

Location 1264 High Road London N20 9HH

Reference: 21/1764/ADV Received: 29th March 2021
Accepted: 29th March 2021

Ward: Oakleigh Expiry 24th May 2021

Case Officer: Jonathan Martin

Applicant: Mr A Matur

Proposal: Installation of 1no. fascia sign (AMENDED PLANS)

OFFICER'S RECOMMENDATION

Approve subject to conditions

AND the Committee grants delegated authority to the Service Director – Planning and Building Control to make any minor alterations, additions or deletions to the recommended conditions/obligations or reasons for refusal as set out in this report and addendum provided this authority shall be exercised after consultation with the Chairman (or in their absence the Vice- Chairman) of the Committee (who may request that such alterations, additions or deletions be first approved by the Committee)

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
 - Site Location Plan 1424-00
 - Existing and Proposed Front Elevation 1424-1400 C
 - Existing and Proposed Signboard 1424-5000 C
 - Proposed Signboard 1424-5001 C
 - Proposed Signboard Detail 1424-5002 C
 - CGI image of proposed signage

Reason: For the avoidance of doubt and in the interests of proper planning and so as to ensure that the development is carried out fully in accordance with the plans as assessed in accordance with Policies CS NPPF and CS1 of the Local Plan Core Strategy DPD (adopted September 2012) and Policy DM01 of the Local Plan Development Management Policies DPD (adopted September 2012).

- 2 The period of consent shall be a period of five years commencing with the date of this decision.

Reason: To comply with Regulation 14(7) of Part 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To comply with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Where an advertisement is required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity and shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: To comply with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 The maximum luminance of the signs shall not exceed the values recommended in the association of Public Lighting Engineer's Technical Report No. 5, Zone 3.

Reason: In the interest of highway safety and amenity in accordance with Policies DM01 and DM17 of the Development Management Policies DPD (adopted September 2012).

- 6 No advertisement shall be sited or displayed so as to endanger persons using the highway, obscure or hinder the ready interpretation of any road traffic sign, or obscure or hinder the operation of any device used for the purpose of security or surveillance.

Reason: To comply with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 7 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.

Reason: To comply with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 8 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site, to the reasonable satisfaction of the Local Planning Authority.

Reason: To comply with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 In accordance with paragraphs 38-57 of the NPPF, the Local Planning Authority (LPA) takes a positive and proactive approach to development proposals, focused on solutions. The LPA has produced planning policies and written guidance to assist applicants when submitting applications. These are all available on the Council's website. A pre-application advice service is also offered. The LPA has negotiated with the applicant/agent where necessary during the application process to ensure that the proposed development is in accordance with the Development Plan.

OFFICER'S ASSESSMENT

1. Site Description

The application site relates a commercial unit at 1264 High Road. The unit was previously occupied by Pizza Express but is now vacant.

The site is located within Whetstone Town Centre. The site is not located within a conservation area, but the property is a Grade II Listed Building under reference:TQ2644393963.

2. Planning History

Reference: 21/1762/FUL

Address: 1264 High Road, London, N20 9HH

Decision: Pending Consideration

Decision Date: No Decision Made.

Description: Internal and external alterations including repainting the exterior of the property, replacement of the kitchen and bar areas, reconfiguration of toilets at ground and first floor levels and relocation of cold room to the rear garden

Reference: 21/1763/LBC

Address: 1264 High Road, London, N20 9HH

Decision: Pending Consideration

Decision Date: No Decision Made.

Description: Internal and external alterations including repainting the exterior of the property, replacement of the kitchen and bar areas, reconfiguration of toilets at ground and first floor levels and relocation of cold room to the rear garden

Reference: B/05006/13

Address: 1264 High Road, London, N20 9HH

Decision: Refused

Decision Date: 23 December 2013

Description: Installation of 1 externally illuminated fascia sign and 1 internally illuminated menu display cabinet to replace existing. Installation of 1 additional internally illuminated take-away sign.

