



Officer Report

Application Number:	HGY/2023/2077
Application Type:	Full planning permission
Address:	129 Muswell Hill Broadway, Hornsey, London, N10 3RS
Proposal:	Display of internally illuminated fascia sign and projecting sign to shop front
Case Officer:	Laina Levassor
Valid Date:	08/08/2023
Applicant:	Mr Nick Duquemin
Agent:	MS Mary Plowman

RECOMMENDATION

Approve with Conditions

SITE DESCRIPTION

This application relates to the ground floor commercial unit at 129 Muswell Hill Broadway. The site falls within the Muswell Hill Conservation Area.

CONSULTATION RESPONSES

LBH Conservation - No objection

MATERIAL PLANNING CONSIDERATIONS

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 (2023) 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 this respect DM Policy DM8 'Shopfronts, Signs and On-Street Dining' states that proposals for new shop signage should contribute to an attractive environment and should not:

- a. Cause a public safety hazard;
- b. Contribute to clutter or a loss of amenity; or
- c. Adversely impact the character or appearance of a conservation area.

REASONS FOR GRANTING PERMISSION

The proposed design and dimensions of the new sign respects the style, proportions and character of the existing building, conservation area and street scene. Overall, the proposed signage in context is not visually obtrusive due to its simple and uncluttered design. Amendments have been made to the proposal including the relocation of the proposed hanging sign as to not distract or interfere with the host buildings original architectural features. The signage does not involve any moving parts or images or to be of a level of illuminance that might prove distracting to highway users. Overall the signage designs are simple and well designed and fall within the guidance set out in the aforementioned policies and framework.

Conditions:

- 1 The development hereby permitted shall only be built in accordance with the following approved plans:
LIST
Reason: In order to ensure the development is carried out in accordance with the approved details and in the interests of amenity.

- 2
 - 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.