions

1. CONSULTATION

1.1 The following were consulted regarding the application:

- LBH Conservation Officer
- LBH Transportation Group

No responses were received.

2. REPRESENTATIONS

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

3. THE PROPOSAL

3.1 The proposal seeks permission for business signage, composed of:

- 3 no. fascia signs (1442mm by 496mm) externally illuminated by spotlights
- 2 no. projecting signs (600mm by 600mm) attached to the fascia of the building, externally illuminated by trough lighting
- 3 no. window vinyl signs
- 2 no. wall signs (300mm by 400mm) located adjacent to the building entrance
- 1 no. lintel sign (1019mm by 280mm)

The signage design for all of the above comprises the text "Streathers Solicitors" in black and white colour scheme.

4. REASONS FOR GRANTING PERMISSION

4.1 The application site relates to a commercial premises in a two storey building located on the junction of Crouch Hill, Crouch End Hill and The Broadway, within Crouch End District Centre. The building is identified as a Positive Contribution Building within Crouch End Conservation Area.

4.2 The planning history of the site has been taken into account when coming to this decision.

- HGY/2021/2548 - Removal of external ATM, Night Safe and all existing signage for closure of retail bank. Reinstatement of stone where ATM and Night Safe are removed. Grant permission.
- HGY/2019/2029 - Removal of 1no. ATM and reinstatement of elevation to match existing (Class use A2). Grant permission.
- HGY/2019/1247 - Installation of 1no. 1500mm high non-illuminated acrylic sign to cover redundant ATM. Grant permission.
- HGY/2015/1992 - Display of 3 x non-illuminated fascia signs, 2 x non-illuminated hanging signs, 2 x non-illuminated acrylic signs and 1 x non-illuminated nameplate sign. Grant permission.
- HGY/2015/0958 - Display of 5x internally illuminated fascia signs, 2x internally illuminated hanging signs and 1x non-illuminated clear acrylic panel sign. Refused.
- HGY/2013/2423 - Non-material amendment to planning permissions HGY/2013/1864 & HGY/2013/1865 to replace 2no. existing external ATM machines with new model. Grant permission.
- HGY/2013/1865 - Display of 2 x internally illuminated fascia signs, 1 x non-illuminated fascia sign, 2 x internally illuminated hanging signs, 1 x non-illuminated aluminium / acrylic sign and 2 x internally illuminated aluminium / acrylic signs. Grant permission.
- HGY/2013/1864 - Alterations to existing shopfront. Grant permission.
- HGY/2004/1921 - Display of 1 x internally illuminated projecting sign and 3 x fascia signs. Refused.
- HGY/2004/0167 - Erection of external ramp to facilitate access for disabled with associated lighting. Grant permission.
- HGY/2003/0675 - Installation of internally illuminated fascia and projecting signs. Other minor signage to cashpoint. Grant permission.
- HGY/2002/1234 - Display of internally illuminated fascia and projecting signs to front elevation with additional minor signs to frontage. Refused.
- HGY/2001/0804 - Provision of exterior ramp for disabled access, removal of obscured glass to ground floor windows and replace with clear glass. Install new automatic sliding doors. Install light above entrance doors. Withdrawn.

4.3 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.

4.4 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.

4.5 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.”

4.6 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.

Impact on amenity

4.7 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.

4.8 The proposed scale, siting and neutral colour scheme of the advertising signage is sensitive to the appearance of the existing building and surrounding street scene. The size, placement and amount of signage is comparable to the bank signage previously approved in 2015– Ref: HGY/2015/1992.

4.9 Illumination is limited to external lighting. The spotlights and trough lighting would not cause any significant degree of glare or light spillage to nearby residential properties in terms of light pollution.

4.10 The signage in relation to the host building is acceptable and will not harm the visual amenity of the area or the character and appearance of the conservation area.

Highway safety

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

4.12 The proposal will not cause distraction to road users using the adjacent highway.

5. CONCLUSION

5.1 The proposed signage as amended is considered acceptable in relation to this building not harming the architectural character of the host building or the visual amenity and appearance of the conservation area.

5.2 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

GRANT PERMISSION subject to conditions

1. The approved plans comprise: Drawings dated 05.10.22. The development shall be completed in accordance with the approved plans except where conditions attached to this planning permission indicate otherwise or where alternative details have been subsequently approved following an application for a non-material amendment.

Reason: In order to ensure the development is carried out in accordance with the approved details and in the interests of amenity.

2. 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.

3. 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.

Conditions:

- 1
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 - 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.
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