

Delegated Report		Expiry Date:		1)13/06/2018 2)11/06/2018
Officer		Application Number(s)		
Matthias Gentet		1) 2018/2045/A 2) 2018/1791/L		
Application Address		Application Type:		
35-35A Highgate High Street London N6 5JT		1) Advertisement Consent 2) Listed Building Consent		
1 st Signature	2 nd Signature (If refusal)	Conservation	Recommendation(s):	
			1) Refuse Advertisement Consent 2) Refuse of Listed Building Consent	
Proposal(s)				
1) Display of 1x externally illuminated fascia sign, 1x externally illuminated projecting sign, and 2x non-illuminated awnings. [Retrospective] 2) Installation of 1x externally illuminated fascia sign, 1x externally illuminated projecting sign, 2x non-illuminated awnings and painting of the ground floor facade. [Retrospective]				
Consultations				
Summary of consultation responses:		Not applicable. No responses were received.		
Site Description				
<p>The application site is a 3-storey plus basement late C18 terraced property, forming part of a row of 4 terraced properties, with commercial units at ground floor level and residential to upper floors, located on the southern side of Highgate High Street, approximately 20-30m from the corner with South Grove and then Pond Square to the west. Highgate High Street demarks the boundary between the London Borough of Haringey (to the north and opposite) and the London Borough of Camden (to the south).</p> <p>The application site is in Highgate Village Conservation Area and is a Grade II listed building.</p>				
Relevant History				
<u>Site History:</u>				
<p>PE9700382 – (granted on 14/07/1998) - Change of use of number 35A (part of ground floor and basement) only, and the first floor of number 35 (the whole building) from estate agent (A2) to form a single residential (C3).</p> <p>LE9700383 – (granted on 14/07/1997) - Internal works on the second floor in connection with change of use of number 35A (part of the ground floor and basement) only, and the first floor of number 35 (the whole building) from estate agent (A2) to form a single residential unit (C3),</p> <p>P9600416 – (granted on 05/07/1996) - The installation of a new shopfront.</p>				

L9600708 – (granted on 05/07/1996) - The installation of a new shopfront.

Adjacent Sites History:

Highgate High Street

No37

9280203 – (granted on 04/02/1993) - The display of 2 Fascia signs - externally illuminated by 7 existing brass cowls – re-fixed in new positions and two sign boards externally illuminated by 2 spotlights fixed under coping.

No21

AEX0200532 – (granted on 16/09/2002) - Display of non-illuminated sign above front door and metal sign attached to front fence of the site.

LEX0200533 – (granted on 16/09/2002) - Display of non-illuminated sign above front door and metal sign attached to front fence of the site.

No13

9080407 – (granted on 04/04/1990) - One double-sided non-illuminated hanging sign.

No11

2008/1716/A – (**refused** on 10/10/2008) - Display of an internally illuminated fascia sign on the three frontages of the shop.

South Grove

No6-7

2015/2907/P – (granted on 17/07/2015) - Alterations to front extension including the installation of new bi-fold glazed doors and replacement of fixed awnings, replacement of weather vane and clocks, and the redecoration of conservatory roof, existing building render and woodwork.

2015/3349/L – (granted on 17/07/2015) - Alterations to front extension including the installation of new bi-fold glazed doors and replacement of fixed awnings, replacement of weather vane and clocks, and the redecoration of conservatory roof, existing building render and woodwork.

Enforcement Site History:

EN06/0245 - Neon projecting sign – closed on 19/03/2007 – Breach Ceased

EN18/0825 – Unauthorised signage, awnings and redecorating of a listed building.