Reference: B/00223/14

Address: 1264 High Road, London, N20 9HH

Decision: Approved subject to conditions

Decision Date: 14 April 2014

Description: Installation of externally illuminated fascia sign, internally illuminated wall mounted menu box, non-illuminated wall mounted take-away sign. Repainting of shopfront. (LISTED BUILDING CONSENT)

Reference: B/00222/14

Address: 1264 High Road, London, N20 9HH

Decision: Approved subject to conditions

Decision Date: 14 April 2014

Description: Installation of externally illuminated fascia sign, internally illuminated wall mounted menu box and non-illuminated wall mounted take-away sign.

Reference: B/02624/10

Address: 1264 High Road, London, N20 9HH

Decision: Approved subject to conditions

Decision Date: 20 August 2010

Description: Installation of 1 x internally illuminated menu box. Existing fascia letters to be removed and repainted gold and externally illuminated.

Reference: B/02629/10

Address: 1264 High Road, London, N20 9HH

Decision: Approved subject to conditions

Decision Date: 20 August 2010

Description: Installation of 1 x internally illuminated menu box. Existing fascia letters to be removed and repainted gold and externally illuminated. External walls at ground floor to be repainted. (Listed Building Application)

Reference: N01372P/00

Address: 1264 High Road, London, N20 9HH

Decision: Approved subject to conditions

Decision Date: 26 February 2001

Description: Replacement fascia sign.

Reference: N01372Q/00
Address: 1264 High Road, London, N20 9HH
Decision: Approved subject to conditions
Decision Date: 26 February 2001
Description: Replacement fascia sign.

3. Proposal

This application seeks planning permission for the installation of 1no fascia sign.

The new sign will have powder coated built up aluminium letters. The text will be cranberry crush in colour and will be in a frame measuring 2.1m in width with a height 0.5m. The sign will be 2.4m off the ground and will project 0.1m from the front of the fascia itself.

4. Consultation

Highways- No objection and acceptable on highways grounds

Heritage

Initial comments on 14th May 2021 - No in principle objections, but amendments and additional information requested. The proposal was originally submitted for an internally illuminated sign but this has been removed following discussions with the heritage officer. The original internally illuminated signage is not acceptable due to the impact on the listed building. The wording font is too large and needs to be reduced to be in keeping with existing. The shop frontage has changed over time and therefore the proposed colour change may be acceptable. A CGI image would be helpful.

Final Comments 26.07.21 - the internally illuminated signage has now been removed and light will only be provided from the existing lighting under the existing projections/canopy. The font size has been reduced and a CGI has been provided. No longer any objections to the proposed signage.

5. Planning Considerations

5.1 Main issues for consideration

National Planning Policy Framework and National Planning Practice Guidance

The determination of planning applications is made mindful of Central Government advice and the Local Plan for the area. It is recognised that Local Planning Authorities must determine applications in accordance with the statutory Development Plan, unless material considerations indicate otherwise, and that the planning system does not exist to protect the private interests of one person against another.

The revised National Planning Policy Framework (NPPF) was published on 20th July 2021. This is a key part of the Governments reforms to make the planning system less complex and more accessible, and to promote sustainable growth.

The NPPF states that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.... being clear about design expectations, and how these will be tested, is essential for achieving this". The NPPF retains a presumption in favour of sustainable development. This applies unless any adverse impacts of a development would

'significantly and demonstrably' outweigh the benefits.

The Mayor's London Plan 2021

The London Development Plan is the overall strategic plan for London, and it sets out a fully integrated economic, environmental, transport and social framework for the development of the capital. It forms part of the development plan for Greater London and is recognised in the NPPF as part of the development plan. The London Plan provides a unified framework for strategies that are designed to ensure that all Londoners benefit from sustainable improvements to their quality of life.

Barnet's Local Plan (2012)

Barnet's Local Plan is made up of a suite of documents including the Core Strategy and Development Management Policies Development Plan Documents. Both were adopted in September 2012.

- Relevant Core Strategy Policies: CS NPPF, CS1, CS5, CS6,
- Relevant Development Management Policies: DM01, DM06, DM17

Barnet's Design Guidance

Design Guidance Note 1 (Advertising and Signs) was approved in 1994 following public consultation. It states that advertisements should relate to their surrounding in terms of size, scale and siting. In addition, they should be located to avoid visual clutter and not conflict with traffic signs or signals or be likely to cause confusion or danger to road users. In respect to council policy and guidance it is considered that the proposed signage is acceptable.

