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Our Ref: **16076/SH/ta**
Your Ref: **PP-04898984**
Email: **sharper@firstplan.co.uk**
Date: **24 March 2016**

Planning Department
Haringey Council
Civic Centre
High Road
Wood green
N22 8LE

Dear Sir/ Madam,

PLANNING AND ADVERTISMENT CONSENT APPLICATIONS FOR EXTERNAL ALTERATIONS AND REPLACEMENT ADVERTISEMENTS
NANDOS RESTAURANT, 106 STROUD GREEN ROAD, N4 3HB

We have been instructed by our client, Nando's Chickenland Ltd, to submit the enclosed application via the planning portal (ref: PP-04898984) for planning permission and advertisement consent. Permission is sought for alterations to the shopfront and signage.

The application is made up of the following documents:

- Completed application forms;
- Design and Access, Planning and Lighting Statements are included within this letter;
- Location Plan and Block Plan (drawing no. 3516/10);
- Existing Floor Plan (drawing no. 3516/02);
- Proposed Floor Plan (drawing no. 3516/01);
- Existing Elevations (drawing no. 3516/04);
- Proposed Elevations (drawing no. 3516/03); and
- CIL Form.

The planning fee of £495 has been paid online via the planning portal.

Background Information

The proposal site comprises a corner building on the main Stroud Green Road, at the junction with Tollington Park. Nando's restaurant is limited to the ground floor and basement only. The site lies near to Finsbury Park.

The surrounding area mainly compromises of ground floor commercial units to the east with residential units above and residential units to the west. The character is mixed, but dominated by the busy intersection between Stroud green Road to the front of the restaurant and Tollington Park which runs along the north-west façade.

Nando's has occupied the premises for a number of years. The building currently has a covered courtyard style frontage to Stroud Green Road which includes seating areas on either side of the doorway. The arrangement of this space means it is un/ under used for much of the year. The remainder of the frontage, including the signage, is tired in appearance and in need of refurbishment.

Access is from Stroud Green Road, through the front terrace and through double doors into the main restaurant. Access to the terrace is only available via the main entrance. This is, of course, a further issue as this creates a pinch point with customers waiting to be seated, and to order, as well as restaurant staff delivering food and clearing tables.

The proposals seek to overcome these existing operational issues, as well as refresh and enhance the overall appearance of the interior and exterior of the restaurant.

Planning History

There have been various applications that relate to Nando's occupation of the building:

- In 1998, planning and advertisement applications were refused for the provision of new shopfront and associated internal alterations (ref: HGY/1998/0286) and advertisement consent for the display of externally illuminated fascia sign and internally illuminated projecting box sign (Ref: HGY/1998/0292).
- A further application was then submitted, and subsequently granted, also in 1998, for the provision of a new shopfront with external canopy and roof mounted ventilation plant with associated internal refurbishment (Ref: HGY/1998/0691).
- In 2000 planning permission was granted for the erection of an external canopy to the side elevation (ref: HGY/2000/1003) and advertisement consent for the display of internally illuminated fascia sign and projecting box sign (Ref: HGY/2000/1004).
- In 2006 planning permission for the refurbishment of the shopfront, including the provision of a new balustrade (ref: HGY/2006/2032), and advertisement consent for the display of internally illuminated fascia signs and projecting box sign (Ref: HGY/2006/2034) were refused. This was on the basis that the advertisements were excessively dominant on the street scene and the proposed shopfront did not include enough detail such as material colours in order to make a complete planning assessment.

Proposals

The applications seek planning permission for external works, including altering the shopfront to enclose the front courtyard, and advertisement consent for replacement signage to the shopfront. The works are part of a comprehensive refurbishment of the premises, and include the following:

Internal Alterations

- Removal of existing internal wall which separates the front courtyard from the main restaurant, in order to allow improved access and circulation.
- Erection of two walls to the front courtyard to form an entrance passageway through to the existing door location.

External Alterations

- Removal of external balustrades at ground and first floor level.

- Removal of built up fascia panel to ground floor level.
- Installation of double glazed sliding windows to Stroud Green Road and Upper Tollington Park.
- Install internally illuminated aged bronze fascia panel with fret cut design to Stroud Green Road and Upper Tollington Park.
- Apply aged copper cladding to existing columns and concrete stallrisers to Stroud Green Road.

