

HERITAGE STATEMENT

On Behalf of Giggling Squid in support of an application for refitting out of interior and new external signage.

Giggling Squid
Unit 5 107 Muswell Hill Road
Muswell Hill
London N10 3HS



Architect: PNW Studios Ltd
34 Campbell Road
Twickenham
Middlesex
TW2 5BY

Date: January 2024

1.0 Introduction.

Unit 5 of 107 Muswell Hill Road is a Grade II listed building. The unit is largely of modern construction with full height glazing and aluminium framed structure. The listed building status is derived from its attachment to 107 Muswell Hill Road which is in turn is attached to the former Odeon cinema. (Now Everyman cinema) The overall development being of a piece.

The listed building details are as follows:-

Grade	Grade: II
List Entry Number:	1362079
Date first listed:	19-Sep-1997
List Entry Name:	107-123, MUSWELL HILL ROAD, N10

GV II

Description

Row of shops and flats, attached to the listed Odeon cinema alongside. 1935-6 by George Coles for the Muswell Hill and Harlesden Property Company, of which Oscar Deutsch of Odeon Cinemas was a Director. Ground floor with black and white faience tiling, above with banded brown and red brick to flats reminiscent of the contemporary Mount Royal flats by Burnet, Tait and Lorne. Flat asphalted roof. 9 shops, with 2 storeys of flats over, reached by staircases to the rear. The shops have curved projecting ribs between each unit, clad in faience and resembling the forms of the adjoining Odeon. The shop fronts obscured by later fascias at time of survey in July 1997. Metal windows with horizontal glazing bars, some renewed in PVC to front. The interiors of the shops and flats not inspected, but not thought to be of special interest. The shops and flats form a strong group with the Odeon cinema, the finest cinema of its type and date in England.

Listing NGR: TQ2854089465

Q2889 MUSWELL HILL ROAD, N10

800/21/10050 Nos.107-123 (Odd)

Legacy System number:	468855
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Legacy System:	LBS
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2.0 Planning History

- 2.1** There are many planning applications associated with this listed building. Owing to its relatively recent redevelopment and the number of separate units within. There are also many planning applications associated with discharge of conditions associated with the redevelopment.
- 2.2** The most relevant applications however relate to the two storey side extension which forms part of Unit 5. These are listed below.

[HGY/2015/2148](#)

Proposal

Listed building consent for the change of use from staff room facility to a three bedroom flat

Application Status

Decision Made

Site Address

107-143 Muswell Hill Road London N10 3HS

Date Valid

23/7/2015

Decision

Approve with Conditions

Decision Notice Sent Date

12/11/2015

[HGY/2015/2147](#)

Proposal

Change of use from staff room facility to a three bedroom flat

Application Status

Decision Made

Site Address

107-143 Muswell Hill Road London N10 3HS

Date Valid

23/7/2015

Decision

Approve with Conditions

Decision Notice Sent Date

02/12/2015

[HGY/2015/1836](#)

Proposal

Display of 2 x externally illuminated fascia signs, 1 x externally illuminated hanging sign and one x internally illuminated menu board

Application Status

Decision Made

Site Address

Unit 5 107 Muswell Hill Road London N10 3HS

Date Valid

23/6/2015

Decision

Approve with Conditions

Decision Notice Sent Date

13/8/2015

[HGY/2015/1837](#)

Proposal

Alterations to shopfronts to include bi-fold doors, ventilation louvre, fabric awning, painting in Dulux Heritage Lord K Green and signage.

Application Status

Decision Made
Site Address
Unit 5 107 Muswell Hill Road London N10 3HS
Date Valid
23/6/2015
Decision
Approve with Conditions
Decision Notice Sent Date
18/8/2015

[HGY/2015/1797](#)

Proposal
Listed building consent for alterations to shopfronts to include bi-folding doors, ventilation louvre, fabric awning, painting in Dulux Heritage Lord K Green and signage
Application Status
Decision Made
Site Address
Unit 5 107 Muswell Hill Road London N10 3HS
Date Valid
19/6/2015
Decision
Approve with Conditions
Decision Notice Sent Date
14/8/2015

[HGY/2015/0933](#)

Proposal
Non-material amendment following a grant of planning permission HGY/2013/1169 to provide plant for the retail unit
Application Status
Decision Made
Site Address
107-143 Muswell Hill Road London N10 3HS
Date Valid
13/4/2015
Decision
Approve with Conditions
Decision Notice Sent Date
07/5/2015

[HGY/2014/3538](#)

Proposal
Approval of details pursuant to conditions 2a, b, c, d, e, f, g, h and i (A detailed and itemised schedule of works, methodology statement, detailed plans and drawings) attached to Listed Building Consent HGY/2014/2887.
Application Status
Decision Made
Site Address
107-143 Muswell Hill Road London N10 3HS London
Date Valid
16/12/2014
Decision
Approve with Conditions
Decision Notice Sent Date
10/2/2015

[HGY/2014/3332](#)

Proposal

Approval of details pursuant to condition 3 (materials) and 13 e. (doors windows and rainwater goods) attached to planning permission HGY/2013/1169 and Condition 3 e. (doors windows and rainwater goods) of HGY/2013/1170

