



Officer Report

Application Number:	HGY/2023/1736
Application Type:	Full planning permission
Address:	21-23 The Broadway, London N8 8DU
Proposal:	Installation of plant equipment and new ATM, erection of ramp access to the rear, and display of advertisements 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. PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed Development

1.1 The application is for the installation of plant equipment and new ATM, erection of ramp access to the rear, and display of advertisements on The Broadway elevation.

Site and Surroundings

1.2 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.

Relevant Planning and Enforcement History

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

HGY/2023/1735 – 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. – Approved with conditions 15/09/2023.

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.

2. CONSULTATION RESPONSE

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

1) LBH Conservation – No. 21-33 is a 1970s office block which is considered to be detrimental to the significance of the Conservation Area. The rear of the building is currently in use as a service yard with plant and other equipment – the proposed alterations at the rear would not cause any additional harm to the Conservation Area. The signage would broadly replace the existing and would have a neutral impact on the significance of the conservation area on this basis, provided they are not internally illuminated.

3. LOCAL REPRESENTATIONS

3.1 The application has been publicised by way of letters, site notice and press advert. No responses were received.

4. MATERIAL PLANNING CONSIDERATIONS

4.1 The main planning considerations raised by the proposed development are:

1. Principle of development;
2. Design and appearance; and
3. Impact on neighbouring amenity.

Principle of development

4.2 The proposed plant equipment, ATM, access ramp and advertisement development is consistent with the existing retail use of the site. The development is thus acceptable in principle.

Design and appearance

4.3 London Plan (2021) policies emphasise the importance of high-quality and seek to optimise site capacity through a design-led approach. Policy D3 'Delivering good design' states that development proposals should enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to street hierarchy, building types, forms and proportions.

4.4 Local Plan Policy SP11 (2017) and Development Management Development Plan Document (DPD) Policy DM1 seek to secure the highest standard of design which respects local context and character to contribute to the creation and enhancement of Haringey's sense of place and identity. DPD Policy DM1 'Delivering High Quality Design' requires development proposals to meet a range of criteria having regard to the following: building heights; form, scale and massing prevailing around the site; urban grain; sense of enclosure and where appropriate following existing building lines; rhythm of neighbouring or local regular plot and building widths; active, lively frontages to public realm; and distinctive local architectural styles, detailing and materials.

4.5 The proposed plant equipment and access ramp is located within the existing service yard to the rear of the building, on the Crouch Hall Road frontage. The proposed plant equipment includes a two fan condensing unit, new air-conditioning units to replace existing and a re-fridge unit within acoustic housing. The proposed plant equipment would be enclosed within a new timber hit-and-

miss fence gate, on the northern side of the service yard. The proposed development at the rear of the site is of a suitable scale and appearance in the context of the existing service yard of the retail use. The new and replacement plant equipment will not appear incongruous given the given the existing plant equipment in this location. The proposed fence and gate provides screening of the plant equipment to create a more orderly appearance from the Crouch Hall Road frontage.

4.6 The proposal includes the installation of a new ATM and advertisements on The Broadway elevation. The ATM and advertisements would be compatible with the existing commercial character of the existing retail shopfront and The Broadway. Advertisement consent has been granted for the display of this signage under planning permission HGY/2023/1735. The scale and design of the ATM and signage would not detract from the character of the Conservation Area.

4.7 The proposal is considered acceptable in design terms and is in accordance with the above policies.

Impact on neighbouring amenity

4.8 London Plan Policy D6 outlines that design must not be detrimental to the amenity of surrounding housing, in specific stating that proposals should provide sufficient daylight and sunlight to surrounding housing that is appropriate for its context, while also minimising overshadowing. London Plan Policy D14 requires development proposals to reduce, manage and mitigate noise impacts.

4.9 DPD Policy DM1 'Delivering High Quality Design' states that development proposals must ensure a high standard of privacy and amenity for the development's users and neighbours. The Council will support proposals that address issues of vibration, noise, fumes, odour, light pollution and microclimatic conditions likely to arise from the use and activities of the development.

4.10 Policy DM23: Environmental Protection states that the Council will seek to ensure that new noise sensitive development is located away from existing or planned sources of noise pollution. Proposals for potentially noisy development must suitably demonstrate that measures will be implemented to mitigate its impact. A noise assessment will be required to be submitted if the proposed development is a noise sensitive development, or an activity with the potential to generate noise.

4.11 The Council will seek to ensure that new developments both minimise noise pollution and appropriately manage its impact. Noise sensitive development (such as housing, schools and health facilities) should be located away or appropriately separated from major sources of noise. The Council will expect that mitigation measures are considered and incorporated into the design process prior to the submission of an application.

4.12 The existing retail food store is located in a mixed residential and commercial area. The proposed plant equipment is located in the existing rear service yard, in which existing plant equipment is sited. Surrounding residential properties are dwellings are located to the south, west and north of the plant.

4.13 The applicant has submitted a Noise Impact Assessment. In accordance with BS: 4142:2014 'Methods for rating and assessing industrial and commercial sound' guidance, the Assessment provides an initial estimate of noise impact associated with the new plant equipment at the nearest noise sensitive receptor. The nearest noise-sensitive residential receptors are approximately 22m south, and 25m north-west from the nearest plant item. All other dwellings are at greater distances or benefit from greater screening.

4.14 The Assessment illustrates that the most noise sensitive receivers were calculated to have a background sound level of 43db during the daytime, and 34dB during the night. It is proposed that the BS 4142:2014+A1:2019 rating level due to the new plant, at the nearest residential windows, is at least 5 dBA below the representative background sound level during the day and night, subject to a lower limit of 30 dBA. The proposed plant limits are therefore 38db at daytime hours and 30dB at night-time hours.

4.15 Plant noise levels have been predicted at the nearest residential façades. Acoustic wall lining is proposed to control acoustic reflections from the southernmost AC units. Plant noise has been predicted at a level of 35dB to 38dB during daytime hours, and 25dB at nighttime hours. This meets the proposed criteria of 38db at daytime hours and 30dB at night-time hours for acceptable plant noise limits.

4.16 On this basis, the proposed development is considered to be acceptable in environmental noise terms and in accordance with the above policies

4.17 No objections have been received from public consultation.

5. CONCLUSION

5.1 The proposal is considered acceptable in design and noise impact terms, in accordance with the Policies D3, D6 and D14 of the London Plan 2021, and DM1 and DM23 of the Development Management DPD.

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

6. RECOMMENDATION

GRANT PLANNING PERMISSION subject to conditions.

Conditions:

- 1 The development to which this permission relates must be begun no later than three years from the date of this decision notice, failing which the permission shall be of no effect.

Reason: This condition is imposed by virtue of Section 91 of the Town and Country Planning Act 1990 and to prevent the accumulation of unimplemented planning permissions.

- 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 The development hereby approved shall be constructed and maintained thereafter in accordance with the Plant Noise Impact Assessment prepared by Noise Solutions Ltd (Project Reference 91468, Revision 1, Revised 20 June 2023).

Reason: To ensure the development maintains an acceptable level of noise on site in

compliance with Policy DM23 of the Development Management DPD and Policy D14 of the London Plan 2021.

Informatives:

INFORMATIVE: Land Ownership

The applicant is advised that this planning permission does not convey the right to enter onto or build on land not within their ownership.

INFORMATIVE: Hours of Construction Work

The applicant is advised that under the Control of Pollution Act 1974, construction work which will be audible at the site boundary will be restricted to the following hours:-

8.00am - 6.00pm Monday to Friday

8.00am - 1.00pm Saturday

and not at all on Sundays and Bank Holidays.