

Crouch End is an excellent example of a late-Victorian/early Edwardian suburban development created from the last quarter of the 19th century until the start of the First World War. The area was built up in phases but has a cohesive character. The pre-1914 development resulted in the creation of a new middle-class suburban community complete with shops, places of worship and entertainment. The houses reflected the eclectic design approach of the time, borrowing from different traditions and fully exploiting the early use of prefabricated or machine-made components such as windows, porches and other architectural details. The shopping parades blend a mix of architectural styles and details to create impressively long and architecturally cohesive street frontages.

The change to external illumination is welcomed, however the style and number of signage is still considered harmful to the significance of the Conservation Area and the internally illuminated projector sign still raises concerns.

It is noted that the elevation for the building does not appear to match it as built, in terms of the location/height of the stone plinth. The other sign on the building, shown in the provided photos, does not appear to benefit from consent.

The consented signage shown in the examples page are all on shopfronts which have facias for signage or have a single sign over the door to the business. However, the development site does not have a traditional shopfront with a designed fascia, pilasters etc. The original building was designed as a funeral parlour in the 1930s, which is why it does not have a shop frontage. The traditional shopfronts, particularly those on the Victorian/Edwardian buildings within the centre and the distinction between the buildings with and without these elements is an important part of the significance of the Conservation Area and its history.

There is not scope for the number and style of signage on this building as what is proposed. Fascia signs are not a designed in element for this building and the result is a very cluttered appearance, with the signage overwhelming the elevation(s) of the building. The signage has not been designed to sit well within the building on which they are situated or its features and would represent a poor standard of design. Importantly it also erodes the distinction between the shopping parades, and those not designed in this manner. Accordingly, the proposed signage and its cumulative impact would be considered to cause less than substantial harm to the significance of the Crouch End Conservation Area as a poor standard of design which erodes part of the essential characteristics of the centre of Crouch End, and the distinction if its shopping parades and other building types which create an attractive streetscape. Conservation does not support this proposal.

NPPF paragraph 136, 199, 200 and 202 and local plan policy DM9 would apply.