Application Status

Decision Made

Site Address

107-143 Muswell Hill Road London N10 3HS

Date Valid

18/11/2014

Decision

Approve with Conditions

Decision Notice Sent Date

[HGY/2013/1170](#)

Proposal

Listed Building Consent for erection of rear and side extensions to create additional retail floor space and provision of eight residential units in third floor and rear extensions. construction of new freestanding lift and stair core to rear, creation of new internal lift shaft, closure of existing car park entrance, slip road and short term parking, and creation of two-way road access to car park and hard landscaping of existing site frontage

Application Status

Decision Made

Site Address

107-143 Muswell Hill Road London N10 3HS

Date Valid

20/6/2013

Decision

Approve with Conditions

Decision Notice Sent Date

18/11/2013

[HGY/2013/1169](#)

Proposal

Erection of rear and side extensions to create additional retail floorspace and provision of eight residential units within a rear extension and a single storey roof extension at third floor level. Construction of new freestanding lift and stair core to rear, creation of new internal lift shaft. Public realm works including closure of existing car park entrance, slip road and short term parking, and creation of two way road access to car park from Fortis Green and hard landscaping of existing site frontage.

Application Status

Decision Made

Site Address

107-143 Muswell Hill Road London N10 3HS

Date Valid

20/6/2013

Decision

Approve with Conditions

Decision Notice Sent Date

18/11/2013

[HGY/2012/0967](#)

Proposal

Erection of rear extension to provide additional retail floorspace at ground and mezzanine levels.

Application Status

Decision Made

Site Address

107-143 Muswell Hill Road London N10 3HS

Date Valid

11/5/2012

Decision
Approve with Conditions
Decision Notice Sent Date
06/8/2012

[HGY/2012/0978](#)

Proposal
Listed building consent for the erection of rear extension to provide additional retail floorspace at ground and mezzanine levels.
Application Status
Decision Made
Site Address
107-143 Muswell Hill Road Hornsey London N10 3HS
Date Valid
10/5/2012
Decision
Approve with Conditions
Decision Notice Sent Date
06/8/2012

[HGY/2007/2114](#)

Proposal
Listed Building Consent for the creation of new third (penthouse) floor and two storey side extension to accommodate five additional residential units and associated changes to external appearance.
Application Status
Decision Made
Site Address
107-143 Muswell Hill Road Hornsey London N10 3HS London
Date Valid
12/10/2007
Decision
Approve with Conditions
Decision Notice Sent Date
06/12/2007

[HGY/2007/2115](#)

Proposal
Creation of new third (penthouse) floor and two storey side extension to accommodate five additional residential units and associated changes to external appearance.
Application Status
Decision Made
Site Address
107-143 Muswell Hill Road Hornsey London N10 3HS London
Date Valid
12/10/2007
Decision
Approve with Conditions
Decision Notice Sent Date
06/12/2007

It can be seen that the principle of the 2 storey side extension was approved and established in 2007.

This was then refined in 2012/13 when a scheme for extensive refurbishment was agreed.

Conditions relating to the approval were discharged over the course of 2014.

Consent to display adverts applications went in during 2015.

Interestingly a consent for change of use of the first floor staff areas into a residential apartment was also made and approved in 2015.

Broadly speaking the current arrangements can be concluded to have been in place since 2015/16 This is born out in the photographic record below.

3.0 Local History Research

3.1 Historical photographs



Streetview Image from 2012



Streetview image from 2014



Streetview Image from 2015



Streetview Image Oct 2015



Streetview Image from 2016

4.0 Proposals & Assessment of Impact

4.1 Stripping out

There are only minor stripping out works proposed of the interior fixtures. This does include a dummy partition that currently sits inboard of the full height glazing. Where possible, interior fixtures are also to be retained. For instance, the bar counter servery and glazed crittall screen by the entrance.

4.2 Alterations

Internal alterations are similarly cosmetic only. Some of the internal rooms are assigned different uses. The spirits store becomes a dry goods store. The Staff room becomes a freezer, The office becomes a staff changing room and the chemicals cupboard becomes a small office. Please refer to the accompanying drawings.

The external alterations are to redecorate the glazing frames from "Bills" dark green to "Giggling Squid" light green. Dulux colour reference "Willow Tree". Remove the "Bills" signage and install "Giggling Squid" signage.

As the name "Giggling Squid" is considerably longer than "Bills" it is no longer possible to hang the signage inside of the glazing line as the vertical glazing bars will visually cut through the signage in a prominent way. It is therefore proposed to install the new signage outside of the glazing line so that it is not interrupted. Each individual letter being fixed to two parallel horizontal rails. Each letter also being internally illuminated.

There are also some fascia and louvre elements that will also require redecorating from the dark green to the lighter green. Please refer to drawing 1855/04 A accompanying for details.

In addition to the new signage it is proposed to replace the awning cloths to the front elevation and the jumbrella. The new awning cloth to be striped and sign written.

The menu box is also proposed to be replaced.

5.0 Conclusions in relation to the proposed works.

As can be seen the proposed works are modest and cosmetic in nature. None of the works affect the original listed fabric of the building.