



# Officer Report

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|----------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>Application Number:</b> | <b>HGY/2023/1178</b>                                                                                                          |
| <b>Application Type:</b>   | <b>Consent to display an advertisement</b>                                                                                    |
| <b>Address:</b>            | 223 Muswell Hill Broadway, Hornsey, London, N10 1DD                                                                           |
| <b>Proposal:</b>           | Advertisement consent for the installation of three 'halo' illuminated fascia signs and two non-illuminated projecting signs. |
| <b>Case Officer:</b>       | Josh Parker                                                                                                                   |
| <b>Valid Date:</b>         | 28/04/2023                                                                                                                    |
| <b>Applicant:</b>          | ...                                                                                                                           |
| <b>Agent:</b>              | Miss Lucy Hayward                                                                                                             |

## **RECOMMENDATION**

### **Approve with Conditions**

#### **SITE AND SURROUNDINGS**

The application relates to the currently vacant commercial premises occupying the ground floor of 223 Muswell Hill Broadway, a 4-storey end of terrace building on the corner of Muswell Hill Broadway and Queens Avenue. Previously the building has been used as a bank on the ground floor and residential above. The building is located within the Muswell Hill conservation area but is not listed. Muswell Hill Library is a Grade II Listed building located on the opposite side of Queens Avenue to the site.

#### **PROPOSED DEVELOPMENT**

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)).

#### **SITE HISTORY AND ENFORCEMENT**

The building has a long and extensive history of planning and advertisement consent application. The most recent and relevant ones are listed below.

HGY/2023/1177 - Planning application for alterations to the shopfront. This is parallel to the current advert application. Pending.

HGY/2022/1420 - Planning permission granted to remove signage and make good; remove nightsafe and make good; remove ATMs and make good. These works were linked to the closure of the Barclays bank that formerly occupied the building. Decided 12.07.2022.

HGY/2015/0929 - Planning permission granted for the installation of 3 no. condenser units on flat roof of single storey extension to rear.

HGY/2014/3226 - Advertisement consent granted for the display of 2 x internally illuminated fascia signs and 1 x internally illuminated hanging sign.

HGY/2013/0352 - Advertisement consent granted for the display of 2 x internally illuminated fascia signs and 1x internally illuminated hanging sign.

HGY/2013/0364 - Planning permission granted for new replacement aluminium frame glass door, removal of window vents, installation of new window glass, removal of metallic mesh and installation of new louvers and installation of parapet protection.

The planning history of the site has been taken into account when coming to this decision.

## **CONSULTATION**

LBH Conservation - No objection to the proposed signage.

## **LOCAL REPRESENTATIONS**

The application has been publicised by the way of letters. The number of representations received from neighbours, local groups, etc in response to notification and publicity of the application were as follows:

Objections:1

Support:1

Objection summarised:

- Small sign where the old entrance was sited is unnecessary and creates clutter.

Support summarised:

- The removal of the applied fascia, back to the underlying stonework

## **MATERIAL PLANNING CONSIDERATIONS**

Regulation 3(1) of The Town and Country Planning (Control of Advertisement) Regulations 2007 states that a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

The definition of “amenity” includes both visual and aural amenity. Therefore as well as visual amenity, the noise generated by advertisements should be considered. “Public safety” is not confined to road safety. Crime prevention and detection are relevant; the obstruction of highway surveillance cameras, speed cameras and security cameras by advertisements is now included.

The revised NPPF (2023) states that “the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way 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 impacts.”

The main considerations in the assessment of this application are therefore amenity and public safety. In this respect DM Policy DM8 ‘Shopfronts, Signs and On-Street Dining’ states that proposals for new shop signage should contribute to an attractive environment and should not:

- a. Cause a public safety hazard;

- b. Contribute to clutter or a loss of amenity; or
- c. Adversely impact the character or appearance of a conservation area.

The proposed signage would have Oliver Bonas on all 3 sides of the building. Both Queens avenue and Muswell Hill Broadway would have 0.34m (h) text stretching 3.716m in a simplistic elegant font. The front of the building where the main entrance once was would have an identical sign with 0.152m (h) font stretching for 1.858m. The final 2 signs would project above the footpath and have 'Oliver' and 'Bonas' separately stacked on top of each other. These are 0.6m by 0.6m and would project a maximum 0.7m from the existing stone fascia.

It is noted that the large horizontal plastic fascia signs that had been located on both frontages for a number of years, were removed under application reapplication HGY/2022/1420 and the original stone work fascia exposed when the bank closed. The current application and parallel application for advertisement consent of proposes individual halo illuminated letters attached to the existing stone facias, which is considered a more complimentary and appropriate form of fascia advertisement than the precedent set by the former bank.

## **REASONS FOR GRANTING PERMISSION**

The proposed design and dimensions of the new sign respects the style, proportions and character of the existing building, conservation area and street scene. Overall, the proposed illuminated and non-illuminated signs in the context is not visually obtrusive due to its simple and uncluttered design of the retail space as a whole. The proposed sign will cover a small portion of the original render in a manner that is respectful and elegant. There have been objections for the signage on the front elevation where the historic door once was accessing the bank, suggesting that it is unnecessary. As such there has historically been signage above the entrance to entice/inform people, which is difficult to differentiate this scenario with the proposed front signage. Overall the signage designs are simple and well designed and fall within the guidance set out in the aforementioned policies and framework.

## **PUBLIC SAFETY**

The signage does not involve any moving parts or images or to be of a level of illuminance that might prove distracting to highway users.

## **CONCLUSION**

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

### **Conditions:**

- 1 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.

- 2 A. That the display of the advertisement (s) shall be permitted for a period of five years from the date of this decision.  
B. Any advertisements displayed, and any site used for the display of advertisements,

shall be maintained in a clean and tidy condition.

C. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

D. Where any advertisement is required under these regulations to be removed, the site shall be left in a condition that does not endanger the public.

E. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

F. No advertisement shall be sited or displayed so as to- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: The conditions are imposed by virtue of the Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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**CONDITION - Advert Luminosity**

That The luminance levels of the illuminated advertisement hereby approved shall be limited to 500cd/m<sup>2</sup>.

Reason: In order to safeguard the visual amenity of the locality.