

Officer's Report

Application Number	HGY/2023/0506
Type	Consent to display an advertisement
Location	1 Surgery, Dukes Avenue, Hornsey, London, N10 2PS
Proposal	Application for advertisement consent to display 1no. projecting sign and 1no. display board sign.
Case Officer	Sabelle Adjagboni
Valid Date	21/02/2023
Applicant	-
Agent	Mr Chris Jones

RECOMMENDATION

Approve with Conditions

PROPOSED DEVELOPMENT AND LOCATION DETAILS

This is an application for the consent to display an advertisement for 1.no non-illuminated projecting sign and 1no. non-illuminated display board sign.

SITE AND SURROUNDINGS

The subject site is a semi-detached two storey building, situated on the northern side of Duke's Avenue. The site lies within the Muswell Hill conservation area but does not fall within the curtilage of a listed building. Most of the buildings around the site are residential with some having commercial units on the ground floor.

RELEVANT PLANNING AND ENFORCEMENT HISTORY

The most recent planning history of the site is as follows:

HGY/2022/2761 | Certificate of lawfulness for the existing use of the whole building within the E Use Class and to confirm that the use of the building has been in breach of conditions 4 and 5 of permission ref: HGY/25755 (OLD/1982/0323) for a period of over 10 years and that these conditions are therefore no longer enforceable. | Granted

HGY/2004/1217 | Erection of single storey extension to provide one additional consulting room to doctor's surgery. | Granted

HGY/1993/1038 | Details pursuant to condition regarding landscaping attached to planning permission HGY/44807 for erection of single storey side extension and provision of ramped access to doctors' surgery. | Granted

HGY/1992/0263 | Erection of single storey side extension and provision of ramped access to doctor's surgery. | Refuse

OLD/1982/0324 | Change of use from residential to doctors surgery with retention of part as residential, including extension to rear. | Granted

LOCAL REPRESENTATIONS

The Transport Planning Unit of the London Borough of Haringey as well as the Conservation team were consulted for this application, and no objections to the proposal were received.

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 2021) states in Paragraph 136 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:

- Contribute to a safe and attractive environment;
- 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;
- Avoid unsightly proliferation or clutter of signage in the vicinity;
- Not cause a hazard to pedestrians or road users, including by siting and design;
- Be sited to avoid visual intrusion of light pollution into adjoining residential properties;
- Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

IMPACT ON AMENITY

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.

The overall proposed height of the new external metal display board is 1.8m, the width is 1.25m and the depth is 0.45m. The sign board is non-illuminated. On the other hand, the new external metal projecting sign is 0.35m in diameter and is also non-illuminated.

The proportions of the proposal are considered to be acceptable and proportional to the host building. Given the modest height and size, of the display board and projected sign, they will not obstruct views internally or externally from the building. Therefore, the impact on the neighbours is limited and the local character and visual amenity of the area will be protected.

Furthermore, the signs will not be illuminated, further minimising any impact on the amenity of nearby residents. Therefore, it is deemed that there will be no material loss of privacy to neighbouring properties. The proposal is acceptable in amenity terms.

PUBLIC SAFETY

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 under. The Council needs to be convinced that the proposal while attracting attention would not endanger vehicle users.

The proposed advertisement here does not represent a traffic hazard nor do any of the signs impede pedestrian flow/ affect safety. The size and location of signs are functional signage relating to the established use of this site.

IMPACT ON THE CONSERVATION AREA

Policy DM3 supports advert proposal on the condition that they 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.

The existing site already has an existing extruded metal wall-mounted sign. The proposed sign will be about the same size. The additional board sign is considered to be acceptable and would not detract from the character of the conservation area.

CONCLUSION

Overall, it is considered that the signs as proposed would not be harmful to the amenity of the area and would not cause a public safety danger and are therefore in accordance with the relevant national policy guidance and there are no material considerations which would warrant a decision being taken at variance to this.

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

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.