



Officer Report

Application Number:	HGY/2024/1077
Application Type:	Full planning permission
Address:	119 Muswell Hill Road, Hornsey, London, N10 3HS
Proposal:	Proposed alterations to shopfront including installation of front entrance doors, non-illuminated lettering to upper glazing panels, replacement of fabric to existing front awning.
Case Officer:	Roland Sheldon
Valid Date:	17/04/2024
Applicant:	Beardsley
Agent:	Daniel Beardsley

RECOMMENDATION

Approve with Conditions

1. SITE AND SURROUNDINGS

The subject site contains a Grade II* listed building 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. PROPOSED DEVELOPMENT

The application scheme seeks the proposed alterations to shopfront including installation of front entrance doors, non-illuminated lettering to upper glazing panels, replacement of fabric to existing front awning.

3. CONSULTATION

LBH Haringey Conservation Officer:

No.107-143 Muswell Hill Road is a Grade II listed building while the adjoining Odeon Cinema is a Grade II* listed building. The site originally comprised of a three storey building with shops at ground floor and two floors of residential above. It was completed in 1936 in the distinctive Art Deco style popularised by Oscar Deutsch's entertainment chain and designed by their leading architect George Coles. The adjoining cinema building has an important curved front elevation clad in black and cream faience tile, whilst its side and rear elevations facing the rear car park are relatively utilitarian and clad in blank brickwork. The shops within this parade have curved projecting ribs between each unit, and are clad in faience to resemble the forms of the adjoining Odeon. Above the parade of shops and below the first floor windows there is a wide cream coloured horizontal band of faience panels. The elevation of the two upper floors consists of red / brown brickwork with horizontal concrete sills and ribbon windows.

The heritage statement is short and while it references the historic environment record it does not readily discuss the significance of the listed building. The report does not provide an assessment of the significance of the listed building, or the surrounding conservation area, nor does it discuss what the impact of the works would be contrary to policy DM9(b).

Internally, the photos provided show that most, if not all of the existing finishes are modern, and have previously been altered and stripped out. Accordingly, the proposed internal alterations for fitting out the shop and installing new services would not have an impact on the significance of the listed building.

Externally the proposals are for a replacement awning and shopfront and signage. The replacement awning to match in location and size would not have an impact on the significance of the listed building, nor the conservation area. There is no objection to the new shopfront. The glazing arrangement is similar to the existing and the existing faience pillars and horizontal band above are retained and unaffected. The proposed shopfront would be considered to have a neutral impact on the significance of the listed building.

Following the removal of the originally proposed internally illumination of the signage, the proposal would no longer cause less than substantial harm to the significance of the listed building, and would alleviate my previous concerns.

Local Consultation

A notice was placed in the local press as part of the local consultation, in addition to a site notice being placed outside the building. Letters of consultation were also sent to neighbouring properties. No comments were received during the statutory consultation period.

4. RELEVANT PLANNING & ENFORCEMENT HISTORY

119 Muswell Hill Road, N10

HGY/2024/1058: Reinstatement of party wall with 111-117 Muswell Hill Road – under consideration

HGY/2024/1158: Proposed alterations to shopfront including installation of front entrance doors, internally illuminated signage, replacement of fabric to existing front awning. Internal alterations including internal fit-out with fixed and free-standing fittings, new electrical and plumbing services and internal finishes – under consideration.

HGY/2018/2046: Listed Building Consent for formation of openings in party wall. Installation of new shopfront and awning. Installation of outdoor air conditioning units at rear. Interior fit out – Approved 24/08/2018

HGY/2018/2049: Installation of new shopfront and awning and installation of outdoor air conditioning units to rear of premises – Approved 24/08/2018

OLD/1988/0937: 4/5/88 Display of internally illuminated fascia sign – Approved 28/6/1988

5. ASSESSMENT

This application raises two main issues:

- The effect of the works upon the special architectural and historic interest of the Grade II* listed building and the character and appearance of the Muswell Hill Conservation Area.
- The accessibility of the shopfront

Design, character and heritage

The National Planning Policy Framework (NPPF) 2024 emphasises the importance of ensuring that local planning authorities should:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 208 sets out that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal.

London Plan policy HC1 requires development proposals to conserve the significance and be sympathetic to the significance of heritage assets. Haringey Local Plan Policy SP12 requires the conservation of historic significance of Haringey's heritage assets. DM policy DM9 sets out development that conserves and enhances the significance of a heritage asset and its setting will be supported.

DM policy DM8 sets out the Council requires shopfronts, including their signs, to be designed to a high standard and contribute to a safe and attractive environment. Traditional shopfronts of distinctive character should be retained. Original materials should be conserved as far as possible. Retractable shopfront canopies may be acceptable where they are of an appropriate design and maintain sufficient clearance.

The proposal seeks to make alterations to the existing shopfront, to install front entrance doors with replacement of fabric to an existing front awning. Non-illuminated lettering would be affixed to the existing high-level glazing panel.

The replacement awning to match the existing in terms of location and size would not have an impact on the significance of the listed building, nor the conservation area. The glazing arrangement of the new shopfront is similar to the existing, whilst the existing faience pillars and horizontal band above would be retained and unaffected. Following the removal of the internal illumination of the lettering, the proposed shopfront would have a neutral impact on the significance of the listed building, and is acceptable with regards to design and heritage considerations.

Access

London Plan policy D5 sets out that development proposals should achieve the highest standards of accessible and inclusive design. Part c of DM policy DM8 requires alterations or replacement of an existing shopfront or a new shopfront to allow for easy access by all members of the community.

The replacement shopfront would allow for wheelchair access into the unit from street level, with the store riser altered to allow for level access. The proposal would therefore be acceptable with regards to access considerations.

6. RECOMMENDATION

The application is recommended for approval, subject to the following condition(s):

Conditions:

- 1 The development to which this permission relates must be begun no later than three years from the date of this decision notice, failing which the permission shall be of no effect.

Reason: This condition is imposed by virtue of Section 91 of the Town and Country Planning Act 1990 and to prevent the accumulation of unimplemented planning permissions.

- 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.

Reason: For the avoidance of doubt and in the interests of proper planning.

Informatives:

INFORMATIVE: Hours of Construction Work

The applicant is advised that under the Control of Pollution Act 1974, construction work which will be audible at the site boundary will be restricted to the following hours:-

8.00am - 6.00pm Monday to Friday

8.00am - 1.00pm Saturday

and not at all on Sundays and Bank Holidays.

INFORMATIVE: Party Wall Act

The applicant's attention is drawn to the Party Wall Act 1996 which sets out requirements for notice to be given to relevant adjoining owners of intended works on a shared wall, on a boundary or if excavations are to be carried out near a neighbouring building.