



# Officer Report

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| <b>Application Number:</b> | <b>HGY/2023/0463</b>                                                                              |
| <b>Application Type:</b>   | <b>Consent to display an advertisement</b>                                                        |
| <b>Address:</b>            | 808-812 High Road, London N17                                                                     |
| <b>Proposal:</b>           | Advertisement Consent to display non-illuminated fascia plaques to Nos. 808 and 810/812 High Road |
| <b>Case Officer:</b>       | Samuel Uff                                                                                        |
| <b>Valid Date:</b>         | 16/02/2023                                                                                        |
| <b>Applicant:</b>          | Mr Richard Serra                                                                                  |
| <b>Agent:</b>              | James Beynon                                                                                      |

## **RECOMMENDATION**

**Approve with Conditions**

## **REPORT FOR CONSIDERATION UNDER DELEGATED POWERS**

### **PROPOSED DEVELOPMENT AND LOCATION DETAILS**

#### **Proposed development**

This is an application for circular plaques to be displayed to no.808 and 810/812 High Road only. There are other plaques shown in the file, which the applicant has omitted from the application for advertisement consent, on the basis that they have deemed consent (as detailed in Appendix 1 of the cover letter)

#### **Site and Surroundings**

The site contains attractive four storey Georgian buildings. At nos.808 and 810/812, which are Grade II\* listed.

#### **Relevant planning history**

HGY/2017/1182 (810-812 High Road) Listed Building Consent for change of use, restoration and repair works and the erection of a single-storey rear extension to permit a multifunctional, flexible occupation (Sui Generis) to include a mix of uses within Use Classes D1, A3 and B1; demolition of a rear wall structure; associated hard and soft landscaping; and other ancillary works Granted  
HGY/2020/1586 Listed building consent for internal and external alterations to 798-808 High Road, including the demolition of rear extensions Nos. 798, 800-802, 804-806 and 808 High Road; erection of new rear extensions to Nos. 798, 800-802, 804-806 and 808 High Road; and associated works Granted  
HGY/2020/1584 Full planning application for the erection of a four storey building with flexible A1/A2/A3/B1/D1/D2 uses; external alterations to 798-808 High Road; change of use of 798-808 High Road to a flexible A1/A2/A3/B1/D1/D2 uses; demolition of rear extensions to Nos. 798, 800-802, 804-806, 808 and 814 High Road; erection of new rear extensions to Nos. 798, 800-802, 804-806 and 808 High Road; hard and soft landscaping works; and associated works. Granted

HGY/2022/1642 (792-808 High Road) Section 73 application for a minor material amendment to the planning permission (ref: HGY/2020/1584) for the erection of a four storey building with flexible A1/A2/A3/B1/D1/D2 uses; external alterations to 798-808 High Road; change of use of 798-808 High Road to a flexible A1/A2/A3/B1/D1/D2 uses; demolition of rear extensions to Nos. 798, 800-802, 804-806, 808 and 814 High Road; erection of new rear extensions to Nos. 798, 800-802, 804-806 and 808 High Road; hard and soft landscaping works; and associated works. The proposal seeks to vary Condition 2 (Approved Plans) and Condition 31 (Cycle Parking). Amendments include relocation of proposed cycle store to the adjacent Sainsbury's car park site (no 28-48 Northumberland Park), with part of the approved cycle storage and refuse area to revert to flexible commercial space (use Class E) and installation of new substation; installation of level 03 link between the site and level 02 of Paxton Building; internal reconfiguration of stair core, approved commercial space and refuse storage; installation of additional substation; and associated works, as well as extended depth of proposed ground floor extension to no.808; associated basement excavation below the extension; and associated re-landscaping Granted

## **CONSULTATION RESPONSE**

The following were consulted regarding the application:

Internal:

- 1) LBH Transport: No objection
- 2) LBH Conservation – Comments for HGY/2023/0459 reflect support for the advertisements.

## **ANALYSIS/ASSESSMENT**

### **LOCAL REPRESENTATIONS**

The application was published by way of a site notice.

No comments 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 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**

#### *Visual Amenity*

The application site is within the Tottenham High Road Conservation Area and are Grade II\* Listed Buildings. The plaques would be tastefully designed and inform of heritage of the site. These are considered to preserve and enhance the character of the area and sit comfortably on the building facades. These have been assessed separately for the impact on the listed buildings and considered acceptable.

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

The proposed signage is non-illuminated and at fascia will not cause distraction to road users using the adjacent highway.

### **Conclusion**

All other relevant policies and considerations, including equalities, have been taken into account. Planning permission should be refused for the reasons set out above. The details of the decision are set out in the RECOMMENDATION

### **RECOMMENDATION**

GRANT ADVERTISEMENT CONSENT

#### **Conditions:**

- 1 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.

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  - 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.