



Officer Report

Application Number:	HGY/2023/1472
Application Type:	Listed building consent (Alt/Ext)
Address:	30 Highgate High Street, Hornsey, London, N6 5JG
Proposal:	Listed Building Consent for painting of the shopfront and fascia in 'Farrow & Ball Railings Black' paint . And for the installation of the following advertisement/signage: 2 x halo Fascia text and recessed light line; 2 branded awnings – which are a direct replacement of existing; 1 externally illuminated projection sign – which is a direct replacement of existing; 1 internally illuminated delivery sign behind the glazing.
Case Officer:	Sarah Madondo
Valid Date:	15/06/2023
Applicant:	MR ROB WELLER
Agent:	Mrs Natalie Edwards

RECOMMENDATION

Approve with Conditions

Proposed development

Listed Building Consent for painting of the shopfront in Farrow & Ball Railings and fascia in black.
Installation of signage comprising of:-
2 x halo Fascia text and recessed light line
2 non illuminated awnings – which are a direct replacement of existing
1 externally illuminated projection sign – which is a direct replacement of existing
1 internally illuminated delivery sign behind the glazing

Site & Surroundings

The subject property is situated on the northern side of Highgate High Street close to the junction with Townsend Yard and Bisham Gardens situated in the Highgate Conservation Area. No. 38-30 Highgate High Street is part of the group of 24-40, Highgate which is grade II listed and is located within the Highgate Conservation Area. The premises is also a designated grade II listed building. The building is currently occupied by Pizza Express which comprises of a row of terraced 3 storey buildings which commercial use on the ground floor and residential/office use on the upper floor.

MATERIAL PLANNING CONSIDERATIONS MATERIAL PLANNING CONSIDERATIONS

Impact on Listed Building / Conservation Area

The application site is a Grade II Listed Building therefore the Council require that the proposal preserves or enhances the historic character and qualities of the building, respects the character and appearance of the listed building and does not adversely affect the setting of the listed building. English Heritage have no comments to make however the Council feel that the proposal will result in a proliferation of advertisement and signs that would contribute clutter to the building.

As noted above the subject property is a Grade II listed building and as such, there is a legal requirement for its protection. The primary legislation relating to the conservation of historic environment is the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended by the Planning and Compensation Act 1991 and the Planning and Compulsory Purchase Act 2004. The 1990 (LBCA) Act requires local planning authorities to “have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest” (Sections 16 (2) and 66(1), and to pay “special attention to the desirability of preserving or enhancing the character and appearance of conservation areas” (Section 72).

The requirements of Local Plan policy SP12 ‘Conservation’ and adopted policy DM9 ‘Alterations to Listed Buildings’ apply in this case, as well as the guidance contained in SPG2. Policy DM9 states that it is required that alterations and extensions to listed buildings to:

- be necessary and not detrimental to the architectural and historical integrity and detailing of a listed building’s interior and exterior;
- relates sensitively to the original building; and
- not adversely affect the setting of a listed building

The proposal has been amended since submission such that the roundel has been omitted and the conservation officer is now in support of the application. The applicant has confirmed that all the existing signage will be removed which is welcomed as it would avoid a proliferation of signage to the front of the building. A condition would be imposed to ensure the removal of the existing poster box and takeaway sign/frosted vinyl on the window prior to the installation of the proposed takeaway and delivery signage. The proposal also includes the repainting of existing shopfront, including the pilasters /consoles in white and black is considered to be acceptable as it would not have an impact on the significance of the listed building or the Conservation Area.

The conservation officer states that although the aluminium fascia is not generally considered to be appropriate for a listed building, particularly on one with a C19 shopfront, however the existing sign is an aluminium panel with applied metal letters. Accordingly, whilst the proposed fascia does not take the opportunity to improve the existing situation it would not cause any more harm than the existing. Similarly, the fascia lighting proposed would have a similar impact as the existing. In terms of the proposed awnings, except for their colour and lettering on the canvas itself, would be the same as the existing and would have a neutral impact on the identified heritage assets. Similarly, the hanging sign is located in the same position and is proposed to be of a similar size and style and would have a neutral impact on the identified heritage assets.

The proposed takeaway/delivery sign is larger than the existing illuminated sign, however, there is no associated poster box underneath and the amended plans no longer propose a large roundel from the scheme which is welcomed. Overall, the proposed signage would reduce the visual clutter to the shopfront as it would consolidate the existing signage.

Representation has been received from the Highgate Advisory Conservation Committee has been noted. As stated above the proposal has been revised since submission, a condition would be imposed for the removal of the existing poster box and takeaway sign/frosted vinyl on the window prior to the installation of the proposed takeaway and delivery signage and overall the

conservation officer considers that the proposed works would have neutral impact on the listed and the conservation area.

Conclusion

Overall, the proposed works would be considered to have a neutral impact on the significance of 28-30 Highgate High Street and the Highgate Conservation Area.

Conditions:

- 1 The development to which this permission relates must be begun no later than three years from the date of this decision notice, failing which the permission shall be of no effect.

Reason: This condition is imposed by virtue of Section 91 of the Town and Country Planning Act 1990 and to prevent the accumulation of unimplemented planning permissions.

- 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.

- 4 Prior to the installation of the new takeaway sign, the existing frosted window vinyl and existing takeaway sign and poster box shall be removed.

Reason: In order to safeguard the special architectural or historic interest of the building consistent with Policy HC1 of the London Plan 2021, Policy SP12 of the Haringey Local Plan 2017 and Policy DM9 of The Development Management DPD 2017.

- 5 All new finishes and works of making good shall match existing original work adjacent in respect of materials used, detailed execution and finished appearance, except where indicated otherwise on the drawings hereby approved or as required by any condition.

Reason: In order to safeguard the special architectural or historic interest of the building consistent with Policy HC1 of the London Plan 2021, Policy SP12 of the Haringey Local Plan 2017 and Policy DM9 of The Development Management DPD 2017.