

Our Ref: 22383/CJ/am
Your Ref: PP-11934164
Email: cjones@firstplan.co.uk
Date: 21 February 2023

London Borough of Haringey Council
Planning, Regeneration & Economy
Level 6, River Park House
225 High Road
Wood Green
N22 8HQ

Dear Sir / Madam,

**APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS
FORMER DUKES AVENUE PRACTICE, 1 DUKES AVENUE, MUSWELL HILL, LONDON N10 2PS**

We write on behalf of our client, KMK Kinderzimmer, to submit the enclosed planning application for consent to display 1.no non-illuminated projecting sign and 1no. non-illuminated display board sign in conjunction with their occupation of 1 Dukes Avenue, Muswell Hill, London N10 2PS. Permission is sought for:

“Installation of 1.no projecting sign and 1no. display board sign.”

The proposed signage will replace the existing signage from the previous GP Surgery that occupied the site, named ‘Muswell Hill Practice’, and will allow the nursery to appropriately market their presence when they open as a new business in the area.

A further application has been submitted alongside this, proposing minor physical works.

In addition to this planning and heritage statement, the following documents have been submitted in support of this application:

- Completed Application Forms;
- Site Location Plan (drawing ref. 5056_KW_P_DR_01-01);
- Architectural drawings prepared by KWA:
 - Existing Signage – Plans and Elevations (ref. 5056_KW_P_DR_06-01);
 - Proposed Signage – Plans and Elevations (ref. 5056_KW_P_DR_06-02); and
 - Signage Details (ref. 5056_KW_P_DR_06-03).

This application has been submitted via the Planning Portal (Ref: PP-11934164). The requisite fee of £132 has been paid online, together with the £32.20 admin fee.

Application Site Description

The application site comprises a semi-detached two storey building with a converted attic space, situated on the northern side of Duke’s Avenue. Since 1982 the building was in use as a GP medical surgery, formerly the “Dukes Avenue Practice” and more recently re-named to “Muswell Hill Practice”. The building is a converted

Edwardian house, which has been extended to the rear and side at ground floor level. The site extends to circa. 0.1 ha and is situated within the London Borough of Haringey.

The site is accessed from Duke's Avenue to the south, with an existing ramp and steps up to the main entrance and bin storage area to the front. To the northeast, the building is semi-detached with a residential property at no. 3 Dukes Avenue. To the southwest is a detached property at no. 1a Dukes Avenue in use as an independent education facility. Directly opposite (southeast) is the Muswell Hill Baptist Church which contains the Rainbow Pre-School. Approximately 50m to the southwest of the site is Muswell Hill Broadway, a designated District Centre and Primary Shopping Area, which hosts a mixture of uses including estate agents, pharmacy, hairdressers and restaurants, amongst others.

The existing signage for the former GP's practice includes 1no. non-illuminated fixed display board sign to the main entrance, and 1no. parking sign to the front boundary wall.

The application site is not subject to any specific planning designations. It is within the Muswell Hill Conservation Area and Muswell Hill Village Archaeological Priority Area. The site itself is not statutorily or locally listed, however the Muswell Hill Baptist Church (directly opposite the site) is Grade II Listed. The site is located just outside the boundary of the Muswell Hill District Centre and Muswell Hill Broadway Primary Shopping Area, and also outside a Critical Drainage Area boundary. There are no Tree Preservation Orders on site.

The building has been vacant since August 2022, when the GP Surgery made a planned move to a larger premises. The site and its immediate context are demonstrated in the aerial image at Figures 1 and 2.



Figure 1. Aerial View of Site



Figure 2. Photographs from Google Streetview (March 2022)

Planning History Summary

The use of the whole building within the E Use Class was confirmed via a Certificate of Lawfulness granted on 18 November 2022. KMK Kinderzimmer seek to occupy the building under Class E(f) of the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020. Specifically, Class E(f) allows:

“(f) for a creche, day nursery or day centre, not including a residential use, principally to visiting members of the public”

Accordingly, planning permission is not required for this use. The signage proposed within this application will enable the nursery to appropriately market their presence when they open as a new business in the area.

The majority of the site’s planning history relates to the building’s previous occupation by a GP medical surgery, formerly the “Dukes Avenue Practice” and more recently re-named to “Muswell Hill Practice”.

