



Officer Report

Application Number:	HGY/2024/0079
Application Type:	Listed building consent (Alt/Ext)
Address:	107 Muswell Hill Road, Hornsey, London, N10 3HS
Proposal:	Listed building consent for the refitting of interior and installation of new external signage.
Case Officer:	Mark Chan
Valid Date:	11/01/2024
Applicant:	Mr A Laurillard
Agent:	Mr Joseph Pugsley

RECOMMENDATION

Approve with Conditions

1. SITE LOCATION

The site comprises ground floor two commercial units of a 1930's mixed-used, three-storey building. The site forms part of the same development as the Odeon cinema and consists of a run of six retail units (circa 8,000 sq ft) with two storeys of residential accommodation above which were built as one development and 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 building is located on the western side of Muswell Hill Road next to the junctions of Fortis Green Road, Muswell Hill Broadway, and St. James's Lane.

Nos.107 - 143 Muswell Hill Road is a Grade II listed building while the adjoining Odeon Cinema is a Grade II* listed building. 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 site is also within the Muswell Hill Conservation Area.

The original building has been extended under planning applications ref: HGY/2013/1169 and HGY2013/1170 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. That development included a new freestanding lift and stair core to rear and creation of new internal lift shaft. Most of the application site is within the new extension with only a small portion inside the original building.

The area has a mixed character with residential use on the upper floors and commercial mainly on the ground level. The site is within the Muswell Hill District Centre and forms a part of the Muswell Hill Town Centre secondary frontage which businesses have signage

and rely on passing trade. The local signages, including the existing signages, are generally illuminated.

2. DESCRIPTION OF PROPOSAL

The applicant is seeking listed building consent for the alteration and refitting of the interior of the commercial units and installation of new external signages including 2no. externally illuminated fascia signs, 2no. internally illuminated letter signs, 1no. externally illuminated projecting sign, 1no. internally illuminated menu box and the replacement of an awning.

The 2no. fascia signs will be mounted on top of the main entrance to the commercial unit which is located at the glazed extension of the subject building. The fascia signs will have white lettering 'Thai Tapas' and 'Thai Restaurant' respectively on a light green 'Willow Tree' coloured background and externally static illuminated by spotlights at 30 cd/m². The signs will be approximately 1.44m wide, 0.35m tall and 0.1m deep and 2.75m above ground level from base.

The 2no. letter signs will replace the existing letter signs and installed in the front elevation of the commercial unit; one at the glazed extension and another one at the original building. Both letter signs will have white internally illuminated lettering 'Giggling Squid' made from powder coated aluminium box letters and white acrylic inserts. The signs will be static illuminated at 30 cd/m². The larger sign will be approximately 5m wide, 0.6m tall and 3.35m above ground level whilst the smaller sign at the original building will be 3.1m wide, 0.38m tall and 3.82m above ground level. Both signs will be 0.1m deep.

The projecting sign will replace the existing hanging sign and installed in the front elevation and perpendicular to the original building. The sign will have white lettering on a light green 'Willow tree' coloured powder coated aluminium sign board. The signs will be externally static illuminated at 30 cd/m². It will be approximately 0.6m wide, 0.72m tall, 0.1m deep and 3.17m above ground level.

The illuminated menu box will replace the existing and installed in the front elevation of the original building. The box will be light green 'Willow tree' in colour and made of powder coated aluminium. It will be internally static illuminated at 30 cd/m² and be approximately 0.36m wide, 0.5m tall, 0.05m deep and 1.12m above ground level.

A replacement awning of the same dimensions as the existing will be installed in the front elevation of the original building. It will be a stripped canvas awning with light green 'Willow Green' and 'Fennel White' background and white texts. The awning will not be illuminated and be approximately 5.16m wide, 0.96m tall and have a maximum projection of 1.85m from the front façade of the building.

In terms of internal refitting and alterations works, most of it would be cosmetic. The proposed internal alteration also includes a new freezer room which would be located in the new extension, but no new plant servicing would be installed. A new suspended ceiling would be installed but the method of suspension would be the same as the existing ductwork and plant equipment, via uni-strut members.

