

Officer Report

Application Number:	HGY/2026/0838
Application Type:	Consent to display an advertisement
Address:	105 & 111 Muswell Hill Broadway, Hornsey, London, N10 3RS
Proposal:	Display of a new Digital Display Screen behind the shopfront window.
Case Officer:	Mark Chan
Valid Date:	17/04/2026
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Applicant:	Mr Miguel Perez Tallon
Agent:	Mr Simon Bird

RECOMMENDATION

Approve with Conditions

1. Site Location

The application site is a ground floor commercial unit of a four-storey, mid-terraced building on the northwestern side of Muswell Hill Broadway. The character of the surrounding area is of mixed nature with mainly commercial/retail units on the ground floor and residential units on top. The site is within the Muswell Hill Conservation Area (CA) but not within the vicinity of a listed building.

2. Description of Proposal

The applicant is seeking advertisement consent for the display of 1no. new Digital Display Screen behind the shopfront window. The new Digital Display Screen would be 1.13m tall, 0.675m wide and 0.2m deep and would be freestanding at 0.715m above ground level. The display would be 46 inch TV screen housed in a mild steel case and supported by two steel poles, both finished in Light Grey (RAL 9006). The screen would be set back from the shopfront window by 0.3m. Lastly, the screen would be switched on 24/7 displaying content continuing to transition between slides throughout. The display would be statically and internally illuminated by LED with a illuminance level of 250 cd/m² and the screen would dim to 16% brightness during nighttime.

3. Relevant Planning and Enforcement history

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

HGY/2026/0829 – Display of 1no. internally illuminated projecting hanging sign and 2no. externally illuminated fascia signs, and installation of window film to front elevation. Under consideration.

HGY/1996/0998 – Amendment to planning permission HGY/50580 to provide alteration to elevation with automatic doors. Approved 26/11/1996.

HGY/1995/1451 – of rear ground floor extension. Class A2 (financial and professional services) use and erection Change of use of ground floor from Class A1 (retail) use to. Approved 28/05/1996.

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Transportation Group: No objection.

LBH Conservation Officer: No comments received.

5. Local Representations

The number of representations received from neighbours, local groups, etc in response to notification and publicity of the application were as follows:

No of individual responses: 0

Objecting: 0

Supporting: 0

One objection was received from Muswell Hill and Fortis Green Association (MHFGA) and the reason(s) for objection are summarised as follows:

- The site is next to a pedestrian crossing and attention of drivers could be distracted when the slides change on the proposed screen.

6. Assessment of Planning Issues

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 (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 respect of the Council’s Local Plan Policies as outlined below.

Amenity

Policy DM3 ‘Public Realm’ states that proposals for all advertisements should be designed to a high standard and, in particular, 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;
- f. Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.

Policy DM8 supports advertisements proposals as long as they are high quality and sensitive to their surroundings, do not contribute to visual clutter and do not cause visual intrusion by virtue of light pollution into adjoining residential properties.

The size of the proposed Digital Display Screen is considered modest and appropriate. Whilst the material of the screen is not traditional, it is set behind the existing shopfront window and is consistent with the design of the other signs at this commercial unit as well as the nature of the business (bank). Given its set back position, the new screen would not overpower and dominate the host building features and would visually clutter the shopfront. The level of illumination and the dimming of the screen to 16% brightness at nighttime is also considered to be appropriate on this occasion for the street scene and wider CA. Overall, the proposed Digital Display Screen is considered an appropriate addition and would not appear out of scale and place within the street scene and locality nor have a detrimental effect on local residents and road users.

Public safety

Local Plan Policy DM2 seeks to ensure safe and accessible pedestrian routes and for proposals to not impede pedestrian permeability. In relation to advertisements Policy DM3 and DM8 seeks to ensure these do not cause a hazard to pedestrians or other road users. London Plan policy D8 also relates to pedestrian safety and states that applications which seek to introduce unnecessary street furniture should be refused.

The Council therefore needs to be convinced that pedestrian movement is not impeded with such development and that it does not attract attention which may endanger vehicle users.

It is noted that concerns have been raised by a local group that the proposed screen may endanger pedestrians at the nearby crossing by distracting drivers with its changing display.

The proposed signage would not interfere with the use of the adjacent shop, bus stop and traffic signage.

Given the minor scale of the proposed screen and illuminance level, there would be no adverse impact on the adjacent street/main road. The illuminance level would not affect public safety and would be subject to a condition.

The signage would not generate any obstruction to pedestrian movement on adjacent footway and as such there would be no consequence for the flow of pedestrians, including wheelchair and disabled users.

The Council's Transportation Group has been consulted, and the proposal would not cause distraction to road users using the adjacent highway.

7. Conclusion

For the reasons outlined above, the proposed signage is found to be acceptable in terms of amenity and public safety. The signage would not harm the character and appearance of the conservation area. There is no conflict with any national, London or Local Plan policy and the application should therefore be approved.

Conditions:

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 - 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.

- 2 Before the advertisement(s) hereby approved is/are displayed, the existing advertisements shall be removed.

Reason: In order to prevent the excessive proliferation of obsolete signs to the detriment of the amenity of the area.

- 3 The brightness of the signages hereby approved should be limited to 250 cd/m² and the brightness should be restricted to 16% of the daytime illumination level from sunset to sunrise.

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