It is noted that there is no planning history available online relating to the existing or previous advertisements at the site. Until 2016 (when the practice name was change) the signage at the site included a further 1no. display board sign fixed to the railings within the front garden area.

A photograph of this is provided at Figure 3, below.

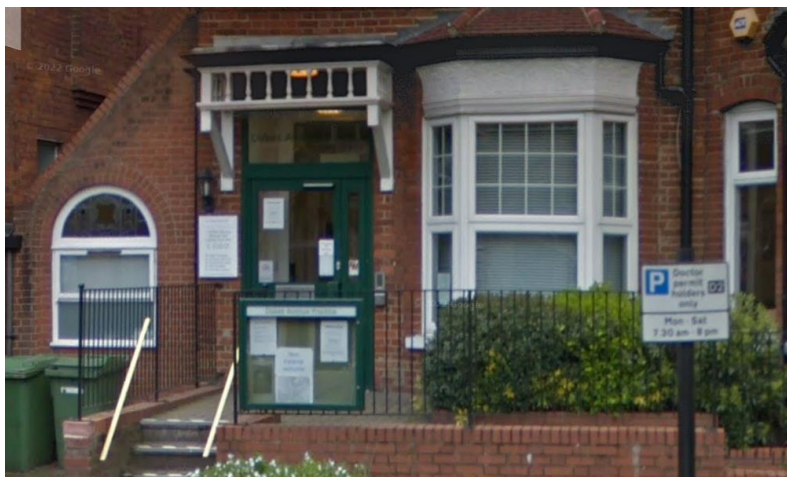


Figure 3. Former signage at the site (Google Streetview April 2016)

It is also noted that the Grade II Listed Muswell Hill Baptist Church opposite the site hosts a number of signs including 2no. display boards relating to the church, 1no. fixed panel sign relating to the Rainbow Pre-School, alongside various further canvas banner signs attached to the railings. This is demonstrated at Figure 4 below. There does not appear to be planning history available online in relation to these signs.

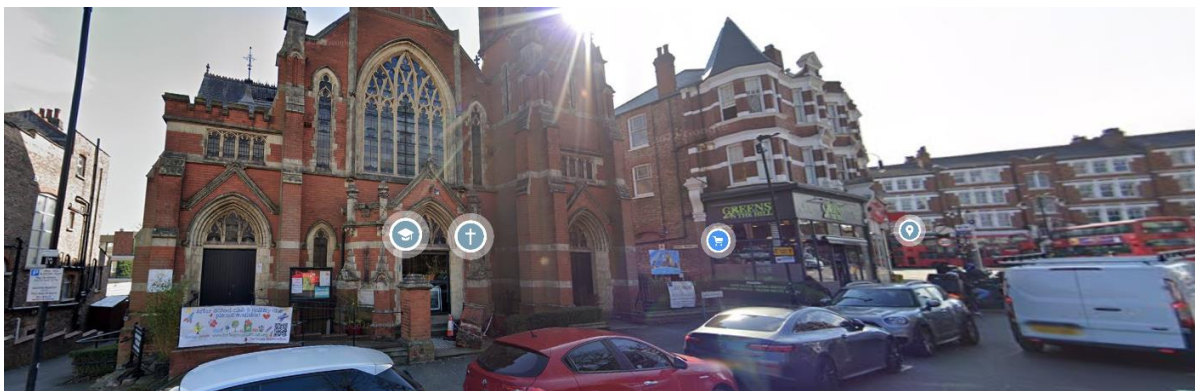
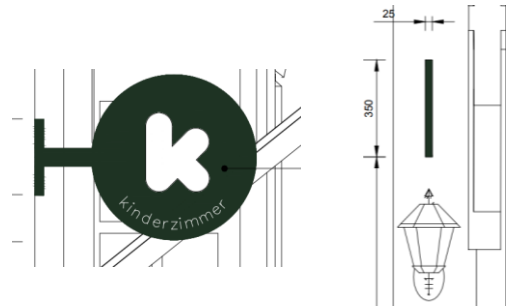


Figure 4. Signage to Muswell Hill Baptist Church (Google Streetview March 2022)