Relevant policies

National Planning Policy Framework 2018

The Draft London Plan 2017

Camden Local Plan 2017

A1 – Managing the Impact of Development

D1 – Design

D2 – Heritage

D3 – Shopfronts

D4 - Advertisements

Camden Planning Guidance 2018 (as amended)

CPG – Advertisement (2018)

CPG – Amenity (2018)

CPG1 – Design – Chap 2, 3, 7 & 9

Highgate Neighbourhood Plan 2017

DH2 – Development Proposals in Highgate's Conservation Areas

Highgate Conservation Area Appraisal (October 2007)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Assessment

1. Proposal and Background

1.1 Advertisement Consent (1) and Listed Building Consent (2) are sought for the following:

1) Display of 1x externally illuminated fascia sign, 1x externally illuminated projecting sign, and 2x non-illuminated awnings. [Retrospective]

2) Installation of 1x externally illuminated fascia sign, 1x externally illuminated projecting sign, 2x non-illuminated awnings and painting of the ground floor facade. [Retrospective]

The premises are the subject of an enforcement case - reference: EN18/0825 [See Relevant History above], opened to address the unauthorised works to the shopfront that include an externally illuminated projecting sign, an externally illuminated fascia sign, 2no awnings as well as the redecorating of the shop's frontage. Although the site operates as one business, it is actually formed of 2no units – No35 and No35A.

1.2 The proposal has been assessed based on the details provided as part of the original submission. Although discussions between the Council and the applicant have taken place with the aim of addressing the concerns raised by officers - with regards the unacceptability of the design and material of the projecting sign and the awnings – and the agreement by the applicant to amend the proposal by replacing the aluminium projecting sign with a timber hanging sign, no revisions have to date been produced/provided. As such, the original details of the projecting signs are to form part of this assessment, rather than the possible replacement.

1.3 It would appear that the proposal should have included the replacement of the existing trough light with 2no new smaller ones as stated in the Heritage Statement. But this, however, is not showing on any of the proposed drawings and the existing trough light is indeed present on the proposed drawings. It must be noted that the trough light, in situ without the required permission, was originally objected to. Although, having been in place for more than 4 years, the trough light would have permitted development right in terms of Planning. This, nevertheless, would not apply to Listed Building which does not fall under the same criteria as Planning. Still, after consideration as requested by the applicant, it was felt that the retention of the light through would be acceptable.

1.4 It must also be noted that the new awnings and externally illuminated projecting sign are not replacing any previous such items – unlike the externally illuminated fascia sign - and have thus been newly added to the commercial frontage.

- 1.5 Details within the application refers to '*exploring whether the windows of the left hand side of the shop can be changed to match the right and therefore this initial application may lead to more detailed discussions with Planning and Conservation Officers and a further application in due course.*' This was not discussed nor assessed during the course of the planning process and as a result, is not included in this report.
- 1.6 Another reference for alterations within the application, for the repainting of the ground floor façade of the shop, was not added to the original description. But as it forms part of the details and is clearly annotated on the proposed drawings, the repainting has therefore been assessed and will be included in this report.
- 1.7 Only the frontages on the LB Camden side of Highgate High Street are to be used to assess the proposal against. Any similar proposals within the boundaries of the London Borough of Haringey are not to be taken into considerations as these are not set against the London Borough of Camden's own policies and can therefore not bear any weight.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

2. Assessment

- 2.1 The principle considerations in the determination of both applications are:
 - Design and Heritage
 - Amenity
 - Public Safety

3. Design and Heritage

- 3.1 CPG (Advertisement) states that '*Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.*'
- 3.2 CPG (Advertisement) goes on to states that '*The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc.) should be determined by the design of the building.*'
- 3.3 Policy D3 of the Camden Local Plan 2017 states that '*the Council will seek to protect existing shopfronts that make a significant contribution to the appearance and character of an area, for example through their architectural and historic merit. We will consider the need to keep the appearance of the shopfront, taking into account the quality of its design, its historic importance and its location.*'
- 3.4 Policy D4 of the Camden Local Plan 2017 states that '*The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. The Council will support advertisements that*

preserve the character and amenity of the area, preserve or enhance heritage assets and conservation areas. Advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. Advertisements in conservation areas and on or near listed buildings require particularly detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.'

