



Appeal Decision

Site visit made on 16 January 2024

by Alison Scott (BA Hons) Dip TP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 5 April 2024.

Appeal Ref: APP/Y5420/Z/23/3329672

310 Archway Road, Hornsey, Haringey, London N6 5AU

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Build Hollywood Ltd against the decision of London Borough of Haringey.
 - The application Ref is HGY/2022/1886 dated 21 June 2022 was refused on 18 August 2023.
 - The advertisement proposed is wall-mounted timber billboard (non-illuminated) for 4 sheet posters measuring 1.7 x 3.4 metres.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) require decisions to be made only in the interests of amenity and public safety. Whilst the effect of the advert on public safety is not in dispute between the parties, and I find no reason to contradict this, it is the effect on amenity that is. Factors relevant to amenity are stated by the Regulations to include the general characteristics of the locality, including features of historic or architectural interest.
3. At the time of my visit, a billboard sign was displayed at the site and is confirmed by the appellant as the advert to which they seek consent.

Main Issue

4. The main issue is the effect of the proposed advertisement on visual amenity.

Reasons

5. The appeal site is located within the Highgate Conservation Area (CA). I am therefore mindful of my statutory duties in respect of Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act (the Act). Highgate has a close-knit historic village character of 14th century origins but grew organically in the 18th and 19th centuries. The CA is significant for its rich tapestry of grand Georgian houses interspersed with some striking Victorian examples of formal and decorated buildings laid out along lanes, groves and squares. Historic shop fronts with their authentic looking signage contributes positively to the overall sense of place. The varied architecture takes place within a setting of green openness and the raised topography of the land lends to the distinctiveness of the CA.

6. The proposal is to erect a wall mounted billboard in order to display a four-sheet poster to the side return elevation of the commercial unit occupied by Iro Sushi, an eating establishment. There is currently a single externally illuminated advertisement located on the same side that bears the name Iro Sushi where the proposed sign would be positioned below.
7. This type of advertisement would be experienced in a retail context where various adverts are present at shop level. The historic nature of traditional shop fronts within the locality exhibits in the main, a more traditional style of signage that are discrete and simple in their appearance, and many are of a traditional single letter format with limited external illumination present. I also note the eclectic use of painted murals to walls of business premises. However, all things considered, the advertisements are largely closely associated with commercial businesses and retail shop units to which they are displayed upon. This advert would be different in its characteristics as it would be located on a prominent corner and a billboard style sign where these are not experienced within this context. Furthermore, there would be no association with the contents of its advertisement and the host building thus altogether creating a new and alien form of advertising within the local area.
8. One single sign to advertise the host business is already displayed on the return wall. To support the advert as proposed would result in an over-dominant and proliferation of advertisements. This would lead to visual clutter as the poster board would be experienced in context with the other Iro Sushi signs, seen most visibly in full perspective from the junction where Archway Road meets Holmesdale Road. The building is not locally listed but nevertheless is located within the CA and therefore the historic environment is sensitive to change and should be safeguarded. As this proposed display would integrate poorly into its environment it would have a discernible effect upon the character and appearance of the CA to which it would not preserve or enhance. This would therefore result in some diminishing of the significance of the CA.
9. To conclude, the harm to amenity that I have identified would conflict with Local Plan policies in so far as they are relevant to the proposal. Therefore, it would not meet the aims and objectives of the Haringey Development Management DPD 2017 policy DM3 only in so far as it encourages well located advertisements, and Policy DM9 in its objectives to safeguard the historic environment as well as the same objectives of the National Planning Policy Framework in this regard.

Conclusion

10. For the reasons given above and having had regard to all other matters raised, the appeal is dismissed, and advertisement consent is refused.

Alison Scott

INSPECTOR

