



Officer Report

Application Number:	HGY/2023/1468
Application Type:	Consent to display an advertisement
Address:	30 Highgate High Street, Hornsey, London, N6 5JG
Proposal:	Advertisement consent for the display of 2 x halo Fascia, 2 x non illuminated awnings, 1 externally illuminated projection sign and 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

Advertisement consent for the display of 2 x halo Fascia, 2 x non illuminated awnings, 1 externally illuminated projection sign and 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

Impact on Listed Building / Conservation Area

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

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.

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).

Impact on Amenity

Permission is sought for the display of of 2 x halo Fascia, 2 x non illuminated awnings, 1 externally illuminated projection sign and 1 internally illuminated delivery sign behind the glazing. The proposal has been amended since submission such that the roundel has been omitted and the conservation officer is supportive 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 an 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. Furthermore, it is considered that the advertisement is of an appropriate nature and scale for the shopfront and would reflect the commercial character of their surroundings. The advertisement would not be detrimental to the amenity of the area.

Representation has been received from the Highgate Advisory Conservation Committee which 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 building and the conservation area.

Public safety

Transportation team have been consulted and advises that following the submission of revised drawings which indicate that the projection of the awning has been reduced to 1.5m, together with previous response from the applicant that the footway is approximately 2.2m wide, would provide the required minimum 0.45m clearance from edge of carriageway. Transportation do not have any further transport objections to this application. Therefore, officer considers that the adverts signs would not impede on pedestrian flow/safety. Furthermore, given the size and location of signs it is not anticipated that the proposed signage will cause a traffic hazard.

Conclusion

The proposed development is considered to comply with Policy DM1, DM9 & DM12 of the Development Management Development Plan Document (Adopted July 2017), and Policy SP11 and SP12 of Haringey's Local Plan Strategic Policies (Adopted 2017). It also accords with the relevant policies of the London Plan 2021.

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

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.

- 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.

- 3 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.

- 4 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.