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Development Management
Placemaking and Housing, London Borough of Haringey
10 Station Road
Walton Street
N22 7TY

14 July 2026

Submitted via Planning Portal: PP-14962673

Dear Neil,

St Mary's Church of England Primary School, N8 7QN

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

On behalf St Mary's Church of England Primary School, ('the applicant'), please find enclosed an application for consent to display an advertisement at St Mary's Church of England Primary School, N8 7QN. Specifically, advertisement consent is sought for:

"Display of two non-illuminated school signs to the southern facade"

In support of this application, in addition to this covering letter please find enclosed the following:

- *Site Location Plan (prepared by OpenStudio Architects);*
- *Completed application form for advertisement consent;*
- *Design and Access Statement (prepared by OpenStudio Architects);*
- *STM_PE_01 Existing Approved Site and Context Plan (prepared by OpenStudio Architects);*
- *STM_PE_02 Existing Approved Site Elevations (prepared by OpenStudio Architects);*
- *STM_PE_03 Existing Approved Floorplans (prepared by OpenStudio Architects);*
- *STM_PE_04 Existing Approved South Façade and Section (prepared by OpenStudio Architects);*
- *STM_PP_01 Proposed Signage Site and Context Plan (prepared by OpenStudio Architects);*
- *STM_PP_02 Proposed Signage Site Elevations (prepared by OpenStudio Architects);*
- *STM_PP_03 Proposed Signage Floorplans (prepared by OpenStudio Architects), and*
- *STM_PP_04 Proposed Signage South Façade and Section (prepared by OpenStudio Architects).*

The requisite application fee of £265.00 (incl. £91.00 Service Charge + VAT) has been paid online via the Planning Portal under reference *PP-14962673*.

Site Context

St Mary's Church of England Primary School is located within the administrative area of the London Borough of Haringey (Haringey Council). The site fronts Rectory Gardens, with both vehicular and pedestrian access to the school being provided from here.

The site does not comprise Statutory or Locally Listed Buildings nor is it situated within a Conservation Area, albeit Hornsey High Street Conservation Area is situated directly adjacent to the south of the site.

To the south of the site are Rectory Gardens and the High Street which are both located within the Hornsey High Street Conservation area. To the east and north of the site are located 2-3 storey terraced houses with rear gardens that border onto the school property. To the west of the site two apartment buildings of 4 stories are located: Camfrey Court which overlooks Rectory Gardens and Priory Road to the south and the newer Pollard Court located adjacent to the bowling green with rear gardens backing onto the bowling green alley. The Hornsey Bowling Club is located to the north west of the site with a pedestrian access path to the south onto Rectory Gardens that runs parallel to the school's west boundary.

Planning permission was granted on 27th April 2026 for a series of minor alterations to the existing school building (Ref. HGY/2026/0557). The approved scheme includes measures to address longstanding overheating issues on the south-facing façade through the installation of a new canopy and façade screening system. There are no further applications of relevance at the site.

There is currently no signage at the front of the school building, resulting in wayfinding and accessibility challenges.

Proposed Advertisements

The proposed development comprises the installation of two non-illuminated signs on the southern façade of the main school building. The supporting design document prepared by OpenStudio Architects details the appearance and location of the proposed advertisements. The purpose, dimensions and materials of each of the proposed signs are as follows:

- 1. Upper Signage – “ST MARY’S N8”

Size: 11425 x 1000 mm

Specification: Fabricated individual flat-cut letters, 1000mm high, manufactured from powder-coated aluminium and finished in RAL 6005. Letters to be mounted on horizontal steel support rails fixed back to the façade structural columns. Support rails to be finished in RAL 5024. Note: signage non illuminated.

- 2. Lower Signage – “Church of England Primary School”

Size: 3800 x 1290 mm

Specification: 1 no. powder coated aluminium signage panel finished in RAL 6010, with white painted lettering. Panel to be mounted on concealed horizontal rails and securely fixed to the façade's structural columns, with all fixings fully concealed. Note: signage non illuminated.

Planning Assessment

As per the provisions of the [Town and Country Planning \(Control of Advertisements\) \(England\) Regulations 2007 \(as amended\)](#), In determining this application for advertisement consent, LB Haringey will consider only two issues - amenity and public safety.

Design and Amenity

The term "amenity," as it is typically applied, concerns the visual and auditory impact of the advertisement on the immediate neighborhood. This includes the perception of the advertisement by those passing by or residing in the area.

The Planning Practice Guidance and the Communities and Local Government '*Outdoor advertisements and signs: a guide for advertisers*' notes that '*where there are large buildings or main highways, for example in an industrial or commercial area of a major city, the planning authority may grant consent for large advertisements which would not adversely affect visual amenity in the neighborhood of the site*'.

As identified, St Mary's N8 is situated directly adjacent to Hornsey High Street Conservation Area. Policy DM1 'Delivering High Quality Design' notes that development should avoid harmful impacts to neighbouring buildings and local character as well as ensure a high standard of amenity is achieved for residents and users, including in relation to light pollution. In this context, the proposed signage is modest in scale, non-illuminated, and proportionate to the host building. Its design responds to the architectural composition of the school's newly updated façade and does not introduce visual clutter or compete with the historic character of the adjacent conservation area. The absence of illumination is particularly important in ensuring that the amenity of the conservation area, including views in and out of it, are preserved. As such, the proposal accords with Policy SP12 'Conservation' of the Haringey Local Plan: Strategic Policies as it does not have an adverse impact on the setting of the Conservation Area.

Public Safety

The above mentioned legislation and guidance states that public safety includes all the considerations which are relevant to the safe use and operation of all forms of transport (including pedestrians) on land, water, and in the air.

The location, size and contents of the proposed signage is such that it will not give rise to any adverse impacts in respect of public safety. The signage will be beneficial to all highway users. It will provide clear and consistent signage which will make it easier for pedestrians, cyclists, and drivers by maintaining a simple, legible form that enhances wayfinding without detracting from the building's appearance or the wider streetscape. In addition, it is clear by the location of the signage that the signage will not hang over the public highway.

Summary

We trust that you have enough information to determine this application, but should you require clarification of any element, or any additional information, then please do not hesitate to contact me at the contact details at the header of the letter.

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Yours sincerely,

James Middleton

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