



Officer Report

Application Number:	HGY/2026/1188
Application Type:	Consent to display an advertisement
Address:	Old Station House, 7A Coppetts Road, Hornsey, London, N10 1NN
Proposal:	Display of 1 x non illuminated free standing sign.
Case Officer:	Nathan Keyte
Valid Date:	22/04/2026
Applicant:	Mrs Linda Symons
Agent:	Mr - Avery

RECOMMENDATION

Approve with Conditions

1. SITE AND SURROUNDING

The application site comprises two detached single-storey buildings, known as Old Station House, which have historically been in employment use. The site is located on the western side of Coppetts Road within the Muswell Hill Conservation Area, occupying a position on its western edge. The site occupies a modest plot within an established residential neighbourhood and is situated close to the junction of Coppetts Road and Creighton Avenue.

The surrounding area is characterised by late Victorian and Edwardian housing, generally two storeys in height, with modest front gardens and mature boundary planting that contribute to a strong sense of enclosure and a leafy residential character.

The site itself differs from the prevailing residential pattern owing to its historic commercial use and single-storey form. The existing buildings are set behind a forecourt area comprising predominantly hardstanding, with mature trees positioned within both front corners of the site. The site frontage is defined by a low brick wall and associated planting, while the side boundaries are enclosed by timber fencing.

2. PROPOSED DEVELOPMENT

This application seeks advertisement consent for a freestanding sign associated with the proposed nursery operation at Old Station House. The signage also forms part of the wider development proposals considered under planning application HGY/2026/1143, which is being assessed separately.

Whilst planning permission and advertisement consent sit within the planning system, they are governed by different legislative regimes and are subject to different tests. Advertisement consent can only be assessed having regard to the effects of the proposal on amenity and public safety.

Furthermore, certain categories of advertisements benefit from deemed consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, meaning express

consent is not always required where prescribed criteria are met. The assessment below has been undertaken having regard to those statutory requirements.

3. RELEVANT SITE HISTORY

OLD/1957/0117,

Address: 7 A, Coppetts Road, N10

Proposal: Conversion of Gas Sub-station into builders offices and store and two new stores.,

Decision Date: 24 July 1957

Decision: Approve with Conditions

OLD/1960/0595,

Address: 7 A, Coppetts Road, N10

Proposal: Office addition to builders store.,

Decision Date: 8 August 1960

Decision: Refuse

OLD/1978/0196,

Address: 7 A, Coppetts Road, N10

Proposal: 16/6/78 Removal of temporary storey shed & extend and alter existing garage/store.,

Decision Date: 22 August 1978

Decision: Approve with Conditions

OLD/1979/0808,

Address: 7 A, Coppetts Road, N10

Proposal: 29/12/78 Conversion of garage/store to office/store and create new first floor directors office/meeting rooms.,

Decision Date: 27 February 1979

Decision: Refuse

OLD/1982/0961,

Address: 7 A, Coppetts Road, N10

Proposal: 7/11/82 Use of premises for car repairs.,

Decision Date: 21 December 1982

Decision: Refuse

OLD/1984/1000,

Address: 7 A, Coppetts Road, N10

Proposal: 13/12/83 Use of part of garage as an office.,

Decision Date: 19 June 1984

Decision: Refuse

HGY/1990/0645,

Address: 7a, Coppetts Road, London, N10, London

Proposal: Change of use of existing garage/warehouse to office use involving internal and external alterations.,

Decision Date: 29 January 1991

Decision: Approve with Conditions

HGY/2026/1143,

Address: Old Station House, 7A Coppetts Road, Hornsey, London, N10 1NN

Proposal: Erection of new boundary treatment; resurfacing of the forecourt; installation of nursery play equipment; freestanding sign; changes to front elevation door.

Decision Date: Pending at time of writing

Decision: Pending at time of writing

4. CONSULTATION RESPONSES

The following were consulted regarding the application:

LBH Transportation Group: No objection raised.

LBH Conservation Officer: Concerns raised regarding sign size and style. [Officer note: the applicant has since revised the sign and stated this benefits from deemed consent under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007].

5. LOCAL REPRESENTATIONS

There is no statutory duty to undertake public consultation on an express or deemed consent advertisement application. A site notice was erected near to the site publicising the application, in addition to the signage being included within the plans submitted for planning application HGY/2026/1143.

