



Officer Report

Application Number:	HGY/2026/1790
Application Type:	Consent to display an advertisement
Address:	Restaurant, 2 Highgate High Street, Hornsey, London, N6 5JL
Proposal:	Installation of ground floor shopfront signage, comprising a new fascia sign and a new projecting sign.
Case Officer:	Ben Coffie
Valid Date:	24/06/2026
Applicant:	Mr Jonathan Ransom
Agent:	Miss Natasha Dawson

RECOMMENDATION

Approve with Conditions

1. Site Location

The application site occupies a prominent position on the eastern side of Highgate High Street close to the top of Highgate Hill, forming the first commercial unit encountered when approaching Highgate Village from the south. The premises adjoin Stanhope House, a modern building with commercial accommodation at ground floor level. Together, these buildings are visually and historically distinct from the principal retail frontage further north on the Haringey side of Highgate High Street, where commercial units are predominantly located within older historic buildings, many of which are listed. While the site lies within the Highgate Conservation Area, neither the application building nor Stanhope House is a listed building.

To the south of the application site, the adjoining property fronting Highgate Hill is a listed building, with this set back from the highway behind a landscaped front garden. The application site is located within Highgate Conservation Area.

2. Description of Proposal

The proposal relates solely to advertisement consent for a new signage scheme associated with the existing commercial premises. No planning application has been submitted for alterations to the shopfront itself, as the proposed works are confined within the parameters of the existing shopfront and comprise refurbishment and repainting works that do not require planning permission. Furthermore, no change of use is proposed, with the ground floor operating as an established Class E commercial use.

The proposal comprises:

- New halo illuminated built-up fascia lettering.
- A new double-sided projecting sign fixed to the existing sign bracket.
- A new internally illuminated lozenge sign located behind the shopfront glazing.

- Refurbishment and repainting of the existing shopfront, including a muted ochre colour finish to the ground floor frontage and associated branding elements.

The upper floors of the building, including the existing white rendered finish, will remain unchanged.

3. Relevant Planning History

The most recent relevant planning history is summarised below:

HGY/2026/1721 – Installation of seven new external air conditioning condenser units on the flat roof of the commercial premises. Approved 12/06/2026.

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Transportation Group: No objection.

LBH Design Officer – No objection.

LBH Conservation Officer - No objection.

5. Local Representations

The number of representations received in response to consultation were as follows:

- No. of individual responses: 0
- Objecting: 2
- Supporting: 0

Objections were received from the Highgate Society and the Highgate Conservation Area Advisory Committee. The concerns raised can be summarised as follows:

- Proposal would fail to preserve or enhance the character and appearance of the Highgate Conservation Area.
- Site occupies a prominent gateway location within Highgate Village and therefore requires a particularly sensitive design response.
- Proposed colour scheme and branding were considered overly prominent and visually intrusive.
- Yellow colour shown within the submitted visualisations is considered harmful to the character of the Conservation Area and the setting of nearby heritage assets.
- Insufficient regard had been given to the setting of nearby listed buildings.
- Concerns were raised regarding parking demand and highway impacts associated with the operation of the veterinary practice. (Officer comment: not a material planning consideration).

6. Assessment of Planning Issues

Regulation 3(1) of the Town and Country Planning (Control of Advertisements) Regulations 2007 requires applications for advertisement consent to be assessed in the interests of amenity and public safety, taking account of the provisions of the Development Plan and any other material considerations.

The National Planning Policy Framework (NPPF) seeks development that responds positively to local character and context and conserves the significance of heritage assets. Policy DH2 of the Highgate Neighbourhood Plan requires development proposals to preserve or enhance the character and appearance of Highgate's Conservation Areas and respect the setting of heritage assets.

Amenity & heritage

Policies DM3 (Public Realm) and DM8 (Advertisements) of the Development Management DPD require advertisements to be of a high-quality design, sensitive to the host building and surrounding townscape, particularly within conservation areas.

The application site occupies a prominent position within the Highgate Conservation Area. During the assessment process, concerns were raised regarding the appearance of the proposed colour treatment, with the submitted visualisations suggesting a relatively bright yellow finish. In response, the applicant provided further clarification and colour specifications confirming that the proposed finish would comprise a muted ochre tone. Officers are satisfied that the original visualisations overstated the prominence of the colour and that the clarified specification provides a more accurate basis upon which to assess the proposal.

