



Officer Report

Application Number:	HGY/2026/0829
Application Type:	Consent to display an advertisement
Address:	105 & 111 Muswell Hill Broadway, Hornsey, London, N10 3RS
Proposal:	Display of 1no. internally illuminated projecting hanging sign and 2no. externally illuminated fascia signs, and installation of window film to front elevation.
Case Officer:	Mark Chan
Valid Date:	17/04/2026
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. internally illuminated projecting hanging sign and 2no. externally illuminated fascia signs, and installation of window film to front elevation.

The new illuminated projecting hanging sign would replace the existing hanging sign and be 0.6m tall and wide x 0.1m deep and installed on the left-hand side of the shopfront on the fascia level at approximately 3.6m above ground level. The sign will be made of aluminium panels with acrylic logo on steel brackets. It would be statically illuminated at 120 cd/m² and would be switched off between 11pm to 7am.

The 2no. new externally illuminated fascia signs would also replace the existing fascia signs and be 5.9m wide x 1.1m tall at 3.4m above ground level. The dimensions of the new fascia signs are identical to the existing and a new overhead LED light trough would be installed at the top of the sign. The signs would be statically illuminated by the light trough at 300 cd/m² and would be switched off between 11pm to 7am.

Lastly, new red shopfront vinyl/film would be installed to the shopfront glazing to replace the existing. The vinyl would be applied internally to the southeast portion of the shopfront glazing.

3. Relevant Planning and Enforcement history

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

HGY/2026/0838 – Display of a new Digital Display Screen behind the shopfront window. Approved 17/06/2026.

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 the Muswell Hill and Fortis Green Association (MHFGA). The reason for objection is summarised as follows :

- Objection to the digital merchandising screen on the basis that its proximity to a pedestrian crossing could distract drivers when the display changes.

Officer Comment: The digital merchandising screen does not form part of this application and was considered separately under application reference HGY/2026/0838.

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 advertisements should be designed to a high standard and should:

- a. Contribute to a safe and attractive environment;
- b. Be of a high quality and sensitive to the appearance of the building on which they are sited and the surrounding street scene, particularly within conservation areas;
- c. Avoid the unsightly proliferation of signage and visual clutter;
- d. Not cause a hazard to pedestrians or road users through their siting or design;
- e. Avoid visual intrusion and light pollution into adjoining residential properties; and
- f. Utilise materials and finishes that discourage graffiti and fly-posting where appropriate.

Policy DM8 supports advertisement proposals where they are of a high quality, sensitive to their surroundings, do not contribute to visual clutter and do not result in harmful light intrusion.

The proposed projecting sign, fascia signs and window vinyl are modest in scale and would replace existing advertisements of a similar size and position. Whilst the proposed materials are contemporary in appearance, they are appropriate to the commercial use of the premises and are consistent with other shopfront advertisements within Muswell Hill Broadway.

The fascia signs would retain the same dimensions as the existing signs, whilst the projecting sign would occupy a similar position and scale to the existing hanging sign. As such, the advertisements would remain subordinate to the host building and would not obscure or detract from the architectural detailing of the shopfront.

The proposed illumination levels are modest and the advertisements would be switched off between 11pm and 7am, thereby limiting any potential impact upon neighbouring occupiers or the wider street scene.

Special attention has been paid to the desirability of preserving or enhancing the character and appearance of the Muswell Hill Conservation Area. Given that the proposal would largely replace existing advertisements with signage of a comparable scale, position and appearance, it is considered that the development would preserve the character and appearance of the Conservation Area.

Accordingly, the proposed advertisements are considered acceptable in terms of visual amenity and would not result in harm to the host building, surrounding street scene or Muswell Hill Conservation Area.

Public safety

Policy DM2 seeks to ensure safe and accessible pedestrian routes, whilst Policies DM3 and DM8 require advertisements to avoid causing hazards to pedestrians and road users. London Plan Policy D8 similarly seeks to ensure developments provide safe and convenient movement through the public realm.

The proposed advertisements occupy positions and dimensions that are very similar to those of the existing signs. Furthermore, the proposed illumination levels are relatively low and would be switched off during the night-time period.

The advertisements would not obstruct visibility, interfere with traffic signage, impede pedestrian movement or obstruct access to adjacent premises or public transport infrastructure. The proposed

signs would not generate any hazard to pedestrians, cyclists or road users, and their illumination would not be of a level likely to compromise public safety.

The Council's Transportation Group has been consulted and raises no objection to the proposal.

Accordingly, the proposal is considered acceptable in terms of public safety.

7. Conclusion

For the reasons outlined above, the proposed advertisements are considered acceptable in terms of visual amenity and public safety. The advertisements would preserve the character and appearance of the Muswell Hill Conservation Area by replacing existing signage with advertisements of a comparable scale, siting and appearance. Furthermore, the proposal would not result in visual clutter, harmful light pollution or any adverse impact upon pedestrian or highway safety.

The proposal is therefore considered to accord with the relevant provisions of the Development Plan and there are no material considerations that indicate otherwise. Advertisement consent should therefore be granted.

8 Recommendation

GRANT PERMISSION subject to conditions

Conditions:

- 1
 - 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 internally illuminated projecting hanging sign and externally illuminated fascia signs hereby approved should be limited to 120 cd/m² and 300 cd/m² respectively and should be switched off from 11pm to 7am daily.

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