



Officer Report

Application Number:	HGY/2026/1075
Application Type:	Listed building consent (Alt/Ext)
Address:	121 Muswell Hill Road, Hornsey, London, N10 3HS
Proposal:	Interior fitout of new bakery within existing ground floor unit. Redecoration of shopfront with new external signage.
Case Officer:	Roland Sheldon
Valid Date:	12/05/2026
Applicant:	Miss Anca Zsifkov-Gavra
Agent:	Mr David Chenery

RECOMMENDATION

Approve with Conditions

1. SITE AND SURROUNDINGS

The subject site is a ground floor retail within Grade II listed building no. 107-143 Muswell Hill Road, N10 located on the northern side of Muswell Hill Road, close to the junction shared with Fortis Green Road, N10. The surrounding uses are a mix of retail related commercial uses with some residential use on the upper floors of buildings. The building is located within the Muswell Hill Conservation Area, and forms part of the town centre secondary retail frontage of the Muswell Hill District Centre.

2. PROPOSED DEVELOPMENT

Listed building consent for Interior fitout of new bakery within existing ground floor unit. Redecoration of shopfront with new external signage.

3. CONSULTATION

LBH Haringey Conservation Officer:

Comments prior to amendments to signage lighting being removed from the proposal:

The main aspect of the buildings significance is its art deco design, the materiality contributing to its relationship with the adjacent cinema which is GII listed and is considered to be an excellent example of art deco cinema architecture. The relationship between the two buildings is considered to be an important part of their respective settings and they form a group.*

The interior has been demonstrated to be principally modern finishes, and the works as shown on the plans would only affect these and would have a neutral impact on the significance of the listed

building. Should any changes or additional external plant be required then these would need to be included in a separate application.

The main concern is the proposed shopfront alterations and signage. The existing shopfront is modern the box fascia sitting unnecessarily proud of the main shopfront diminishing the distinction in depth to the black faience columns. The proposed battens would increase this depth but would be relatively small scale but increase this impact which would go against what we would normally recommend for fascia signage, particularly in this sensitive location.

However, the fundamental concern is the proposed lamps on the fascia, there are no other external lights of this type on this listed building and be an incongruous addition which would negatively contrast with the art deco design of the building which is an essential aspect of its significance. Furthermore, the sleek curved faience banding needs to be maintained as most forward facing elements of the shopfront design to maintain their prominence and this smooth aspect of the buildings design. The proposed lamps would be large and project further forward of the rest of the shopfront and are not an appropriate addition for this reason they would cause harm to the significance of the listed building and conservation would object to this aspect of the proposed works.

There are other ways to illuminate the sign which would not cause harm to the significance of the listed building, if illumination is found to be necessary.

Heritage comments following removal of external lighting from the signage:

The proposal following removal of the lighting is acceptable. Retention of the battens are unfortunate but would have a small negative impact over the existing.

Local Consultation

A notice was placed in the local press as part of the local consultation, in addition to a site notice being placed outside the building. Letters of consultation were also sent to neighbouring properties. No comments were received during the statutory consultation period.

4. RELEVANT PLANNING & ENFORCEMENT HISTORY

121 Muswell Hill Road, N10

OLD/1970/0674: Display illuminated fascia sign – Approved 21/09/1970

HGY/2022/0999: Painted timber fascia board in light blue with gold leaf lettering, projecting sign in light blue with gold lettering. Fascia lettering illuminated via powder coated lighting troughs. Gold leaf lettering on windows, and blue painted window frames – Approved 23/05/2022

HGY/2022/1487: Retrospective application for the refurbishment of existing shopfront with replaced glazing – 15/07/2022

HGY/2022/1549: Listed Building Consent for Retrospective application for the replacement of existing shopfront with replaced glazing, internal alterations and repair rear roof – Approved 15/07/2022

HGY/2026/1078: New painted fascia signage – pending decision

5. ASSESSMENT

This application raises one main issue, being the effect of the works upon the special architectural and historic interest of the Grade II listed building.

Heritage

The National Planning Policy Framework (NPPF) 2024 emphasises the importance of ensuring that local planning authorities should:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 208 sets out that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal.

London Plan policy HC1 requires development proposals to conserve the significance and be sympathetic to the significance of heritage assets.

Haringey Local Plan Policy SP12 requires the conservation of historic significance of Haringey's heritage assets. DM policy DM9 sets out development that conserves and enhances the significance of a heritage asset and its setting will be supported.

The interior has been demonstrated to be principally modern finishes, and the works as shown on the plans would only affect these and would have a neutral impact on the significance of the listed building.

The existing front door and fascia sign are proposed to be repainted in a butter yellow colour. The existing fascia sign would be repainted butter yellow with a hand painted logo. Following the removal of the originally proposed lamps on the fascia sign, the Heritage Officer considered on balance the proposal to be acceptable.

Whilst they indicated it would be preferable to remove the proposed battens and the existing projecting fascia, the agent indicated that they wished to retain the existing fascia due to problems with encapsulated asbestos in the existing fascia that they did not wish to disturb. The Heritage Officer accepted this position.

Taking the above into consideration, the internal and external works would conserve the significance of the heritage asset.

6. RECOMMENDATION

The application is recommended for approval, subject to the following condition(s):

Conditions:

- 1 The works hereby permitted shall be begun not later than 3 years from the date of this consent.

Reason: To accord with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

- 2 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.

100 - Site and Location Plans;
201 H - Proposed Floor Plans;
301 B - Proposed Exterior Elevations;
Design and Access Statement V3 by Reassemble; &
Heritage Statement V3 by Reassemble.

Reason: For the avoidance of doubt and in the interests of proper planning.

Informatives:

INFORMATIVE: Party Wall Act

The applicant's attention is drawn to the Party Wall Act 1996 which sets out requirements for notice to be given to relevant adjoining owners of intended works on a shared wall, on a boundary or if excavations are to be carried out near a neighbouring building.

INFORMATIVE: Hours of Construction Work

The applicant is advised that under the Control of Pollution Act 1974, construction work which will be audible at the site boundary will be restricted to the following hours:-

8.00am - 6.00pm Monday to Friday

8.00am - 1.00pm Saturday

and not at all on Sundays and Bank Holidays.

INFORMATIVE: Land Ownership

The applicant is advised that this planning permission does not convey the right to enter onto or build on land not within his ownership.