Advertisements

The replacement advertisement scheme comprises of the following:

- 1x "Nando's" Fascia Sign to Upper Tollington Park
  - 500m x 2800mm x 75mm
  - Internally Illuminated
  - Red Perspex on aged bronze effect steel
  - Position retained
- 1x "Nando's" Fascia Sign to Stroud Green Road
  - 500mm x 2800mm x 75mm
  - Internally illuminated
  - Red Perspex on aged bronze effect steel
  - Position retained
- 2x Projecting round Signs
  - 600mm diameter
  - Internally illuminated
  - Aged bronze effect steel
  - Red, White and Black vinyl "Nando's" and Chicken logo
  - Positions retained
- 1x Menu Box
  - 600mm x 400mm x 70mm
  - Red Perspex "Nando's"
  - Internally Illuminated

Relevant Planning Policy

The Haringey Adopted Local Plan is made up of the Local Plan: Strategic Policies (2013) and the UDP Saved Policies (2013). The relevant policies and SPD documents have been considered.

Strategic Policies

SP0 states that the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework (NPPF).

SP11 outlines the need for all development to enhance and enrich Haringey's built environment by being of a high standard of design, respecting the local character and promoting high quality streets and public spaces.

UDP Saved Policies

UD3 outlines that the Council will require development proposals to demonstrate that there is no significant adverse impact on residential amenity or other surrounding uses in terms of loss of daylight or sunlight, privacy, overlooking, aspect and the avoidance of air, water, light and noise,

pollution; and they complement the character of the local area and is of a nature and scale that is sensitive to the surrounding area.

UD10 relates specifically to advertisement**.** The policy states that, where they require consent, advertisements will be granted consent provided they do not cause a public safety hazard or a loss of amenity.

Furthermore, schemes submitted for approval should meet all of the following criteria:

- being of a high quality and sensitive to its visual appearance on the building on which it is to be sited and the surrounding street scene;
- not contributing to an unsightly proliferation or clutter of signage in the vicinity;
- being sited so as not to cause a hazard to pedestrians or road users;
- being sited so as not to cause visual intrusion by virtue of light pollution into adjoining residential properties; and
- where appropriate, be constructed of materials and finishes which discourage both graffiti and flyposting.

Emerging Documents

Haringey Council is currently preparing alterations to the Local Plan to be adopted in 2016, these emerging documents include the Development Management DPD, Alterations to the Strategic Policies and a Policies Map.

The Emerging Policies Map does not designate the site. However the site lies at the edge of a local shopping centre and is on the boundary between the London Borough of Haringey and the London Borough of Islington. The site also lies just outside of the Finsbury Town Centre Area.

Emerging Development Management Document

Policy DM8 sets out the guidance for shopfronts and states shopfronts will be permitted where they are designed to a high standard and contribute to a safe and attractive environment. Replacement shopfronts should conserve the character of the area and allow for easy access for all the community. Furthermore, proposed signage should not contribute to clutter of the amenity.

Finsbury Town Centre SPD (2013)

The proposal site lies on the Haringey/Islington borough boundary, and whilst not within the Finsbury Park Centre, the SPD provides guidance on the part of Stroud Green Road that is within Centre. Chapter 4 outlines how proposals should positively contribute to the intensification of retail uses in these areas.

SPG 1A Design Guidance (2006)

The Design Guidance SPG, through **Policy K.1**, states that all development should create an active public face at ground floor, street frontage level. Furthermore, the guidance states that frequent doors and windows with few blank walls are preferred.

Section I provides guidance on the public realm. Developments which affect the character of public spaces, including facades, should enhance the character of the public space and form of enclosure on the street scene. Developments specifically on street corners should be designed to respond their location and, where appropriate, create a landmark.

Furthermore, the council encourages the use of careful integration of art within a development. The SPD outlines how public art can enhance a building and its environs by promoting local character and identity, and can help promote further improvements to environmental quality and assist long term urban regeneration.

Draft SPG 6a Shopfronts, Signage & Security and 6b Advertisements (2006)

Whilst not adopted, the draft SPGs provides guidance on shopfront, signage, security and advertisements. The guidance states that *"the design of a new shopfront to be fitted into this framework should aim to incorporate the features and characteristics of a traditional shopfront."* The design of a new shopfront should also mirror the appearance of neighbouring shopfronts in terms of architectural features.

The SPG also advices that all adverts should:

- be of high quality design and appropriate for their building and setting;
- include fascia signs that are in scale and proportion to the fascia;
- ensure illuminated signs do not cause visual nuisance or hazard;
- ensure illumination is constant and not flashing; and
- be of a good amount to not cause visual clutter to the building or site.

Design and Access Statement

Use
The unit is currently in Use Class A3 (restaurant). This will remain the same.

Scale and Amount
The proposed alterations are small in scale and include alterations to external walls, installation of glazing and decorative alterations throughout, including a new fascia. This will allow the front area of the restaurant, the existing covered terrace, to be enclosed as internal space, forming part of the restaurant. The floorspace will not increase, in fact the total number of covers will reduce, from 110 as existing, to 108 as proposed. However, the fact the front space will become more usable all year round means that the restaurant facilities and dining experience will be improved.