Fascia Sign

- 3.5 The fascia would measure approximately 7.8m in width by 0.5m in height and 100mm in depth (thickness) and would be made of timber backing with 2no small aluminium signs measuring 0.8m in width by 0.35m in height. Each of the small aluminium signs would be installed at approximately 1.1m away from each end of the fascia, giving a balanced display. Although aluminium is not a traditional material and would not normally be viewed as acceptable on a listed property, it is felt that, due to the small size of each of the lettering signs and that the entire fascia backing is made of timber, in this particular case, the small aluminium signs would not be detrimental to the character and appearance of the host building or the wider area.
- 3.6 In terms of size, design, location and material to be used, the fascia sign is considered acceptable.

Projecting Sign

- 3.7 The projecting sign would measure approximately 0.6m in height by 0.8m in width and 100mm in depth. It is to be affixed on and at the left end of the fascia by means of a small metal bracket measuring approximately 0.4m in height by 0.1m in projection, giving a total projection of 0.9m.
- 3.8 There is only one example of a hanging sign within the section of the high street between South Grove to the west and Bisham Gardens to the east, which is located on the Highgate High Street elevation of No. 37 Highgate High Street, above one of the entrances to The Angel public house (on the corner of South Grove and Highgate High Street). The hanging sign currently in situ does not have the required consent and is therefore unauthorised. It would also appear that in the course of the past 10 years – since July 2008, the sign has been replaced once, between August 2012 and May 2014. The exact time is unclear. The previous sign had also been displayed without the due permission. [See Relevant History above]
- 3.9 It must be noted that the presence of a single but also unauthorised hanging sign, cannot be allowed to set a precedent within an area for other similar signs to adorn what are currently uncluttered frontages. The proposed material – aluminium – is also unacceptable as this would be harmful to the setting of the host and adjacent listed buildings. A traditional material such as timber would be expected and the hanging sign would ideally be non-illuminated. Despite the acceptance from the applicant to amend this part of the proposal, no revisions have been provided (see paragraph 1.3 above).
- 3.10 As submitted, the externally illuminated projecting sign, by virtue of its design, material and method of illumination is unacceptable. Policy D2 of the Camden Local Plan 2017 states that *'The Council places great importance on preserving the historic environment. The Council has a responsibility to have special regard to preserving listed buildings and must pay special*

attention to preserving or enhancing the character or appearance of conservation areas. Its presence would therefore be detrimental to the character and appearance of the host building, the shopping parade and the conservation area, contrary to policies D1 and D2.

Awnings

- 3.11 The 2no non-illuminated awnings are affixed between the base of the fascia and the top of the shopfront and above the two window displays. The commercial frontage is actually formed of 2no shopfronts with entrance doors located centrally and the window displays on either side. The awning to the left of the frontage measures approximately 2.3m in width by 0.3m in depth, projecting by 0.3m and with a valance of 0.2m in height. The awning to the right measures approximately 2.6m in width by 0.3m in depth, projecting by 0.3m and with a valance of 0.2m in height.
- 3.12 Due to their short depth, neither awnings require a roller box. The canvas part of the awnings would simply fold again the shopfront when retracted. Advertising would only be found on the valance part of the awnings.
- 3.13 The only example of other awnings on the Camden side of Highgate High Street is found further up the high street, on No. 57 Highgate High Street, to the west of the application site. This example is unauthorised and therefore is not relevant to the determination of this application. Furthermore, the host building is part of a separate section of parade of shops and at a sufficient distance not to bear significant weight. The 2no awnings on the site's shopfront are the only other examples on the Camden side of Highgate High Street, as well as within the high street section between South Grove and Bisham Gardens.
- 3.14 The applicant states in the Heritage Statement that *'Although the two shops are now occupied as one, they have two different shopfronts. By introducing awnings it will enable the two different shop fronts to be read as a single unit.'* It is considered that the 2no units are 'bound' as one by the design of the fascia sign (pre-works) which extended across the entire width of both frontages giving the impression of being a single commercial unit in operation. Furthermore, the individual shop fronts are distinctive by the different design of the window displays – 6 panes (3 tall ones at the bottom with 3 fan lights at the top) at No35 and 35 panes (small rectangular and of identical size) at No35A. Both entrance doors are side by side and central to the front elevation of the building.
- 3.15 The Heritage Statement provides photographic evidence (dated 1945) that shows the commercial frontage as one unit with a central door (entrance) with window displays on both sides and very generous stall risers. Clearly the commercial frontage has changed since and permission was granted for the current separate shopfronts as described above in paragraph 3.14 in 1996 under references: P9600416 & L9600708 [See Relevant History above]. This historical image would support the singular status of the commercial unit. Nevertheless, the historical image also demonstrates the plain design of the shopfront back in 1945 with no awnings present.
- 3.16 It is considered that the awnings would introduce visual clutter within an area that is predominantly clear of such additions and which is made up of simple commercial frontages where only fascias – as features displayed along-side (above) the shopfronts, are all that can be found. As such, the awnings are considered to be inappropriate by cluttering the façade of the host building and adding visual clutter to the conservation area and the high street contrary to policies D2 and D4 of the Camden Local Plan 2017.

