

HGY/2024/0900 First Floor Office, 4 - 8 Highgate Hill

Highgate Conservation Area Advisory Committee objects to this application.

1. Proposed externally illuminated sign over entrance door

Haringey Development Management policy DM8 states

Signage B

Where required, the Council will grant consent for shopfront signage, including illuminated fascia signs and free-standing display panels, where they contribute to an attractive environment and do not:

a Cause a public safety hazard;

b Contribute to clutter or a loss of amenity; or

c Adversely impact the character or appearance of a conservation area

The Highgate Conservation Area Character Appraisal and Management Plan also seeks to achieve appropriate shop front design.

HCAAC has reviewed the drawings of the sign and apologises for assuming it would be internally illuminated. We apologise for not considering the application proposal carefully. We note there is a continuous trough light downlighter at approximately 200mm in front of the sign as shown on the section. The isometric drawing to us appeared to show integral lighting. The section and isometric give rather different indications of what is intended. As this application falls within Highgate Conservation Area, on both the Haringey and Camden sides of Highgate High Street we consider that:

1. The drawings must provide very clear design intent
2. The setting, as set out below, needs to be carefully considered.

The setting is significant in that it is surrounded by listed buildings on Highgate High Street and Highgate Hill on both the Haringey and Camden sides of the road as well as the listed Waterlow Park, one entrance to which is directly opposite this tall building and can be seen from within the Park.

For all the above reasons this part of the application must be refused.

2. Advertising to glass of first floor windows

There is no precedent for signage for businesses based on upper levels on either side of Highgate High Street. This also should be refused.