



Officer Report

Application Number:	HGY/2023/1695
Application Type:	Consent to display an advertisement
Address:	98 Fortis Green Road, Hornsey, London, N10 3HN
Proposal:	Advertisement consent for the installation of 1x fascia sign and 1x projecting sign in relation to application HGY/2023/0678 (change of use).
Case Officer:	Mercy Oruwari
Valid Date:	27/06/2023
Applicant:	3
Agent:	Mr Martin Heaton-Cooper Mr Elie Osborne

RECOMMENDATION

Approve with Conditions

3. PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

This is an application for the replacement of existing fascia and projecting signs with new a fascia and projecting sign (externally illuminated). The application was amended during the application process changing the form of illumination, as shown in the amended plans.

Site and Surroundings

The subject site is the ground floor retail unit of a 3 storey building which is part of a parade of shops located within the District Town Centre of the Muswell Hill area. The site is located within the Muswell Hill conservation area but does not fall within the curtilage of a listed building.

Relevant Planning and Enforcement history

The most recent planning history of the site includes:

- HGY/2023/0678 - Change of use of ground floor premises from music shop (use class E (a)) to educational centre use (class F1 (a)), and replacement signage with internally illuminated signage.
Granted

4. CONSULTATION RESPONSE

Transportation Team: - No comments

Conservation Team: - No comments

5. LOCAL REPRESENTATIONS

The application was published by way of 0 letters to neighbouring properties. The number of representations received from neighbours, local groups etc in response to notification and publicity of the application were as follows:

No of individual responses: 1

- The Muswell Hill and Fortis Green Association had concerns regarding the internal/LED illumination of the signage as this would be contrary to the design guidelines for shopfronts in Muswell Hill town centre which states that external illumination is to be used. (Officer comment: The internal/LED illumination element of the proposal has been revised and has been omitted).

6. 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 (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.”

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

The fascia sign is considered acceptable in size, scale, siting and colour choice, being sensitive to the appearance of this building and being very similar to the previous signage. The sign would be lit by swan neck lighting as such being externally illuminated, similar to other forms of signage found on the retail parade. Equally the projecting box sign will not be internally illuminated and is considered acceptable in size and siting. The signage here, as amended, will not affect the character and appearance of the conservation area, leaving it preserved.

Public safety

The proposal does not present any concerns over highway or pedestrian safety.

Conclusion

The proposed signage is considered acceptable in terms of amenity and public safety. Advertisement consent should be granted for the reasons set out above.

7. RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to the following condition:

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.