



Officer Report

Application Number: HGY/2024/0695
Application Type: Consent to display an advertisement
Address: Alexandra Palace, Alexandra Palace Way, Wood Green, London, N22 7AY
Proposal: Application for advertisement consent for 2x wayfinding signs for back of house areas (North Service Yard). One says WELCOME TO ALLY PALLY THEATRE BACKSTAGE and one says THEATRE LOADING BAY. There is 1x illuminated sign above the Phoenix Bar and Pizzeria. This comprises of 9mm stainless steel letters with gold PU coating. Externally up lit with linear LED lighting detail. Max 250cd per lumen.
Case Officer: Zara Seelig
Valid Date: 13/03/2024
Applicant: 4
Agent: Louise Johnson

RECOMMENDATION

Approve with Conditions

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

Application for advertisement consent for 2x wayfinding signs for back of house areas (North Service Yard). One says WELCOME TO ALLY PALLY THEATRE BACKSTAGE and one says THEATRE LOADING BAY. There is 1x illuminated sign above the Phoenix Bar and Pizzeria. This comprises of 9mm stainless steel letters with gold PU coating. Externally up lit with linear LED lighting detail. Max 250cd per lumen.

Site and Surroundings

The application site relates to the Grade II listed Alexandra Palace (NHLE 1268256). The listing includes the former International Exhibition Hall and the former Alexandra Palace Station building. The former International Exhibition Hall was constructed in 1868-73 by John Johnson and Alfred Meeson. It was rebuilt in 1873-5, following fire damage, by the same architects. The building was restored in the 1980s, following a second fire. The former Alexandra Palace Station building dates to 1873 and stands immediately to the north of the Palace.

The application site is located within the Grade II Alexandra Palace Registered Park and Garden (NHLE 1001253) and the Alexandra Palace and Park Conservation Area.

Relevant Planning and Enforcement History

There is vast planning history on this site but the most relevant is below:

HGY/2024/0732 – Listed Building Consent for 12no on-building panels to celebrate and promote the By the People: 150 Lifetimes project. These panels will update and refresh existing on-building panels along the eastern end of the building, on the South Terrace and BBC Wing.– current application

HGY/2024/0743 - Advertisement consent for 12no on-building panels to promote and celebrate the 150th anniversary project By the People: 150 Lifetimes, comprising of composite aluminium panels with full colour digital face prints finished with a matt laminate. – Approved (with conditions)

HGY/2024/0039 - Listed building consent for the installation of new, permanent directional signage (East Court, Ice Rink, back of house spaces and the Phoenix Bar and Kitchen) and external redecorations to the western end of the building (Palm Court and Phoenix Bar and Kitchen) to enhance the appearance of the listed building and improve the overall visitor experience. – Approved (with conditions).

CONSULTATION RESPONSE

The following were consulted regarding the application:

Internal:

LBH Conservation Officer: Consulted, commented as follows:

"I believe a LBC consent for the external sign was granted earlier in the year for the external sign under this advert application. The heritage impacts would be the same as the previous application, condition recommendations would be the same."

External:

Alexandra Palace and Park CAAC: Consulted, commented as follows:

"The Alexandra Park and Palace Conservation Area Advisory Committee has reviewed this application and submits the following comment:

The APPCAAC has considered this application, which we support and welcome the proposed colour changes."

Historic England: Consulted, no response received.

LOCAL REPRESENTATIONS

Due to the distance between the proposal and neighbouring properties, no neighbour notification letters were sent out. A site notice was posted on 16/03/2024.

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:

Objecting: none

Supporting: none

The following Councillor made representations:

None

The following issues were raised in representations that are material to the determination of the application:

- None

The following issues raised are not material planning considerations:

- None

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

There is ample distance between the proposal and neighbouring residential properties. It is therefore not considered to adversely impact the amenities of neighbouring properties.

Public safety

There are no concerns relating to public safety that arise from this proposal.

Conclusion

The proposal complies with relevant planning policy and is considered acceptable. 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.

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT with conditions

1. Time Limit
2. In accordance with approved plans

Conditions:

- 1 The development to which this permission relates must be begun no later than three years from the date of this decision notice, failing which the permission shall be of no effect.

Reason: This condition is imposed by virtue of Section 91 of the Town and Country Planning Act 1990 and to prevent the accumulation of unimplemented planning permissions.

- 2 The development hereby permitted shall be carried out in complete accordance with the approved plans and drawings listed in this decision notice, other than where those details are altered pursuant to the conditions of this planning permission.

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

Informatives:

INFORMATIVE: Land Ownership

The applicant is advised that this planning permission does not convey the right to enter onto or build on land not within his ownership.

INFORMATIVE: Hours of Construction Work

The applicant is advised that under the Control of Pollution Act 1974, construction work which will be audible at the site boundary will be restricted to the following hours:-

8.00am - 6.00pm Monday to Friday

8.00am - 1.00pm Saturday

and not at all on Sundays and Bank Holidays.