



Officer Report

Application Number:	HGY/2022/2618
Application Type:	Consent to display an advertisement
Address:	Shop, 19, The Broadway, London, N8 8DU
Proposal:	Advertisement consent for replacement of existing signage with internally illuminated fascia signage and internally illuminated protruding sign.
Case Officer:	Oskar Gregersen
Valid Date:	03/11/2022
	2
Applicant:	Mr Attila Juhasz
Agent:	ERIC Surveyors

RECOMMENDATION

Refuse

1. Site location

The application relates to a ground floor commercial unit within a three-storey terrace property with residential above on the west side of the Broadway near the Town Hall Square. The ground floor is currently in use as a shop/bakery. Due to the junction between the site and the adjacent modern building, the site is particularly visible.

The site falls within the Crouch End Conservation Area and The Crouch End District Centre. The building is not statutory listed.

The Conservation Area appraisal describes the site as follows:

Nos. 11 to 19 (odd) are a three-storey late 19th Century terrace built from red brick with projecting bracketed eaves and a slate roof with prominent chimney stacks with terracotta pots. Each unit has two vertical sliding sashes with decorative stucco lintels on each of the upper floors and string courses. Unfortunately, most of the original shopfronts and some surrounds have been altered, but the buildings are typical of the character of The Broadway and make a positive contribution to the streetscape.

The site also forms part of key local views of the Grade II listed Clock Tower to the north.

2. Description of Proposal

The applicant is seeking advertisement consent for replacement of existing signage with internally illuminated fascia signage and internally illuminated protruding sign. The signage is installed.

The sign will comprise the installation of 'Wenzels' branded fascia signage and protruding sign that would both be internally illuminated, additionally permission is sought for repainting of timber pilasters and boxing.

3. Relevant Planning and Enforcement history

The most recent applications for advertisement consent are summarised as follows:

HGY/2022/2553 | Shop, 19 The Broadway, N8 | Replacement Shopfront - Refuse

4. Local Representations

The number of representations received from neighbours, local groups, etc in response to notification and publicity of the application were as follows:

No of individual responses: 0

5. Assessment of planning issues

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 NFFP (2023) states in Paragraph 141 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 respect of the Council's Local Plan Policies as outlined below.

Amenity

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.

Policy DM8 supports advertisements 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.

It is accepted that there are examples of unsympathetic shopfronts in the vicinity of the site. However, current policies aim to promote replacement shopfronts of an appropriately high quality, particularly within conservation areas. Furthermore, the proposal is considered less sympathetic than the shopfront it replaced, and represents an unacceptable erosion of the character and appearance of the conservation area. On balance, the proposal is considered to detract from the character of the historic terrace and the wider conservation area.

In specific, DM8 required that proposals relating to signage must not contribute to a loss of amenity or adversely impact the character of a conservation area. The proposal seeks the implementation of internally illuminated signage, which was requested early on into application stage to be amended to externally illuminated as it would better respect the character of Crouch End conservation area and appear more period appropriate. Currently this has not been addressed, leaving the signage as internally illuminated. This is deemed to be a feature that is incongruous with the period character of the surrounding area, as many other surrounding retail units have understated, low-profile signage, with some examples being externally illuminated.

At present the LPA is working to maintain the period character of its Conservation Areas, ensure that all aspects (including shop signage) respect local character and do not detract from its heritage nature. Internal illumination is not deemed to be an appropriate feature in a conservation area and the proposal should be refused.

In giving special attention to the desirability of preserving and enhancing the character or appearance of the area, it is considered that the proposal does not accord with policies DM3 and DM8 of the Development Management DPD.

Public safety

Local Plan Policy DM2 seeks to ensure safe and accessible pedestrian routes and for proposals to not impede pedestrian permeability. In relation to advertisements Policy DM3 and DM8 seeks to ensure these do not cause a hazard to pedestrians or other road users. London Plan policy D8 also relates to pedestrian safety and states that applications which seek to introduce unnecessary street furniture should be refused.

As outlined above, Policy DM8 requires shopfront and associated structures to not affect ease of access.

The proposal would not project over the public highway or affect public safety. The level of illuminations does not pose risk to pedestrians or drivers.

7. Conclusion

The proposed shopfront, by reason of its incongruous design and finish, represents an inadequate standard of design that fails to preserve or enhance the character and appearance of the conservation area, contrary to policies DM3 and DM8 of the Development Management DPD (2017) and should be refused.

8. Recommendation

It is therefore recommended that this application be REFUSED

Refusal Reasons:

The proposed signage, by reason of its incongruous design and illumination, represents an inadequate standard of design that fails to preserve or enhance the character and appearance of the conservation area, contrary to policies DM3 and DM8 Development Management DPD (2017).