

La Lluna, 462-464 Muswell Hill Broadway, London N10 1BS
Installation of 2 new internally illuminated fascia signs

DESIGN ACCESS AND CONSERVATION STATEMENT



1.0 INTRODUCTION, SITE AND SURROUNDINGS

The application site relates to the ground floor element of 2X3 storey buildings located on the eastern side of Muswell Hill Broadway. The property is not listed, but is located within the Muswell Hill Conservation Area and also within the Secondary frontage of the Muswell Hill Town Centre.

2.0 Relevant Planning History

HGY/2017/2267- Installation of internally illuminated fascia sign and fitting an externally projecting hanging sign - permitted

3.0 Proposal

3.1 The existing restaurant occupies both premises at 462 and 464, both buildings have similar arched shopfronts, only one has a lit sign and a hanging affixed sign, previously approved.

The proposal is to install 2 identical sign inside both arches, with similar typeface.

4.0 Impact on conservation area, amenity and safety

Policy DM8 states:

Where required, the Council will grant consent for shopfront signage, including illuminated fascia signs and free-standing display panels, where they contribute to an attractive environment and do not: cause a public safety hazard; contribute to clutter or a loss of amenity; or adversely impact the character or appearance of a conservation area.

The proposed illumination of the fascia signs is similar to that of the existing signage at the neighbouring site. As such, it is not considered this style of internal illumination

would impact unacceptably upon the character and appearance of the conservation area.

The proposed fascia signs are appropriate in this commercial environment. The proposed hanging signs are not considered to have a harming effect on the amount of lighting in the immediate area specifically because the existing sign is going to be removed and 2 identical more modest, back lit signs added. The proposed adverts thereby would not cause any significant degree of glare or light spillage to nearby residential properties in terms of light pollution.

The new signage by reason of its scale and its location in relation to the road is unlikely to cause distraction to road users using the adjacent highway.

The adverts is considered better proportioned and relating well to the building itself and the surrounding area. Therefore, it is not considered that the proposal will have any adverse impacts upon either amenity or public safety.

5.0 Conclusion

The proposed advertisement signs are considered to be relating better to the building itself and the character and appearance of the conservation area. It is not considered that the proposal would have any adverse impacts upon either amenity or public safety.