Redecorating of Shopfront

3.17 The colour scheme of the shopfront - prior to its redecorating - was of a dark blue background with all windows, door frames and stall risers' surround painted in white. The new colour scheme is of a brighter hue with the windows, columns, and timber fascia painted in a light grey and the rest of the shopfront painted in white.

3.18 The new colour scheme is considered acceptable and preserves the character and appearance of the host building, the conservation area and the streetscape and does not harm the setting of the host and adjacent listed buildings.

4. Amenity

Method of Illumination

4.1 The fascia sign is to be externally illuminated by an existing trough light (to be retained). This represents a traditional method of illuminance (external) and it is considered that its presence is not such that the Council would consider upholding its initial objection.

4.2 The projecting sign would be externally illuminated by 2no trough lights (illuminating each side of the sign). Although external illuminance of an advertisement is normally supported, being a traditional method of illumination, it is, however, more so for fascia signs than projecting sign. As such, the method of illumination for the projecting sign is considered to be detrimental to the character and appearance of the host and adjacent buildings, Conservation Area and streetscape.

5. Public Safety

5.1 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that advertisements will not be considered acceptable where they impact upon public safety.

5.2 The method of illuminance of fascia and projecting signs are commonly used and present no safety issues or concerns. The proposal is, on this point, considered acceptable.

6. Conclusions

6.1 The externally illuminated fascia sign and the repainting of the shopfront façade are considered acceptable and in accordance with policies D1, D2, D3 and D4 of the Camden Local Plan 2017.

6.2 The externally illuminated projecting sign, by virtue of its material and method of illumination, is an unsympathetic addition to the traditional shopfront and thereby represents an inappropriate form of development that is detrimental to the special architectural and historic interest of the Grade II listed building. The proposal also fails to preserve and enhance the character and appearance of the Highgate Village Conservation Area, contrary to policy D4 of the Camden Local Plan 2017 and Policy DH2 of the Highgate Neighbourhood Plan 2017.

6.3 The non-illuminated awnings, by virtue of their size, design, siting and location, are unsympathetic and incongruous features on the traditional shopfront and thereby represent an

inappropriate form of development that is detrimental to the special architectural and historic interest of the Grade II listed building. The proposal also fails to preserve and enhance the character and appearance of the Highgate Village Conservation Area, contrary to policy D4 of the Camden Local Plan 2017 and Policy DH2 of the Highgate Neighbourhood Plan 2017.

7. Recommendation

7.1 Refuse Advertisement Consent with Warning of Prosecution Action to be Taken.

7.2 Refuse Listed Building Consent with Warning of Enforcement Action to be Taken.