



Officer Report

Application Number:	HGY/2022/4211
Application Type:	Consent to display an advertisement
Address:	3 The Broadway, Hornsey, London, N8 8DS
Proposal:	Retrospective application for display of 1no. non-illuminated fascia lettering sign and 1no. non-illuminated projecting sign.
Case Officer:	Mark Chan
Valid Date:	23/11/2022
Applicant:	Mr Alessandro Iovino
Agent:	Mr Aleksandar Stojakovic

RECOMMENDATION

Approve with Conditions

1. REPRESENTATIONS

1.1 No representation was received in response to notification and publicity of the application.

2. REASONS FOR GRANTING PERMISSION

2.1 The retrospective application site is a commercial unit at ground floor level of a three storey building located on the western side of The Broadway near the junction with Crouch Hill and Coleridge Road. The site is within the Crouch End Conservation Area. The premise is also located within the Crouch End Broadway (Primary Retail Frontage).

2.2 The planning history of the site has been taken into account when coming to this decision.

HGY/2022/2674 – Conversion of the first and second floor to 2 x flats in conjunction with the erection of a rear dormer, alterations to first floor terrace with associated screening and bike store; alteration to existing external rear stairs; alteration of existing first floor rear door and windows to create access; and creation of ground floor refuse storage area. Approved 22/02/2023.

HGY/2022/0773 – Display of new fascia and window signage. Refused 03/05/2022.

HGY/2021/2159 – New fascia and window signage. Approved 06/12/2021.

HGY/2009/1429 – Display of 1 x non-illuminated fascia sign, 1 x window vinyl sign, 1 x ATM header panel and 1 x letterbox cover plate. Approved 13/10/2009.

2.3 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.

2.4 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.

2.5 The revised NFFP (July 2021) states in Paragraph 136 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."

2.6 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

2.7 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.

2.8 As per the submitted plans, the retrospective application is for the display of timber fascia sign with acrylic letterings that would be non-illuminated and fixed to existing façade and the display of square shaped metal projecting sign that would be non-illuminated and fixed to the right-hand side of the existing façade. Given the signs would be non-illuminated, they are not considered to harm the residential amenities of the occupiers of the upper floor flats.

2.9 The fascia sign would be Cool Grey in colour and have light and dark brown and acrylic letterings. The letterings are modestly sized and single-lined and with the contrast of a light-coloured background and dark lettering, the fascia sign is not considered intrusive and visually cluttered. It is noted that the site is with a primary retail area with many shops and existing signs. Given the context and the fact that advertisement signs in this area is more varied, it is considered the proposal to be acceptable on balance.

2.10 The signage in relation to the host building and this section of the The Broadway is acceptable and would not harm the visual amenity of the area or the character and appearance of the Conservation Area.

Highway safety

2.11 Policy DM8 goes on to stat 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.

2.12 Given that the proposed signs would be non-illuminated, the proposal would not cause distraction to road users using the adjacent highway.

Conclusion

2.13 The retrospective signage is considered acceptable in relation to the visual and aural amenity and character and appearance of the host building and conservation area.

2.14 All other relevant policies and considerations, including equalities, have been taken into account. Planning permission should be granted for the reasons set out above. The details of the decision are set out in the RECOMMENDATION.

GRANT PERMISSION subject to 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.