

Officer's Report

Application Number	HGY/2022/2788
Type	Full planning permission
Location	197, Muswell Hill Broadway, London, N10 3RS
Proposal	Full planning permission for shopfront alterations
Case Officer	Sabelle Adjagboni
Valid Date	18/10/2022
Applicant	Carebrook Ltd
Agent	Mr Joshua Price

RECOMMENDATION

Approve with Conditions

PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

This is an application for the erection of a new shop front.

Site and Surroundings

The application site is in the Muswell Hill Town Centre and is a three-storey Edwardian building with commercial units on the ground floor and residential on the upper floors.

The site falls within the Muswell Hill conservation area but is not a listed building. The subject site is currently a retail shop called 'Rakha'.

Relevant Planning and Enforcement history

The most recent planning history in relation to the site is as follows:

HGY/2022/2568 | Instillation of one externally illuminated projecting sign (Sign A) and one 'halo' illuminated sign (Sign C) | **Granted**

HGY/2015/0982 | Display of 1x internally illuminated fascia sign and 1x internally illuminated hanging sign | **Refused**

HGY/2015/0981 | Erection of a new shop front | **Granted**

LOCAL REPRESENTATIONS

The application has been publicised by way of a site notice displayed in the vicinity of the site and 20 letters. No representations were received in response to notification and publicity of the application.

MATERIAL PLANNING CONSIDERATIONS

The application is for the installation of a new shop front. The current shopfront has a modern timber frame with acrylic panel fascia signs which contain the shop's name painted in bold lower case white characters 'rakha'. The glass panels contain a double door entrance in the centre. The shops in the immediate vicinity similarly consist of aluminium and timber framed shop fronts, and timber framed signs or acrylic panel fascia signs.

The proposed shop front will be of modern design and would retain the entrance in the same location but replace the existing double glass doors with a new frameless toughened safety single glass door. The door will be flush with the rest of the façade and will have stainless steel patch fittings, pull handles, locks, and base rail, and hold open 90-degree floor hinges. The new shop front will have a low-lying stall riser to both side of the central doorway, as well as two large separate display windows to either side of the doorway. Additionally, it will be further divided by a transom rail across the upper level of the doorway to form a clerestory. In the middle of the doorway and going across both adjacent display windows will be a double strip containing a total of 55 red stars.

The proposed shop front fascia panel will be a metal tray pan powder coated with the colour red. The signage will comprise of halo illuminated built up metal letters framed by two stars powder coated white. The shop front will also have a new externally illuminated square projection sign which will be coated in the same red as the fascia panel with white vinyl graphics applied to both faces. Bearing in mind the design and detail of the existing shopfront the design and materials associated with the new proposed shop front will be more in keeping with the Edwardian architecture of the existing shopping strip on the street.

The proposed shopfront due to its design and detailing is considered to be acceptable and sympathetic to the shopfronts within its immediate surroundings. As such the proposal will enhance the character and appearance of this part of Muswell Hill Conservation Area and will protect the vitality and viability of this part of The Broadway.

All other relevant policies and considerations, including equalities, have been considered. Planning permission should be granted/refused for the reasons set out above. The details of the decision are set out in the RECOMMENDATION

RECOMMENDATION

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: Party Wall Act

The applicant's attention is drawn to the Party Wall Act 1996 which sets out requirements for notice to be given to relevant adjoining owners of intended works on a shared wall, on a boundary or if excavations are to be carried out near a neighbouring building.

- INFORMATIVE: Planning permission has been granted without prejudice to the need to get advertisement consent under the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.