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VIA PLANNING PORTAL

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Dear Sir / Madam,

APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT

223 MUSWELL HILL BROADWAY, LONDON, N10 1DD

PLANNING PORTAL REF. PP-12120101

On behalf of our client, Oliver Bonas (Property) Limited, Savills is instructed to submit an application for express advertisement consent at 223 Muswell Hill Broadway, London, N10 1DD ("the site").

Accordingly, please find enclosed:

- Application form;
- Site Location Plan;
- Proposed Block Plan;
- Various drawings including;
 - TD23/OB16/EX01.1 (Existing Shopfront Elevations);
 - TD23/OB16/P01.1 (Proposed Shopfront Elevations);
 - TD23/OB16/02.1 (Proposed Signage Details); and
 - TD23/OB16/BP01 (Proposed Signage Locations).

Payment of the appropriate fee of £132.00 has been made via the Planning Portal.

Proposals

The proposals seek express advertisement consent for the installation of two 'halo' illuminated fascia signs (Signs 1 and 2 (annotated A)), one 'halo' illuminated fascia sign (Sign 3 (annotated B)) and two non-illuminated projecting signs (Signs 4 and 5 (annotated C)).

The proposed signage, as illustrated on the submitted drawings and described within the application form, seek to provide an improved shopfront and enable the beneficial occupation of the site as an Oliver Bonas retail outlet. The signage is therefore integral to the long-term investment and occupation of what is currently a vacant unit.

Assessment

The National Planning Policy Framework ("NPPF") (July 2021) and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) ("the Regulations") permits the Local Planning

Authority (“LPA”) to only consider amenity and public safety matters in determining advertisement consent applications. These criteria are assessed below in respect of the proposed signs.

Paragraph 136 of the NPFF notes that the quality and character of places can suffer when advertisements are poorly sited and designed. The paragraph continues to note that the advertisement consent process “... *should be operated in a way in which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impact*”.

Haringey’s Development Plan Documents (“DPDs”) relevant to the site comprises the Strategic Policies DPD (July 2017) and Development Management DPD (July 2017) which sit alongside the London Plan (March 2021).

London Plan Policy D8 concerns the ‘Public realm’ and states “...*Lighting, including for advertisements, should be carefully considered and well-designed in order to minimise intrusive lighting infrastructure and reduce light pollution*”.

The Strategic Policies DPD includes policies which shape the location and scale of development in Haringey until 2026. Policy SP11 (Design) relates to creating places and buildings that are high quality, attractive, sustainable and safe within Haringey. The Policy elaborates that design should respect local context and character and contribute to the area’s sense of place and identity.

The Development Management DPD presents Haringey’s spatial strategy alongside criteria based policies in which applications will be assessed against. Policy DM8 (Shopfronts, Signs and on-street Dining) notes that shopfront signage (including fascia signage) will be granted where they contribute to an attractive environment. Signage must not cause harm to public safety or contribute to loss of amenity. Furthermore, shopfront signage must not adversely impact the character and appearance of an area, including conservation areas. Further, Policy D3 (Optimising site capacity through the design-led approach) of the London Plan sets out that all development must make the best use of land by following a design-led approach, amongst other considerations.

Outside of the statutory development plan, the Muswell Hill Conservation Area Character Appraisal (February 2008) (“MHCACA”) sets out the key areas for the conservation area and section 13 identifies the challenges, pressures and opportunities for development. Paragraph 13.1 notes the importance of good design that takes account of the historic environment which is essential when considering proposals. Furthermore, it states that “*the use of good external materials is of the greatest important [sic]*” and that “*internally illuminated box signs should be avoided*”.

Amenity

The site relates to a ground floor retail unit which is currently vacant following the departure of the former occupier, Barclays Bank. Google Street View imagery suggests Barclays Bank occupied the premises since at least July 2008 and are understood to have vacated in June 2022. The site itself is not locally listed, however, is set within the Muswell Hill Conservation Area (“MHCA”). As with most buildings in the MHCA, the site is identified as a ‘Positive Contribution Building’ in the MHCACA, meaning it is considered to make a “*positive contribution to the conservation area as part of a group*”.

The proposed signage is positioned appropriately along the site’s frontage and is set well against the building’s elevation and therefore would not negatively interfere with any architectural details of the building as recognised in the MHCACA and consistent with good design principles and the aforementioned policies. The signage is considered well scaled and located on an area of the building, along the existing fascia level, designed to accommodate such signage. This is the case on all three elevations where signage is proposed.

The ‘halo’ illumination of the fascia signs is considered a sensitive form of illumination and entirely appropriate within this location and conservation area setting. Halo illumination is a very different illumination style to the internally illuminated box signs resisted by the MHCACA. From a review of the area, examples exist of other illuminated signage local to the site, including at Natwest, 190 Muswell Hill Broadway, who were granted

consent for an internally illuminated fascia sign and project box sign in 2003 (ref. HGY/2003/0849), Vodafone, 211 Muswell Hill Broadway, who were granted consent for an externally illuminated fascia sign and two projecting signs in 2020 (ref. HGY/2020/1988) and more recently Pret A Manger, 197 Muswell Hill Broadway, who were granted consent for one 'halo' illuminated fascia sign and one externally illuminated projecting sign in December 2022 (ref. HGY/2022/2788). The nature of the proposed illumination is considered to be entirely sensitive to the character of the building and within the wider area of the MHCA.

In summary, individually and collectively, the proposed signs maintain a high standard of design, in keeping with the character and appearance of Muswell Hill Broadway, its wider setting within the MHCA and proximity to listed buildings. The signage has been sensitively designed to reflect the appearance of the host building's shopfront which is to be retained and is not at all considered to be excessive or obstructive. The materials, form and colours of the proposed signage offer a significant betterment over the previous Barclays Bank white fascia board (with blue lettering) and design of the current vacant unit. The proposed anthracite grey signage remains respectful, in keeping with, and complimentary to the host building and setting and read well against the natural stone finish at fascia level. Overall, the signage accords with the relevant policy as set out above, and is found acceptable in respect of amenity.

Public Safety

The location of all signage is not considered harmful to pedestrians and vehicles, given the subtle appearance and illumination of the signs. The proposed signage will not interfere or obscure the general road usage for vehicles or any road signs and visibility splays, especially those relating to the busy junction and bus stop island located at Muswell Hill Roundabout directly to the south east. The proposals therefore raise no public safety concerns.

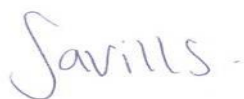
Summary

The proposals are for the sensitive installation of signage at 223 Muswell Hill Broadway to facilitate the beneficial occupation of a vacant unit as an Oliver Bonas retail outlet. As noted above, the proposed signs are not detrimental to the visual amenity of the site or its wider setting within the MHCA and will not cause any harm on public safety. The proposals are therefore considered compliant with the Regulations, national and local planning policy (in so far that they can be considered) and it follows that there is full justification for approval of the application and the grant of express advertisement consent.

I look forward to receiving confirmation that the application has been registered in due course and I would welcome the opportunity to discuss the details of the application with the appointed Case Officer at the earliest opportunity.

Should you require any further information, please do not hesitate to contact me.

Yours faithfully

A handwritten signature in blue ink that reads "Savills" in a cursive, stylized script.

Lucy Hayward
Graduate Planner

Enc. As above