Newell Gerzie

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Sent: 19 July 2016 22:34
To: Planning Support
Subject: Comment Received from Public Access

Application Reference No. : HGY/2016/2006
Site Address: 2-4 The Broadway London N8 9SN
Comments by: Adrian Essex
From:
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Submission: Objection
Comments: The applicants have treated this application with disdain. The documents are poor quality copy and paste from a similar application elsewhere. The list of drawings included have not been provided.
Further the application is in breach of LBH SPG 6a In which LBH states that " It is therefore the Council¿s objective to achieve improved standards of shopfront design throughout the borough. The Council requires all development to be of high design. " This Superdrug shopfront does not improve - indeed it detracts from the overall design of the parade and the appearance of the residential units above.
The SPG continues " The strong vertical emphasis created by the arrangement of glazing bars and doorways coincided with the tall sliding sash windows common in the upper floors of traditional buildings. " which the proposed frontage completely ignores being almost uninterrupted sheets of plate glass.
The SPG also notes " Most important, period shopfronts were constructed mainly in timber, including the decorative pilasters and cornice, and this use of common material brought the various elements of the shopfront together as a coherent whole " . While the proposal does nod towards a bit of timber, the overall impression is of plate glass.
This visually important conservation area building sits canted at an an angle towards the visitor arriving in Crouch End from Crouch End Hill. The design must aim for improvement, rather than further degradation. The applicant's appeal to the National Planning framework is spurious. A suitable design for the shop front will not prevent any development, and in the hierarchy of policies the local Haringey statement is more relevant.
The Development Management DPD DM8 includes the words "Historic shopfronts should be retained and replacement shopfronts should respect, and where lost, reinstate, traditional features such as shop front framework features, pilasters, brackets, fascias and projecting signs.".
This bland, clone town, chain store proposal must be rejected, and resubmitted to be directly relevant to Crouch End rather than Bournemouth, and to enhance rather than to degrade the shop frontages in Crouch End.