Application Proposals

This application relates to the proposed installation of 1no. projecting sign and 1no. display board sign to the building's frontage. Details of the proposals are included below:

- 1no. projecting metal sign to left of building frontage:
 - 350mm diameter;
 - 25mm depth;
 - Projecting 470mm from building frontage;
 - Dark Green powder-coated metal (RAL 6005) with white logo (RAL 9003)
 - Non-illuminated; and
 - Fixed to facade via metal bracket.
- 1no. metal display board sign to front boundary:
 - 1250mm (w) x 1800mm (h) x 45mm (d)
 - Dark Green powder-coated metal (RAL 6005) with white lettering (RAL 9003)
 - Non-illuminated
 - Free standing sign placed behind front boundary wall



Planning Policy Summary

For London Borough of Haringey Council, the Development Plan consists of the:

- Haringey Strategic Policies (2013 with alterations 2017);
- Development Management DPD (2017);
- Site Allocations DPD (2017);
- Policies Map;
- Muswell Hill Conservation Area Appraisal (2008); and
- SPDs.

The National Planning Policy Framework (NPPF) (2021) and Supplementary Planning Guidance are also material planning considerations.

National Planning Policy Framework (NPPF) (2021)

The NPPF provides the overarching planning policy guidance for development across England. **Paragraph 47** requires that applications be determined in accordance with the development plan unless material considerations indicate otherwise.

Paragraph 126 outlines that good design is one of the fundamental elements in ensuring sustainable development and contributes to creating better places to live and work, helping make development acceptable to communities.

Chapter 16 of the NPPF provides guidance on the conservation and enhancement of the historic environment. **Paragraph 197** sets out the desirability of enhancing the significance of heritage assets and of positive contributions to local character and distinctiveness.

Paragraph 206 relates to conservation areas and sets out that local planning authorities should look for opportunities for new development within conservation areas to enhance or better reveal their significance. It states that proposals that preserve those elements of the setting that make a positive contribution to the asset should be treated favourably.

In terms of advertisements, **Paragraph 136** sets out that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Haringey Strategic Policies (2013, alterations 2017)

Policy SP1 Managing Growth states that Muswell Hill is seen as an 'Area of Limited Change', and therefore development should respect the character of its surroundings and provide environmental improvements.

Policy SP11 Design sets out that development should enhance, enrich and create places and buildings that are high quality, attractive, sustainable, safe and easy to use. Proposals should be of the highest standard of design that respects its local context and character and historic significance.

Policy SP12 Conservation seeks to ensure the conservation of heritage and archaeological assets and their setting, including listed buildings and conservation areas.

Haringey Development Management DPD (2017)

Policy DM1 Delivering High Quality Design states that proposed development should demonstrate a high standard of design and contribute to the distinctive character and amenity of the local area, through use of distinctive local architectural styles, detailing and materials.

Policy DM3 Public Realm sets out that advertisements should be of high quality, and not harm amenity or highway/public safety, and 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; and*
- f. Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting."*

Policy DM8 Shopfronts, Signs and On-Street Dining provides guidance for signage, although in relation to shop frontages. In terms of signage, the council will support applications where they contribute to an attractive environment and do not contribute to public safety hazards, clutter or a loss of amenity; or adversely impact the character or appearance of a conservation area.

Policy DM9 Management of the Historic Environment seeks to sustain and enhance the significance of heritage assets. It sets out that development that that conserves and enhances the significance of a heritage asset and its setting will be supported. Proposals for alterations to existing buildings in Conservation Areas should not detract from the character and appearance of the Conservation Area, and should complement the architectural style, scale, proportions, materials and details of the host building and should not appear overbearing or intrusive. Proposals affecting a designated Archaeological Priority Area should have regard to the impact of the proposal on archaeological assets.

Muswell Hill Conservation Area Appraisal (2008)

The site is located within Sub Area 7 'Colney Hatch Lane & Wellfield Avenue to The Avenue'.

Paragraph 4.48 notes that Muswell Hill Baptist Church (opposite the application site) is a Grade II listed building which is a local landmark that can be seen in views across the Muswell Hill junction and provides a transition between the town centre and adjacent residential area.

