



Officer Report

Application Number: HGY/2023/2128
Application Type: Consent to display an advertisement
Address: 33-35 Crouch End Hill N8 8DH
Proposal: Advertisement consent for the display of 3 x externally lit fascia signs; 1 x illuminated projecting sign; 4 x non-illuminated window sign; 1 x non-illuminated door sign (amended description).
Case Officer: Nathan Keyte
Valid Date: 04/08/2023
Applicant: Graham Mallard
Agent: Cordula Nwanosike

RECOMMENDATION

Approve with Conditions

1. Proposed development

This is an application for the display of 3 x externally lit fascia signs; 1 x illuminated projecting sign; 4 x non-illuminated window sign; 1 x non-illuminated door sign. This is a revised form of development to what was originally submitted, which consisted of internally lit signage and an additional fascia sign on the south side of the building.

It is noted that a number of comments received during the processing of the application note that the signage has already been erected.

2. Site and Surroundings

The application site comprises a part-2, part-3 and part-4 storey building with residential on the top floors and commercial/ retail on the ground floor.

The subject site is located within the Crouch End Conservation Area but is not located within the curtilage of a listed building. The property is included within the Secondary Frontage of the Crouch End Town Centre.

3. Relevant Planning and Enforcement History

The planning and enforcement history for the site has been taken into account and listed below:

Application Reference	Proposal	Decision	Decision Notice Sent Date
<u>HGY/2022/3889</u>	Non-material amendment application following a grant of planning permission HGY/2020/2997 to make a minor change to the approved façade to provide an entrance door in the	Approve	24/11/2022

Application Reference	Proposal	Decision	Decision Notice Sent Date
	place of a window.		
<u>HGY/2020/2997</u>	Change of use of existing upper floor and the creation of a part 2, part 3 storey extension to create 9no. dwellings, with improvements to principal façade.	Approve with Conditions	23/4/2021
<u>HGY/2019/3033</u>	Application for a non-material amendment following a grant of planning permission HGY/2015/1393 involving a reduction in the maximum height of the approved building	Approve with Conditions	21/11/2019
<u>HGY/2018/0782</u>	Approval of details pursuant to condition 3 (materials) attached to planning permission HGY/2015/1393	Approve with Conditions	24/4/2018
<u>HGY/2015/1416</u>	Display of 2 x externally illuminated fascia signs	Approve with Conditions	07/7/2015
<u>HGY/2015/1393</u>	Change of use of existing upper floor and the creation of a part 2, part 3 storey extension to create 7no. dwellings, with improvements to principal façade	Approve with Conditions	13/11/2015
<u>HGY/2011/1976</u>	Alterations to shopfront elevation	Approve with Conditions	16/12/2011
ENF/2023/0488	Advertisement	Closed	

4. CONSULTATION RESPONSE

LBH Conservation Officer: Does not support the proposal. Comments summarised as follows - Concerns raised with regard to the design of the signs and how they sit on the building. The proposed signage and its cumulative impact would be considered to cause less than substantial harm to the significance of the Crouch End Conservation Area. Design of signs considered to erode part of the essential characteristics of Crouch End.

LBH Transportation: No objections to the proposal

Crouch End Neighbourhood Forum: No comment

5. LOCAL REPRESENTATIONS

The application has been publicised by way of site notice and letters. The number of representations received from neighbours, local groups, etc in response to notification and publicity of the application were as follows:

Support: 0
Object: 15
Neutral: 0

Matters material to planning:

- No letters notifying the neighbours at Exchange House were received. [Officer comment: as per the Haringey Statement of Community Engagement, for applications for advertisements only a site notice is required to be erected, which was done 18 August 2023[NK1] . Letters are not required to be sent to all adjoining neighbours.]
- Impact from side signage and lit signage upon neighbour amenity. [Officer comment: the proposed side sign which would have directly faced the neighbouring apartments to the south has been removed. Further comment on neighbour amenity is addressed further in the report below.]

Matters non-material to planning:

- The signage will mean customers are more likely to park in and obstruct the access to Exchange House. [Officer comment: this is outside the scope of this application].
- The signage above the access to Exchange House will obstruct access/ is on a party wall. [Officer comment: this is a civil matter, however is rendered moot by the removal of the side sign from the application].
- Signage will lead to groups gathering and drinking late at night.
- Seek to limit any future application for the store to become a wine bar.

6. MATERIAL PLANNING CONSIDERATIONS

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 revised NPPF (July 2018) states in Paragraph 132 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.”

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

The proposed fascia signage will be set on a black background with simple raised white lettering and the symbol of Majestic Wines. Haringey's Conservation Officer comments with regard to the design of the signage is noted. While the signage will encroach into the brick façade of the host building, this is due to the need for a crank bracket and support bracket to support the signage, considering the black marble façade of the host building. The window signage will adhere to the window, and will be lightweight in visual design.

The Conservation Officer states that the proposal will cause less than substantial harm on the Conservation Area of Crouch End. Since the comments were received, the number of signs has been reduced, to omit the previously proposed side sign. The proposed advertisement overall would represent development using appropriate materials and a design that is sympathetic to the host building and the wider retail area. It is noted that M&S adjoining the site has a similar projecting sign to what is proposed. The simple black design and revised sizing from what was originally submitted results in a better integration within the host building, and will avoid creating the appearance of unacceptable clutter.

The lighting introduced by the revised development will for the most part be externally lit, with the exception of the small wall projecting sign. Externally lit signage is within the character of the surrounding retail area. The lighting would be minimal and would not result in unacceptable light pollution to the residential units in the immediate area, considering the existing lit environment of the street/ urban area and noting that the side sign subject to the majority of the objection comments has now been removed from the proposal.

Therefore, while the points and concerns of the Conservation Officer are noted and have been considered in the assessment of the application, Officers are of the opinion that when considering the changes made to the application, the local context, and taking into account the points above, the development will not result in harm to the Conservation Area and will be acceptable.

Public safety

The projecting sign would be located at fascia level and would not extend far over the public highway, thus would not impede views or cause an obstruction. The signs would emit appropriate luminance levels and would therefore not impact upon highway safety.

Conclusion

The proposed development is in general accordance with Policies DM3, DM8 and DM9 of the Development Management Development Plan Document 2017, and policies SP11 and SP12 of Haringey's Local Plan Strategic Policies 2017. The proposed development also accords with the relevant policies of the London Plan 2021 and the NPPF.

The proposed advertisements would comply with the requirements of DM Policy DM3 in respect of amenity and public safety, and is acceptable subject to the standard advertisement conditions.

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.

7. RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to the following condition(s):

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 illumination of the signage shall not exceed the illuminance level of 300 cd/m² specified on the submitted application form.

Reason: In order to safeguard the character and appearance of the surrounding area and to ensure that highway safety is not compromised, in accordance with Policy D8 of the London Plan (2021), Policy SP7 & SP11 of the Haringey Local Plan (2017) and Policies DM3 & DM8 of the Development Management, Development Plan Document (2017).