The proposal largely retains the existing shopfront arrangement, with the principal changes relating to signage and colour treatment. The existing shopfront is of a modern design and is not considered to make a positive contribution to the significance of the Conservation Area. Accordingly, the proposed alterations are considered primarily as modifications to an existing modern frontage rather than changes to a historic shopfront.

The proposed fascia sign comprises individual built-up letters with halo illumination rather than a fully internally illuminated fascia panel. As such, illumination would be limited to a subtle glow behind the lettering. The proposed lettering is modestly scaled in relation to the overall shopfront and fascia and would not dominate the frontage or appear excessively prominent within the street scene.

Having regard to the character and age of the host building, together with its commercial use and location on Highgate High Street, officers consider halo illumination to be an appropriate and restrained form of illumination. The proposal would provide a level of visibility commensurate with the commercial function of the premises whilst avoiding the visual dominance often associated with internally illuminated fascia signs.

The wider context is an important consideration. To the left of the application site is a modern commercial building of contemporary character, whilst to the right is a listed building which is set back from the street behind a boundary wall and planting. Given this relationship, together with the modest scale of the proposed signage and the restrained nature of the halo illumination, the proposal would not compete with, detract from, or otherwise harm the significance or setting of the adjacent listed building.

Furthermore, the muted ochre finish would sit comfortably alongside the retained white render of the upper floors and the surrounding palette of brick and render within the streetscape. The projecting sign is modestly sized and typical of commercial premises within Highgate High Street, while the internally illuminated lozenge sign would be positioned behind the glazing and would not result in excessive visual clutter or light pollution.

Overall, the proposal is considered to represent a sympathetic enhancement to an existing modern shopfront and would preserve the character and appearance of the Highgate Conservation Area.

The development would not result in harm to the significance or setting of nearby listed buildings and is therefore compliant with Policies outlined above.

Public Safety

Policies DM2, DM3 and DM8 of the Development Management DPD seek to ensure that advertisements do not create hazards for pedestrians, cyclists or road users.

The proposed advertisements would be contained entirely within the existing shopfront and building frontage and would not project into the highway to an extent that would impede pedestrian movement. The projecting sign would be located in an established position and would be of a scale commonly found within commercial high streets.

The proposed advertisements would not obscure traffic signs, surveillance equipment, pedestrian crossing facilities, or other items of highway infrastructure. Furthermore, the halo illumination proposed to the fascia lettering would be relatively subtle and would not create excessive brightness or distraction for road users.

The concerns raised regarding parking demand and the operation of the veterinary practice relate to the use of the premises rather than the display of advertisements and are therefore not material considerations in the determination of this application.

Accordingly, the proposal is not considered to give rise to any concerns in respect of highway or pedestrian safety and is acceptable in terms of public safety.

7. Conclusion

As outlined above, the proposed advertisements are acceptable in terms of amenity and public safety. Officers are satisfied that the muted ochre shopfront and modest halo-illuminated fascia lettering would not appear unduly prominent and are appropriate to the building and its setting. The proposal would preserve the character and appearance of the Highgate Conservation Area and the setting of nearby listed buildings, in accordance with relevant planning policy. Accordingly, the application is recommended for approval.

8. Recommendation

GRANT ADVERTISEMENT CONSENT subject to the following conditions:

Conditions:

- 1
 - A. That 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.

- 2 The halo illuminated fascia lettering hereby approved shall not exceed a luminance of 200 cd/m² and shall be switched off between 11:00pm and 7:00am daily.

Reason: The condition is imposed by virtue of Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 in the interests of visual amenity and public safety.

- 3 The advertisements hereby approved shall be carried out and thereafter retained in accordance with the approved drawings and the colour scheme set out in the applicant's email dated 02 September 2026, namely:

- J002736 _A4_04 PROPOSED SHOPFRONT SIGNAGE DETAILS, J002736 _A4_00A PROPOSED SHOPFRONT
- Shopfront paint colour: Dulux Prairie Grass (35YY 61/431);
- Projecting sign panel: RAL 0758050;
- All other signage: Black;
- Awnings: Radiant Blinds, Docril Tweed Yellow 00075;

unless otherwise agreed in writing by the Local Planning Authority.

Reason: To ensure that the advertisements are implemented in accordance with the approved details and in the interests of visual amenity and the character and appearance of the conservation area.