



Officer Report

Application Number:	HGY/2026/0909
Application Type:	Consent to display an advertisement
Address:	Shop, 110 Myddleton Road, Wood Green, London, N22 8NQ
Proposal:	Application for consent to display an advertisement on shop front comprising internally illuminated LED fascia sign with illumination limited to individual letters only and an internally illuminated projecting sign (RETROSPECTIVE APPLICATION).
Case Officer:	Neil McClellan
Valid Date:	30/03/2026
Applicant:	Ramazan Ince
Agent:	

RECOMMENDATION

Refuse

PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed Development

Retrospective application for the retention of a new fascia sign with individually internal illuminated letters and an internally illuminated logo and a new internally illuminated projecting sign.

Site and Surroundings

Ground floor commercial premises currently occupied by a hot food takeaway (Doner Grill House).

The site is located within the Bowes Park conservation area. It is not listed or close to any listed buildings.

It forms part of the Myddleton Road Local Shopping Centre.

Relevant Planning and Enforcement History

UNW/2015/00402 – Enforcement action taken against the installation of an internally illuminated fascia sign by the previous business to operate from this premises. Following the issuing of a Section 225A removal notice, the sign was removed and replaced with an internally illuminated fascia more appropriate to the conservation area. The case was closed 10/08/2017.

HGY/2008/2092 – Planning permission refused for the installation of roller shutters.

No planning permission exists for the change of use of the premises to a hot food take away. However, based on online reviews it had been operating as a pizza takeaway and delivery since at least to 13 years ago, prior to becoming the current Doner Grill House.

Consultation response

LBH Conservation: Object to the signage.

LOCAL REPRESENTATIONS

No representations have been received in response to notification and publicity of the application.

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 revised NPPF (December 2024) states in Paragraph 141 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 of Haringey’s Development Management DPD ‘Shopfronts, Signs and On-Street Dining’ states that proposals for new shop signage should contribute to an attractive environment and should not:

- a. Impact on Amenity; and
- b. Public safety.

In addition, Policy DM9 of Haringey’s Development Management DPD and Policy HC1 of the London Plan (2021) both stress the importance of ensuring new development respects and preserves the historic environment. Proposals to be of a high, site specific, and sensitive design quality, which respect and/ or complement the form, setting, period, architectural characteristics, detailing of the original buildings

Impact on Amenity & Heritage

The application site lies within the Bowes Park Conservation Area. Myddelton Road is exclusively the only non-residential street within the Conservation Area. The street is notable for the survival of several early shop fronts. The character of the shopping street remains distinctly sub-urban and almost domestic in character, and signage is generally non-illuminated, those that are illuminated are externally illuminated.

The proposed signage consists of a new box fascia, with an internally lit sign, both logo and wording as well as an internally illuminated hanging box sign on the pilaster. The internally illuminated nature of the signage is not appropriate for this location. The type and amount of internal illumination make it an alien and incongruous feature in the streetscene, designed to maximise its prominence, and unduly so. The design of the proposed advert would be a harmful and incongruous addition to the streetscene.

Additionally, the new acrylic backing board itself is also a fairly poor-quality addition to the streetscene. Its design and finish make it unjustifiably dominant, and it projects out further than the original fascia behind cutting into the original pilaster and console brackets on either side.

Accordingly, the proposed signage would be considered to cause harm to the significance of the Bowes Park Conservation Area as it would result in an unsympathetic addition which would fail to preserve or enhance its character and appearance. While the level of harm would be less than substantial, the harm great weight should be given to the conservation of this designated heritage asset, in line with S72 of the L(PLBCA)A and paragraphs 212,213, 215 of the NPPF.

Public safety

The signage does not involve any moving parts or images that might prove distracting to highway users. Subject to a condition restricting the proposed fascia signs to 300cd/sqm, the proposal is considered acceptable in terms of public safety.

Conclusion

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

RECOMMENDATION

REFUSE ADVERTISEMENT CONSENT

Refusal Reasons:

The proposed signage by reason of its size, design and internal illumination would appear an alien and incongruous feature in the streetscene, to the detriment of local visual amenity and causing harm to the character and appearance of the Bowes Park Conservation Area, contrary to Policies DM8 and DM9 of Haringey's Development Management DPD (2017), Policy HC1 of the London Plan (2021) and to the relevant provisions of the NPPF (2024).