The remainder of Dukes Avenue is described as largely residential, with roofs of houses prominent in views along the street, and patterns created by chimneys and gables listed as notable components of the character of the area. It notes that "Although there are a variety of different house types, development is predominantly two storeys in height and terraced. The properties are generally constructed in red brick with a pitched slate roof and have contrasting coving, decorative plasterwork and timber work."

The western end of Dukes Avenue has considerable consistency, with no.1 Dukes Avenue referenced as:

"At the western end of Dukes Avenue there is considerable consistency in the style and elevation treatment of the development. On the north side, Nos. 1 to 9 (odd) and Nos. 11 to 23 (odd) have decorative pargetted plaster coving at eaves level, porches with hipped roofs on timber brackets, and a pattern of paired gables (also with pargetting), two storey projections, ground floor bays and arched heads to the ground floor windows."

Nos. 2 to 24 (even) to the south side of Dukes Avenue are noted to have the same architectural details as the houses on the north side.

Planning Assessment

As noted above, the former healthcare and proposed nursery uses both fall within Class E, and therefore the use of the site as a nursery does not require planning permission. The proposals solely comprise the installation of external signage which is needed to allow KMK Kinderzimmer to appropriately market their presence when the nursery opens as a new business in the area.

The planning considerations arising from the proposals are the impact on the identified heritage assets, design, and the impact on surrounding amenities, highway safety and flood risk. The designated heritage assets relevant to this application are the Muswell Hill Conservation Area and the nearby Grade II listed church.

These considerations are addressed in turn below.

Design and Heritage

Adopted national and local planning policy requires that development proposals preserve or enhance the character of heritage assets. This is directly connected with Section 72 of the Planning (Listed Building and Conservation Areas) Act 1990, which establishes a statutory duty for Local Planning Authorities.

Haringey Policies SP12 and DM9 set out that proposals should sustain and enhance the significance or of heritage assets and their settings, in this case the Muswell Hill Conservation Area, and the Grade II listed Muswell Hill Baptist Church (opposite the application site). Policy SP1 further sets out that Muswell Hill is seen as an 'Area of Limited Change' and development should respect the character of its surroundings.

The proposals comprise 1no. non-illuminated metal display board sign and 1no. non-illuminated projecting sign. The display board sign is similarly scaled, located, and proportioned to previous signage at the site, which was in place from (at least) 2008 - 2016. Similarly, the proposed projecting sign adjacent to the building's main entrance would replace an existing metal display board sign. It is therefore not considered that there would be a material increase in the quantity or scale of signage as previously seen at the site.

In terms of the Muswell Hill Conservation Area, the Conservation Area Appraisal notes a number of features which characterise the western end of Dukes Avenue. The proposed projecting sign to the main entrance will not have any impact on these character features including coving, decorative plasterwork and timber work to the front façade. The proposed display board sign will have no impact on the existing front boundary walls, ensuring the noted visual consistency between no.1 Dukes Avenue and the remainder of the street is retained.

While the Conservation Area appraisal describes Dukes Avenue as residential in character, the site is approximately 20m from the boundary of the Muswell Hill District Centre and Muswell Hill Primary Shopping Area, an active retail area. The shopfronts to Dukes Avenue Pharmacy, JHK Estate Agents, Ladbroke's and Greens on the Hill Deli are in close proximity to and visible from the application site. The amount and size of the proposed signage is therefore considered to be proportionate to the location and surrounding character of the site.

The Conservation Area Appraisal also notes the importance of views to the Grade II listed Muswell Hill Baptist Church. The proposed signage is minimal and will be entirely within the site boundary. It will create a high-quality, coherent appearance, enhancing the external street appearance of the application site and the wider setting of the listed building. Muswell Hill Baptist Church hosts a number of signs itself (as outlined above) and the minimal level of signage proposed is not considered to detract from the character or appearance of the listed building, its setting, or views to or from.

Furthermore, the proposed signs are to be fixed to or within existing above ground structures, with no below ground works required, resulting in no impact to the Archaeological Priority Area.

The proposed signage will offer a sleek and uniform design across the building frontage, with neither sign being overly prominent or obscuring any key features of the Conservation Area. The removal of the existing poor-quality ad-hoc or informal signage across the site (such as ad-hoc signs to the door and text within the entrance door fan light) will further reduce visual clutter, improve the appearance of the site and, in turn, the wider Conservation Area.

