



Officer Report

Application Number:	HGY/2026/2081
Application Type:	Consent to display an advertisement
Address:	St Marys Church Of England Junior School, Rectory Gardens, Hornsey, London, N8 7QN
Proposal:	Display two non-illuminated signs on the building's southern façade
Case Officer:	Neil McClellan
Valid Date:	22/07/2026
Applicant:	refer to company name
Agent:	CBRE Planning & Development Team

RECOMMENDATION

Approve with Conditions

SITE DESCRIPTION

St Mary's Church of England Primary School is a substantial largely 1960s structure with a maximum height of three storeys. The remainder of the site comprises playing fields, vegetation, and parking areas. Vehicle access is provided via Rectory Gardens.

The site is not a listed building, nor is it located within a conservation area. It is adjacent to the boundary of Hornsey High Street Conservation Area.

DETAILS OF PROPOSAL

Application for advertisement consent to display two non-illuminated signs on the building's southern façade, comprising:

Upper-Level Signage - Comprising individual flat-cut green powder-coated aluminium non-illuminated letters mounted on horizontal steel support rails fixed back to the façade's structural columns, spelling "ST MARY'S N8". The sign has been sized to sit within the façade's existing-coloured panels and will span the final three glazed bays at second-floor level.

Lower-Level Signage - Comprising a smaller green powder coated aluminium non-illuminated panel with white lettering, mounted on concealed support rails fixed back to the façade's structural columns, with all fixings concealed from view. Positioned within the final glazed bay at first-floor level, it will spell out "Church of England Primary School".

RELEVANT PLANNING AND ENFORCEMENT HISTORY

There have been a number of planning applications relating to this site, the most recent and relevant being:

HGY/2026/0557 – Planning permission granted for the installation of a new canopy and façade screening system along the south and west facing elevations of the main school building and minor ground-floor alterations including the installation of new doors within the west, south, and courtyard-facing west façades of the main building.

HGY/2026/0112 – Certificate of lawfulness granted for the erection of a new classroom under Class M of Schedule 2, Part 7 of the Town and Country Planning (General Permitted Development) (England) Order 2015.

PRE/2025/0204 – Application for pre-application advice for a range of work to the school, including the erection of a new nursery block.

HGY/2015/1265: Planning permission granted for four new classrooms in an extension on the first and second floor to the rear of the building and associated changes. The relevant pre-commencement conditions attached to this permission were discharged under application references HGY/2015/2584, HGY/2015/3114 & HGY/2015/3470. This development has been implemented.

HGY/2013/2087 – Planning permission granted for new entrance to existing school building.

Consultation

LOCAL REPRESENTATION

The application has been publicised by way of letters sent to neighbouring properties and by a site notice displayed opposite the school's main entrance.

No responses have been received.

MATERIAL PLANNING CONSIDERATIONS

Background

St Marys School Primary School currently operates across two sites: Church Lane (also known as St Mary's Infant School) and the Rectory Gardens Site, which is the subject of this application. In agreement with LBH's School's & Learning Service, the school is proposing to consolidate on to its Rectory Gardens Site.

Following pre-application advice provided by LBH's Planning Service, a certificate of lawfulness has been approved for the erection of a new freestanding classroom to the rear of the main building, and planning permission granted for a new canopy, a screening system to the school's southern façade and associated external alterations.

The school is now seeking advertisement consent for non-illuminated new signage.

Assessment

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 newly revised National Planning Policy Framework (NPPF), published on 17 August 2026, has removed the standalone policy paragraph regulating advertisements and outdoor billboards. In the previous versions of the framework (such as the December 2024 NPPF), Paragraph 141 specifically addressed advertisements, stating that the quality and character of places can suffer when they are poorly sited and designed. It dictated that advertisements should only be controlled in the interests of "amenity and public safety". The Government explicitly decided to strip this text out during the overhaul. Their reasoning was that the new NPPF is strictly designed to contain only core planning policy. Because the regulation of signage and billboards is already extensively governed by separate legislation and statutory instruments, as set out above.

The main considerations in the assessment of this application are therefore amenity and public safety. In this respect DM 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.

Impact on amenity

Policy DM8 supports advert 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 proposed adverts would be displayed on the school's Southern facade of the school, which faces Rectory Gardens and contains the school's main entrance.

Two sets of signage are proposed. At higher level, on the school's second floor's bottom fascia panel it is proposed that individual flat-cut green powder-coated aluminium letters mounted on horizontal steel support rails fixed back to the façade's structural columns, spelling "ST MARY'S N8". The sign has been sized to sit within the façade's existing-coloured panels and will span the final three glazed bays at second-floor level.

Beneath that sign on the first floors bottom fascial panel, a smaller sign is proposed comprising a green powder coated aluminium with white lettering, mounted on concealed support rails fixed back to the façade's structural columns. Positioned within the final glazed bay at first-floor level, it will spell out "Church of England Primary School".

None of proposed signage is to be illuminated.

The proposed scale, siting and colour scheme of the signage does not detract from the appearance of the existing building and surrounding street scene. The signage is suitably scaled for the existing school's main front façade. The signage is non-illuminated, and given its modest scale and simple subtle design, would not appear overly obtrusive within the street scene.

The signage is to be sited away from any nearby residential neighbours and therefore will have no materially harmful impact on neighbouring residential amenity.

It is considered that the proposed signage relates appropriately to the host building. It will not harm the visual amenity of the area or the character and appearance of the adjacent conservation area.

Highway safety

Policy DM8 goes on to state that all adverts should be designed and sited so as not to cause a hazard to pedestrians or road users under. The Council needs to be convinced that the proposal while attracting attention would not endanger vehicle users.

Given its relatively modest size of the proposed signage and its subtle design, with no illumination or moving parts/animation, it is not considered likely to cause distraction to road users using the adjacent highway.

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to conditions:

Conditions:

- 1 The development hereby permitted shall be carried out in complete accordance with the following approved plans, drawings and documents, other than where those details are altered pursuant to the conditions of this planning permission:

STM-PP-01 – Proposed Site & Context Plan;
STM-PP-02 – Proposed Southern Facade Elevations;
STM-PP-03 – Proposed First & Second Floor Plans;
STM-PP-04 – Proposed Southern Elevation & Section; &
Design and Access Statement (June 2026).

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

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 - 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 advertisements displayed shall not be illuminated.
 - D. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
 - E. 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.
 - F. 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.
 - G. 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.