5.3 Assessment of proposals

Public Safety

When considering public safety, Local Planning Authorities are expected to have regard to the adverts effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), over water, or in the air. Local Planning Authorities will therefore consider such matters as the likely behaviour of drivers of vehicles who will see the advertisement; possible confusion with any traffic sign or other signal; or possible interference with a navigational light or an aerial beacon. Local Planning Authorities will also bear in mind that some advertisements can positively benefit public safety by directing drivers to their destination. In their assessment of the public safety implications of an advertisement display, Local Planning Authorities will assume that the primary purpose of an advertisement is to attract people's attention and will therefore not automatically presume that an advertisement will distract the attention of passers-by, whether they are drivers, cyclists or pedestrians.

The vital consideration, in assessing an advertisement's impact, is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting, or so confusing, that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own and others' safety. Further advice on assessing the public safety implications of the display of an advertisement is given in the Government's Planning Practice Guidance.

The application site was previously occupied by Pizza Express and will now be occupied by La Lluna with the proposed signage serving the purposes of advertising the company name. One non-illuminated fascia sign will be installed. Given the static nature of the sign it is considered that the proposed signage would not present any undue hazard to passing motorists and pedestrians. It is not found that there would be any detrimental impact to public safety.

Visual Amenity

When assessing an advertisement's impact on amenity, Local Planning Authorities should have regard to its effect on the appearance of the building and on the visual amenity of the immediate neighbourhood. The relevant considerations for this purpose are the local characteristics of the neighbourhood, including scenic, historic, architectural or cultural features, which contribute to the distinctive character of the locality.

Design Guidance Note 1 (Advertising and Signs) states that advertisements should relate to their surrounding in terms of size, scale and siting. In addition, they should be located to avoid visual clutter.

Existing signage would be replaced by the proposed signage and in these circumstances it is considered that the proposed non-illuminated external sign would not have any detrimental impact on visual amenity.

Heritage

Given the fact that the building is listed this is a critical issue. The National Planning Policy Framework sets out that local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.

The National Planning Policy Framework states that any proposal that causes harm to a designated asset must be assessed by weighing this harm against the public benefits makes clear that any harm to a listed building must require clear and convincing justification, and that greater weight should be given to harm to highly graded structures.

The application site is designated as a Grade II Listed Building. The LPA design guidance note no: 1 on advertising states that: "special care is needed in respect of signs and advertisements on or near to listed buildings where they could detract from the appearance of the building or its setting. Because of the special nature of a listed building, care will be needed to ensure that advertisements do not adversely affect its character or if sited nearby, detract from its setting. Depending on the circumstances, a sign comprising a painted fascia or individual letters illuminated by spotlights may be appropriate on a listed building. However, an internally illuminated box sign or illuminated plastic letters are likely to adversely affect its character and would therefore be unacceptable."

The heritage officer has been consulted as part of this application. The original submitted plans proposed one internally illuminated sign which was not considered to be acceptable. Following discussions with the agent, the illuminated signage was removed, and new powder coated built aluminium letters are now proposed to be cranberry crunch in colour.

The colour and size of these letters are considered to be acceptable by the heritage officer and the sign would continue to respect the Grade II listed building.

Having regard to the above, no material harm to the designated heritage asset has been identified and therefore consent should be granted in accordance with Policy DM06 of the Development Management Policies. Due regard has been given to the provisions of Section 16 of the Planning (Listed Building and Conservation Areas) Act 1990.

6. Equalities and Diversity Issues

The proposals do not conflict with either Barnet Council's Equalities Policy or the commitments set in the Equality Scheme and supports the Council in meeting its statutory equality responsibilities.

7. Conclusion

The proposal is considered not to adversely affect the amenity or public safety of the surrounding area and is therefore considered to accord with the NPPF and the Development Plan. The application is therefore recommended for approval.