LIST OF RECOMMENDATIONS UNDER DELEGATED POWERS

REPORT FOR CONSIDERATION UNDER DELEGATED POWERS

1. APPLICATION DETAILS

Reference No: HGY/2016/2006 **Ward:** Crouch End

Date received: 20/06/2016

Last amended date: 31/08/2016

Drawing number of plans: Location Plan; 6115-08 Rev E

Address: 2-4 The Broadway N8 9SN

Proposal: Retention of new shopfront.

Applicant: Mr Andrew Lloyd A S Watson

Ownership: Private

Officer contact: Tobias Finlayson

2. SUMMARY OF RECOMMENDATION

GRANT PERMISSION subject to conditions

Conditions:
1) In accordance with approved plans

3. PROPOSED DEVELOPMENT AND LOCATION DETAILS

Proposed development

3.1 This is a planning application for retenrion of new shopfront.

Site and surroundings

3.2 The subject site is a former public house on the ground floor of a 2-storey building on the east side of The Broadway, The site is in Crouch End town centre and is surrounded by a mixture of retail and commercial properties with flats above. The site is not listed however is within the Crouch End Conservation Area.

Relevant planning history

3.3 Pending: Advertisement consent application (ref: HGY/2016/1999) for associated display of 1 x externally illuminated fascia sign and 1 x externally illuminated hanging sign. Various previous applications for shop front alterations and associated signage.

4. CONSULTATION RESPONSE

4.1 The following were consulted regarding the application:

External:

- Hornsey CAAC: No response

Internal:

- LBH Transportation: No objection
- LBH Conservation Officer: No response

5. LOCAL REPRESENTATIONS

5.1 The application was published by way of multiple letters to neighbouring properties and 2 objections were received on the following grounds:

- 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 proposed frontage completely ignores being almost uninterrupted sheets of plate glass.
- While the proposal does nod towards a bit of timber, the overall impression is of plate glass.
- 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.
- Superdrug have done the work anyway prior to receiving consent. Should they not stick to procedure?

6. MATERIAL PLANNING CONSIDERATIONS

6.1 Saved UDP policy CV5 requires alterations and extensions to preserve and maintain the character of conservation areas and also respect characteristic features such as doors, windows or materials of buildings. This view should be considered alongside Chapter 12 of the NPPF, SPG2 'Conservation and archaeology', saved UDP policies UD3 and CSV5, London Plan policy 7.8, Local Plan policies SP11 and SP12 and policy DM9 of the Pre-Submission Version of the Development Management DPD January 2016.

6.2 NPPF chapter 7 'Requiring good design', London Plan policies 7.4 'Local Character' and 7.6 'Architecture' require development proposals to be of the highest design quality and have appropriate regard to local context. Local Plan policy SP11, saved UDP policy UD3 and policy DM1 of the Pre-Submission Version of the Development Management DPD January 2016 reinforce this approach.

6.3 The objections relating to the information submitted as well as the proposal itself are noted. However, since being originally submitted and subsequent to discussions with Officers, the proposal has been amended. Whilst dealt with under a separate, advertisement consent application (HGY/2016/1999), the signage is now below the fascia in the area where the former public house signage was located. Furthermore, the proportions of the shopfront are now more traditional with the transom having been moved up thereby providing further separation from the door frame. Whilst of

modern design, the proposal does respect a sufficient number of traditional shopfront design elements. In addition, the proposal needs to be considered in the existing context, with 2 modern, largely glazed shopfronts adjoining the property to the south.

6.4 Given the above, the proposed development will preserve the character and appearance of the conservation area and is in accordance with the above policies.

Conclusions

6.5 The development is acceptable as it does not adversely affect the residential amenity in terms of daylight/sunlight and outlook of neighbouring properties and does not harm the character and appearance of the conservation area.

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

7. RECOMMENDATION

GRANT PERMISSION subject to conditions

Registered No. HGY/2016/2006

Applicant's drawing No.(s) Location Plan; 6115-08 Rev E

Subject to the following condition(s)

1. The approved plans comprise drawing number: Location Plan; 6115-08 Rev E

The development shall be completed in accordance with the approved plans except where conditions attached to this planning permission indicate otherwise or where alternative details have been subsequently approved following an application for a non-material amendment.

Reason: In order to ensure the development is carried out in accordance with the approved details and in the interests of amenity.