

Application Number:	HGY/2026/1078
Application Type:	Consent to display an advertisement
Address:	121 Muswell Hill Road, Hornsey, London, N10 3HS
Proposal:	Advertisement consent for new painted fascia signage.
Case Officer:	Roland Sheldon
Valid Date:	12/05/202
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Applicant:	Miss Anca Zsifkov-Gavra
Agent:	David Chenery

RECOMMENDATION

Approve with Conditions

1. Site location

The subject site is a ground floor retail unit within a 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. Description of Proposal

The applicant is seeking advertisement consent for new painted fascia signage. The original set of plans included external light bulbs affixed to the fascia sign, but revised plans have been received that removed the lighting element from the proposal.

3. Relevant Planning and Enforcement history

The most recent applications for advertisement consent are summarised as follows:

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/2026/1075: Listed building consent for Interior fitout of new bakery within existing ground floor unit. Redecoration of shopfront with new external signage – pending decision

4. Internal & Statutory Consultation

The following were consulted regarding the application:

LBH Heritage: Following removal of the external lighting, there are no substantial objections to the proposal from a heritage perspective.

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

The following comments were raised in the representations received: N/A

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 NFFP (2024) 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 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.

As amended, the proposal solely proposes to re-paint the existing fascia sign a butter yellow colour, and paint a new logo on the existing fascia. There would be no external lighting of the sign. The works are part of a wider refurbishment of the unit. The alterations are acceptable with regards to visual appearance, would not result in any increased clutter, and would be acceptable in terms of heritage considerations.

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.

The signage does not raise any safety concerns given it is the same scale as the current fascia signage.

The proposed signage would not interfere with the use of the adjacent shops and traffic signage.

The proposed signage is of the same scale to the current signage and as such there would be no adverse impact on the adjacent street/main road.

There is no illumination of the signage and therefore the proposal would not affect public safety with regards to lighting conditions,

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.

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 or listed building. There is no conflict with any national, London or Local Plan policy and the application should therefore be approved.

8. Recommendation

It is therefore recommended that this application be APPROVED in accordance with the following conditions:

Conditions:

1 Advertisement consent is granted subject to the following conditions:

- A. That the display of the advertisement 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 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.