Layout
The existing layout of the shopfront will remain unaltered. The proposals include a fret-cut design with partially internally illuminated fascia to the shopfront. The proposed windows are positioned in the same location as the current openings. Indeed, they will simply fill the existing openings, enclosing the front terrace and forming part of the restaurant. Furthermore the existing columns will remain and concrete stallrisers in place of existing balustrade.

In terms of signage, the Stroud green Road fascia sign will be reduced but kept in the same position, the Upper Tollington Park fascia sign and projecting signs will remain in the same position. The menu board is proposed to move from the right side of the door to the left, which is a minor change.

Appearance
The proposed shopfront will have an updated and refreshed appearance. The proposed wall finish and windows will mirror that of the existing shopfront. The proposed materials to the shopfront and fascia sign will provide a high quality façade and is appropriate for the building and its setting.

Landscaping

There is no existing landscaping, however, as part of the proposals, roof planters are shown to wrap around the perimeter of the front extension. This will soften the appearance and add interest to this part of the structure.

Access

The existing access will remain the same, in its recessed position off Stroud Green Road. A slight ramp from pavement level up to the doors, to ensure DDA compliant access, will be retained. From this point of access, customers will then distribute to the remaining parts of the restaurant, including the new enclosed front section.

Planning Assessment

The principle issues for consideration relate to the design and impact of the proposals, as well as the associated impact on surrounding amenity, if any.

Internal and External Alterations

The proposals include the provision of glazing to the perimeter walls of the existing outdoor terrace style seating area, effectively enclosing this space and creating a larger internal dining area. The outward appearance of the unit will not significantly change as existing openings and structure will be maintained. The window openings will, however, benefit from double glazed sliding windows, to match the existing glazing along Upper Tollington Park. The use of clear windows will not clutter the frontage and enables the building to retain a similar look and feel to the current open frontage.

In terms of impact on amenity, the proposals will offer an improvement as the covered, but external, dining area as existing will be enclosed, limiting noise spill throughout trading hours.

The proposals will continue to provide an active street frontage through the use of glazing to the Stroud Green Road frontage and, as such, adhere to Policy SP11 and guidance in the adopted Design Guidance SPD.

The position of the existing shopfront does not change and therefore continues to mirror the building line of the surrounding shops. Furthermore, the proposals include concrete stall risers, copper cladding and a glazed frontage, which will create a coherent and high quality appearance. These features are consistent with the area and mirror advice set out in the draft and adopted SPGs.

The steel aged bronzed fret cut detail to the fascia and the aged copper features provides an updated and interesting shopfront. Advice in the adopted SPG specifically states that corner buildings should create a landmark, and the interesting and updated details proposed here help realise this. Moreover, the fret cut detail adds an attractive art feature to the Street.

Advertisements

The proposed advertisements aim to update the current dated signage applied to the shopfront on Stroud Green Road. The amount of proposed advertisements reflects the current advertisements in size, quantum and appearance. There will, therefore, be no increase in ‘clutter’. The proposed fascia sign to Stroud Green Road has also been reduced in size in order to match the fascia sizes of surrounding buildings and provide a cohesive wrap around the proposal site. The proposed signage scheme therefore complies with Policy UD10.

Lighting

There is no additional lighting per se, however, internal illumination of part of the length of the fret cut copper fascia band is proposed.

The illumination level proposed is low, approximately 45 cdm2. Warm white LED strips are proposed to sit behind the fret cut metalwork allowing small amounts of light to pass through the openings and frame the decorative design.

As such, the lighting will have no impact on amenity, or highway safety, and should be considered acceptable.

Conclusions

The proposals will revive the appearance of this important corner property. The shopfront and signage will be enhanced with decorative details and finishes applied. Furthermore, a more traditional style shopfront with glazed sections, and the use of aged copper classing and concrete, will replace the existing unusual covered terrace. This currently dominates the site as customers have to pass through the dark and recessive space to enter the restaurant.

The addition of the entrance route walls, to line either side of the main entrance, will add interest and theatre for customers as they enter and exit the premises. This will also ensure the enlarged dining area is separated from the route in and out of the restaurant – something not currently achieved.

The use of a decorative fascia panel and planting to the flat roof over the front section of the restaurant will ensure a much improved overall appearance. Inclusive access and an active frontage to this corner building is also maintained.

As such, the proposals are considered to be in accordance with the Council's policies.

I trust that you have everything required to validate the applications, however, should you have any questions in the meantime, please do not hesitate to contact me.

Yours faithfully,

SAM HARPER
Director

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