The number of representations received from neighbours, local groups, etc in response to publicity of the application were as follows:

Objections: 10

Support: 5

Representations: 0

The objections regarding the signage are summarised as follows:

- Sign contributes to visual commercialisation of the site and erodes established residential appearance and character of the street scene.
- Absence of free standing signs in the area.
- Sign to be assessed alongside other changes proposed to the site, as part of HGY/2026/1143.
- Inconsistencies within submitted drawings regarding orientation and positioning of the sign.

6. ASSESSMENT

Regulation 3(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that applications for advertisement consent be assessed having regard only to 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 considerations.

The National Planning Policy Framework (2024) states at Paragraph 141 that the quality and character of places can suffer when advertisements are poorly sited or designed and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Whilst the agent has subsequently advised that the revised signage would meet the requirements for deemed consent under the Advertisement Regulations, as an application for express advertisement consent was initially submitted and remains before the Council for determination this new signage is being considered via this route. Equally for the purposes of the planning register and enabling interested parties to understand how the proposal has been assessed, the signage has been considered via the express advertisement consent process. The principal considerations in the determination of this application are therefore its impact on amenity and public safety, having regard to the relevant legislation together with national and local planning policies.

Impact on Amenity

Policy DM3 (Public Realm) of the Development Management DPD requires advertisements to be of a high-quality design, contribute positively to the public realm, avoid visual clutter and be sensitive to the character of their surroundings, particularly within Conservation Areas. Policy DM8 similarly supports advertisement proposals where they are of a high quality, sensitive to their setting and do not result in visual intrusion.

The proposed freestanding sign has been amended and reduced in scale during the course of the application. The sign would have a display area of approximately 0.7 sq.m and an overall height of approximately 2.9 metres when measured relative to the adjacent footpath level. It would be non-illuminated and positioned within the forecourt behind existing and proposed landscaping.

The site is located within the Muswell Hill Conservation Area and considerable weight has therefore been given to the effect of the proposal on its character and appearance. In this regard, the sign is modest in scale and limited in its visual prominence. The proposal would provide identification for the nursery use without appearing unduly dominant within the street scene. The presence of existing and proposed landscaping would further soften its appearance when viewed from the public realm.

The Council's Conservation Officer initially raised concerns regarding the scale and appearance of the signage. However, following amendments to the proposal and a reduction in its size, Officers are satisfied that the sign would not result in visual clutter or harm the character and appearance of either the site or the wider Conservation Area.

Having regard to its scale, design, location and non-illuminated nature, the proposal is considered to preserve the character and appearance of the Muswell Hill Conservation Area and would not result in material harm to visual amenity. The proposal therefore accords with Policies DM3 and DM8 of the Development Management DPD.

Public Safety

Policy DM2 seeks to maintain safe and accessible pedestrian routes, whilst Policies DM3 and DM8 require advertisements not to create hazards for pedestrians, cyclists or highway users. London Plan Policy D8 similarly seeks to ensure that development does not adversely affect pedestrian movement or safety.

The proposed sign would be modest in scale, non-illuminated and located wholly within the application site. It would not project into the public highway, obstruct pedestrian routes or impede visibility for drivers, cyclists or pedestrians. Nor is it considered likely to distract road users to an extent that would prejudice highway safety.

The proposal would not result in any obstruction to pedestrian movement along the adjoining footway and would have no adverse consequences for accessibility, including for wheelchair users, people with mobility impairments or those with visual impairments.

Accordingly, the proposed signage is considered acceptable in respect of public safety

7. CONCLUSION

For the reasons set out above, the proposed advertisement is considered acceptable having regard to the statutory tests of amenity and public safety contained within the Advertisement Regulations. The sign is modest in scale, non-illuminated and appropriately located within the site

frontage. It would not harm visual amenity, result in visual clutter, prejudice public safety or harm the character and appearance of the Muswell Hill Conservation Area.

The proposal is therefore considered to comply with the relevant provisions of the Advertisement Regulations, the National Planning Policy Framework, the London Plan and the Haringey Development Management DPD. Advertisement consent should therefore be granted

8. RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to the condition below:

Conditions:

- 1 Advertisement consent is granted subject to the following conditions:
 - A. That the display of the advertisement 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.