



Officer Report

Application Number:	HGY/2023/1570
Application Type:	Consent to display an advertisement
Address:	St James's Church Of England Primary School, Woodside Avenue, Hornsey, London, N10 3JA
Proposal:	Display of 1no. non-illuminated sign to front elevation and 2no. non-illuminated signs to side elevations of school tower.
Case Officer:	Eunice Huang
Valid Date:	14/06/2023
Applicant:	Ms Geraldine Gallager
Agent:	

RECOMMENDATION

Approve with Conditions

1. CONSULTATION RESPONSE

1.1 No consultation responses were received.

2. LOCAL REPRESENTATIONS

2.1 The application has been publicised by way of letters. 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
Objecting: 1
Supporting: 0

2.2 The following issues were raised in representations:

- Objection to illumination and height of signage due to impact upon nearby wildlife in Highgate Wood, residential properties and adjoining conservation area.

2.3 The front elevation signage was originally proposed to be internally illuminated. The applicant revised the scheme on 1 September 2023 to amend the front elevation signage to be non-illuminated.

3. THE PROPOSAL

3.1 The proposal seeks permission for the display of school signage on the front and side elevations of the school tower at St James's Church of England Primary School. 3no. signs are proposed, with the text "St James C of E Primary School" in a white and red colours scheme. The signage on the front and side elevations are identical, measuring 2800mm (width) by 1570mm

(height). The signage would have a height of 11.38m above existing ground level at its highest point. The proposal also includes the painting of tower masonry in a burgundy colour.

4. REASONS FOR GRANTING PERMISSION

4.1 St James School is a primary school, with nursery. It is located on the west side of the Borough approximately half a mile north of Highgate and half a mile to the south west of Muswell Hill. The site measures approximately 0.9 hectares in area. It extends 80m along Woodside Avenue which forms part of the northern boundary. A Thames Water pump house and a tennis court are situated to the north on the western side of the site. The eastern boundary which is 60m in length adjoins an access road which separates the site from the neighbouring residential care home (Cranwood House) and townhouses. The southern boundary which is approximately 140m in length and which is designated as a Green Chain adjoins Highgate Woods. The woods are designated Metropolitan Open Land. The western boundary which is 50m in length, adjoins a sub-station and the woods.

4.2 The site comprises school buildings and associated hard surfaced play and circulation areas and grassed areas. The main school building, which is 75m in length and up to 22m in depth extends across the middle of the site and it has hard surfaced play areas to each side and a grassed area to the rear.

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

- HGY/2023/1238 - New main entrance and single storey front extension, alterations to car parking, and landscaping works at existing school. – Approved with conditions 07/08/2023.
- HGY/2015/2804 – Extend the existing Assembly Hall with a brick block cavity wall to match existing to provide additional amenity and storage space – Approved 19/11/2015.
- HGY/2014/0567 – Erection of a single storey temporary classroom building – Approved 17/4/2014.
- HGY/2012/1305 – Erection of single storey front extension – Approved 22/8/2012.

4.4 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.

4.5 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.

4.6 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.”

4.7 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

4.8 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.

4.9 The proposed adverts would be displayed on the Woodside Avenue frontage of the school. The signage replaces an existing cross that has been installed on the front façade of the school tower.

4.10 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 signage is suitably scaled for the existing school tower, which is recessed 34m from the street boundary. The signage is non-illuminated to mitigate impact upon neighbouring residential properties and the wildlife of Highgate Woods. Hence, the signage would not be overly obtrusive within the street scene.

4.11 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 adjacent conservation area.

Highway safety

4.12 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.

4.13 The signage 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 advertisements displayed shall not be illuminated.
- D. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
- E. 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.
- F. 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.
- G. 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.