



Officer Report

Application Number:	HGY/2023/1735
Application Type:	Consent to display an advertisement
Address:	21-23 The Broadway, London N8 8DU
Proposal:	Display of 2no. internally-illuminated projecting signs, 1no. internally-illuminated fascia sign, 1no. non-illuminated ATM surround sign, and 2no. non-illuminated window signs on The Broadway elevation.
Case Officer:	Eunice Huang
Valid Date:	21/07/2023
Applicant:	c/o Agent
Agent:	Tarleen Kaur

RECOMMENDATION

Approve with Conditions

1. CONSULTATION RESPONSE

1.1 The following response was received following consultation on the application:

1) LBH Conservation – The signage would broadly replace the existing and would have a neutral impact on the significance of the conservation area on this basis. However, the hanging/projecting signs are not the same as the existing– the existing are not internally illuminated. Internally illuminated signs are not considered to be appropriate within the Conservation Area. The internally illuminated projecting signs would be considered as an intrusive addition and cause harm to the significance of the Conservation Area.

If the internal illumination is removed from the plans, then the scheme would be considered to have a neutral impact.

2. LOCAL REPRESENTATIONS

2.1 No representations were received.

3. THE PROPOSAL

3.1 The proposal seeks permission for the display of business signage on The Broadway elevation of the retail premises, composed of:

- 2no. internally-illuminated projecting signs (950mm by 625mm)
- 1no. internally-illuminated fascia sign (5105mm by 800mm)
- 1no. non-illuminated ATM surround sign (935mm by 1490mm)
- 2no. non-illuminated window signs on The Broadway elevation (375mm by 675mm; and 225mm by 675mm).

The signage design for is generally composed of an orange, grey and white colour scheme. The fascia sign and projecting signs display the text “Sainsbury’s Local”.

4. REASONS FOR GRANTING PERMISSION

4.1 The application site relates to a ground floor retail premises in a four storey commercial located on the western side of The Broadway, within Crouch End District Centre. The building is a 1970s office block which is considered to be detrimental to the significance of the Conservation Area.

4.2 The planning history of the site has been taken into account when coming to this decision. Recent applications include the following:

- HGY/2023/1736 - Installation of plant equipment and new ATM, erection of ramp access to the rear, and display of advertisements on The Broadway elevation. – Valid 21/7/2023 – Under consultation at the time of this assessment.
- HGY/2016/1903 – Display of 1 x internally illuminated fascia sign, 2 x non-illuminated fascia signs, 1 x internally illuminated hanging sign, 1 x internally illuminated aluminium sign and 3 x non-illuminated aluminium signs. – Approved with conditions 08/8/2016.
- HGY/2015/0313 – New customer store exit to the front, new fire exit to the rear and new plant condensers on roof. – Approved with conditions 30/3/2015.
- HGY/2011/0832 – Display of 1 x internally illuminated fascia sign, 1 x non-illuminated fascia sign, 3 x aluminium frame signs, 1 x flat aluminium panel sign, 1 x vinyl sign and 1 x vinyl 'DDA vision dots' sign. – Approve with Conditions – 22/1/2013.

4.3 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.

4.4 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.

4.5 The revised NFFP (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.”

4.6 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

4.7 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.

4.8 The proposed adverts would be displayed on The Broadway, within Crouch End District Centre, which is populated by signage displays of a diverse range of designs and colour schemes, as characteristic for a commercial area.

4.9 The proposed scale, siting and colour scheme of the advertising signage does not detract from the appearance of the existing building and surrounding street scene. The size, placement and amount of signage is consistent in character to the signage displays at the subject site under previous planning permissions ref: HGY/2016/1903 and HGY/2011/0832. The proposal is also consistent with the display of signage on surrounding sites.

4.10 Internal illumination is proposed for one fascia sign, and two projecting wall signs. LBH Conservation Officer has objected to the use of internal illumination within the Conservation Area. However, there has been a recent history of approvals for internally illuminated signs for this site. Specifically, under planning permission ref: HGY/2016/1903, 1no. internally illuminated fascia sign and 1no. internally illuminated hanging sign was approved on The Broadway frontage. Under planning permission ref: HGY/2011/0832, approval was granted for 1no. internally illuminated fascia sign.

4.11 The proposed illuminated 'Sainsbury's Local' fascia sign replaces the previous illuminated 'Co-Op' fascia sign in the same position. One 'Sainsbury's Local' projecting wall sign is positioned in the same location as the previous 'Co-Op' projecting sign. The second proposed projecting wall sign is recessed underneath the overhang of the subject building; in this case it would not be overly obtrusive within the street scene.

In this existing context, the proposed internal illumination would be acceptable and preserve the character of the Conservation Area.

4.12 It is considered that the proposed signage relates appropriately to the host building. It will not harm the visual amenity of the area or the character and appearance of the conservation area.

Highway safety

4.13 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.

4.14 The proposal will not cause distraction to road users using the adjacent highway.

5. RECOMMENDATION

GRANT PLANNING PERMISSION subject to conditions.

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.

- 2 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.

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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.