3. RELEVANT PLANNING AND ENFORCEMENT HISTORY

The most recent relevant planning applications are summarised as follows:

HGY/2024/0078 – Application of display of 2no. externally illuminated fascia signs, 2no. internally illuminated letter signs, 1no. externally illuminated projecting sign, 1no. internally illuminated menu box and replacement of awning. Approved 23/07/2024.

HGY/2016/3822 – Listed building consent in connection with the non-material amendment application (HGY/2016/3792 submitted registered on 18/11/16) submitted to reduce the planter size and removal of obscure glazing to the window and provision of louvered panel to back of trellis. The scheme is complete in part on site. The flat and associated works externally was completed in summer 2016. Approved 13/01/2017.

HGY/2016/3792 – Non-material amendment following grants of planning permission HGY/2015/2147 & HGY/2013/1169 for the removal of the obscure glazing to the front elevation and amendments to the planter. Approved 15/12/2016.

HGY/2015/2160 – Display of 4 x non illuminated fascia signs. Approved 18/09/2015.

HGY/2015/2147 – Change of use from staff room facility to a three bedroom flat. Approved 02/12/2015.

HGY/2015/1837 – Alterations to shopfronts to include bi-fold doors, ventilation louvre, fabric awning, painting in Dulux Heritage Lord K Green and signage. Approved 18/08/2015.

HGY/2015/1797 – 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. Approved 14/08/2015.

HGY/2015/1836 – Display of 2 x externally illuminated fascia signs, 1 x externally illuminated hanging sign and one x internally illuminated menu board. Approved 13/08/2015.

HGY/2013/1170 – 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 read access to car park and hard landscaping of existing site frontage Approved 18/11/2013.

HGY/2013/1169 – 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. Approved 18/11/2013.

4. INTERNAL & STATUTORY CONSULTATION

LBH Conservation Officer: No objection in principle subject to conditions

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

6. ASSESSMENT

The replacement of the umbrella and 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 repainting the shopfront and fascia on the original building, nor the doors or the infill panels in terms of heritage impact.

The proposed signs have also been amended following comments from the Council's Conservation Officer. Whilst the proposed "Giggling Squid" is quite large, the existing "Bills" signage is taller and because this shopfront is set back 10m from the edge of the pavement, it would have a greater viewing distance and for it to appear similarly sized as other signages on this street, it has to be a bit larger. Furthermore, whilst internally illuminated signs on listed buildings are generally not considered acceptable as they may appear too prominent, the proposed sign would be installed on the new extension that is modernly designed, and the previous sign was also illuminated by light bulbs. It is also observed that two units down in the same building, there is an individually illuminated letter sign "Planet Organic". Therefore, as there are historic and current examples of internally illuminated signs, the proposed sign is appropriate in this circumstance. The rails of the proposed sign have been shortened and would not protrude beyond the illuminated letters. Overall, the proposed signs and external alterations are considered acceptable in terms of heritage and conservation and would not harm the listed building.

In terms of interior refitting works, since no new plant equipment would be installed and most of the works are cosmetic and the method of suspension of the ceiling would be the same as the existing ductwork and plant equipment, it is not considered to cause damage to the listed fabric of the building.

The current proposal as amended will not cause any harm to the significance of the Listed Building and satisfy the above planning policy and legislative framework concerning listed buildings.

All other relevant policies and considerations, including equalities, have been taken into account. Planning and listed building consent should be granted for the reasons set out above. The details of the decision are set out in the RECOMMENDATION

7. RECOMMENDATION

GRANT LISTED BUILDING consent subject to conditions

Conditions:

- 1 The works hereby permitted shall be begun not later than 3 years from the date of this consent.

Reason: To accord with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).
- 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.
- 3 All new works and works of making good to the retained fabric, whether internal or external, shall be finished to match the adjacent work with regard to the methods used and to material, colour, texture and profile.

Reason: In order to safeguard the spec
- 4 The position, type and manner of installation of all new and relocated services and related fittings shall be adequately specified in advance of any work being carried out, and the prior approval of the Local Planning Authority must be obtained wherever t