

20 September 2022



VIA PLANNING PORTAL

Planning, Regeneration & Economy
London Borough of Haringey
Level 6, River Park House
225 High Road
Wood Green
N22 8HQ

Joshua Price
E: joshua.price@savills.com
DL: +44 (0) 29 2036 8950

2 Kingsway
Cardiff, CF10 3FD
T: +44 (0) 29 2 0368 900
savills.com

Dear Sir/Madam,

FULL PLANNING APPLICATION FOR SHOPFRONT ALTERATIONS

197 MUSWELL HILL BROADWAY, LONDON, N10 3RS

PLANNING PORTAL REF. PP-11525822

On behalf of our client Carebrook Limited, Savills is instructed to submit a full planning application for shopfront alterations at 197 Muswell Hill Broadway, London, N10 3RS ("the site"),

Accordingly, please find enclosed:

- Application form;
- Community Infrastructure Levy Form;
- Site Location Plan;
- Various drawings:
 - TD21/PM172/02.1 Rev A (Existing Shopfront); and
 - TD21/PM172/02.2 Rev B (Proposed Shopfront)

Payment of the appropriate fee of £462 has been made via the Planning Portal.

Proposals

The proposals seek planning permission for the installation of a new shopfront comprising a new frameless toughened safety glass door together with stainless steel patch fittings, pull handles, locks and base rail and hold open 90 degree floor hinges.

Any internal alterations do not require the benefit of planning permission by virtue of Section 55(2) of the Town and Country Planning Act 1990 (as amended). A separate application to secure express advertisement consent has been submitted (Planning Portal ref. PP-11166636).

Planning Policy Context

The National Planning Policy Framework ("NPPF") (July 2021) provides general advice alongside the presumption in favour of sustainable development. Paragraph 7 notes that the purpose of the planning system is to contribute to the achievement of sustainable development. Paragraph 130 expresses the importance to create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users.

Under Section 38(6) of the Planning and Compulsory Purchase Act 2004 (as amended), planning applications should be determined in accordance with the development plan unless material considerations indicate otherwise. Haringey's Development Plan Documents ("DPDs") relevant to the site comprises the Strategic Policies DPD (July 2017) and Development Management DPD (July 2017) which sit alongside the London Plan (March 2021).

The Strategic Policies DPD includes policies which shape the location and scale of development in Haringey until 2026. Policy SP11 (Design) relates to creating places and buildings that are high quality, attractive, sustainable and safe within Haringey. The Policy elaborates that design should respect local context and character and contribute to the area's sense of place and identity.

The Development Management DPD presents Haringey's spatial strategy alongside criteria based policies in which applications will be assessed against. Policy DM8 (Shopfronts, Signs and on-street Dining) notes that shopfronts should be designed to a high standard and contribute to a safe and attractive environment. It also notes that new shopfronts must allow for easy access by all members of the community. Policy D3 (Optimising site capacity through the design-led approach) of the London Plan sets out that all development must make the best use of land by following a design-led approach, amongst other considerations.

The Muswell Hill Conservation Area Character Appraisal (February 2008) sets out the key areas for the conservation area and section 13 identifies the challenges, pressures and opportunities for development. Paragraph 13.1 notes the importance of good design that takes account of the historic environment which is essential when considering proposals. Furthermore, it states that "the use of good external materials is of the greatest important [sic]". Paragraph 14.5 states that new shopfronts should be sympathetic to the proportions and balance of the overall frontage.

Assessment

There are considered to be two key issues in the assessment of this application for planning permission – the acceptability of the proposals in respect of design and access. These key issues are assessed in turn below.

Design

The site is located within the Muswell Hill Conservation Area. However, the site is not listed with the closest listed buildings being Muswell Hill Public Library (Grade II) to the north and W Martyn Grocers Shop on Ground Floor (Grade II) further south. While there are listed buildings nearby, the site is not considered to materially affect or be important to the setting or context of these. The neighbouring units comprise an eclectic mix of shopfronts, with little consistency in design, materials and scale. Many of the shopfronts are of a modern design with large fascia's and signage.

As previously noted, the proposals relate to the installation of a new shopfront entrance to the ground floor unit to facilitate the beneficial occupation of the site as a Pret A Manger sandwich shop. The site is currently vacant following the departure of the former occupier, rakha. Prior to this the site was occupied for many years as a Clarks shoe shop before vacating sometime in 2019.

The replacement shopfront entrance offers an improvement over the previous shopfront, delivering aesthetic improvements to the street scene and introducing an attractive shopfront within this retail environment. The proposals would retain the entrance in the same location but replace the existing doors with a new frameless toughened safety glass door at an appropriate scale.

Overall, the shopfront has been designed to fit in with this part of Muswell Hill Broadway and sensitively relates to the scale, proportions and architectural style of the wider building and surrounding facades. The replacement shopfront entrance would introduce detailed design, materials, colour and architectural features to the shopfront so that it is consistent with the modern design and appearance of many shopfronts in the wider area and deliver a significant betterment. It is consistent with other modern shopfronts which have received planning permission in the past in the local area. It is clear the proposals not only preserve, but would significantly enhance, both

the character and appearance of the building, street scene and wider area thereby satisfying Policies SP11 and DM8. It therefore follows that the proposals should be fully supported in respect of design matters.

Access

The proposed shopfront maintains level access to the unit and introduces a new frameless toughened safety glass door together with stainless steel patch fittings, pull handles, locks and base rail and hold open 90 degree floor hinges to replace the existing double door. The door will be flush with the rest of the façade, consistent with other shopfronts along Muswell Hill Broadway. The proposals therefore fully accord with the relevant policies of the Local Plan (insofar as these are applicable to the proposal) by ensuring adequate and equal access is provided.

Summary

The proposals relate to alterations to the shopfront of the unit so as to allow the future occupation of this vacant ground floor unit as a Pret sandwich shop. The works are considered a positive measure facilitating and enabling the long-term occupation of the ground floor unit. The new shopfront is considered to represent a high standard of design. The proposals are therefore considered to be in accordance with the relevant policies of the development plan as well as the objectives and direction of the NPPF. It is therefore respectfully requested that planning permission be granted.

I look forward to receiving confirmation that the application has been registered in due course and I would welcome the opportunity to discuss the details of the application with the appointed Case Officer at the earliest opportunity.

Should you require any further information, please do not hesitate to contact me.

Yours faithfully,

A handwritten signature in dark ink, appearing to read "J Price", written in a cursive style.

Joshua Price
Senior Planner

Enc. As above