



Officer Report

Application Number:	HGY/2026/1450
Application Type:	Consent to display an advertisement
Address:	4 Topsfield Parade, London, N8 8PR
Proposal:	Advertisement consent to display 1no. Fasic sign, 1no. shopfront decal and 1 no. awning replacement fabric with logo.
Case Officer:	Ben Coffie
Valid Date:	20/05/2026
Applicant:	Sourdough Sophia
Agent:	- Rhind

RECOMMENDATION

Approve with Conditions

1. Site location

The application site relates to a commercial unit, located on the eastern side of Topsfield Parade, Tottenham Lane. The application site is located within the Crouch End Conservation Area and is located within a Primary Shopping Frontage.

The building is located within the Crouch End Conservation Area. 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.

2. Description of Proposal

The applicant is seeking advertisement consent for the display of 1no. Fasic sign, 1no. shopfront decal, 1no. shopfront decal and 1 no. awning replacement fabric with logo.

3. Relevant Planning and Enforcement history

The most recent applications for advertisement consent are summarised as follows:

HGY/1997/1589,

Address: 4, Topsfield Parade, Tottenham Lane, London, N8 8PR, London

Proposal: Alterations to existing shopfront to replace existing windows with four glazed panels.,

Decision Date: 11 November 1997

Decision: Approve with Conditions

HGY/1997/1595,

Address: 4, Topsfield Parade, Tottenham Lane, London, N8 8PR, London

Proposal: Conservation Area Consent for alterations to existing shopfront.,

Decision Date: 11 November 1997

Decision: Approve with Conditions

HGY/2008/1991,

Address: 4, Topsfield Parade, Tottenham Lane, London, N8 8PR, London

Proposal: Change of use of first floor office unit to self-contained two bedroom flat.,

Decision Date: 10 November 2008

Decision: Approve with Conditions

HGY/2012/1960,

Address: 3, Topsfield Parade, Tottenham Lane, London, N8 8PR

Proposal: Change of use of ground floor from A1 (retail) to A2 (financial and professional services),

Decision Date: 5 December 2012

Decision: Refuse

HGY/2016/2044,

Address: 4, Topsfield Parade, Tottenham Lane, London, N8 8PR

Proposal: Display of 1 x externally illuminated fascia sign,

Decision Date: 16 August 2016

Decision: Approve with Conditions

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Conversation: No objections

5. Local Representations

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: 0

Objecting: 0

Supporting: 0

6. Assessment of planning issues

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 NFFP (2024) states 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 respect of the Council's Local Plan Policies as outlined below.

Amenity

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.

Policy DM8 supports advertisements 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.

The proposal would result in the fascia signage following the removal of existing signage is considered to be appropriate in this commercial environment whilst reducing the visual clutter on the existing shop front.

The shopfront is modern however it retains its pilasters, original cornice and the fascia is considered the appropriate size. The proposed works would repaint the signage, shopfront and fascia and would retain the historic features of the building. No changes to the illumination are proposed and the proposed sign is of an appropriate scale within the fascia.

Recovering the existing awning will not change its impact on the shopfront and therefore is considered acceptable.

The new vinyl decal to be put on the door glazing will be in matt metallic gold. The vinyl decal considered to be of acceptable appearance and material composition as well as sympathetically sized.

The proposed signage is considered sensitive to the character and appearance of this building and the retail function of this street. As a result, the character and appearance of the conservation area would be left preserved.

Public safety

Local Plan Policy DM2 seeks to ensure safe and accessible pedestrian routes and for proposals to not impede pedestrian permeability. In relation to advertisements Policy DM3 and DM8 seeks to ensure these do not cause a hazard to pedestrians or other road users. London Plan policy D8 also relates to pedestrian safety and states that applications which seek to introduce unnecessary street furniture should be refused.

The Council therefore needs to be convinced that pedestrian movement is not impeded with such development and that it does not attract attention which may endanger vehicle users.

The signage does not raise any safety concerns given it is the same scale as the current fascia signage.

The proposed signage would not interfere with the use of the adjacent shops and traffic signage.

The proposed signage is of the same scale to the current signage and as such there would be no adverse impact on the adjacent street/main road.

There is no illumination of the signage and therefore the proposal would not affect public safety with regards to lighting conditions,

The signage would not generate any obstruction to pedestrian movement on adjacent footway and as such there would be no consequence for the flow of pedestrians, including wheelchair and disabled users.

7. Conclusion

For the reasons outlined above, the proposed signage is found to be acceptable in terms of amenity and public safety. The signage would not harm the character and appearance of the conservation area or listed building. There is no conflict with any national, London or Local Plan policy and the application should therefore be approved.

8. Recommendation

It is therefore recommended that this application be APPROVED in accordance with the following conditions:

Conditions:

- 1
 - A. 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.

- 3 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.

Approved plans list: 09-01 A

Reason: For the avoidance of doubt and in the interests of proper planning.

Informatives:

INFORMATIVE : Owners Consent. The applicant is advised that it is a condition of every consent granted that before displaying any advertisement, the permission of the owner of the land or other person entitled to grant permission must be obtained. To display any advertisement without this permission is an offence, open to immediate prosecution.