The proposed materials of powder-coated metal are robust and durable, forming a high-quality design. They propose to incorporate a traditional colour palette of a muted dark green with white lettering which is considered to be in keeping with and wholly appropriate for the Conservation Area.

The proposed works will therefore complement the architectural style, scale, proportions, materials and details of the host building and will not appear overbearing or intrusive. The proposals will sustain and enhance the significance of both the Conservation Area and the setting of the Grade II listed building. In addition they will have no impact on the Archaeological Priority Area. In design terms, the proposals incorporate high-quality design and durable materials, which will form a minimal, coherent and sleek appearance from the street. The proposed signage will contribute to a safe and attractive environment,

Therefore in design and heritage terms, the proposals are considered to be in full accordance with Haringey Policies SP11, SP12, DM1, DM3, DM8 and DM9.

Amenity

The proposals will replace existing signage within this site, which is in close proximity to the Muswell Hill District Centre. The proposals will not result in any increase of visual clutter or cause any undue detrimental impact to the character or outlook or visual amenity of neighbouring occupiers. Both proposed signs will be non-illuminated and will therefore cause no additional impact to amenity in terms of light pollution. The proposals are therefore considered to be acceptable in amenity terms, in line with Haringey Policies DM1 and DM3.

Highways

In highways terms, these non-illuminated signs will not cause any impact in terms of light spill or glare for highways users. All of the proposed signage would be located within the site boundary and will not project over the public highway. The projecting sign will be located to the side of the main entrance, above pedestrian head-height. The proposals will therefore not impede any pedestrian or vehicle movements or cause any impact on the safety of the public highway, in line with Haringey Policies DM3 and DM8.

Other considerations

It is noted that, while the proposals are in the vicinity of a residential property, Listed Building and Conservation Area, there is no illumination proposed and therefore no Lighting Assessment has been provided.

Design and Access Statement

Use

There is no change to the use of the building is proposed as part of this application.

Scale and Amount

The proposed signage replaces signs of a similar location, size and quantity to this non-residential building. In addition, the site is approximately 20m from the boundary of the Muswell Hill District Centre and Muswell Hill Primary Shopping Area, an active retail area. Therefore the scale and amount of signage proposed is considered to be proportionate and not

Appearance

The proposals will have no impact on the existing decorative features to the building façade or front boundary walls. The proposals will create a high-quality, uniform design across the building frontage, with neither sign being overly prominent or obscuring any key features of the building or the Conservation Area.

Layout and Access

The proposed signage is sited within the site boundaries and will not impede any pedestrian or highway movements. These will improve wayfinding to the site, directing users to the main entrance of the building. The signage is non-illuminated therefore will have no impact on highway safety arising from potential light spill or glare.

Landscaping

There is no change to the existing landscaping proposed as part of this application.

Conclusions

This application seeks advertisement consent for the installation of 1no. projecting sign and 1no. display board sign at 1 Dukes Avenue, Muswell Hill, London N10 2PS. The signage is proposed by KMK Kinderzimmer who will operate their nursery from the premises.

The proposed scheme provides an appropriate signage solution that effectively markets the presence of the nursery, whilst preserving the character and appearance of the Conservation Area and setting of the nearby listed building. They will have no impact on the Archaeology Priority Area. The signage scheme is subtle with a coherent and sleek design and use of high-quality materials and non-illuminated signs, which will not detract from the appearance of the conservation area or the setting of the nearby listed building. Therefore in design and heritage terms the proposals are considered to fully accord with paragraphs 197 and 203 of the NPPF, Haringey Policies SP11, SP12, DM1, DM3, DM8 and DM9, and Haringey Supplementary Planning Guidance.

In addition, the proposals comply with Paragraph 136 of the NPPF and Haringey Policies DM1, DM3 and DM8, in that they will protect public amenity and highway safety.

I therefore trust that the attached information is sufficient to facilitate the granting of permission for the proposed signage. However, should you have any further queries concerning the application please do not hesitate to contact me.

Yours faithfully



CHRIS JONES

Director

Enc.